



Local Branding

It takes a village to make a brand

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The Plan

- * Local branding - what do I mean
- * Value of the brand to the community
- * Value of small producers to the community
- * Examples
 - Homorodalmas
 - Transylvania Authentica

Branding

* What is a brand?

- Logo
- Colors
- Attitude
- Image
- Feeling
- EVERYTHING!

Branding a village

- * How does a village use a brand, what are the outlets?
 - Website, business cards, signs, merchandise, publications, advertising etc.
- * Brands help a village communicate with their target audience.
 - Tourists, investors, potential residents etc.

Why Brand a village?

- * What is the value to the community?
 - External
 - Internal
- * Value to small producers specifically
 - Helps them brand themselves
 - Helps them develop new products
 - Good vibes
 - Greater access to promotion and customers

Value of small producers

- * How do small producers contribute to the brand?
- * How does the community benefit from the success of small producers?
 - Economy
 - Jobs
 - Preservation of heritage/culture
 - Pride

Homorodalmas

- * Holistic approach
 - Tourism as part of the solution, branding as part of tourism
- * What was necessary to attract tourists
 - What could villagers do, what could we do

BRAND CAN'T STAND ALONE

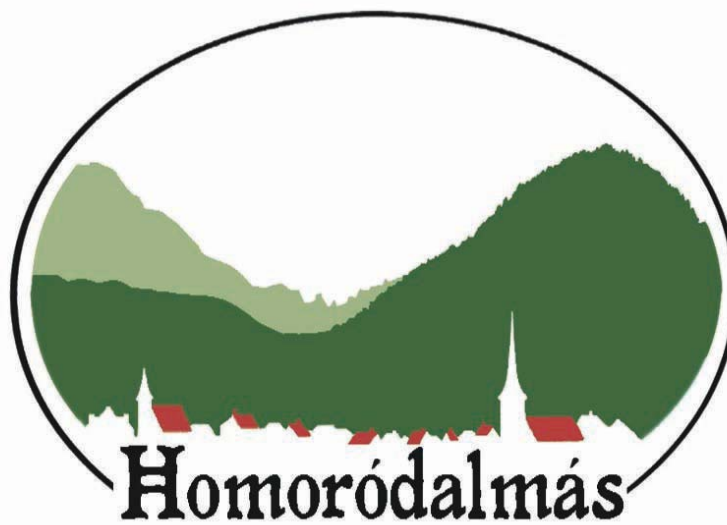
Process in Almas

- * Identify stakeholders
- * Hold community meeting(s)
- * Compile results
- * Bring results to specialists
- * Deliver

Results in Almas

- * Target Group: young families, active tourists (foreign)
- * Colors: green, black, yellow
- * Adjectives: beautiful surroundings, traditional, natural - untouched
- * Images: cave, basin, painted furniture
- * Tagline: Almas - live the tradition, touch nature!
- * Promise: In a pastoral valley at the base of the Harghita Mountains, our village invites your family to experience the peace of our traditional lifestyle and the excitement of the mighty Vargyas Gorge.

Almas Logo



Transylvania Authentica

- * Regional certification program
 - Food, accommodation and meals, activities, products
- * Mission: Transylvania Authentica seeks to protect the region's unique natural and cultural heritage by promoting and developing sustainable livelihoods.



T.A. Objectives

* Objectives:

- To recognize the inherent economic value of Transylvania's remarkable heritage
- To elaborate and implement an eligibility standard system
- To encourage greater use of Transylvania's environmental and cultural heritage as business assets

More T.A. objectives

- To promote distinctive high quality products and services rooted in the region and tradition
- To link producers to market opportunities and to each other, and to guide consumer choice
- To support small business development and reward sustainable business practices
- To empower communities and enable the choice to stay local

How T.A. certification works

- * Preliminary application form
- * Inspection (independent)
- * Award panel
- * Managing Director authorizes certification
 - www.transylvania_authentica.ro

T.A. rights and responsibilities

* T.A. will:

- Promote the brand/certification system
- Promote certified products
- Support producers (resources, networking)

* Producer will:

- Follow the rules
- Make the brand visible
- Provide photos for promotion/use



Questions?

Thank you very much

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