

# SETTING A STRATEGY AND BRAND PLATFORM IN PLACE

**THE STRATEGY MAY BE  
THE PLACE TO START,  
BUT THE DELIVERY IS ALL  
IMPORTANT IN BRINGING  
BRANDS AND  
EXPERIENCES TO LIFE.**



## **SOUTH TARANAKI DISTRICT COUNCIL/**

### **HOW DO YOU DEVELOP THE RIGHT PLAN TO MARKET YOUR AREA AS A GREAT PLACE TO LIVE AND WORK?**

Taranaki faces the challenge of attracting a significant number of skilled workers to meet projected needs across all sectors in the future.

Leading on from the Taranaki regional branding project DNA is currently working with members of the South Taranaki District Council (STDC) management team and a community stakeholder group to develop a three year tactical marketing plan. The twin goals for this initiative are to attract skilled migrants (and their families) and to foster local pride – in so doing hopefully stemming the small degree of population decline the District has seen in recent years.

The project started with DNA running a planning workshop with the STDC project team. We then facilitated stakeholder sessions with a group of 40 people who represented all facets of the local community.

DNA then developed a draft marketing plan that has developed has identified ways to leverage the regional brand platform through application to selected communications and marketing tools, as well specifying a range of tactical initiatives that will ensure the most effective application of the budget available.

The marketing plan has been presented to the project team and is currently in the final stages of refinement before being presented to the community stakeholder group for final sign-off. Once it is approved DNA will work with the STDC team on a number of the brand and promotional initiatives planned.

**DNA can define and design every aspect of the experience customers have with your business – your products, your brand, your service delivery, your retail and online environment – ultimately helping you win and grow customer commitment.**

**We champion insight, questioning and challenging information until we get to the heart of the issue. We use a mix of strategy and creativity to resolve issues and deliver customer experiences that are integrated and relevant. We have a unique mix of services, but only ever apply what your situation demands.**

**Our services cover insight/strategy, brand/experience and online/interactive. Regardless of the project (large or small) our services typically fall within four key steps:**

## **1 / Define the issue**

**Customer Experience Audits  
Brand Audits / Health Checks  
Insight and Research  
Retail Experience Audits  
Stakeholder Facilitation  
Channel Audits  
User Needs Analysis**

## **2 / Devise the approach**

**Business Strategy  
Brand Strategy  
Brand Architecture  
Retail Strategy  
Culture Shaping Strategy  
Online Strategy  
Solution Definition**

## **3 / Create the experience**

**Brand Creation  
Brand Engagement  
Brand Experience  
Stakeholder Engagement  
Product Engagement  
Naming  
Brand Environments  
Cultural Engagement  
Interaction Design  
Interactive Design  
Website Design  
Content Creation  
Development  
Site Promotion  
Optimisation / Usability**

## **4 / Measure the return**

**Brand Management  
Brand Audits / Health Checks  
User Testing  
Research / Effectiveness  
Optimisation**

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