

Euconica

BRAND Book





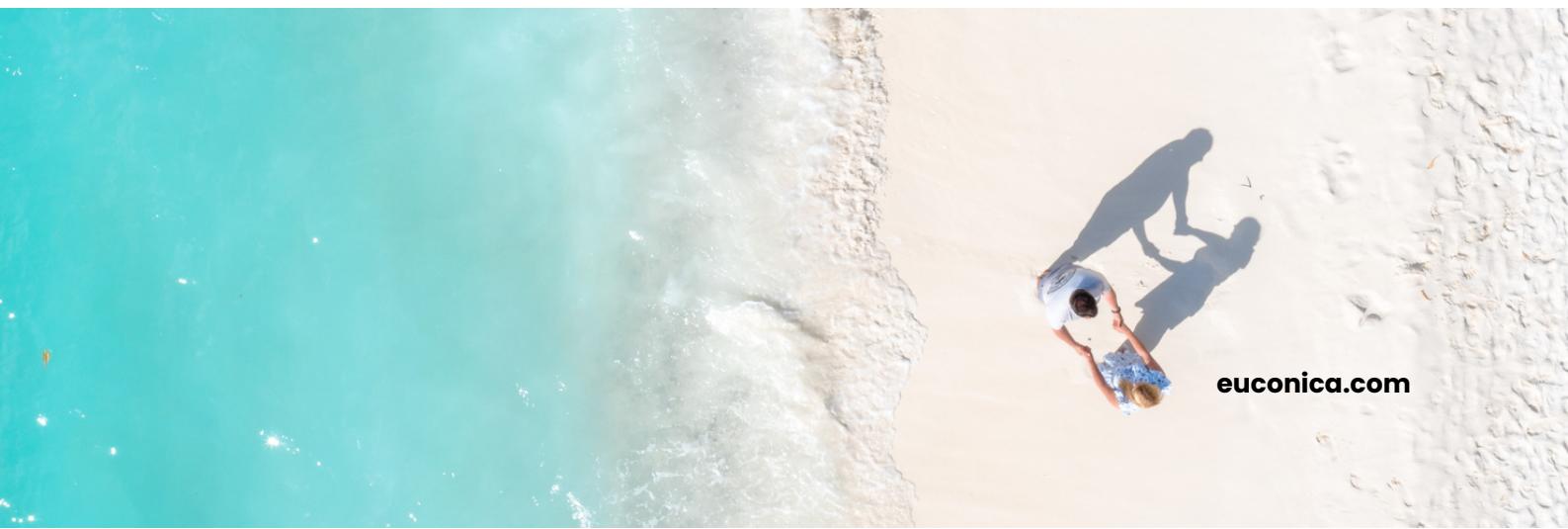
One Voice.

One Global Brand Identity

As we increasingly expand our global presence, the Euconica Brand Identity needs to be homogeneous and durable across touchpoints, channels and markets. Ensuring a strong global Euconica Brand Identity will contribute to creating long lasting brand value in clients' minds, help us build brand trust and loyalty, expand into new markets and target audiences, and contribute to delivering premium client experiences. By eliminating inconsistencies in our brand identity, every campaign or experience we offer will reinforce the others, creating a virtuous circle of definition and confirmation of our brand globally. If done better than our competitors, our brand execution will remain and expand as a sustainable position.

The Euconica Brand Identity & Experience will direct, inform and inspire clients & partner communication and contribute to the integration of media channels and clients touch points by ensuring a coherent brand identity is being communicated.

The purpose of the Euconica Brand Identity & Experience becomes to support a unique and globally consistent positioning of our brand.



Belief	Our clients are our role models				
Mission	Inspire and guide today's travelers				
Vision	A global force for traveling with peace of mind				
Story	Every perfect tour begins with an idea				
Aspiration	Globalize and innovate the Euconica system-in-travel				
Promises	<table border="0"> <tr> <td style="vertical-align: top;"> Travel Promise Joy of Travel. Pride of Experience. </td> <td style="vertical-align: top;"> Partner Promise Mutual Value Building </td> </tr> <tr> <td style="vertical-align: top;"> Planet Promise Positive Impact. </td> <td style="vertical-align: top;"> People Promise Grow together </td> </tr> </table>	Travel Promise Joy of Travel. Pride of Experience.	Partner Promise Mutual Value Building	Planet Promise Positive Impact.	People Promise Grow together
Travel Promise Joy of Travel. Pride of Experience.	Partner Promise Mutual Value Building				
Planet Promise Positive Impact.	People Promise Grow together				
Strategy	<table border="0"> <tr> <td style="vertical-align: top;"> Inspire to unlock imagination </td> <td style="vertical-align: top;"> Encourage the pursuit of originality </td> </tr> </table>	Inspire to unlock imagination	Encourage the pursuit of originality		
Inspire to unlock imagination	Encourage the pursuit of originality				
Spirit	Only the finest is acceptable.				
Values	Imagination, Fun, Creativity, Caring, Quality, Learning				

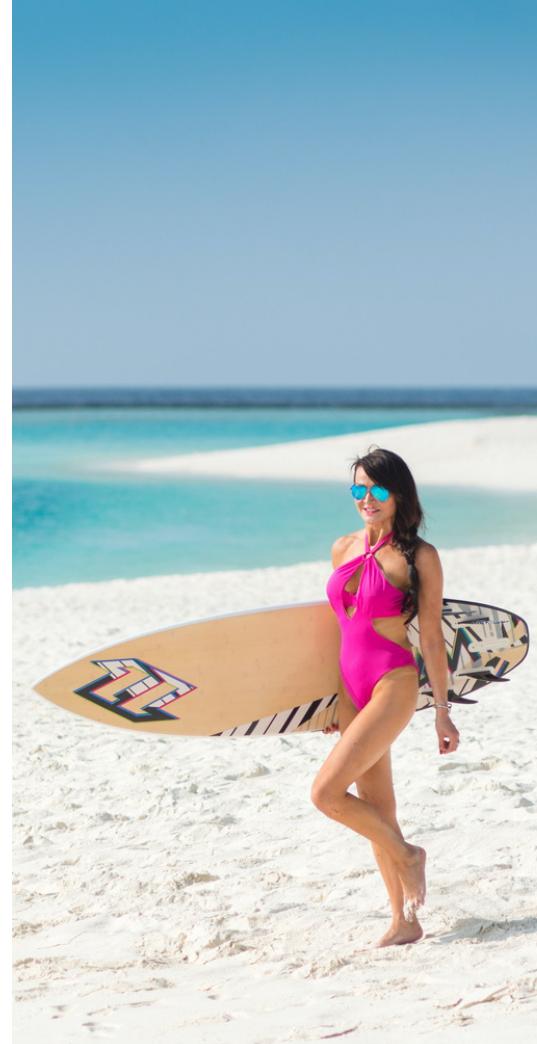
Euconica Brand Framework

The Euconica Brand Framework guides us as an organization. It captures our:

- Mission
- Aspiration
- Four stakeholder promises
- Spirit
- Brand values

It's here we find our Travel Promise – Joy of Traveling, Pride of Experience. This is our promise to our clients. But how do we actually authentically deliver on this promise?

This is where the framework of the Euconica Brand Identity & Experience comes into experience.



Time to get hands-on!

Including every Euconica offer, we'd like everyone to build their very own Euconica Brand Identity & Experience.

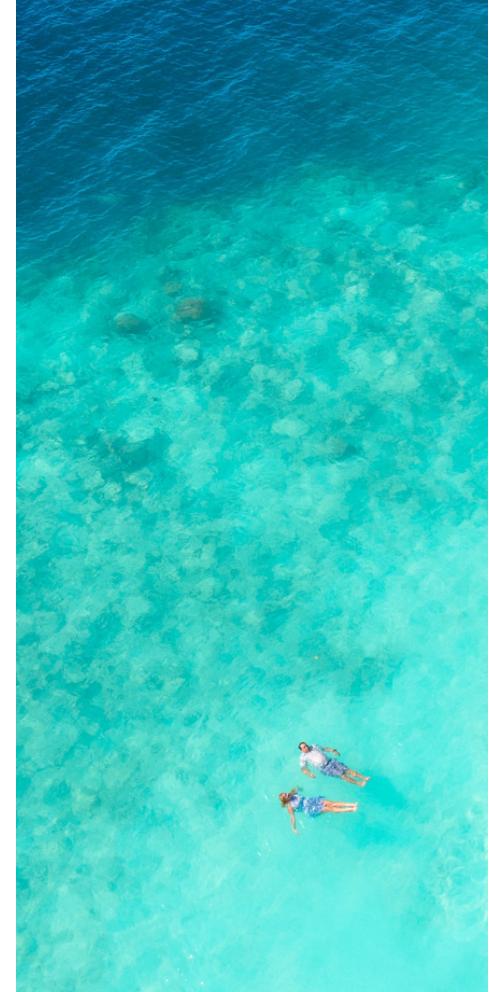
Just like you followed through the instructions the first time you traveled your trip, this guide will give you an understanding of what constituent parts make up the Euconica Brand Identity & Experience.

Once you've built the understanding, following the instructions contained in this booklet, we encourage you to create your own personal versions. As with any Euconica travel experience, sometimes you need to consider stay options first. Sometimes you need to consider experiences as high priority. Sometimes you need both. It's up to you how you combine the different options according to the needs. Just remember that the Euconica Brand Identity & Experience always should be used as a starting point to ensure the Euconica Brand is positioned in a unique and globally consistent way.

The Foundation: Introducing the Euconica Brand Identity

As a ladder, Brand Benefits build upon each other starting from the bottom and leading towards delivering on our Travel Promise; they are influenced by the outside context (Target Audience & Market).

Travel Promise		
Joy of Travel. Pride of Experience.		
Target Audience	Emotional Benefits	Market Context
	Functional Benefits	
	Travel Truth	



Target Audience Context

Understanding the world in which our clients live enables us to identify what truly matters to our target audiences, and help us ensure the Euconica brand resonates with them.

Joy and Growth through Travel

Travelers learn about themselves, others and the world through travel. Travel is a cherished time of fun and freedom, and an opportunity to develop skills like creativity and imagination.

Family and Friends are unified by a desire to enjoy joyful times and ensure they grow together 21st century experiences to help them adapt in a changing world and shape their lives happily. Moreover, experiences with family and friends are to come closer together through travel.

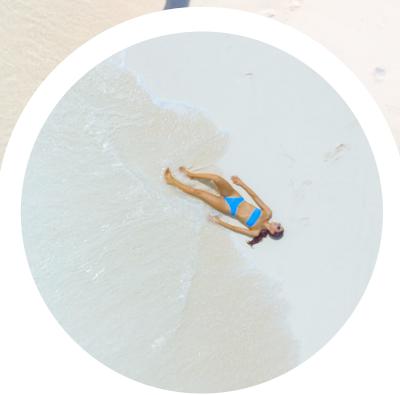
Within this context our priority target audience is:

Members of Euconica (MEs) who, whether traveled or not, have subscribed to the membership and also enjoy hands-on, mindful experiences like spa, water sports, etc.

Family/Friends (traveling together) in their lives who recognize their role in fun times together in a rapidly changing world.

Our secondary target audiences are:

Potential Travelers (age 24-65) who appreciate hands-on, mindful experiences like spa, water sports, etc.



Market Context

Insights into which brands, properties and services that address the needs of our target audiences help us to better understand and manage the competitive landscape in which the Euconica brand is positioned.

Joyful Travel Experiences

We are in the business of Travel. In that space we build a unique position within Joyful Travel Experiences which foster traveler's ability to have fun, enjoy experiences, express themselves and socialize. Although the need for travel does not change, clients preferences do change over time. Today's travel experiences span the physical and digital worlds of traveler's daily lives, which put brands under increasing pressure.

Within this our competitors are:

Global enablers of joyful travel experiences – both online and offline

Traveler's wish lists – there are many stay and experience options across markets, but also some differences between local markets.

Brand Benefits

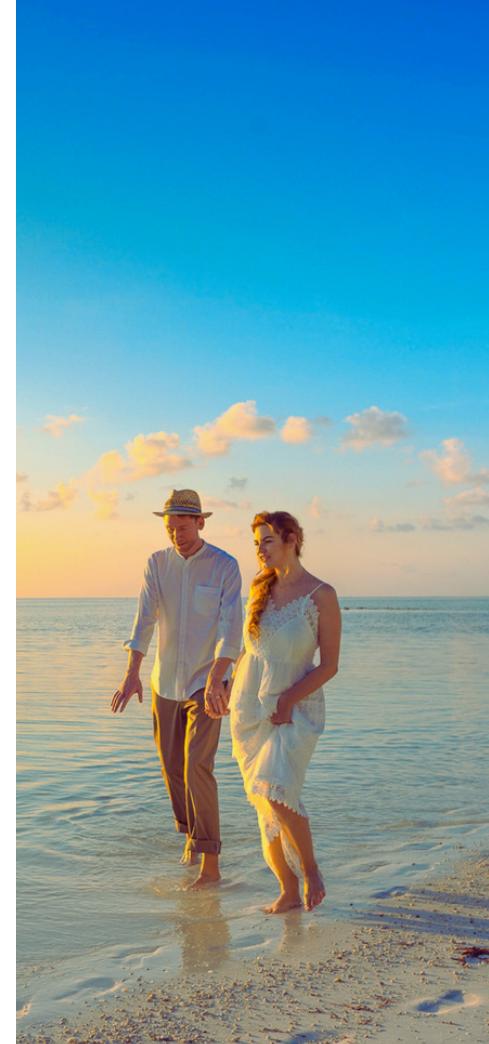
Within the target audience context and the market context, the Euconica brand value proposition builds on:

Travel Truths that are original, relevant, credible and appealing to clients

Functional Benefits that clients gain as a result of using our services

Emotional Benefits that clients feel from using our service

Since we have two primary target audiences, travelers & family/friends in their lives (traveling together) and one secondary target audience, namely potential travelers, the Euconica Brand Identity reflects a brand that is relevant for all.



For Traveler

Travel Truths: Travel Experiences with Peace of mind – the travel requirements can be customized and put together in different ways hassle free.

Functional Benefit: I can experience whatever fun, relaxing and exciting travel experiences I can imagine. Alone or with my friends and family.

Emotional Benefit: I feel proud – look at what I've experienced while I was traveling.

For Family/Friends

Travel Truths: Quality – it is a smoothly executed system-in-travel, versatile, timeless, repeatable, and safe.

Functional Benefit: My relationship strengthened through travel – by quality times with my family/friends, fun, creativity and imagination.

Emotional Benefit: I feel that I am enjoying it with my family/friends as my presence makes a difference in their life to experience happiness.

Our Travel Promise

As a ladder, Travel Truths, Functional Benefits and Emotional Benefits build upon each other and lead towards delivering on our Travel Promise.

Joy of Travel. Pride of Experience.

Travel Promise

Joy of Travel. Pride of Experience.

Target Audience	Emotional Benefits	Market Context
<p>Target Audience</p> <p>Joy and grow through travel.</p> <p>Travelers learn about themselves, others and the world through travel. Travel is a cherished time of fun and freedom, and an opportunity to develop skills like creativity and imagination.</p> <p>Family and Friends are unified by a desire to enjoy joyful times and ensure they grow 21st century experiences to help them adapt in a changing world and shape their lives happily. Moreover, experiences with family and friends are coming closer together through travel.</p>	<p>Emotional Benefits</p> <p>Traveler : I feel proud – look at what I've experienced while I was traveling.</p> <p>Family/Friends : I feel that I am enjoying it with my family/friends as my presence makes a difference in their life to experience happiness.</p>	<p>Market Context</p> <p>Joyful Travel Experiences</p> <p>We are in the business of Travel. In that space we build a unique position within Joyful Travel Experiences which foster traveler's ability to have fun, enjoy experiences, express themselves and socialize. Although the need for travel does not change, clients preferences do change over time. Today's travel experiences span the physical and digital worlds of traveler's daily lives, which put brands under increasing pressure.</p>
<p>Target Audience</p> <p>Members of Euconica (MEs) who, whether traveled or not, have subscribed to the membership and also enjoy hands-on, mindful experiences like spa, water sports, etc.</p> <p>Family/Friends (traveling together) in their lives who recognize their role in fun times together in a rapidly changing world.</p> <p>Our secondary target audiences are:</p> <p>Potential Travelers (age 24-65) who appreciate hands-on, mindful experiences like spa, water sports, etc</p>	<p>Functional Benefits</p> <p>Traveler : I can experience whatever fun, relaxing and exciting travel experiences I can imagine. Alone or with my friends and family.</p> <p>Family/Friends : My relationship grows through travel – by quality times with my family/friends, fun, creativity and imagination.</p>	<p>Competitive Landscape</p> <p>Global enablers of joyful travel experiences - both online and offline</p> <p>Traveler's wish lists - there are many stay and experience options across markets, but also some differences between local markets.</p>
	<p>Travel Truth</p> <p>Traveler : Travel Experiences with Peace of mind – the travel requirements can be customized and put together in different ways hassle free.</p> <p>Family/Friends : Quality – it is a smoothly executed system-in-travel, versatile, timeless, repeatable, and safe.</p>	



The Euconica Brand Experience

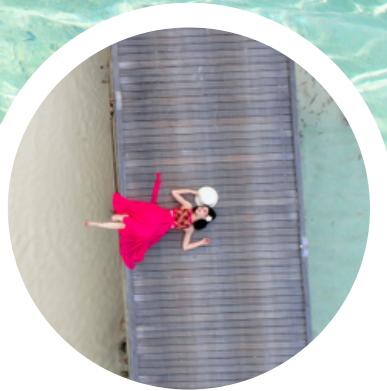
Introducing the Euconica Brand Experience

While the Euconica Brand Identity brings depth to the description of the Euconica brand from a Traveler and Family/Friends point of view, the Euconica Brand Experience offers a set of five tangible guidelines for execution.

This is how we want clients to experience the brand and these elements can be used and combined in many ways.

Remember the Euconica brand is also built through an open dialogue and interaction with clients who actively contribute to the interpretation of the brand via conversations, events or other types of experiences. When engaging travelers and family/friends in Euconica experiences, such experiences should also express the essence of the Euconica brand by enabling participation, dialogue, co-creation and if possible drive further sharing of Euconica experiences.





01 - Personality

The human-like characteristics that define how the brand behaves – ‘my Euconica friend’.

Just as human personalities affect relationships between people, the Euconica brand personality can be the basis of a relationship between our clients and the Euconica brand. Therefore, ensure that the Euconica brand personality is expressed in all brand communication.

My Euconica friend...

- ...has a vivid imagination
- ...is curious and likes to try out new things
- ...is always positive and optimistic
- ...is fun to be around with
- ...enjoys bringing people together
- ...is friendly and approachable
- ...is caring for others
- ...doesn't get bothered by the little things
- ...can comfortably adapt to take different roles



02 - Tone of voice

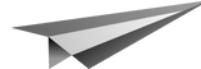
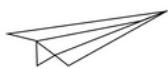
The way the brand's personality writes and speaks. When used across touchpoints the Euconica brand speaks with one voice.

Too Little	Just Right	Too Much
Boring	Playfully Humorous	Silly
Restrained	Energetic & Active	Uncontrolled Energy
Disengaged	Respectful & Encouraging	'Talked Down'
Simplified	Inclusive & Intuitive	Over Complex
Childish	Human & Authentic	Formal
Dusty	Relevant & Contemporary	Fad
Non-gender stereotypical, non-religious, non-political, non-prejudice, ethical		



03 - Symbols

The strategic symbols of the brand. Strong symbols make it easier to gain recognition and encourage recall – one glance should be enough to be reminded of the Euconica brand.





04 - Visual Signatures

How the Euconica brand is visually communicated.



Gender Balanced



Energetic



Proud Moments



Amazement



Trigger the Mind & Body



Humorous





05 - Rituals

A way of doing things unique to the Euconica experience, which can contribute to a shared experience among clients and strengthen their bond to the Euconica brand.



The unique Euconica brand ritual is Showing the Travel Experiences in Action.

It links strongly to our brand travel promise, 'Joy of Travel, Pride of Experience'.



Additionally, this ritual carries a social element in proudly showing the travel experiences to friends, family and community.

How to use the Euconica Brand Identity & Experience

Now that you have built the Euconica Brand Identity & Experience, it's your job to ensure it comes alive across local markets, channels and touchpoints.

It's up to you how you combine the different elements according to your specific needs. Just remember that the Euconica Brand Identity & Experience always should be used as a starting point to ensure the Euconica Brand is positioned in a unique and globally consistent way.

Please keep in mind that Brand Development always must be involved during the early stages of any Euconica brand initiatives.