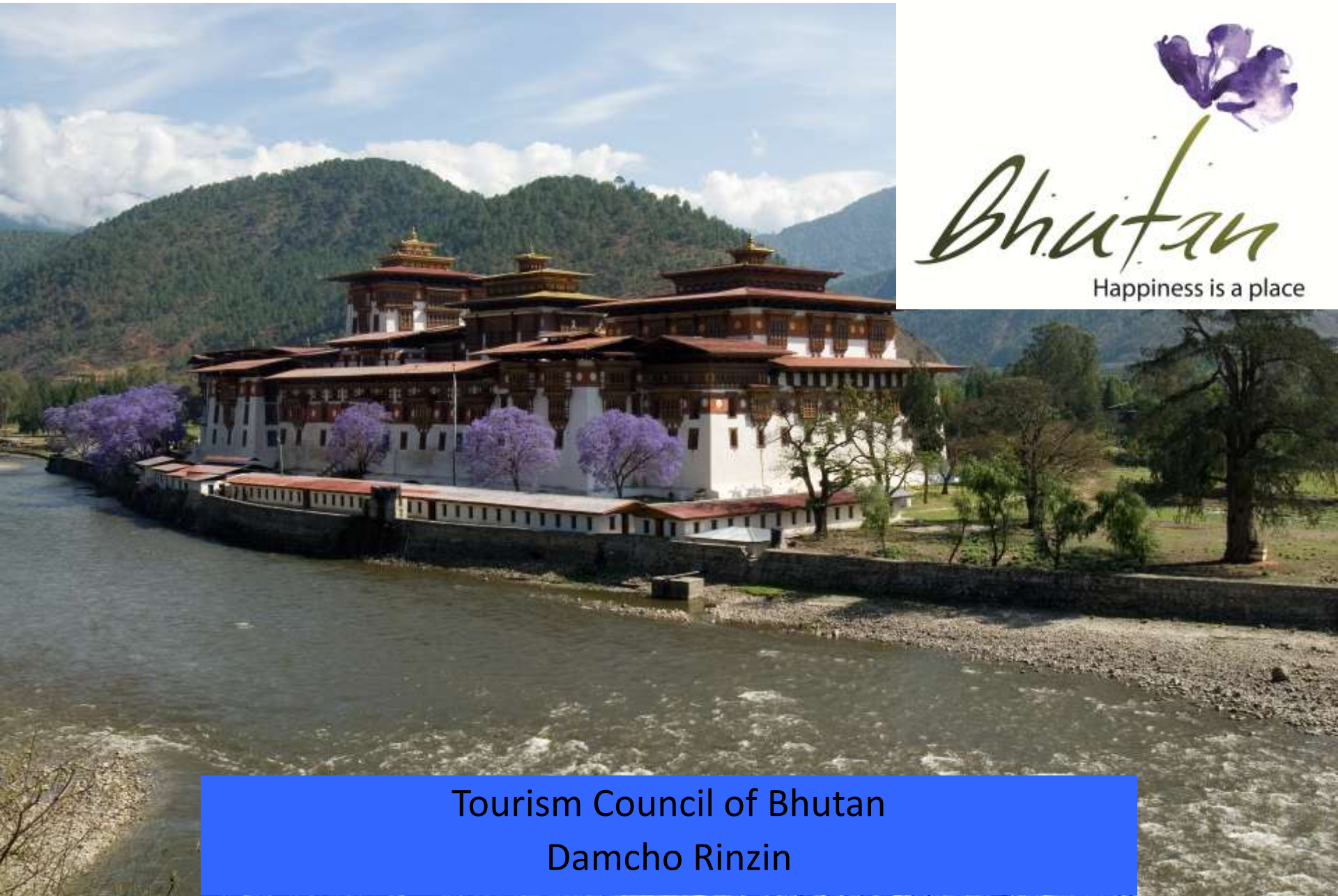


Branding & Communication in Tourism

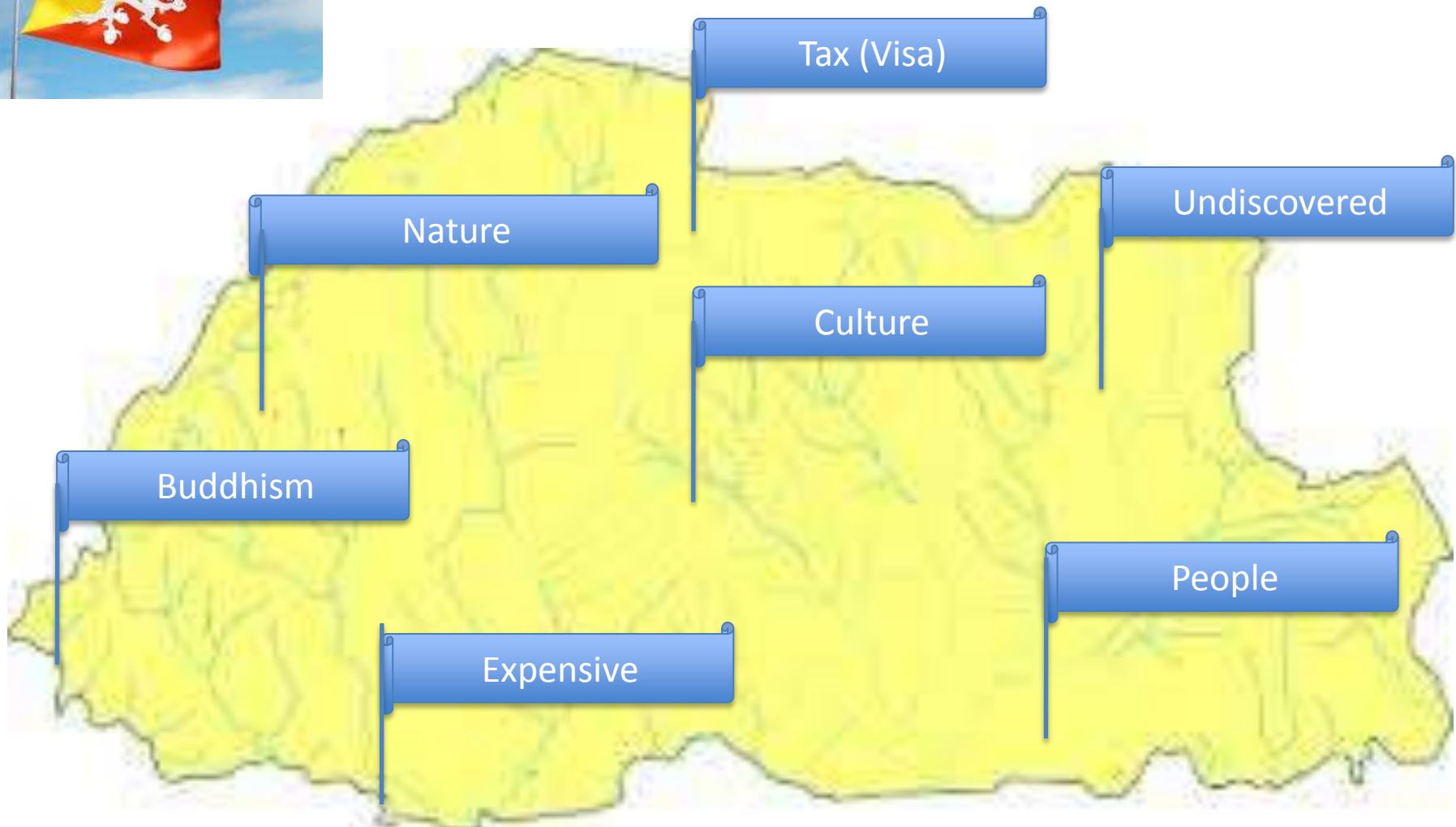


Tourism Council of Bhutan
Damcho Rinzin

Bhutan Brand from 1974 till 2005



No Brand



Brand Communication (1974 – 2005)

Last Shangri-La

Media

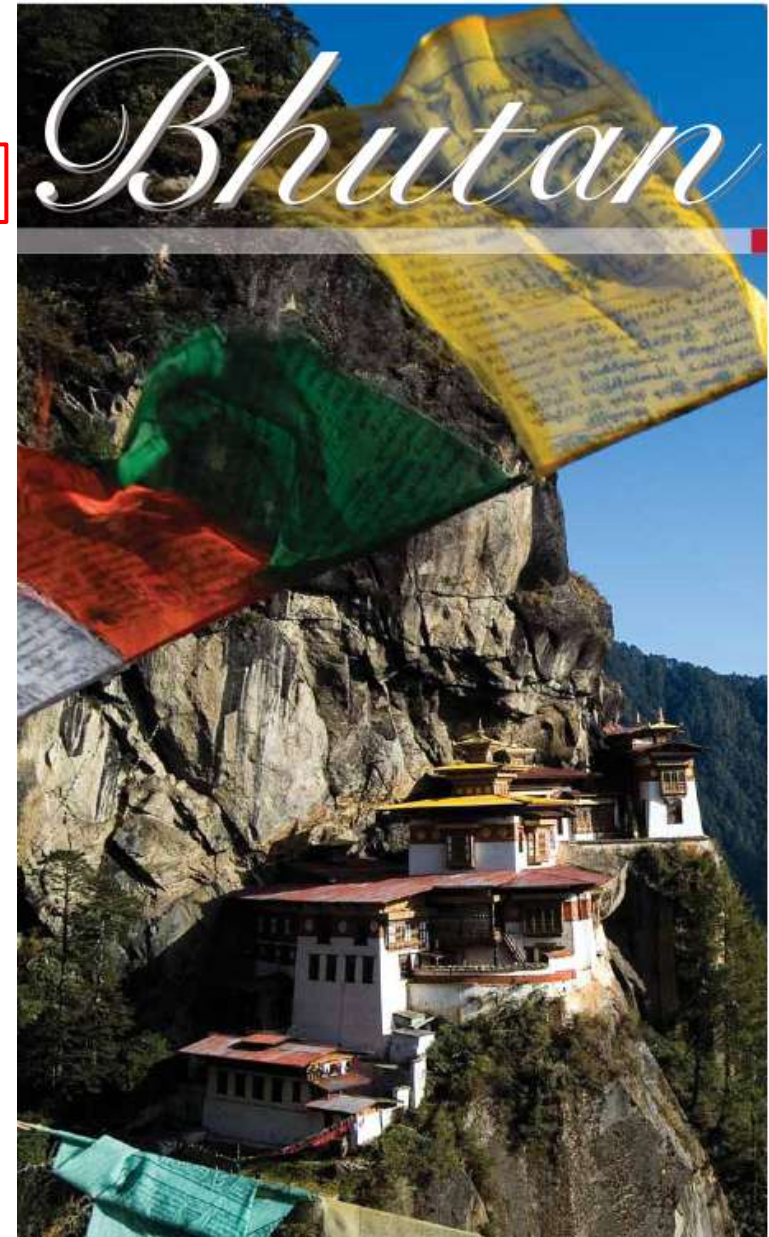
No Marketing Strategy

Mysterious & Unknown

Tour
Operators

Marketing done by tour agents to suit their interests

Word of
mouth



Bhutan Brand from 2005 till 2010



Slogan:

- Land of the Thunder Dragon (Druk Yul)

- Industry consultation
- Proper research
- Representing country's DNA

Brand Communication (2005 – 2010)



Logo



Letterhead



Collaterals



Presentation Format



Bhutan Brand since 2010 ...



Selecting the right Brand Logo

- International Brand (Logo) Scan
 - Colour, Motif & Font
- Parameters
 - Uniqueness
 - Reflects Bhutan
 - Interest
 - Desire
 - Action

Ranking
the
Logos



Positioning Bhutan

BASED ON TOURISM TRIGGERS



**DEEPLY
PERSONAL
EXPERIENCES**

**EXOTIC
EXPERIENCES**

SOCIAL EXPERIENCES

True happiness is after-all about deeply personal experiences

Interests: History, something 'new', exotic

Destinations:

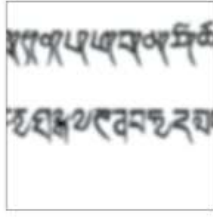
- India, Japan, China, Malaysia, etc

Interests: Shopping, nightlife, etc

Destinations:

- Singapore, Hong Kong, Korea, etc

Logo Research



What makes Bhutan instantly recognizable?





Hunting for the Baseline



Mystique in the mist



Kingdom in the sky



Nature Nurtured



A unique world on earth

Winning Baseline

1. Happiness is a place
2. Blissful Bhutan
3. Discover Happiness

Happiness is a place



Blue Poppy Flower

- National flower
- Evokes feeling of love
- Associated with happiness
- Suggests non-materialistic pursuit of happiness
- Signifies finding happiness in the simplest of things.

Tagline (Video): Happiness can be found in simple things

Challenges

- Budget
- Mis-interpretation of the baseline (slogan)
- Tourism System (Fixed Tariff)
- Registration as tourism industry Brand logo

Thank You!