

# Case study: Positioning

## TNS successfully helped Tourism Western Australia rejuvenate their brand.

### Background

In In 2004 Tourism Western Australia realised that a brand refresh was required:

- The original brand Western Australia (WA) positioning had evolved into a one dimensional focus on nature
- Competition with other destinations for 'nature based' positioning had increased dramatically (e.g. Tasmania, New Zealand, South Africa, Northern Territory and, to a lesser extent, Queensland).
- The brand reflected fairly limited personality and emotion.

### Objective

Tourism Western Australia commissioned TNS to 'break new ground', focusing on the emotional aspects of the tourism experience – the moods, feelings and experiences that a holiday in Western Australia evokes – rather than the more 'rational' elements that often emerge from traditional tourism research. The research was charged with defining the core essence of the Western Australian holiday experience – and from that to creating a positioning for Western Australia which would truly engage holiday travellers at an emotional/psychological level.

### Actions

TNS set the following fundamental criteria for their methodology:

- Only qualitative research - to uncover key insights and new perspectives about the brand.
- Interviews were conducted while people were actually experiencing a holiday in Western Australia - to get 'real-time' emotions.
- Individual interviews rather than group discussions – to reveal true personal experiences.

Additionally, TNS used the NeedScope System™ which offered techniques that helped people express the underlying emotions that characterised their holiday experiences and drove their choice of holiday destination.

### Results & Recommendations

The most powerful idea from a marketing perspective that emerged from the research findings was the notion of an authentic Australian experience – 'the Real Australia' – a more genuine, less commercialised part of the country. The common thread was here was a kind of nostalgia for an Australia that many saw under threat.

The challenge was then to express this in an innovative and credible way that would differentiate Western Australia in the highly competitive tourism market. In combination with the team at WA, as well as the creative team at their agency Marketforce, they developed four brand values to encapsulate the WA holiday experience and the notion of 'contrasting harmony':

- Fresh
- Natural
- Carefree
- Alive

This then translated into the proposition:

'A holiday in WA makes you feel...

...relaxed...yet energised

peaceful...yet active

tranquil...yet uplifted

which in turn formed the basis of the creative brief which then became 'The Real Thing' campaign.

'The Real Thing' campaign ran for four months in 2005 and was responsible for generating:

- At least 33,000 more interstate visitors to Western Australia
- Spending an additional 771,000 nights in the state
- And spending an additional AUD\$81 million

This was over and above what would have been generated if the campaign did not occur (i.e. if WA had the same growth rates as the national average).

The client comments:

"We gave TNS a pretty tough brief....to break new ground and really unpack the emotions that underlie consumers' holiday experiences and perceptions of holiday destinations. They came through with flying colours. Their combination of clever techniques and astute interpretation gave us something beyond what consumer research normally provides – it gave us something we could really use to take our whole marketing and communications strategy to another level." Jane Seman, Executive Director, Consumer Marketing, Tourism Western Australia.

"TNS not only conducted some highly creative research, they also articulated and presented that research in a very clear and actionable way. The TNS researchers consulted very closely with my team in helping us meet what was a pretty ambitious objective – i.e. to uncover the 'core essence' of our brand in a very competitive market. Their end result actually achieved that, and they continued to work closely with us to help implement the research findings and ensure that they were correctly represented in our marketing and campaign materials."  
Jarrad Dunning, Research Manager, Tourism Western Australia.