

## REPAIR - REBRAND

## BRAND CONFUSION





A LOOK AT SOME OF  
**OUR CUSTOMERS**

<p>1 BUSY PEOPLE</p>	<table><tr><th data-bbox="626 1251 803 1275">WHAT THEY LIKE</th><th data-bbox="915 1251 1086 1275">AND DON'T LIKE</th></tr><tr><td data-bbox="626 1286 843 1392">Valuing time over money A commitment to quality A personal touch Feeling proud of dunedin</td><td data-bbox="915 1286 1123 1410">Spending money for the sake of it Anything over the top Surly service Pretentiousness</td></tr></table>	WHAT THEY LIKE	AND DON'T LIKE	Valuing time over money A commitment to quality A personal touch Feeling proud of dunedin	Spending money for the sake of it Anything over the top Surly service Pretentiousness
WHAT THEY LIKE	AND DON'T LIKE				
Valuing time over money A commitment to quality A personal touch Feeling proud of dunedin	Spending money for the sake of it Anything over the top Surly service Pretentiousness				

## 2 FAMILIES

### WHAT THEY LIKE

Efficiency  
Happy children  
Family friendly service  
Feeling proud of dunedin

### AND DON'T LIKE

Disorganisation  
Needing to fix problems with money  
Public spaces that aren't designed with kids in mind  
Feeling that it's too hard to go on family trips

## 3 STUDENTS

### WHAT THEY LIKE

Getting a good deal  
Friendliness  
Looking good  
Being in the know

### AND DON'T LIKE

Being told what to do  
Condescension  
Giving up the things they love  
Being offline

## ACROSS ALL CUSTOMER SEGMENTS THERE IS A COMMON THEME:

Our customers are **practical travellers** that want an environment that allows them to feel **safe and secure, at ease** and **connected with Dunedin city**.

## THESE NEEDS ALIGN WITH THE DUNEDIN CITY RESEARCH

### OUR RESEARCH

*Warm Service*



Warm Hearted Generosity

*Sense of Community*



The Power of the Individualist Clan

*Feeling Proud of Dunedin*



Our Local Code of Honour

**dunedin**



# WHO WE ARE



# OUR VALUES

Our four simple values they help define  
the behaviours we expect from our team.  
It's our people that bring our brand to life.



**MAKE IT EASY**



**BE YOU**



**CAN DO**



**BETTER TOGETHER**



OUR VALUES

**MAKE IT  
EASY**



OUR VALUES

**BE YOU**

© 2015 Google. All rights reserved. Google, the Google logo, and "Be you" are trademarks of Google Inc.





## THE WAY WE COMMUNICATE REINFORCES OUR BRAND



## INTRODUCING A NEW LOOK...

- ✓ Pulls our Customer needs and character together with our Dunedin Airport brand personality
- ✓ Clean and simple - both visually and graphically
- ✓ Engaging
- ✗ Not faddy

The logo for Dunedin Airport, featuring the word "dunedin" in a black, stylized, gothic-style font, with the word "AIRPORT" in a smaller, blue, sans-serif font directly below it.The same Dunedin Airport logo as above, but set against a solid dark blue or black rectangular background. The word "dunedin" is white, and "AIRPORT" is blue.

## USE OF ICONS



... TO MAKE OUR MARKETING  
COMMUNICATIONS SIMPLER




OUR PARKING CARDS HAVE A NEW LOOK:



NOT ALL FUNCTIONAL COMMUNICATIONS NEED TO BE BORING



AND THERE ARE LOTS OF  
OPPORTUNITIES TO SHARE  
SOMETHING NEW



If the Beatles had to pick up their own bags, they would have stood on exactly this spot during their tour to Dunedin in 1964.

dunedin  
AIRPORT

WE'RE FOCUSED ON INCREASING  
AWARENESS OF OUR BRISBANE  
SERVICES

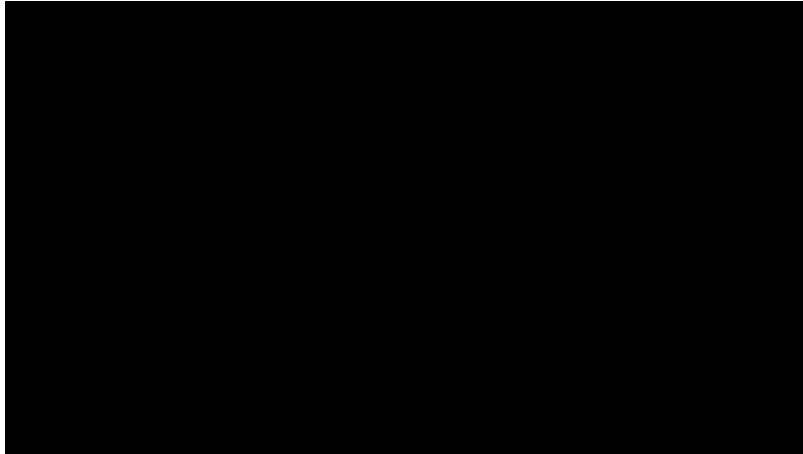


**FARES TO OPEN A  
SCOTSMAN'S WALLET**

CHEAP DIRECT FLIGHTS FROM DUNEDIN TO BRISBANE

dunedin  
AIRPORT

AND WILL CONTINUE TO CONNECT  
THE BRAND AND OUR CITY WHERE  
POSSIBLE



Thank you for your time!

**dunedin**  
AIRPORT