

# BAROSSA FUTURE LEADERS PARTICIPANT PROJECT BAROSSA BRAND

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**Project Title:** Create a plan to encourage Barossa cellar doors, food and tourism businesses to build in the refreshed Barossa brand and assets, including Wine chapter videos, into their experiences and consider further use of the brand.

# Background:

BGWA, Tourism Barossa and Barossa Food have just been through a 4-month project to refresh the Barossa Brand and part of the project is to extend the brand out to cellar doors, food and tourism businesses.

In June 2017, a joint agreement was signed between Barossa Grape & Wine (BGWA), Tourism Barossa (TBI) & Barossa Food (BF) to work together and update a new and consistent brand incorporating the three entities.

The goal of this project is to encourage the use of the newly refreshed Barossa Brand within cellar doors, food venues & tourism operators. To ensure that the message is successful it is imperative that the refreshed brand promotes the Barossa as a whole, food, wine and tourism destination and that the people involved are instilled with a unified culture, driven to building the Barossa Brand globally. This ultimately requires common language, common vision and common values within key stakeholders. It is important to understand that not 100% agreement on elements of the rebranding will be accepted by all stakeholders however where possible the branding should be agile to allow for minor adjustments.

In order to ensure the new rebranding is communicated effectively, a team of disciples or 'Ambassadors' is required to drive the message to wine, food & tourism operators. This can be achieved in a number of ways, including but not limited to creating a Barossa Brand School in order to train and develop likeminded individuals to encourage not only the use of the brand but the beliefs of it.

In creating a Barossa Brand School, it is imperative that the communication is clear, concise and consistent. Therefore, we recommend that the message is delivered by the BGWA to 'Teachers' and 'Prefects' so that they may be able to further the message to encourage more support for the brand and deliver a clear message for key stakeholders.

Success of the communication of the brand will be determined by the use of the brand message and assets within the community. This is a difficult thing to measure as there are no financial outcomes from the delivery of a new brand. However, the brand itself has a goal to increase wine sales and tourism within the region, therefore a successful communication of the brand and assets would be seen on the increase of regional sales and tourism numbers over a pre-determined time frame

Within the first 12 months it is critical to have the message going out as regularly and as strongly as possible otherwise the excitement levels will drop off and the key influencers and ambassadors will tire of preaching a message that is gaining no traction. So, in order to gain maximum traction, the message needs to be delivered well.

After the initial distribution, there will need to be constant reminders of the message and assets in order for businesses to stay in line with the brand so annual or biannual workshops should be run.

## VISION

To create a unified community environment dedicated to building the Barossa Brand into Australia's global wine & food region

### MEASURABLE

- Increased international wine sales
- Increased tourism visitation to the Barossa
- Achieve greater unprompted global recognition
- Revitalized sense of unified marketing purpose
- Number of ambassadors recruited each year

# SWOT

## STRENGTHS

- We're working with a proud and strong regional community network.
- Direct access to primary producer businesses with in-house marketing teams.
- Relatively easy access to a range of marketing teams from big and small business.
- Regional diversity

## WEAKNESSES

- Implementation Constraints
- A negative digital marketing perception in regional communities.
- Small/mid-sized, owner/operator business with reactive not proactive priorities.
- Lack of community interest/awareness
- Diluted message if not delivered correctly
- Change of message overtime

## OPPORTUNITIES

- Increased global recognition = increased export demand and visitation.
- Build BTI / BGWA / BFI membership with value proposition of brand inclusion.
- Create a viable brand communication platform for other membership engagement strategies.
- Establish a strong network of Barossa Brand Ambassadors

## THREATS

- Not everyone will believe that the new brand is any good
- Individuals may not see the benefit of the brand for their own companies

- The community is large and the Barossa Australia organization is small so getting the message out to everyone in a clear and convenient way will be difficult.
- Time
- Human resources
- There is no budget to 'buy' brand loyalty or engagement.
- Brand fatigue or loss of brand launch inertia
- Small business without resources or motivation to support brand integration.
- Low motivation, lack of belief in the brand

We recognise this Barossa Brand School needs to be flexible and personal in content, style and approach in order to retain the very authenticity of our region...

## IMPLEMENTATION

### CONCEPT: Barossa Brand School

Barossa cellar door, food and tourism business models are widely varied in size and style, incorporating very different levels of marketing and training resources. Barossa Brand School acknowledges this diversity by approaching brand integration from a *passive* to *active* perspective. Barossa Brand School is a digital portal for the new BAROSSA AUSTRALIA brand, a hub for brand interface and a home for brand guidelines, assets and resources.

Through the Barossa Brand School portal, members can (1) nominate either *digital* or *personal* delivery of the BAROSSA AUSTRALIA brand guidelines (2) download or request approval for use of BAROSSA AUSTRALIA brand assets and (3) connect with BAROSSA AUSTRALIA brand resources.

### DELIVERY OF BAROSSA AUSTRALIA BRAND GUIDELINES:

Receive an email invitation and unique URL log-in to explore BAROSSA AUSTRALIA...

Be prepared to deliver the brand and listen. Ask how in *real terms* members might be able to work the new BAROSSA AUSTRALIA brand into their own business; From packaging and website, to team culture and sales language. **Match goals with motivation** – use each businesses goals to the advantage of the deliverable message

## **DIGITAL delivery**

- Download the BAROSSA AUSTRALIA brand card for your business team training
- BAROSSA AUSTRALIA logo suite download for your collateral – link request?
- Link to BAROSSA AUSTRALIA brand font for your business
- Opportunity to have a chat forum for questions in relation to the Brand

## **PERSONAL delivery**

- Book a \*BAROSSA BRAND GRADUATE introductory session with your team.
- Receive a USB loaded with BAROSSA AUSTRALIA brand guidelines and key assets.

## **PHYSICAL FORMAT**

Can be delivered in person by a Prefect OR delivered by a Teacher or Prefect to a classroom environment with multiple Students i.e.: If a couple of wineries get together and want to know more about brand integration, combine everyone and deliver in the one space, advertise that there's a 'Barossa Brand School' SESSION at the Vine Inn (e.g.)

Refresher workshops provided, 6 months after completion, to ensure keeping relevant to brand.

The great perspective of having this delivered in a classroom style format is the interaction with a cross section of business potentially from all three stakeholders which gains more insight for businesses on how different sectors embrace the new refreshed brand.

## **BRAND RESOURCES**

- Links to suggested photographers, graphic designers and videographers who have graduated from Barossa Brand School and can produce images in keeping with brand guidelines and styles.
- Samples of photography to use as a style guide, samples of copy.
- Contact details for brand ambassadors

Take BAROSSA AUSTRALIA test... Are you Barossa Australia? At the end of each page you'll be asked 1 simple question to progress to the next. Questions are not onerous, e.g.: Click on three words to describe Barossa Brand personality:

### **Barossa Brand School Graduate**

Barossa Brand School offers members the chance to tailor their own level of interface with the brand using aspiration, community and opportunity as motivators and simple format familiarity to encourage genuine interaction and integration.

*REF: Tourism Australia's "Aussie Specialist" concept*

*REF: Google homepage design activations*

The content would need to be deliverable in group seminar format within existing tourism curriculum (such as Barossa Future Leaders or the Barossa Wine School) or in a 'home delivery' format delivered on-site and straight to your team

## **OVERVIEW**

HEADMISTRESS – Brand Custodians / BGWA and Tourism Barossa

TEACHERS – Key Community Influencers / e.g.: Jim Carreker, Jan Angas,

PREFECTS – Industry Group Leaders / Cellar Circle, SRBA (Seppeltsfield Road Business Alliance), Young Ambassadors, BFL (Barossa Future Leaders), PIRSA, SATC,

These people are introduced to the brand by the teachers and 'qualify' to become specialists of the brand. The Prefects then deliver the curriculum to STUDENTS enquiring about brand integration

CURRICULUM – Brand Guidelines kit

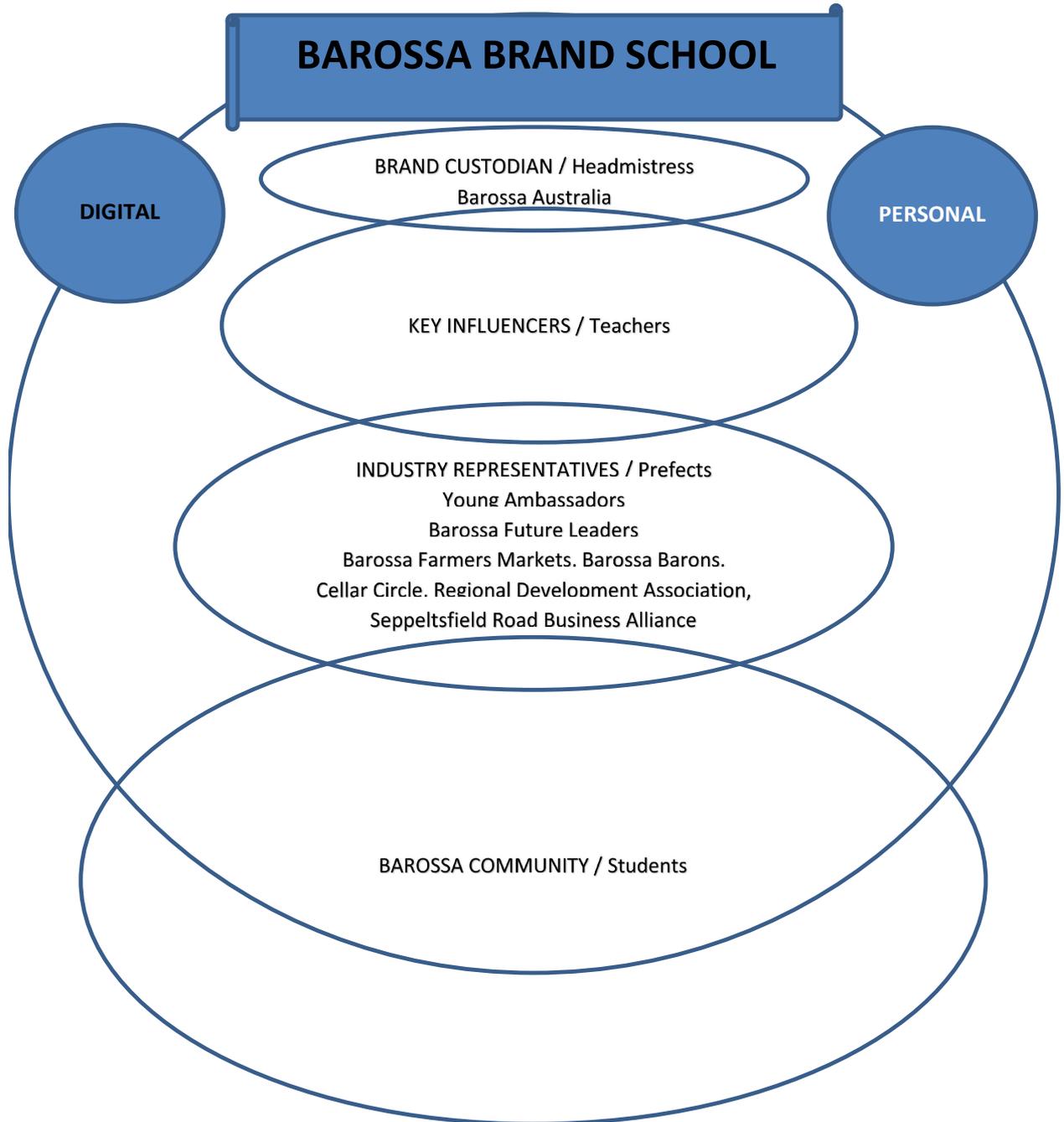
Potential links to the following interface options

- a. Participating in the 'Barossa Brand School test'
- b. Requesting delivery to your place of work, by a 'Teacher or Prefect'

PENCIL CASE – Content and Brand Assets / videos, image library, logo, font,

LIBRARY – Recommended photographers and videographers, graphic designers, reference tools

DIAGRAMMATIC REPRESENTATION



# Key Influencers

The use of Key Influencers within the community as brand ambassadors will be an ideal tool to get the message out to businesses and people in a positive manner. With these key people or businesses taking ownership of the brand and using it as part of their business and promoting the genuine Barossa experience more businesses will follow with a potential snowball effect.

## **Barossa Future Leaders Program**

The use of BFLP to help promote the new brand direction will be extremely useful. This program is made up of people who have already shown a keen interest in the Barossa community and want the region to thrive. By having at least, a half-day within the weeklong program to cover what the Barossa Australia brand is and means will help to inspire this group of individuals to go out and preach the message of Brand Barossa. Furthermore, these individuals have most recently undertaken a structured course that has exposed them to effective communication and leadership training. This could prove vital as communication and delivery of the Barossa Brand is essential to instilling belief in key stakeholders within the community

## **Young Ambassadors**

Similarly, to the BFLP this is a group of specifically young individuals that have a passion for the Barossa already and to harness their passion would go a long way to help spread the word.

## **Cellar Circle**

is another unique way of utilising people who are working in cellar doors and daily interaction with the public and would be a great asset to have to ensure the new revitalised branding is being communicated.

# MEASURING SUCCESS

Essentially all Barossa businesses are the customer with a focus being on Wine, Food and Tourism businesses that are current paying members of Barossa Grape and Wine Association, Barossa Tourism, Barossa Food. By communicating the new brand and assets we are looking to increase their sales and visitation through a regional means by promoting the region as a global region for food and wine via the collaboration of the entire region through a successful culture. By increasing visitation to the region, it will increase profits of all businesses. For example, if a business only gets 2% of the market currently, increased visitation will not necessarily increase the market share for that business but a bigger market means, that 2% share of the market is more valuable.

Once the workshop is done it cannot be assumed that the message is not getting lost and misinterpreted over time, so online refresh workshops should be set up so businesses that have inexperienced staff can send them online with an access code to a wine refresh or a food refresh or a tourism refresh and they can sit through a 20-30 minute run down in a simple to understand format and have the message and brand reiterated. This online workshop should not require too much in depth detail as the businesses asking staff to view these would likely be already banging the Barossa Australia drum, and using the message to its full potential. The essence of this communication plan all hinges on many people whom will need to volunteer their hours to ensure the success.

Everyone wants to see the Barossa succeed, none of us would commit to the area if we weren't passionate with what we do, think and believe in.

We start local in our own backyard to ensure all parties are united, to ensure the same message is being delivered and check-in on occasion to ensure its relevant to what we are trying to achieve.

# OTHER EXAMPLES TO INTEGRATE THE BRAND

## Logo

The logo is only one element, albeit a very important element, of the brand's identity and helps with recognition, differentiation, and recall. You can think of the logo as the “brand box” where people can mentally store all that perceptual information (both positive and negative) for later recall. It’s a means to filter and organize memories, messages, and data points over time so that ultimately a simple and abstract graphic logo can embody a whole story or history.

The use of the logo on customer facing parts of businesses such as labels, invoices and websites will enable an added reach for the brand, albeit prompted. Recognition will certainly go a long way for the promotion of the Barossa Australia brand, especially for the consumer who has yet to experience the Barossa, but through word of mouth wishes to do so.

- Accommodation
  - Welcome Packs consisting of only Barossa Australia Produce and vouchers etc
  - Use of Wine Chapter videos on pre- programmed channel
  - Select Barossa Australia merchandise available for purchase in room or onsite
  - Use of Barossa Australia logo on robes etc (items that guests may purchase)
- Tour facilitators
  - encourage use of new brand message by refraining from using words like Big to describe the wines from a particular winery or cheap to describe the price of wines or produce
  - instead using words like Generous to describe a “Bigger” wine or Unexpected to describe more affordable wineries or producers

- Presentation to the Barossa community
  - A presentation delivered by the BGWA, outlining the brand and vision, in an attempt to facilitate local understanding outside of the usual wine & food scene. This may help with the inclusion and integration of business owners along the strips of the towns, that aren't necessarily food or wine related.
  - This could also include a large advertisement in local newspapers
- Attractions and subsidiary industry
  - Tourism attractions beyond food and wine i.e.; art galleries
  - Taxi tour operators
- Heritage e.g.: Barossa Museum, Kegel Bahn, Churches, etc.
- Retail e.g.: Co-op, shops, cafes
  - Use of Barossa Australia branded merchandise
- Community Services (Council, Tourism Information Centre, RDA)
- Barossa Wine School - An opportunity to include an additional subject of Barossa Brand to the existing Barossa Wine School Level 1 course. Completion of this course can be attended at TAFE SA, Artisans of Barossa and Jacob's Creek Visitors Centre
- Branding opportunities – Merchandise/Extensive use of the logo in many formats e.g. Stationery/glassware/gift boxing/menu placement/brochures/clothing/accessories
- Cellar Doors/Wineries/Vineyards
  - Creating wine chapter videos similar to those on Barossa.com
  - Refraining from the use of key words and descriptors such as 'Big' and 'Jammy' for wines within the region.

# Key Recommendations

Below is a list of recommendations for the improved delivery of this brand to businesses in the region.

- The use of the logo has many restrictions such as use of only the colors set and a highly encouraged use of the non-black and white version. It is suggested that there be less rigidity around color palate and less emphasis put on the use of the color logo and more acceptance of the black and white version.
- The use of the logo requires businesses to apply to Barossa Australia for approval on all applications. It is suggested that all paying members be granted access to the logo in a marketing pack and they can use it as they see fit if the logo fits within the set guidelines from Barossa Australia and has not been modified. If the use of the logo requires too much effort to be applied it simply will not be accepted.

## Summary

Workshops run throughout the Barossa by BGWA, Barossa Food and Barossa Tourism will need to take place. Without a way of presenting the brand to the community the message will struggle to go anywhere and encouraging wineries and local food and tourism businesses to adopt the new refreshed brand will be impossible. Sending neat little marketing packages and emails to all members of Barossa Australia is a quick and easy solution but these generally don't get past the marketing team or even the person who receives the pack.

In order for the brand to be successful the message needs to reach the most important part of the community. That is the 'touch' points, all the individuals who have direct contact with the consumer, but the message needs to reach them without being diluted or misinterpreted. The message can be clear within the community and within businesses but if this message is not presented to the consumer in the correct manner it will be lost and the brand refresh will have been a waste of time and money.