

MODULE TWELVE

HOW TO LEVERAGE BRANDS AND MARKETING

Your brand is how you present your business and the experiences you offer to potential and existing customers and your industry peers. It's who you are and the reason your business exists.

This module will help you to understand where your brand fits within the local destination, Brisbane region and Queensland tourism brands and stories. A case study and tips on using brand content are included to assist you to increase the impact of your marketing.

Why is this important for your business?

Businesses providing exceptional experiences of the Brisbane region know what makes them stand out from others—their points of difference—and share stories with their customers through their imagery, website content and their face-to-face conversations.

Use this module to help you draw on the local destination, Brisbane region and Queensland brand content, including images and stories to enhance your own brand and what you share in social media posts, website content and collateral.

Your business and the experience you provide are part of the local destination story and brand. You are adding to the identity and stories of a place. In an already saturated market, having a compelling story and brand helps a business and a destination to remain competitive. It is important to provide the best experience and use the marketing resources available to reach and attract customers.

The following diagram provides an overview of the brands and how they relate to your own messages and social media engagement with your potential and existing customers.



OUR TOURISM BRANDS

QUEENSLAND EXPERIENCE PILLARS

Queensland Brand

Experience Pillars

These five experience pillars have been identified through consumer research as categories that set Queensland apart. They form the backbone of Tourism and Events Queensland's creative strategy and define how the Queensland brand messaging is delivered to consumers.



REEF, ISLANDS AND BEACHES



NATURAL ENCOUNTERS



ADVENTURE AND DISCOVERY



LIFESTYLE, CULTURE AND PEOPLE



EVENTS

Brisbane Region Destination Brand



A pristine bay of Aboriginal culture and wildlife



A majestic rim of mountain peaks, fertile valleys and world heritage rainforests



Australia's urban adventure capital



A global, open-air green city embracing the river at its heart



A city that embraces events and welcomes visitors as our own

Local Destination Brand

The stories and images of the Brisbane region and your local area that give meaning and bring to life each experience pillar

Your Key Messages

Your social media schedule and website content

Your social media posts and website content

Potential and existing customers



Howard Smith Wharves

“Making a direct correlation (from a brand) to revenue is tough. But consider some of the world’s best-known brands like Apple or Coca-Cola. They are valuable because they have built customer loyalty and trust over time. That trust and reputation make every new product from those companies more credible and appealing.”¹⁸

Identify your role within your local destination brand and story

Use the following questions to think about the role of your business in your local destination brand and story.

1. What is the local destination brand?

This is the overarching story your local destination’s people are telling and experiencing.

2. What is my business’ story?

How did it begin? What are its values? What experiences does it provide to visitors? What are the points of difference from others?

3. How does your story overlap with the local destination brand?

This is your chapter within the local destination’s story. With this question, you can support the destination while remaining true to your business’ unique experiences.

4. How can you support the local destination brand?

Businesses can often start to contribute to the larger story in small ways, for example, use of visuals and written content in your marketing and social media that reflect your version of the local destination brand.

Extend your marketing as part of the Brisbane region story

Beyond the local destination brand, you have an opportunity to also align the experiences you offer to the five experience pillars (and 13 sub themes) that BEDA has identified as heroes in the Brisbane region story. The experience pillars are the ‘hero’ experiences that represent the essence of the Brisbane region. The same questions above apply. Each hero experience has a series of stories that bring that experience to life in different ways, and it is the combination of these experiences that form the broader Brisbane region story.

It is important that you are able to tell your own brand story and consider the Brisbane experience pillars that it links to.

By seeing yourself as part of the Brisbane region brand you open your business up to opportunities to extend your marketing reach such as:

- Using BEDA’s media assets such as images and videos and story content
- Participating in marketing campaigns focused on the experience pillars
- Taking part in media famils and activations
- Having your business featured in social media posts and campaigns.

BEDA’s experience pillars have been developed to align with Queensland’s brand and experience pillars to provide even greater reach for Queensland, Brisbane and your business.

¹⁸ <https://destinationthink.com/blog/tourism-businesses-need-to-know-about-destination-branding/>

Case Study

TANGALOOMA ISLAND RESORT, BRISBANE

Tangalooma Island Resort is a holiday destination on Moreton Island, offering unique adventure, educational or nature-based experiences including the opportunity to hand-feed wild bottlenose dolphins.

1. How are you leveraging marketing opportunities through Brisbane Economic Development Agency (BEDA) and Tourism and Events Queensland (TEQ)?

Some of the key opportunities for us are family and public relations activation such as hosting media and high profile visitors. For example, in 2021, Tangalooma was one of a handful of destinations chosen as a backdrop for the Queensland NRL trophy tour. On other occasions we have hosted Jeff Horn, Roger Federer, and other VIP's which generated significant media coverage.

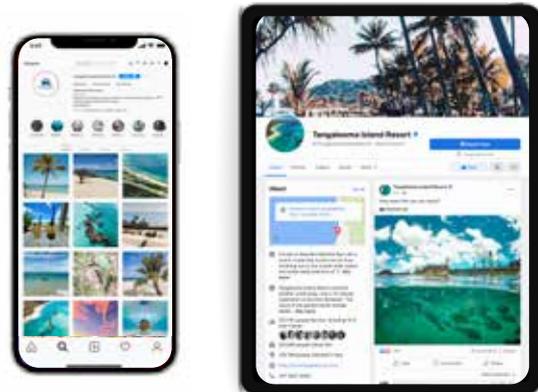
Our strong relationship with BEDA and TEQ coupled with our iconic and unique tourism experiences, enabled our experiences to be promoted as hero products in the recent Brisbane Holiday Dollars and Great Queensland Getaway campaigns. This resulted in placements in valuable advertising space such as News Limited papers. We also invested in marketing opportunities through TEQ's IMATE service that complimented our own in-market activity, helping us achieve hundreds of bookings through the campaigns.

2. How are you leveraging destination and/or Queensland brands in a practical sense, e.g using imagery, story content, experience pillars, key messages

We strive to be the hero coastal, aquatic, and adventure experiences for visitors to Brisbane, as well as positioning ourselves as a destination for unique wildlife encounters. All of these experiences align well with TEQ and Brisbane region's experience pillars. At the same time, we also focus on our story and branding which shows our guests immersed 'in-the-moment' of a Tangalooma experience. We aim to highlight these lifestyle moments in our brand pieces - particularly guests enjoying uniquely Tangalooma moments such as snorkelling shipwrecks in our clear blue waters, hand-feeding wild dolphins, or riding quad bikes upon our golden sand dunes.

3. What impact does good content mean for you? And what do businesses need to do to create good content?

Inspiring content that supports our brand story is very important. We've worked hard to grow our social media following and as a result see thousands



of great photos and videos uploaded to social media channels every month. We amplify the social media posts that are performing well by reposting with our hashtag #tangalooma. We also syndicate guest-generated content to our website connecting Instagram and Facebook with various products of the business which gives greater authenticity to our content.

So many amazing photographers and videographers are drawn to Tangalooma wanting to capture the natural beauty and fun of the destination and we encourage them to use the Resort as a base to curate incredible content.

4. How are you leveraging other brands? And what does this look like practically?

We build our interstate brand recognition by partnering with brands that fit with our brand story and can amplify our voice. These partnerships enable us to leverage off their marketing spend, databases and increase awareness of our destination. Recently we partnered with the retail brand Surf Dive N Ski. Our vibrant images are being used in their campaign material, we are marketing the Resort to their database, and partnering on a holiday giveaway. Other brands we've worked with in recent times include Lorna Jane, QANTAS, Carnival Cruises, GoPro, Canon, and countless others that closely complement the Tangalooma spirit. We also work collaboratively with Brisbane Airport on VIP family, and other initiatives to drive visitation to Brisbane.

How to use the Brisbane and Queensland brands

Once you understand how your experience aligns with the local destination, Brisbane region and Queensland brands and stories you can start to integrate and leverage them to support your marketing activity.



- Be clear about who is your audience, so you can tailor your content to resonate with them.
- Access creative content from your local council or local tourism organisation (LTO), BEDA and TEQ to use in your marketing activity.
- Make sure your ATDW listing content is up to date so it can be listed on other travel booking platforms. BEDA searches ATDW for events and content about experiences and draws out what is relevant to feature in consumer pieces such as What's on articles, blogs, campaigns, social media etc.
- Get involved in cooperative campaigns that align your experience with the Brisbane region and Queensland brands. The Great Queensland Getaway campaign is an example of a cooperative marketing campaign to extend the reach of your brand via Queensland.com.

RTO DESTINATION WEBSITE AND HASHTAG	FACEBOOK	INSTAGRAM	INDUSTRY NEWSLETTER SUBSCRIPTION
Visit Brisbane www.visitbrisbane.com.au #visitbrisbane	@visitbrisbane www.facebook.com/visitbrisbane	@visitbrisbane www.instagram.com/visitbrisbane/	Email tourism@brisbane-eda.com.au to be added to tourism email database.
Visit Moreton Bay Region www.visitmoretonbayregion.com.au #visitmoretonbay	@visitmoretonbayregion www.facebook.com/visitmoretonbayregion	@visitmoretonbayregion www.instagram.com/visitmoretonbayregion/	Subscribe at www.mbrit.com.au/tourism-alert
Visit Redlands Coast www.visitredlandscoast.com.au #RedlandsCoast	@RedlandsCoast www.facebook.com/RedlandsCoast	@RedlandsCoast www.instagram.com/redlandscoast/	Subscribe at www.visitredlandscoast.com.au/industry
Experience Somerset http://www.experiencesomerset.com.au/ #experiencesomerset and #somersetqld	@experiencesomerset www.facebook.com/experiencesomerset	@experience_somerset www.instagram.com/experience_somerset/	Email mail@somerset.qld.gov.au to be added to tourism email database
Visit Scenic Rim www.visitscenicrim.com.au #scenicrim	@visitscenicrim www.facebook.com/visitscenicrim	@visitscenicrim www.instagram.com/visitscenicrim/	Subscribe at www.investscenicrim.com.au
Discover Ipswich www.discoveripswich.com.au #discoveripswich and #ipswich-qld	@discoveripswich www.facebook.com/discoveripswich	@discoveripswich www.instagram.com/discoveripswich/	Email tourism@ipswich.qld.gov.au to be added to tourism email database
Explore Logan www.explorelogan.com.au #explorelogan #cityoflogan #surprisinglydifferent	@exploreloganau or @exploreloganqld www.facebook.com/explorelogan	@exploreloganau or @exploreloganqld www.instagram.com/explorelogan/	Email explore@logan.qld.gov.au to be added to tourism email database
Queensland https://www.queensland.com.au/en/home #thisisqueensland	@VisitQueensland www.facebook.com/visitqueensland	@Queensland www.instagram.com/queensland/?hl=en	https://teq.queensland.com/news-and-media/contacting-teq/newsletters
Australia https://www.australia.com/en @SeeAustralia #HolidayHere-ThisYear	@Australia.com www.facebook.com/SeeAustralia	@Australia www.instagram.com/australia/?hl=en	https://www.tourism.australia.com/en/news-and-media/newsletters/subscribe.html





FIND OUT MORE

- Brand Queensland [Resources](#) include a guide to what is Brand Queensland and guidelines on how to use the brand in your marketing.
- Queensland [Storytelling Toolkit](#) provides ideas and tips for helping you create, develop and deliver exceptional experiences through storytelling.
- [Queensland Image Library](#) for access to images for use in your online content
- [Details on marketing campaign opportunities](#) – information about TEQ’s current and upcoming marketing campaigns and advertising opportunities.
- [Best practice Social Media Guide](#) steps you through how to create content that engages your customers and leads to increased bookings and sales.
- [Brisbane Content Toolkit](#) gives you access to a library of free, destination images and videos to use in your communications and marketing.
- [Tips on how to get featured on @Australia social channels](#)
- Ask your LGA for their brand guidelines/toolkits.