



nuanced  
branding

Is your brand  
fighting fit?

Have a free brand audit on us

September 2024

# Why does brand matter?

Travel is a **great industry**, full of passionate people, great ideas and great companies offering brilliant experiences across the world.

It's also a **crowded sector**, with many competitors in every area, vying for the attention and custom of a finite audience.

For every destination and type of holiday, there are multiple options to choose from, with price often being the determining factor of choice.

Price competition becomes a race to the bottom. And **discerning holidaymakers look for the best value, not the lowest price.**

A top-down view of a person floating on a bright yellow inflatable ring in clear turquoise water. The person is wearing a white t-shirt and dark shorts, with their arms and legs spread out. The water shows gentle ripples around the ring.

It's the experience that matters – why else go on holiday?





**It ain't what you do,  
it's how you do it  
- Leon Spinks**

## **It's not (just) what you do**

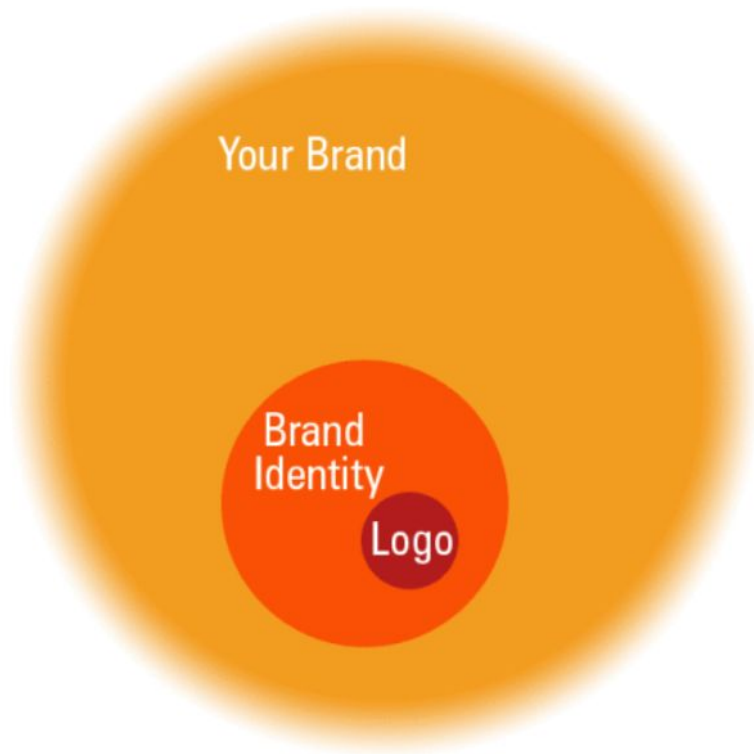
Take price out of the equation for a moment, and consider that this is not the defining factor of brand choice.

**What other value do you offer?**

Aside from providing great holiday experiences, and great customer service, what defines you?

*What is your promise, your proposition and your personality?*

# It's not (just) a logo



Brand is...

**what people think, feel and say about your business.**

So,

**you need to decide what you want people to think, feel and say about your business.**

You need to unearth and articulate what it is that you offer that is different and preferable to your competitors.

It may be your image... being visually and tonally distinctive helps to build awareness and recognition. But there needs to be something backing up the brand's personality.

So what do you believe in?



what was the vision when the business started?



what values and behaviours do you stand by today?







**Find out  
who you are...**

Successful brands don't just talk the talk. There is substance to what they promise and deliver. And most businesses are doing something right.

What is that secret sauce, and how do we distil it, bottle it and merchandise it? The truth is in there somewhere!

That's where we come in...

“

**Find out who you are  
and do it on purpose -  
Dolly Parton**

A large, bright orange arrow is painted on a grey concrete surface, pointing upwards. The arrow is the central focus of the left side of the image. The concrete has a textured, slightly cracked appearance.

**Do it on purpose.**

Nuanced Branding will look under the bonnet of the business and, working closely with your team, look for and find the defining characteristics of the brand.

That in turn will inform a robust Brand Platform, which, once articulated, will be the blueprint for brand behaviour, brand communications and accelerated commercial success.

We'll help you find out who you are, and help you do it on purpose.

# Where and how do we add value?

Although it's not a one-size-fits-all approach (no two brands are the same), Nuanced Branding have tried and tested methods to give your brand a boost. From brand strategy we can move into creative expression and full brand guidelines and application, or we can hand over the strategy to the in-house team for implementation. The approach is in distinct stages, and the scope is scalable to your requirements.

We look at what you've got within the business, and get the views and ideas of your team.

We listen to what customers say, ask them what they think and look at how they behave.

And we take a broader view of your position within the competitive landscape.



# The full brand journey in overview

Clearly defining, articulating and delivering your Brand Promise:

- Identifying and distilling the brand's distinctive, differentiated and desirable offer in a competitive context.
- Providing a Brand Platform that both codifies brand behaviour and supports business growth.
- Delivering a full creative refresh that directs brand language, both visual and tonal.
- Producing a fully actionable set of brand guidelines for application both internally and externally.
- Onboarding key departments and team members.

# 3 Distinct Project Stages - an overview

The process is phased and sequential, with each stage directly informing the subsequent one.

## 1

### BRAND STRATEGY

Define positioning and brand proposition  
Build brand platform

## 2

### BRAND CREATIVE

Creative Territories  
Brand Personality  
Tone of Voice  
Stylistic Approach  
Messaging Approach

## 3

### BRAND GUIDELINES

Visual language  
Brand voice  
Creative application  
Internal onboarding

# And here's a starting point

We are offering a free, no obligations Brand Audit:

- A full review of your existing brand story, promise, vision, values...anything you have
- A review of your current brand guidelines and assets
- A review of your marketing communications messaging
- An initial market positioning mapping exercise against key competitors
- A recommendation on suggested brand actions



# How it works

Effectively, we will do some of the work that takes place during Stage 1 of a fully commissioned brand project, on spec (again, no obligations):

- Initial scoping and briefing meeting with key stakeholders
- Follow-up Interviews with nominated stakeholders
- Supply of all relevant information, data and materials to NB (under NDA)
- Presentation of findings, insights and recommendations
- Proposal on scope and deliverables for a commissioned project, informed by brand and business insights as well as budgetary considerations

# nuanced branding

I'm Jason Triandafyllou, a consultant with 30+ years of experience in marketing communications, advertising and branding, and I have recently set up on my own, to focus on brand solutions.

Agency-side throughout my career, I've worked with brands across many sectors, but travel is my sweet-spot.

Together with a tried and trusted team of creative specialists, we unearth brand truths for businesses, and deliver highly effective and actionable brand strategies that will support commercial success.



# Travel Brand experience



KUONI



TRAVEL BAG

Mercury  
Holidays

P&O  
FERRIES

SPABREAKS.COM



AUDLEY

loveholidays

P  
PRIORITY PASS™

icelolly.com



Brittany Ferries

travelsphere

Visit Wales  
Croeso Cymru

INSPIRING  
TRAVEL



EST. ITC 1974



Carnival

TRAVELZOO

Tropical Sky

blue chip  
HOLIDAYS.CO.UK

Visit  
Cornwall

onatatravel



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If this is of interest to you, please get in touch.

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