



From Norfolk, Who? To Norfolk, Wow!



Making Norfolk Island
A More Desirable Destination

Presentation Flowline

- ▶ Understand the context
- ▶ Determine key attributes
- ▶ Define the Positioning statement
- ▶ Share the core Brand idea
- ▶ Reveal the Repositioning Platform
- ▶ Present the Brand Promise
- ▶ Outline the Brand Personality
- ▶ Consider the opportunities and challenges

The context

- ▶ Traditional market is shrinking in size *and* disposable dollar; younger, higher yielding visitors are a growing priority even as older visitors continue to come
- ▶ Lack of brand presence and distinct positioning limits appeal of destination in an increasingly competitive market
- ▶ Wide gap between perceptions of visitors and non visitors
- ▶ Mindsets become more important than demographics. New brand will need to attract more experiential travellers ('doing' and 'feeling' rather only 'seeing' holiday makers)
- ▶ Need to capture the essence of what the destination has to offer in a way that is emotionally connecting with the consumer and aligned with community values

Key attributes

- ▶ Norfolk Island's appeal stems *not* from one but *three* core attributes:
 - Place
 - Past and
 - People
- ▶ In creative terms, Norfolk Island can be described as:
 - No ordinary Island (uniqueness, diversity, distinct status)
 - No ordinary history (layered, legendary and living)
 - No ordinary folk (characteristic people, language and culture)

Positioning Statement

For whom? (Core Target)	For discerning travellers aged 50–64 or older living in eastern Australia and New Zealand, travelling as couples or in groups, looking for a week long, short haul holiday experience that is refreshingly different – physically engaging, mentally stimulating and emotionally bonding
What? (Brand and its benefits)	Norfolk Island in the South Pacific offers a surprisingly unique and diverse experience – that totally belies its size – combining nature, history, people and culture in a compact and easily accessible environment
Against who? (Competition)	Other South Pacific islands (e.g. Fiji, Tahiti, Vanuatu, Cook Islands etc), Tasmania, Lord Howe Island, Sunshine coast or islands off the Queensland Coast
How? (Support)	For an island 5 kms by 8 kms, Norfolk is packed with a density of experiences along 170 kms. of roads that connect you to absorbing convict and Bounty history, live colonial and Pitcairn heritage, proud and welcoming people, a diverse and spectacular natural environment, choice of accommodation, a range of activities (fishing, swimming, snorkeling, diving, walking, bird watching, cycling, golfing, shopping and more), fresh, amazingly tasty food, and a unique hybrid language. Its quaint and soulful character, tranquil pace of life, developed economy and Australian currency make this self governing, English speaking geography all the more appealing

Core Brand Idea

- ▶ A potential visitor to Norfolk Island sees the place as a mere speck in the ocean. Its small size also limits expectation of what's on offer
- ▶ As they approach it and more so once they are here, visitors are transported to a totally different world
- ▶ This 'out of the world' feeling comes from
 - An amazing density and diversity of experience
 - A relaxed, peaceful pace of life
 - The Island's many quaint characteristics and
 - The strong emotional connection between its people, place and past

Repositioning Platform

Norfolk Island
SOUTH PACIFIC

Repositioned
as

The World of Norfolk
SOUTH PACIFIC

From	To
Two dimensional; finite space	Three dimensional; infinite scope
Competes head on against other islands	Redefines category whilst retaining identity and location
Reinforces stereotype images	Breaks the mould, sets it apart
Small size a weakness	Size becomes a potential strength
Limited opportunity for claims	Implies uniqueness <i>and</i> diversity

Makes Destination Norfolk *different from* and *superior to* competition.
Provides a unique, credible and sustainable positioning platform

Brand Promise

The World of Norfolk Small world. No small wonder.

Small world	No small wonder
Gives credence to <i>World of Norfolk</i> positioning	Reinforces wondrous nature of destination
Kindles visitor interest	Captures visitor emotions
Suggests surprise encounters	Elevates “Be surprised” tagline to a new level
Signifies connectedness with people, environment and history	Contrasts with <i>Small world</i>
Makes a compelling brand promise	

Attracts new visitors, reassures past visitors – across markets, segments, seasons and mindsets

Brand Personality

Brand Personality describes traits that would be associated with a brand if it were a living, breathing person

Young	Energetic
Proud	Possessive
Rustic	Quirky
Motherly	Loving, Generous, Nurturing
Resourceful	Tenacious
Spirited	Humorous

Opportunities and Challenges

- ▶ The *World of Norfolk* positioning provides an excellent opportunity for the entire tourism industry in Norfolk, in fact the whole community to unite together as one by embracing the *mantra* “Wun World. One Norf’k” and harness the benefits of the brand
- ▶ The new Brand is a powerful asset with infinite potential. Protect it, preserve it, promote it and ... perform it. Above all, live it and breathe it!
- ▶ The new strategy provides Norfolk Island’s onshore and offshore travel partners renewed motivation to sell the destination. A focus on higher yield, a stronger brand and a smarter approach to marketing will make Norfolk island a more profitable investment
- ▶ The brand promise needs to be reinforced through experience by building an element of surprise into service delivery
- ▶ A stronger destination brand will attract more visitors and some who are likely to be more demanding in terms of quality of physical product, level of service and after hour engagement. Investments in new and improved physical infrastructure (quality of accommodation, rental cars and tour vehicles), reengineering of product offerings and innovation in service design will become necessary

No Ordinary Brand

In responding to the brief, we had highlighted a few challenges

- ▶ Identifying a core property that will allow Norfolk Island to distinctly differentiate itself from other islands in the South Pacific
- ▶ Overcoming the disadvantage of being small and unknown as well as the strong associations lent by a South Pacific location
- ▶ Becoming more attractive to a market segment that is being increasingly sought by other destinations
- ▶ Establishing an emotional connection that transcends physical attributes

We believe the new Brand addresses all these challenges. Better still, it works across geographies (Australia, New Zealand and any emerging markets), younger and older groups, first time and repeat visitors and is independent of when people visit. Above all, it is aligned with Norfolk Island Community Vision and Values

Q&A

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Thank you

Thank you for your time and attention.

May the 'World of Norfolk' Brand make tourism more purposeful, more professional and more profitable for all of us!

**Jodie Williams, Chair
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and
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