Orana Regional Relocation Marketing and Branding Project

Consultation and discovery workshop

Aims of the workshop

- To create a consensus amongst all parties responsible for delivering the brand message.

- To define the strengths of the region.

- To use the combined knowledge, experience and creativity of the group to generate ideas.

- To finalise a set of core brand values that can be carried forward in the development of the brand.

- To clarify project requirements, responsibilities and scope.

Business requirements

Aim of project?

The aim of the Regional Relocation Project is to promote the benefits of living, working and investing in the Orana region.

Business requirements

Objectives

- To promote the benefits of living and working in the Orana region.

- To create a unique umbrella brand for participating LGAs to work under.

- To assist families and businesses to relocate to the Orana region.

- To leverage marketing and promotional opportunities of the EVOcities project.

- To address the existing and future skills shortages in the region by connecting skilled professionals with employers.

- Raise awareness of the new and existing regional relocation grants available through the NSW government.

Business requirements

Project constraints (Discussion)

- Budget

- Schedule

- Resources

  - Discuss available resources from participating councils

Business requirements

Process analysis

- How do councils assist families and businesses to relocate to the Orana region?

- What is the process?

Functional requirements

User requirements

- Describe what users do with the website, such as the activities that users must be able to perform.

    - Obtain information about the region and processes for relocation.

    - Contact target councils for further information and assistance.

Functional requirements

Solution requirements

Functional:

- Specify any functions that need to be built or integrated into the website.

  - Contact Forms

  - Survey

  - Job boards

Non-functional:

- Compliance

- Maintainability

- Performance

- Usability

Define the audience

Who are the target audience?

Primary market:

- Families

- Skilled Professionals (25+)

- Regional returners

- Sydney, Wollongong, Central Coast and Newcastle metro

Define the audience

Who are the target audience?

Secondary market:

- University graduates

- Business

- Adelaide and Melbourne

Define the audience

Target primary market/professions

- Teachers/education professionals

- Medical professionals

- *Expand list*

Assess and agree the features and benefits of the region

What benefits will relocating to the Orana region offer the target market?

- More time to spend with family and friends

- Reduced commute times, no traffic congestion

- More time to relax, unwind and enjoy the things you love

- Diverse employment and investment opportunities

- Opportunity to own your own house –affordable housing

- Safe and friendly community life

- Accessible health and education facilities

- Increasing access to mobile and internet coverage in many locations

Orana Regional SWOT

Strengths	Weaknesses
• More time to spend with family and friends • Less commute times, no traffic congestion • More time to relax, unwind and the things you love • Safe and friendly community life • Accessible health and education facilities	• Relatively poorer access and connectivity to the professional business community • Distance to major centres
Opportunities	**Threats**
• Improved access to mobile and internet coverage • Diverse employment and investment opportunities • Affordable housing	• Climate change • Slow population growth • Ageing population

Assess and agree upon the features and benefits of the region

Identify differentiating benefits of individual councils/locations in the broader Orana region

- Information required for each featured location.

Identify brand touch points

How will users will be interacting with the brand

- Website

- Via search engines

- Social Media

- Word of mouth

- Advertising

- Marketing campaigns

How to leverage marketing and promotional opportunities of the EVOcities project?

Brand concept development

- Explore words, phrases and images that would be right for the brand, or to be avoided.

- Think about the emotion we want to generate in the mind of the audience

- Review other regional relocation brands

Brand concept development

- Opportunity

- Change

- Connect

- Diverse

- Revitalise

- Incentive

- Switch

- Life

- Progression

- Possibility

- Journey

- Growth

- New paths

Brand concept development

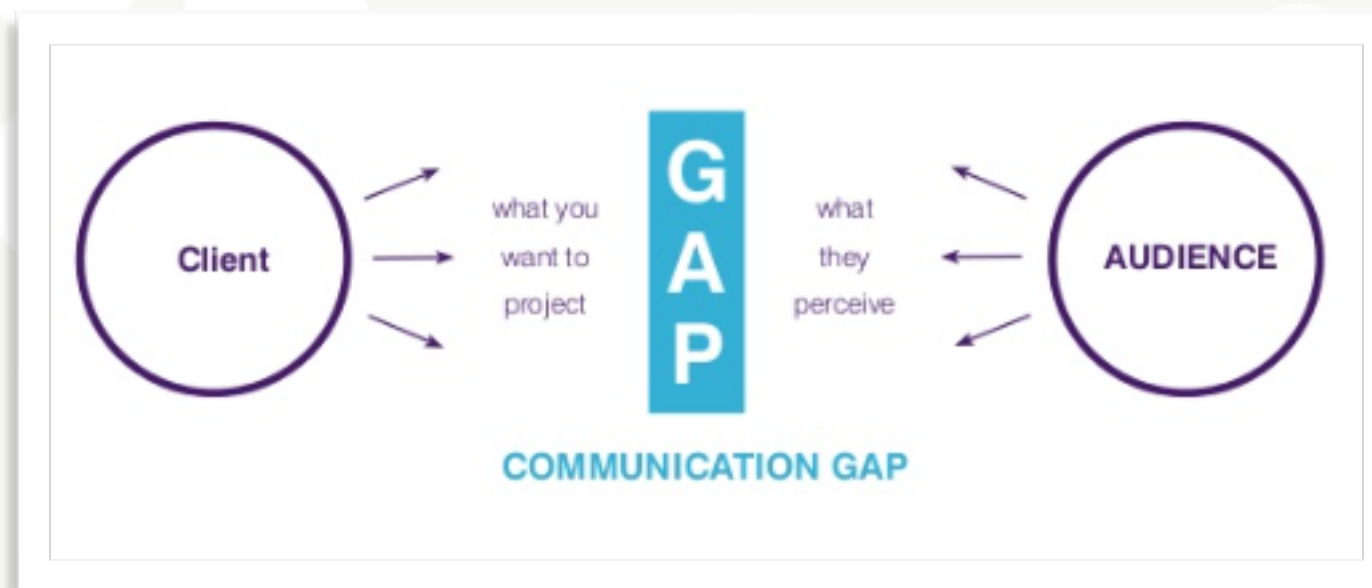**What are the images the brand will project to the target market?**

- What the audience sees?

- What the audience feels?

- What the audience thinks?

Brand concept development

Brand concept development

Identify any potential communication gaps

Brand concept development

Develop a single minded proposition - positioning statement - tag line.

The proposition helps define the brand and forms the basis for developing future communications. It should be supported by key benefits and differentiators.

Positioning statement:

A positioning statement defines the benefit of the project/region to your target audience, and states how the region is different from competing regions.

Tagline:

A tagline or slogan is a catchy advertising message about how you want to be perceived by your target customer. It succinctly delivers your core advertising message to your target through the different touch points.

To express in short statements, definitions of the brand, explore the benefits of the region and what it has to offer.

Brand concept development

- Make the move

- Explore a new life

- Take Your Career On A New Path

- Come Grow With Us

- Helping You For A Change

- Pursue a new life

- Live your dreams

- Promoting Opportunities For Life

- A change for the best

- A new direction

- Start the journey

- The great wide open

- Expand your horizons

- A better path

- Make a difference in your life

- Find the life you deserve

- Endless possibility

Brand concept development

Review other regional relocation brands

http://www.countrychange.com.au

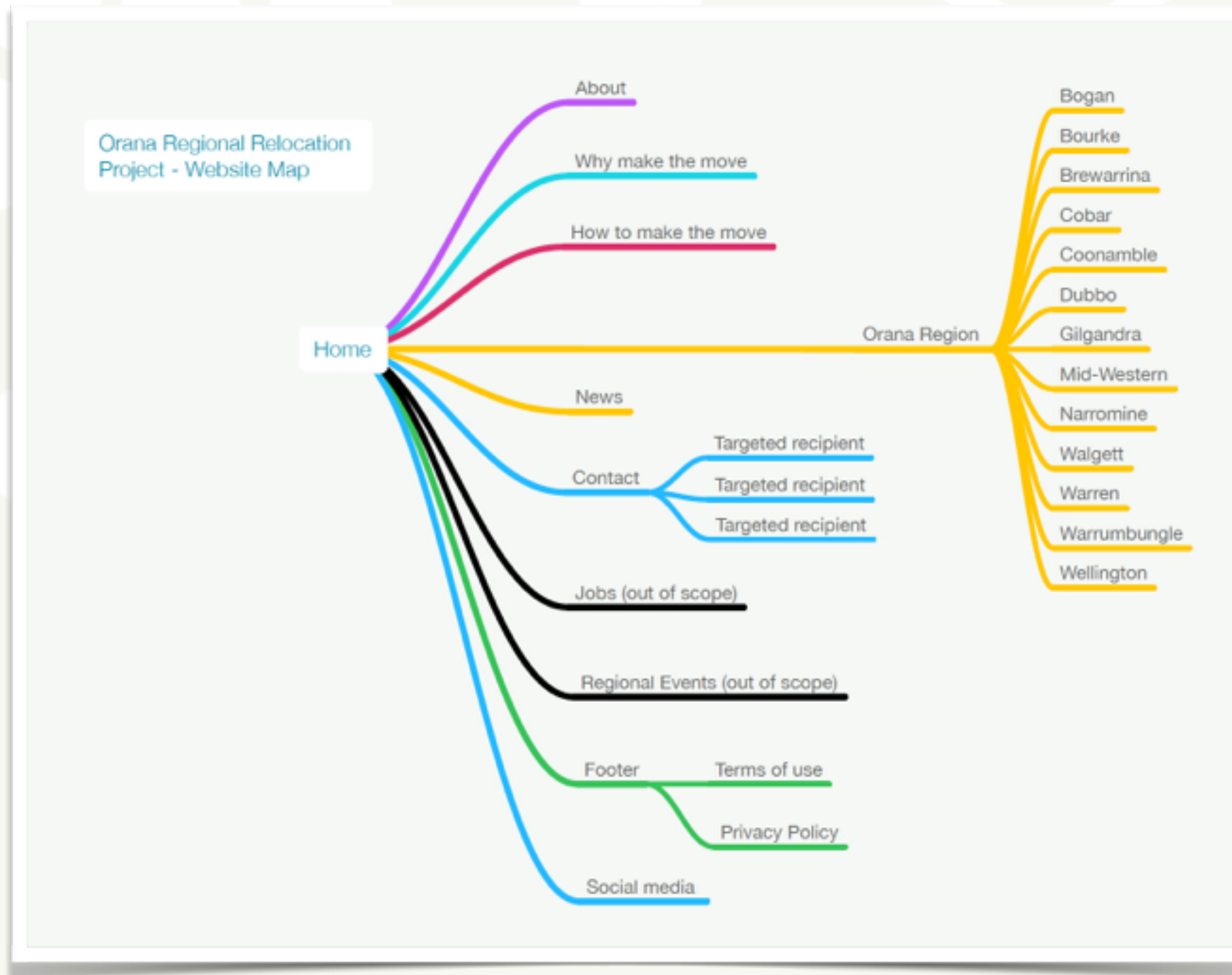**http://comeoninland.com.au**

Website Design & Development

Structure review

Website Design & Development

- Determine existing available assets and identify any additional requirements currently outside scope.

Marketing brochure

Determine existing assets and identify additional requirements currently outside scope.

Possible platforms:

- Facebook

- Twitter

- Linked In

- Instagram

Next steps

- Clarify decision making process and acceptance chain in the development of the brand, website and marketing collateral in relation to proposed schedule.

- Review scope documentation

- Review schedule