Branding

How to sharpen your profile
as a National Park

⇨ Tool for self-evaluation of branding
⇨ Recommendations for national parks

The following recommendations grow out of the brand analysis discussed and illustrated in the original document (available as download at http://mpa.e-c-o.at/index.php/plain/content/view/full/864):
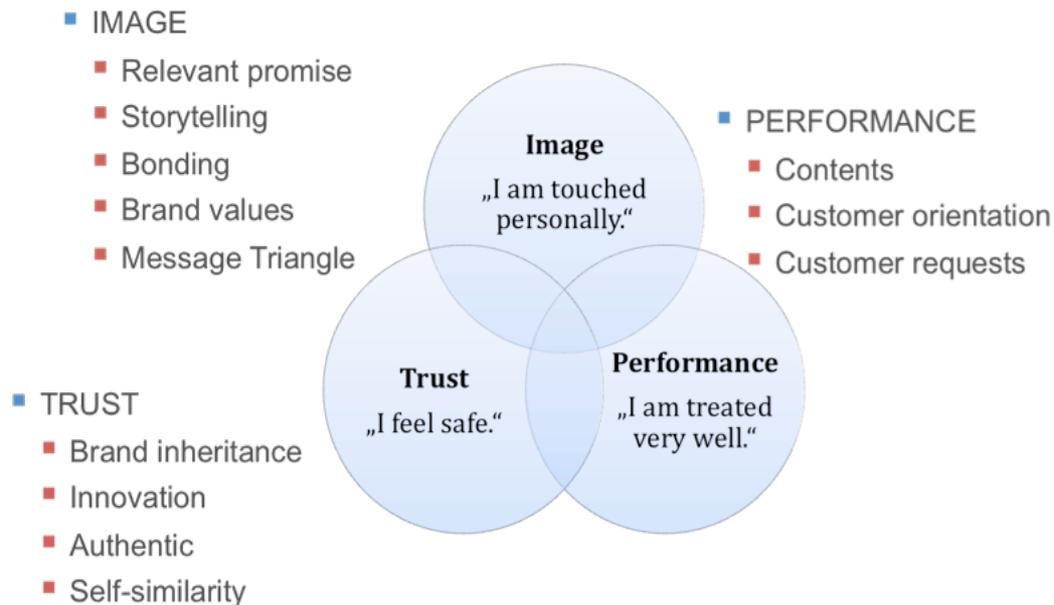
A. Unterköfler (2009): Brand Analysis of Austrian National Parks. Master Thesis of the Management of Protected Areas Programme, University of Klagenfurt, 124 p.

Tool for self-evaluation of branding in national parks

Brand Score Card

The brand analysis along the Brand Score Card helps to clarify the communication aims of national parks and determines areas of strength and weakness.

The Brand Score Card is based on the three main pillars that build up a brand: image, trust and performance. Each category is specified by several sub points.

- IMAGE
  - Relevant promise
  - Storytelling
  - Bonding
  - Brand values
  - Message Triangle

- PERFORMANCE
  - Contents
  - Customer orientation
  - Customer requests

Image
„I am touched personally."

Trust
„I feel safe."

Performance
„I am treated very well."

- TRUST
  - Brand inheritance
  - Innovation
  - Authentic
  - Self-similarity

Part 1: Image

1.1 Relevant promise

- What does the national park promise? Why the park was established?

  _____

- Which measures prove this promise?

  _____

Full marks: The promise is obvious and catches everybody's eye.

1.2 Storytelling

- Does the national park tell stories or only facts? Which media are used?

  _____

- "Would you buy it at the rail way station?"

  _____

<u>Full marks</u>: The national park communicates via a large variety of media and tells interesting, readable background stories.

1.3 Bonding

- How does the national park involve people?

  _____

- Are there co-operations with companies… on regional and national level?
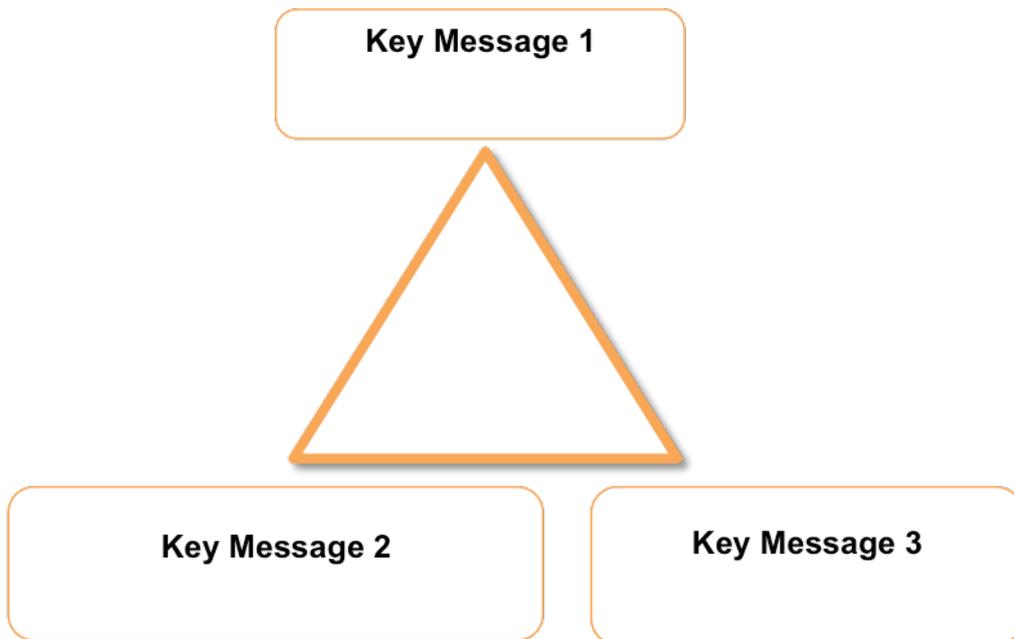
  _____

<u>Full marks</u>: The national park is very open and invites people to join in. It is well connected with the regional economy.

1.4 Brand values

- What does the national park stand for (name several adjectives)?

A. Unterköfler (2009)

1.5 Message triangle

- Is it possible to identify three key messages that are visible at first sight?

Part 2: Trust

2.1 Brand inheritance
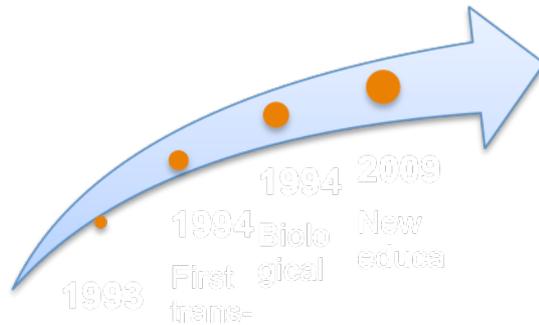
- Is the history of the national park valued?

_____

- Does the national park present its tradition?

_____

<u>Full marks</u>: There are various examples of a long history (old pictures and documents…).

2.2 Innovation

- What have been the innovations since establishment?

_____

Full marks: There is a continuous line of innovations.

2.3 Authenticity

- Is the picture that is communicated the same in reality?

_____

- Do the expectations meet the experience of the visitors?

_____

Full marks: All actions of the national park agree with the stated goals.

2.4 Self-similarity

- How consistently is the design used?

_____

- Are the colours, writings, logos… always the same?

_____

Full marks: Swap-test (NEUMEIER 2006): Is it possible to identify the national park material even if you cover the logo with your hand?

Part 3: Performance

3.1 Contents

- Are the texts easy to understand with few technical terms?

  _____

- Is the quality of the print, layout and pictures high?

  _____

Full marks: The materials of the national park have a high comprehensibility for non-experts.

3.2 Customer orientation

- Does the national park answer individually to requests?

  _____

- Is there a personal and friendly contact to customers?

  _____

Full marks: A customer of the national parks feels valued and important.

3.3 Customer requests

- How long does it take to respond to a customer request?

  _____

- Does the national park keep the contact and send further material?

  _____

Full marks: The national park answers immediately and adds interested people to their (mail) address list.

Recommendations for national parks in general

The following recommendations are intended to improve the branding of national parks:

- ❒ For an expressive but serious appearance, strong and characteristic pictures should be used.

- ❒ New and diverse ways of communication should be implemented to reach a broader public. WEB2.0 and Social Media should be offered as virtual possibilities to join in.

- ❒ The key messages should be stated more clearly and more often. Only a small number of technical terms should be used and maintained.

- ❒ History can be used as an evidence for success if it is presented in an exciting way with lots of pictures and visual effects.

- ❒ Innovation requires courage. National parks should be successful through brave actions, commitment and perseverance. Environmental problems should be made visible for the public.

- ❒ Pictures and introductions of the whole personnel put a face on the organisation. Public access to as many as possible documents about ongoing work creates transparency.

- ❒ Only a few powerful colours should be used and everything should be designed very light and serious. It is important to stick to the design consistently in each material.

- ❒ Easy figures and diagrams should be used to illustrate complex topics clearly. Technical terms should always be explained (e.g. in an online-dictionary).

- ❒ Individual (first) answers should always be sent to customer requests, e.g. a short personal note with postal consignments.

- ❒ Quick answers are important for using online correspondence. The contact should be kept and customers should be added to the address lists.