

# SHINY PRETTY STUFF



## BRANDING

A brand is often mistaken for a logo but it is so much more than this. Your brand should be a representation of your product's vision, values and personality that allows your customers to connect with your look, feel and promise to convince them that they want to experience your product for themselves.

- Establish what your brand values are and how they align with your product
- Be authentic – make sure your product can deliver on your brand promise
- Develop messaging and produce images and videos that align and enhance your brand
- Ensure you apply your brand to all of your design elements of your business – consistency is key!
- Live your brand! Make sure your staff know about your brand values and personality, and help and encourage them to always live up to the name



## WEBSITE

An appealing, engaging and interactive website is critical to the success of your business. Your website needs to be reflective of your brand and your product, be easy to navigate, is optimised for mobile, and allow you to regularly update content easily.

- First impressions count. Welcome your guests to a website that's well laid out, uncluttered and intuitive to their needs
- Use graphics, imagery and video that is consistent with your brand and communicates and highlights your experiences in an engaging, concise and accurate manner
- Use images that are clear, well defined and neatly fit the space of your template (NEVER stretch your images to fit a space)
- Make booking facilities and contact details easy to use and find
- Ensure that you link all of your social media channels
- Have a map/location of your product, with directions if necessary

## IMAGES

We are very much a visual society. We are much more likely to pick up a brochure or click on something if the imagery catches our eye. Capturing the right images that best showcase your product and attracts your target markets is imperative to your business.

- Use images that are true to size, don't stretch them
- Your images should vividly show the best attributes of your product without over exaggerating them
- Maximise the location – showcase what's on offer beyond the actual product
- Use tourism industry image resources
- People in images should look like they are naturally enjoying themselves



## BROCHURES

While a vast majority of people now conduct their research online, many people still collect brochures from a travel agent, Visitor Information Centre or their accommodation when they arrive to make their travel decisions.

- You need to ensure that your brochure is an effective piece of marketing that stands out from the crowd. It needs to be fresh and compelling and align with your brand
- Know your target markets and what type of brochure will appeal to them
- Look at competitor and tourism industry brochures and objectively review the good and bad features
- Ensure you set a budget to produce and print the brochure
- Your front cover is key - it needs to capture the eye to inspire a person to pick yours over another product
- Be concise, factual and engaging in describing your product. Ensure you effectively highlight your unique selling points
- Don't forget to include your contact details and social media handles
- A picture speaks a thousand words! Use your images as a pictorial language that tells a story of your product in an accurate and effective way

