

BRAND TERRITORY

- CREATING MEMORIES THROUGH WONDERFULLY SURPRISING EXPERIENCES

BRAND VISION

- TO BE THE #1 TRAVEL DESTINATION IN THE UK FOR MILLENNIALS

PLAYGROUND

- ROUTES INTO WALES
- ENVIRONMENT & NATURE
- ADVENTURE & SPORT
- ESCAPE, REJUVENATION & WELL-BEING

BRAND MISSION

- TO SHOW THAT THERE'S MORE TO DO IN MID-WALES THAN TO GET LOST

BRAND ESSENCE

- CRAFTED ESCAPISM

TARGET

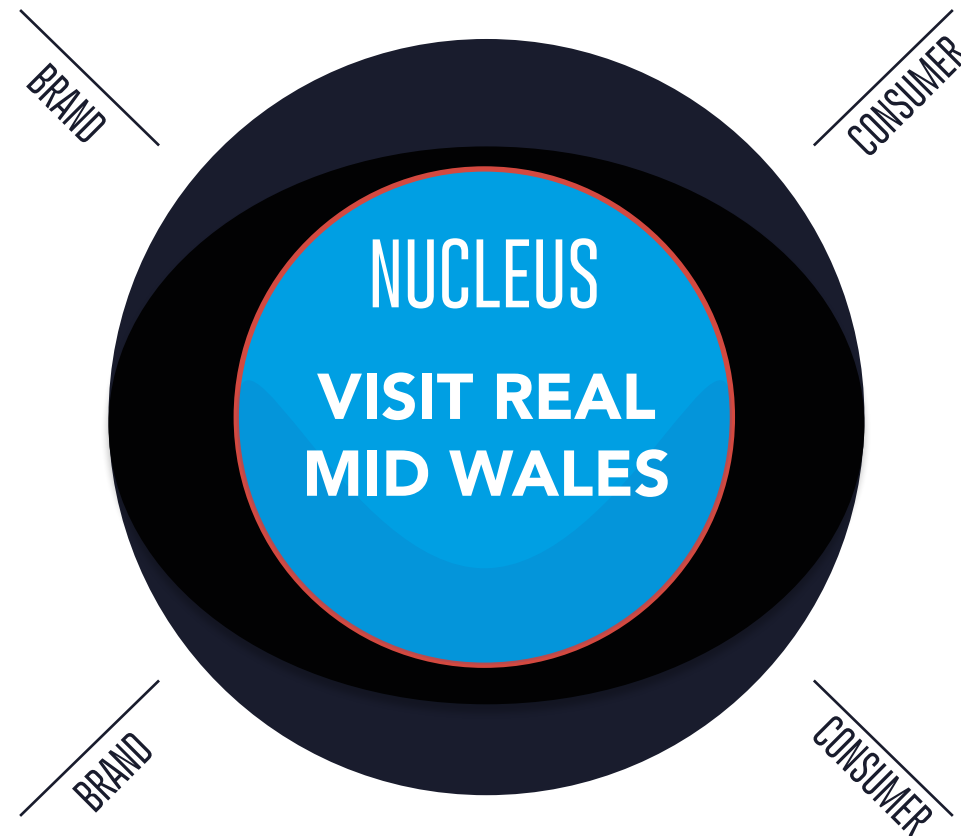
- WEEKEND ADVENTURER
 - 27-40
 - MILLENNIALS & GEN. X
- FROM SURROUNDING CITIES, INC. BIRMINGHAM, LIVERPOOL, MANCHESTER, CHESTER, BRISTOL, LONDON
- JOURNEY TIMES 3HRS OR LESS
 - TECH SAVVY

BRAND VALUES

- NOMADIC
- ADVENTUROUS
- FUN
- INSPIRATIONAL
- INDEPENDENT
- FEARLESS

PERSONALITY

- LIFE LOVING
- UNEXPECTED
- POSITIVE
- HAPPY-GO-LUCKY
- CONFIDENT
- FEARLESS
- CHALLENGER
- CULTURALLY AWARE



BENEFIT LADDERS

SINGLE MINDED PROPOSITION (SMP)

- THE TRULY UNBRANDED TRAVEL DESTINATION FOR THE ESCAPIST DREAMERS

REASON TO BELIEVE (RTB)

MID WALES HAS BEEN DOING HIPSTER FOR YEARS - LET'S SURFACE IT!

FUNCTIONAL BENEFIT

AN ESCAPIST DESTINATION WITHIN 3 HRS DRIVE

OWN A SENSATION

ESCAPISM

OWN A TERRITORY

HIPSTER COOL MILLENNIAL /GEN X MID WALES

TONE OF VOICE

- FUN
- BRAVE
- MODERN
- AUTHENTIC
- INDEPENDENT
- FRESH
- COOL
- UNPRETENTIOUS