



# SHARK BAY DESTINATION BRAND STRATEGY

JANUARY 2018

# OBJECTIVES

## Task

Develop a Shark Bay destination brand that positions the region as a favourable tourism location for the identified target audience.

## Marketing Objectives

Raise the profile of Shark Bay as a favourable tourism destination to:

Increase visitation to the region.

Increase visitor spend throughout the region.

Increase visitor satisfaction rates throughout the region.

Develop a unique and unifying tourism brand for the entire region to own.

## Brand Objectives

Develop a tourism brand that encapsulates the most favourable and unique attributes of the region so the brand:

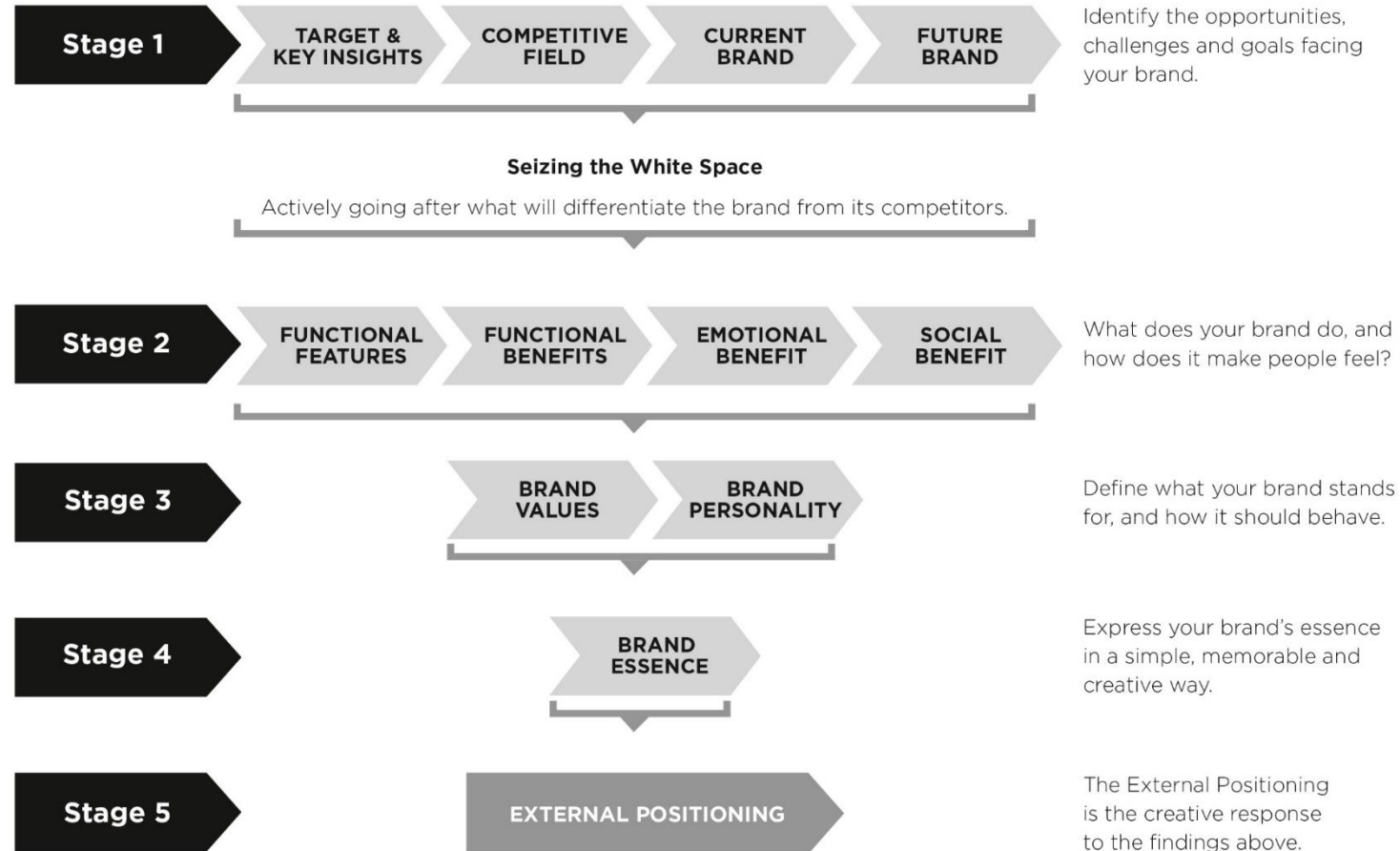
Resonate with the target audience in a favourable manner.

Communicate a clear and consistent message unique to Shark Bay.

Differentiate Shark Bay from competing tourism brands.

Grows awareness of Shark Bay as a favourable holiday destination.

# MARKETFORCE BRANDMARK™



# RESEARCH SOURCES

## Primary Research Sources

- *In-depth interviews n=6*
- *Workshop n=12*

## Secondary Research Sources

- *Roy Morgan*
- *The 2017 Expedia Millennial Traveller Report*
- *Kantar TNS, Tourism WA; Visitor Experience and Expectations Research 2016/17*
- *Australia's Coral Coast Overnight Visitor Fact Sheet 2014/15*
- *Consumer Demand Project - May 2014 Tourism Australia*



*Please see Appendix for detailed sample lists.*

# TARGET AUDIENCE AND KEY INSIGHTS

When developing a unique brand positioning we need to determine whom our optimal target audience is, so that our brand will resonate with them in a positive manner.

To do this effectively we utilise various data sources so that we can gain a holistic view. The data sources used were:

- *Shire of Shark Bay Stakeholder Workshop*
- *Roy Morgan*
- *The 2017 Expedia Millennial Traveller Report*
- *Kantar TNS, Tourism WA; Visitor Experience and Expectations Research 2016/17*
- *Australia's Coral Coast Overnight Visitor Fact Sheet 2014/15*

# IN-DEPTH INTERVIEWS: TARGET AUDIENCE

We asked the 6 stakeholders what they thought were the major motivations for visiting Shark Bay. These motivations start to paint a picture of what is motivating people's visitation to the region so we can communicate that more effectively within the brand.

- Sense of wilderness. The Shark Bay region has a stark and incredible natural beauty, with peacefulness and serenity. The solitude is a drawcard as people feel like they can connect with the place because they may be the only one on the beach.
- Warmer weather across winter provides people a chance to escape the dreary winter, so they migrate north for the winter. Within WA, you have the option to never see a winter, somewhere in WA it is always summer.
- Camping and 4WDing. The 4WDing on offer is serious and hard core, it is the ultimate adventure. It allows people to experience their own Shark Bay.
- Culture and history. Shark Bay's World Heritage history needs to be educated to the audience so they can understand it properly and be provided with context. Aboriginal education and experiences (tours) allow people to experience authentic indigenous cultural experiences.
- Botanical history, pastoral history, indigenous history, geographical history.
- Boating and fishing. There is a need to move away from just promoting fishing and integrate the whole boating offering. Fishing, recreational boating and sailing.
- Dolphin experience at Monkey Mia. This is a chance to interact with dolphins in their natural habitat.

Source: Shark Bay Stakeholder In-Depth Interviews; n=6



# TARGET AUDIENCE RECOMMENDATION

To effectively promote Shark Bay as a favourable destination within WA and Australia, we need to have a clear and focussed target audience segmentation. This will enable us to have clear brand messaging. Based on the research we have provided two target audience recommendations. These target audiences pose the most value for the region moving forward and they are prime candidates for wanting what Shark Bay has to offer. These are explained in more detail on the following three pages.

## Millennial experience seekers



## Young families

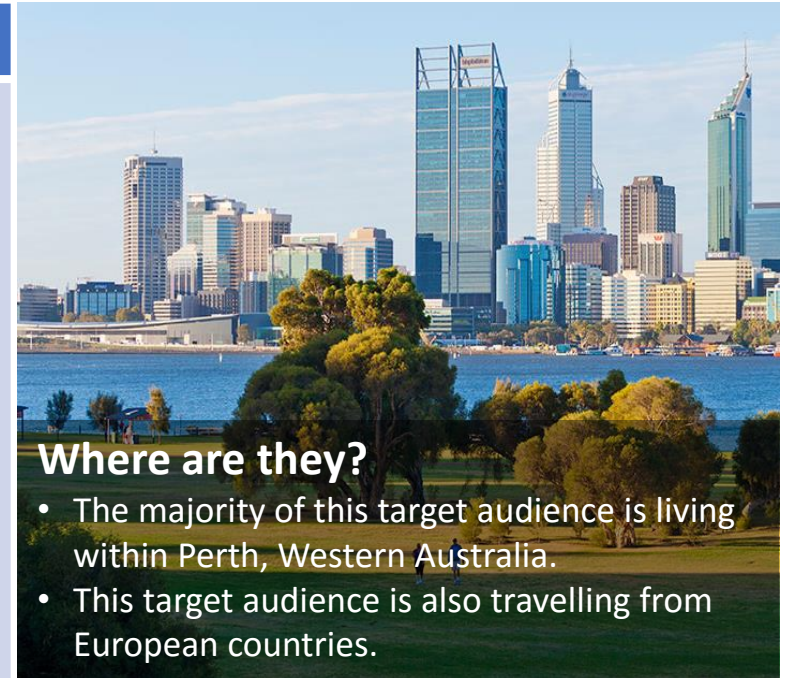


# MILLENNIAL EXPERIENCE SEEKERS



## Who are they?

- 25-34 year, male and female. They are adult couples, singles or travelling as a group of friends.
- They work long hours in professional jobs, looking to get ahead in life so they can escape the rat race by going on holidays. Because of their jobs and busy life, they are time poor. They have a higher than average household income.
- Travel is an important part of their lifestyle, because they believe their social life defines them as a person, not their jobs.
- Well-educated and they stay up to date with current affairs.
- Experienced travellers.



## Where are they?

- The majority of this target audience is living within Perth, Western Australia.
- This target audience is also travelling from European countries.

## What do they want?

- To not feel like tourists at all. They want to blend in, experience local culture, habits, and people, and have unique adventures.
- When they go travelling they want social interactions with local and authentic experiences.
- They are after challenging, but rewarding activities that will stimulate and define their personality.
- Enjoy going off the beaten track to find the local experience, and to capture an Instagram worthy picture.
- They over-index in wanting to learn about local indigenous culture.
- Nature based tourism, experience unique landscape and beautiful sunsets.
- Value for money and a variety of products / offering that are different and will provide unique memories to share with friends and family.



# YOUNG FAMILIES



## Who are they?

- 30 – 49 years old, with children under 12 years old.
- They have an average household income of \$107K.
- Family comes first for this audience, working long hours to provide the best possible life for their children, they earn higher-than-average incomes in industries such as retail, community services, teaching and nursing.
- Young families see travel as a way of building memories and enables them to have a chance to reconnect, recharge and have a break from normal routine.



## Where are they?

- The majority of this target audience is living within Perth, Western Australia.
- A smaller segment of this target audience is also travelling from the Eastern states of Australia.

## What do they want?

- To discover beautiful scenery and beaches where the family can relax, but if they want they can participate in fun activities.
- Immerse themselves into local cultural and historical knowledge so they can share stories with friends and family when they get home.
- Young families want ease and convenience when they are travelling. This provides a more enjoyable holiday experience.
- This family group took approximately 40% of caravan and camping trips in Australia in 2014.
- Due to the large number of people travelling, they want affordability and safety.
- High number of activities on offer, ensures everyone is entertained and allows for memorable stories to be shared over dinner.
- They are thrifty consumers who try free supermarket samples and will shop at Target and Kmart.

An aerial photograph of a coastal landscape. The water is a vibrant turquoise color, contrasting with the dark, scrubby vegetation on the land. The terrain is rugged and hilly, with the water filling the valleys and surrounding the landmasses. The overall scene is serene and natural.

# COMPETITIVE AND TOURISM & INDUSTRY FIELD

When developing a unique brand it is important to understand where your brand sits in relation to competitor offerings for the target audience. A brand must ensure it is built out of ideas that the brand can actually offer, whilst endeavouring to be different to competing offerings. This will enable future visitors to understand what is on offer and why they should choose this place over a competing place.

# TOURISM TRENDS: AUSTRALIAN TRAVELLER

Escapism is something that people are demanding more and more. Especially with the 'always-on' world we live in. Where we are so flooded with artificial light, constantly plugged in, bombarded with expectations of what success and adulthood should look like. People are feeling a need to find a way to escape the rat race and find remote and rugged locations where they can engage with authentic experiences. For this reason Shark Bay must embrace their remote and rugged attributes.

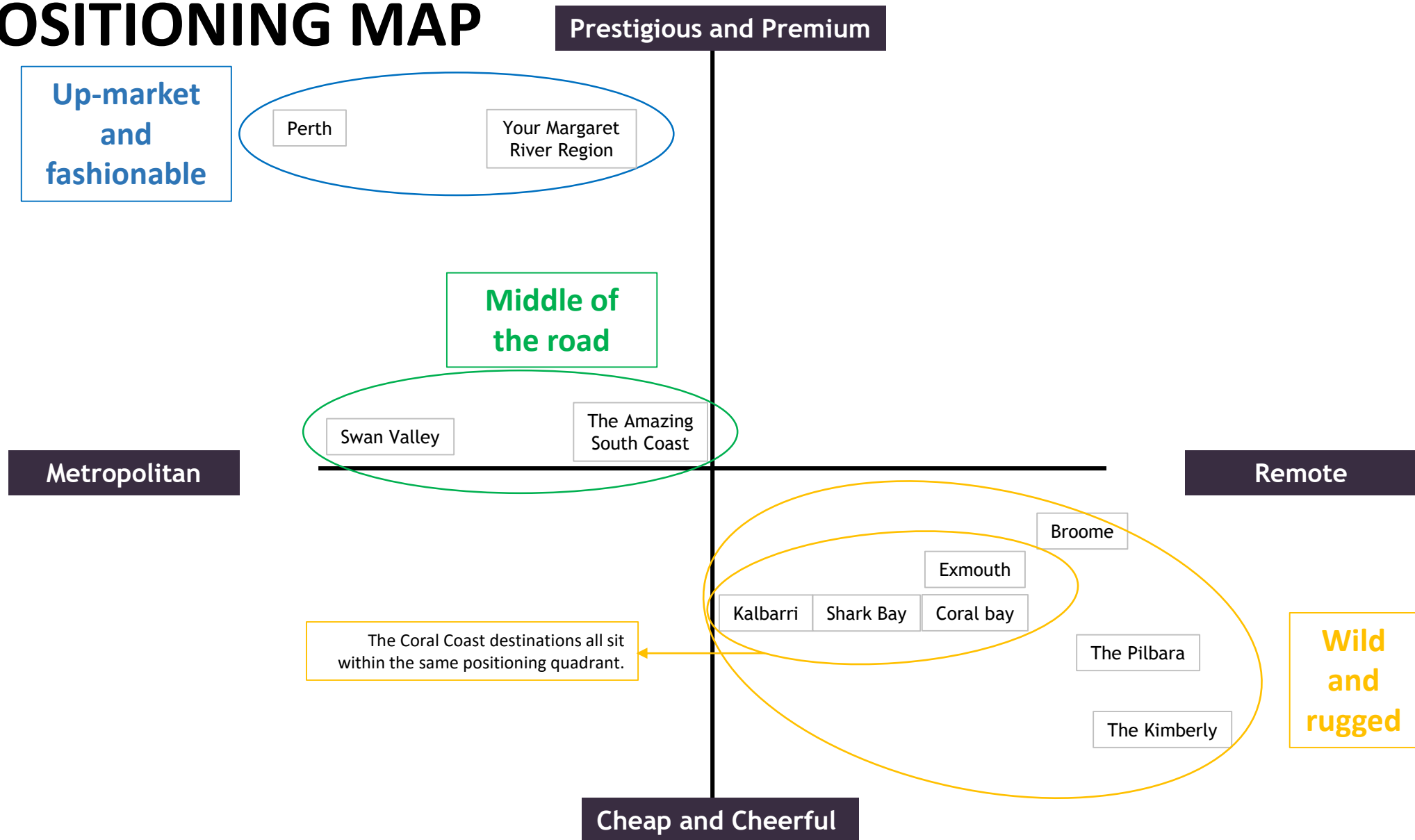


Source: Australian Traveller

# COMPETITOR ANALYSIS

	Lower Great Southern	Margaret River Region	Australia's North West	Australia's Golden Outback	Australia's Coral Coast
Key Attractions	<ul style="list-style-type: none"> <li>Natural Tourism - Castle Rock Skywalk (Porongurup Range National Park)</li> <li>Natural Tourism - Valley of the Giants, Tree Top Walk (Walpole Wilderness Area)</li> <li>Natural Tourism - Bluff Knoll lookout (Stirling Range National Park)</li> <li>Natural Tourism - The Gap and Natural Bridge (Torndirrup National Park)</li> <li>Natural Tourism - Greens Pool and Elephant Rocks (William Bay National Park)</li> <li>Natural / Adventure Tourism - Bibbulmun Track and Munda Biddi Trail (multiple national parks and state and private land)</li> <li>Natural Tourism - Padre White Lookout</li> </ul>	<ul style="list-style-type: none"> <li>Wineries, Breweries, Restaurants – 187 wineries within the region. 3 craft breweries and 1 distillery.</li> <li>Natural Environment – Caves - Lake and Mammoth Caves, Ngilgi Cave</li> <li>Surfing – world class surfing beaches.</li> <li>Diving – HMAS Swan Wreck.</li> <li>Art - Local Art Galleries</li> <li>Produce – 11 Markets and local food producers.</li> <li>Whale Watching - Geographe Bay Charter Boat Whales</li> </ul>	<ul style="list-style-type: none"> <li>Natural Environment - Buccaneer Archipelago and Horizontal Falls, Bungle Bungles, Purnululu National Park, Lake Argyle and Ord River Wetlands</li> <li>Sunset/Beach – Cable Beach.</li> <li>Brewery – Matso's Brewery</li> <li>Pearl Shopping / Tours -Broome</li> <li>Indigenous Culture</li> <li>Fishing – world class reef and game fishing in the world.</li> </ul>	<ul style="list-style-type: none"> <li>Beaches - Blue Haven Beach (Esperance)</li> <li>Wildflowers – Wheatbelt and Goldfields Wildflower seasons</li> <li>Natural Environment - Largest monocline Mount Augustus, Wave Rock</li> <li>Art - Gormley Sculptures (Australia's largest world-class art site)</li> <li>Experiences - Station stays</li> </ul>	<ul style="list-style-type: none"> <li>Ocean - Whale Sharks, Fishing, Surfing Diving – Ningaloo, Kalbarri, Coral Bay, HMAS Sydney Memorial</li> <li>Sea Life - Ningaloo Marine Park, Money Mia, Dolphins, Dugongs, Sharks, Manta Rays, Whale Sharks and Whales.</li> <li>Natural Environment – Dirk Hartog Island, Francois Peron National Park, Pinnacles Desert, Cape Range National Park</li> <li>Produce - Rock Lobster Factory</li> </ul>
Peak Season	Nov - Jan	Nov - Jan	July - August	Wildflowers July - November	March - November

# POSITIONING MAP



An aerial photograph of a coastal landscape. The foreground shows a sandy beach and a shallow bay with clear, turquoise water. The background features a rugged coastline with dense, low-lying scrubland. The overall scene is captured in a slightly desaturated, naturalistic style.

## BRAND GAP

When developing a BrandMark™ strategy we need to investigate where the brand is currently along with the aspirational brand. Then we can determine how big a gap it is between both brands, and develop the most effective BrandMark™ strategy that will act as a starting point to achieve our aspirational brand.

Within this section we have used extracts from the workshop and in-depth interviews along with secondary research, including:

- The Shire of Shark Bay Local Tourism Planning Strategy

Due to the fact there is currently no existing destination brand, we have examined the secondary research to investigate the current product as opposed to the brand.

# SHARK BAY

- Internationally, Shark Bay is recognised as one of the few World Heritage areas listed under all four outstanding universal natural values.
- Shark Bay is listed as a UNESCO World Heritage site for its natural heritage values because it satisfied all criteria including; natural beauty, biological diversity, ecological processes and earth's history.
- Shark Bay is renowned for its stunning scenery of blood-red headlands, white beaches, steep cliffs, blue skies and turquoise lagoons. Furthermore, the existence of the world's most diverse and abundant communities of stromatolites, provides a unique and modern day insight into nature and the evolution of the world's biosphere.
- The remote wilderness experience and exceptional climate are the main attributes that draw visitors to Shark Bay. While visitor's desire to "get away from it all" and/or "escape the cold" are key motivators, it is the unique natural attractions of the Region that are the undeniable draw card.
- The largest tourism hook is the interaction with dolphins at Monkey Mia. However, this is potentially only a 1 hour activity of 3-4 day (WA); 7 day (Interstate); over 1 week (International) holiday for people. Thus, we need to create a brand that promotes other elements of the brand offering.

Source: *The Shire of Shark Bay Local Tourism Planning Strategy*



# SHARK BAY SWOT

Source: The Shire of Shark Bay Local Tourism Planning Strategy

	Strengths	Weaknesses	Opportunities	Threats
Tourism Demand	<ul style="list-style-type: none"> <li>• Monkey Mia is a recognised Brand.</li> <li>• ‘World Heritage’ is a highly desirable visitor experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonality of visitation.</li> <li>• Perceived distance from Perth.</li> <li>• Community sometimes has a negative self-image.</li> <li>• <b>Too dependent on Monkey Mia reputation.</b></li> <li>• <b>Confusion over the names of Denham and Monkey Mia within Shark Bay.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Clear agreement that tourism is the future industry of Shark Bay.</b></li> <li>• Be known as an educational destination by sharing research with visitors.</li> <li>• Prepare to internationalise the 2016 Dirk Hartog 400-year celebrations.</li> <li>• Ensure information regarding the World Heritage of Shark Bay is easily accessible and affordable to visitors.</li> <li>• Easy access for visitors to tourism products through packaging/bundling and on selling.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>There is no consolidated tourism Brand for the area.</b></li> <li>• Tourism fragmentation within local visitor service operations.</li> <li>• Ignorance about the unique World Heritage features of Shark Bay among visitors.</li> </ul>
Accommodation	<ul style="list-style-type: none"> <li>• Diversity of accommodation offer.</li> <li>• Additional tourism infrastructure development valued at \$11.5 Million at Monkey Mia Dolphin Resort.</li> <li>• High level of co-operation between Caravan Parks.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The need for 5-star accommodation.</b></li> <li>• <b>The need for eco-style accommodation.</b></li> <li>• High cost of building.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Nature based /ecotourism accommodation development.</b></li> <li>• Develop additional powered caravan sites to benefit from the current high occupancies.</li> <li>• Develop more free camping sites.</li> <li>• Further development of eco-tourism activities on Dirk Hartog Island.</li> <li>• Development of the Potters Block within Denham with additional accommodation and supporting facilities.</li> <li>• 5 star accommodations would provide a greater diversity of market appeal.</li> </ul>	<ul style="list-style-type: none"> <li>• Unregulated holiday home rentals and lack of engagement with property owners.</li> <li>• Lack of affordable seasonal workers accommodation.</li> <li>• Lack of demand for Tourism Zoned land.</li> </ul>
Activities	<ul style="list-style-type: none"> <li>• Diversity of existing tourism operations.</li> <li>• Fantastic access to natural flora and fauna.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of unity between operators and too few bundled products.</li> <li>• Not enough specialist tourism products: such as Educational and/or seminar tours in the off- season.</li> </ul>	<ul style="list-style-type: none"> <li>• Water sports equipment hire on the foreshore</li> <li>• Sharing of research as tourism and resident education.</li> <li>• Night tours of Project Eden.</li> <li>• Develop houseboats for bare- boat charter many different forms of sailing.</li> <li>• In association with DPaW further develop Voluntourism experiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Imported fish bait can introduce foreign disease.</li> <li>• Commercial trawling</li> <li>• Catch and take fishing practices.</li> </ul>

**Shark Bay is too dependent on Monkey Mia. The development of a consolidated tourism brand will help confusion of names. Nature based tourism is an opportunity for Shark Bay to help promote the region.**



# SHARK BAY SWOT

	Strengths	Weaknesses	Opportunities	Threats
Access	<ul style="list-style-type: none"> <li>• Good airport with sealed strip.</li> <li>• Easily accessed coastal boat launching areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Distance from Perth</li> <li>• Few rental cars available and no one-way hire-cars.</li> <li>• Unclear road signage near Denham. Airline provision with GDS standards. Loss of bus service into town.</li> <li>• Lack of easy barge access to Dirk Hartog Island.</li> <li>• No bus services from North or South of State.</li> </ul>	<ul style="list-style-type: none"> <li>• One cost for World Heritage Centres and Monkey Mia NP.</li> <li>• Develop and market the HMAS Sydney II Trail.</li> <li>• Improved access from Denham to Dirk Hartog Island.</li> <li>• Improve jetties and add more boat pens.</li> <li>• Have a Huge World Heritage entry statement at the Overlander with electronic accommodation availability display.</li> <li>• Improve access for visitors to the World Heritage area.</li> </ul>	<ul style="list-style-type: none"> <li>• Limitations of Skippers Aviation and the fact they do not have Global distribution.</li> <li>• High fuel costs for travel by vehicle.</li> </ul>
Attractions	<ul style="list-style-type: none"> <li>• Summer winds</li> <li>• Safe water in the Denham Bay.</li> <li>• Surrounded by World Heritage.</li> <li>• Great visual foreshore.</li> <li>• Beautiful wilderness feel of the area.</li> <li>• World Heritage Discovery Centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Attractions may be considered limited for distance travelled.</li> <li>• Strong summer winds can deter visitors.</li> <li>• The Monkey Mia dolphin experience is no longer personal.</li> </ul>	<ul style="list-style-type: none"> <li>• Surrounded by World Heritage.</li> <li>• Expand the events calendar and grow signature events.</li> <li>• Aquaculture tourism attraction near Monkey Mia Resort.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased leisure fishing and boat numbers.</li> <li>• Loss of fishing village identity.</li> <li>• Negative reports about large crowds at the dolphin feeding, Monkey Mia.</li> </ul>

**Embrace the distance from Perth to help promote the ability to escape and be free from the Perth monotonous routine.**

Source: The Shire of Shark Bay Local Tourism Planning Strategy

# SHARK BAY SWOT

	Strengths	Weaknesses	Opportunities	Threats
Amenities	<ul style="list-style-type: none"> <li>Independent power and water generation.</li> <li>Existing jetty infrastructure.</li> <li>A very scenic tourism hub.</li> </ul>	<ul style="list-style-type: none"> <li>Restaurants, shops, bars, supermarkets and cafes.</li> <li>Lack of permanent doctor or hospital facilities in Shark Bay.</li> <li>Seasonal business operations i.e. cafes</li> <li>Few tourism services i.e. car wash-down areas.</li> <li>Lack of town-centre parking for: caravans and motor homes</li> <li>Lack of beach frontage retail space due to Shire offices.</li> </ul>	<ul style="list-style-type: none"> <li>Road signage to direct vehicles through Denham.</li> <li>Better catering for motor homes.</li> <li>Move the Shark Bay Shire office.</li> <li>Develop a sailing/yacht club.</li> <li>Upgrade boat chandlery services.</li> <li>Develop the southern end of the beach for beach goers.</li> <li>Possibly develop a marina.</li> </ul>	<ul style="list-style-type: none"> <li>Local Government rate-base insufficient for on-going support of public infrastructure.</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>The Shark Bay visitor guide offered a consolidated product guide to the area.</li> </ul>	<ul style="list-style-type: none"> <li>Confusion caused from numerous names in area.</li> <li>Some holiday homes are not contributing to marketing.</li> <li>Large numbers of for sale signs around the town not a good advertisement.</li> <li>WH not explained – living with WH.</li> </ul>	<ul style="list-style-type: none"> <li>Develop the lessons of isolation and living with WH Media.</li> <li>Engage with holiday-home owners regarding tourism marketing.</li> <li>Leverage World Heritage.</li> <li>Market Dirk Hartog Island as an aspirational attraction.</li> <li>Expand the events calendar i.e. more: festivals, winter markets and research education events.</li> <li><b>Consider renaming the Town Denham to Shark Bay to reduce visitor confusion.</b></li> <li>Signage at Overlander with accommodation vacancy information about Denham.</li> <li>Development of more bundled/packaged tourism products making them easier for visitors to buy.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of consolidated tourism brand message. Too few major landholders control developable land.</li> <li>The lack of tourism products that include visitor experiences both north and south of Shark Bay, creating activity links for visitors.</li> <li>Some holidays-home owners seldom contributing to destination marketing.</li> </ul>

**Serious consideration should be made around the potential renaming of Denham to Shark Bay.**

Source: The Shire of Shark Bay Local Tourism Planning Strategy

# IN-DEPTH INTERVIEWS: SHARK BAY BRAND IDENTITY

Words Used to Describe Shark Bay



Source: Shark Bay Stakeholder In-Depth Interviews; n=6

# ASPIRATIONAL BRAND

The workshop group were asked to visually represent the aspirational brand.



**Animal: Sea Eagle**

Freedom  
Beauty  
Beautiful contrasting colours  
Strong  
Independent



**Vehicle: Majestic Timber Yacht**

Majestic  
Clean and sleek  
Beautiful  
Graceful  
Wind driven  
Visually stunning but hard work  
Freedom  
At one with the elements  
Wild and thrilling



**Activity: Water Sports**

Freedom  
Adrenaline  
Nature based  
Soft adventure  
Solitude  
Appreciation of surroundings  
/ peacefulness



**Person: David Attenborough**

Appreciates and respects nature  
Informative  
Knowledgeable  
Wise  
Respected  
Educator  
Passionate  
Emotional  
Takes you on a journey



# **BRAND RECOMMENDATION**

What does your brand do, and how does it make people feel?

We need to provide a clear summary of how we want people to feel when they see Shark Bay communications. This will help develop a consistent message.

# SHARK BAY'S BRAND RECOMMENDATION

How will Shark Bay's potential visitors describe the brand?	What does the Shark Bay region do for me?
<ul style="list-style-type: none"><li>• You can interact with the flora and fauna life in an authentic way.</li><li>• Offers the ultimate 4WDing experience.</li><li>• The colours are like no other on this planet.</li><li>• You can do as much or as little as you want.</li></ul>	<ul style="list-style-type: none"><li>• Enables me to escape my 9-5 grind and immerse myself into untamed land and water activities and experiences.</li><li>• Teaches me about the history of the region.</li><li>• Provides me with a truly unique immersive experience for viewing and interacting with the local wildlife.</li><li>• Enables me to see the most western point of Australia.</li><li>• I can camp and 4WD on pristine beaches, usually alone.</li></ul>
How does Shark Bay make me look to others?	How does a holiday in Shark Bay make me feel?
<ul style="list-style-type: none"><li>• Like a true explorer, because I enjoy getting off the beaten track.</li><li>• Tough and resilient, because I'm prepared for anything that comes my way.</li><li>• Laidback and down to earth, because I prefer to travel to remote locations as opposed to busy metro destinations.</li><li>• Knowledgeable, because I can share stories about Shark Bay's history along with it's flora and fauna.</li></ul>	<ul style="list-style-type: none"><li>• Free from my monotonous routine.</li><li>• A feeling of solitude.</li><li>• In awe of the wild and rugged nature in contrast to the pristine colours of the ocean.</li><li>• Exhausted (mentally and physically) because I have immersed myself in everything I could.</li><li>• Enriched by the abundance of experiences including the history and heritage.</li><li>• Invigorated as my batteries are recharged</li></ul>



# HEART OF THE BRAND

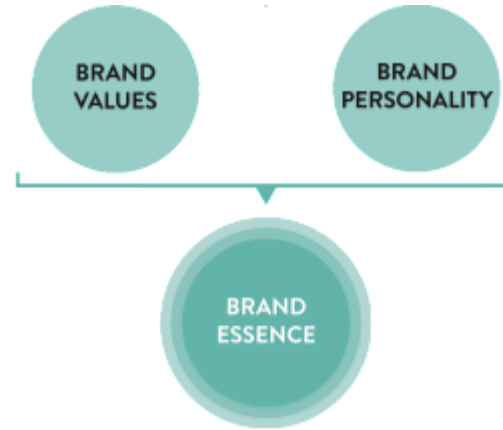
The brand personality, values and essence will provide the foundations for the heart of Shark Bay's brand moving forward.

# HEART OF THE BRAND

## Values

What is right and wrong for the brand.

To bring them to life and make them credible, these values should guide all decisions for the organisation and underpin brand communications.



## Personality

Attributes should guide the tone of all marketing communications, both verbally and visually.

## Brand Essence

Is the *'the promise'* of the brand.

The essential expression of the brand that is always present in every client, staff, external stakeholders' experience of it.



# SHARK BAY'S BRAND ARCHETYPE: THE EXPLORER

The Explorer is motivated by a powerful craving for new experiences and will do almost anything to avoid boredom.

The Explorer is known to push boundaries and delight in unexpected discoveries, embracing a no-limit philosophy.

Explorer values freedom and innovation.

At the core of this archetype is the urge to hit the open road. Highly individualistic, the Explorer demonstrates a live-and-let-live attitude.

It marches to the beat of its own drum, one that resonates with energy and vitality.

Understanding that there is no end to learning, the Explorer creates experiences to push people out of their routine and to be comfortable in surrounds they may not be use to.

Meaning is derived from experientially discovering the world, which fuels high levels of humility and respect.

## Strengths

**Independence. Bravery. Freedom. Self-sufficiency. Nonconformity.**



# BRAND ARCHETYPES

Although we have grouped Shark Bay together with The Amazing South Coast within the Explorer Archetype, we believe Shark Bay can differentiate it's brand story. And in fact own the personality at a deeper level due to it's unique selling points:

- More remote, thus a higher level of freedom.
- A completely different natural environment.
- More authentic relation to Australia's first explorers.
- Hot and dry vs cold and wet.

Yearning for Paradise	Changing the World	Connecting the World	Structuring the World
<p><b>Innocent</b> To experience paradise, to be happy, to do things right with faith and optimism. Fears punishment.</p>	<p><b>Hero</b> Proves worth through courage, improves the world, be as power as you can be. Courage. Fears weakness.</p>	<p><b>Regular Guy / Citizen</b> Connection with other. Fits in. Develop ordinary solid virtues, unpretentious. Fears standing out.</p> <p><b>The Swan Valley</b></p>	<p><b>Ruler / Sovereign</b> Control, create success, leadership through taking responsibility. Fears chaos and being over-thrown.</p> <p><b>Perth</b></p>
<p><b>Explorer</b> Freedom, to experience a better, more authentic life, experience new things, autonomy. Fears being trapped</p> <p><b>Shark Bay</b>    <b>The Amazing South Coast</b></p>	<p><b>Outlaw / Rebel</b> Revenge or revolution, destroy what is not working, disrupt through shock. Fears being powerless.</p>	<p><b>Lover</b> Intimacy and sensual pleasure. In a relationship on all levels. Become more and more attractive. Fears being unwanted.</p> <p><b>Your Margaret River</b></p>	<p><b>Protector / Caregiver</b> Protect people from harm. Help others; compassion; generosity. Fears selfishness.</p>
<p><b>Sage</b> The discovery of truth through intelligence and analysis. Seeks out information and knowledge, wise. Fears being duped; ignorance</p>	<p><b>Sorcerer / Magician</b> Knowledge of the laws of how things work. Makes dreams come true. Finds win-win outcomes. Fears unanticipated negative consequences.</p>	<p><b>Jester</b> Live in the moment with full enjoyment, lighten up the world. Have fun. Fears boredom</p> <p><b>Fremantle</b></p>	<p><b>Creator</b> Creates something of enduring value. Gives form to a vision. Creates culture through creativity and imagination. Fears mediocre vision and execution.</p>

# SHARK BAY'S BRAND VALUES

To bring them to life and make them credible, these values should guide all decisions for the organisation and underpin brand communications. As we are developing a regional strategy, we need to consider the values of the existing Environment, the People and the Businesses.

Values	Behaviours
<b>Freedom</b>	A constant quest to act as one wishes and encourage others to do so.
<b>Resilience</b>	We are as tough-spirited as the natural landscape that surrounds us.
<b>Respect</b>	We have a feeling of deep admiration for our past, and for all of those who visit.
<b>Learning</b>	We seek to continually grow through knowledge, so we can share our knowledge.

# THE ESSENCE OF SHARK BAY'S BRAND

## Untamed wonder

When you journey to Shark Bay you become free of your monotonous routine and you uncover a wild environment that is other worldly, which will leave you in awe.

It is our promise to you, that you will fall in love with our fiercely stunning landscape, both on land and in the water. As you are greeted by our salt of the earth comradery and local community. You will leave with tales you didn't know existed due to the regions steeped history.

# SHARK BAY'S BRAND PILLARS

Think of these 3 pillars as Shark Bay's core brand offering. It is these that people visit Shark Bay for and it is these that provide benefits and value for holiday makers. Every destination has landscape, activities and history, but Shark Bay's versions illicit an element of 'untamed wonder', and it is for this reason that this is recommended to be at the heart of Shark Bay's brand.

## Untamed wonder

### Landscape & Scenery



### Activities, Experiences & Events



### History and Culture



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### Landscape and Scenery

Shark Bay is renowned for it's stunning scenery of blood-red headlands, white beaches, steep cliffs, blue skies and turquoise lagoons.

The harshness and ruggedness of Shark Bay's landscape is what is unique about the destination and it also provides a level of mystique to the region that not many other destinations can match.

Francois Peron National Park, Dirk Hartog Island, Shell Beach, Steep Point are some of the key landscape and scenery attractions.

Shark Bay could be referred to as one large aquarium and zoo. As people have a great opportunity to immerse their self with both aquatic and land animals. E.g. Monkey Mia, Eagle Bluff etc.

### Activities, Experiences and Events

It is important to note, that Monkey Mia dolphin activity is at present the largest tourist attraction for the region. From this point forward we need to work at promoting these 3 pillars together in line with the brand essence of 'untamed wonder'. What this will do, is bring the other endearing qualities of the region up to the same brand association as dolphins are.

Shark Bay's natural environment makes the destination perfect for camping, boating, fishing, 4WDing, snorkelling, kayaking, SUPing, bushwalking.

Some of the top experiences are Ocean Park Aquarium, Wula Gura Nyinda Eco Adventures, World Heritage Drive, 4WDing on Dirk Hartog Island and Francois Peron National Park.

### History and Culture

Internationally, Shark Bay is recognised as one of the few World Heritage areas listed under all four outstanding universal natural values. In 1991 Shark Bay was added to the list of World Heritage Areas. Shark Bay was listed as a UNESCO World Heritage site for its natural heritage values because it satisfied all criteria including; natural beauty, biological diversity, ecological processes and earth's history.

Shark Bay was the first place Dirk Hartog landed in 1616, which was the first recorded landing of Europeans in WA.



Untamed wonder



# BRAND STRATEGY OVERVIEW

## Objective

Develop a unique unifying destination brand identity for the region of Shark Bay that will increase brand awareness and motivation to visit the destination.

### Get These People

- Millennial experience seekers.
- Young families.

### Who Currently Think

- Shark Bay is too far to travel.
- Shark Bay is too hot and windy.
- I am unsure what the Region has to offer that I can't find in closer destinations such as Margaret River.
- I'm looking for authentic nature based holidays.

### To Think

Shark Bay enables me to

- Break free from my routine and discover naturally stunning but harsh beauty.
- Allows me to do as much or as little as I want.
- Learn about history in an authentic way.
- Discover the most westerly point of Australia.
- Interact with flora and fauna in a truly authentic manner.

By Communicating a Single Minded Proposition of...

**Discover Shark Bay's untamed wonder.**





**THANK YOU**

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