

MTS

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# Place & Purpose

Do destinations need  
a brand purpose?



## Your Hosts

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Director of Strategy  
Origin



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Principal  
Stormy Lake Consulting

Hello!

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## Today's Topics:

01 What is Brand Purpose and Why Does it Matter?

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02 Purpose for Destination Brands

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03 Finding your Purpose Workshop

Part 1

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# What is Brand Purpose?



## What is Brand Purpose

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Before we define what it is,  
let's review what it's not.



Brand purpose is not...

CSR or  
philanthropy

Brand purpose is not...

an advertising  
campaign



Brand purpose is not...

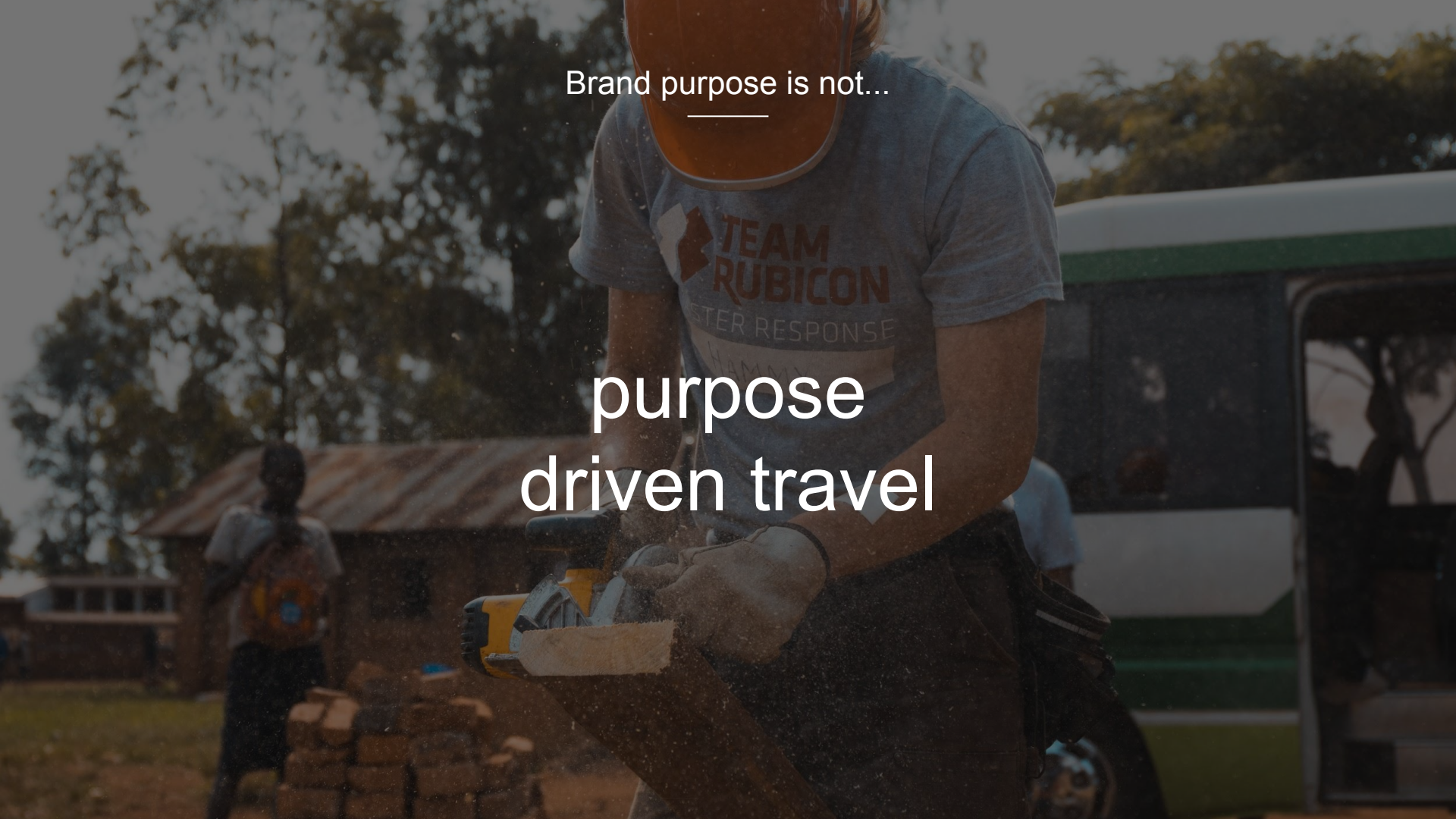
a financial  
opportunity





Brand purpose is not...

purpose  
driven travel



So then what is it?

## What is Brand Purpose?


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Simply stated, brand purpose is a reason for an organization to exist beyond profit.



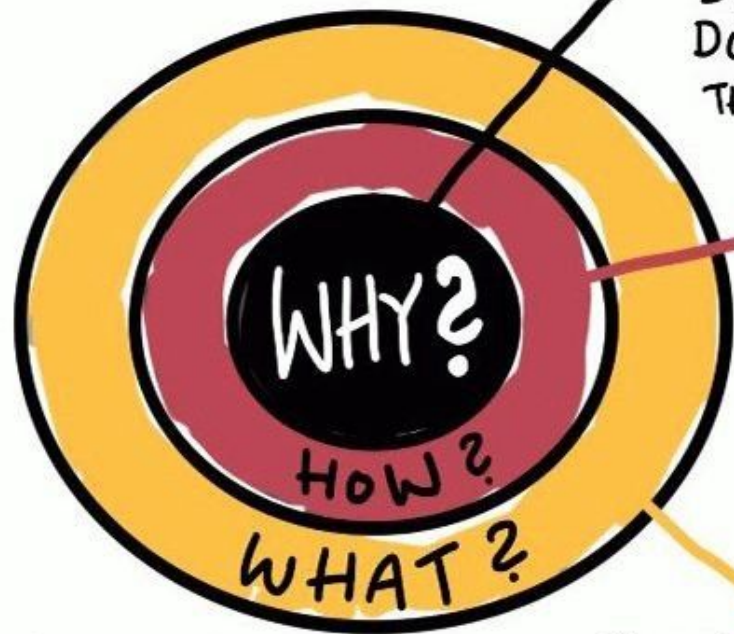
What is Brand Purpose?

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A hand is shown holding an open compass. The compass is open, revealing a green face with white markings and a red needle. The background is a soft, out-of-focus sunset or sunrise over a body of water, with warm orange and yellow tones. The text is overlaid on the image.

It is the moral compass that defines **why**  
a brand exists and guides decisions on  
**what** they do and **how** they do it.

# GOLDEN CIRCLE

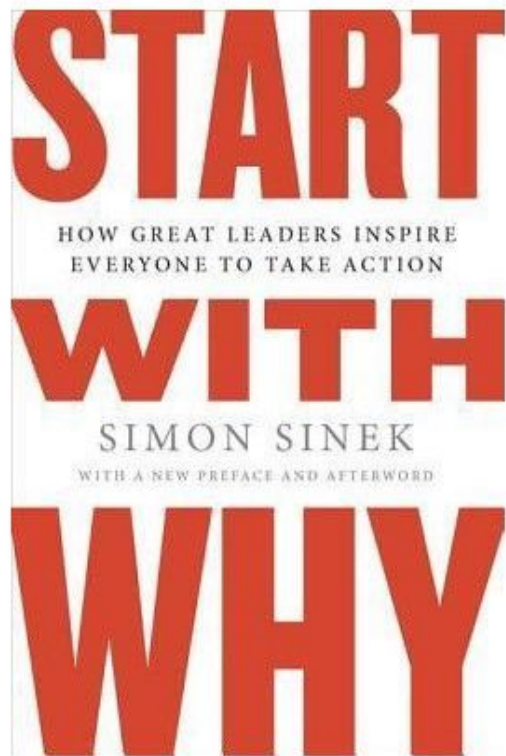


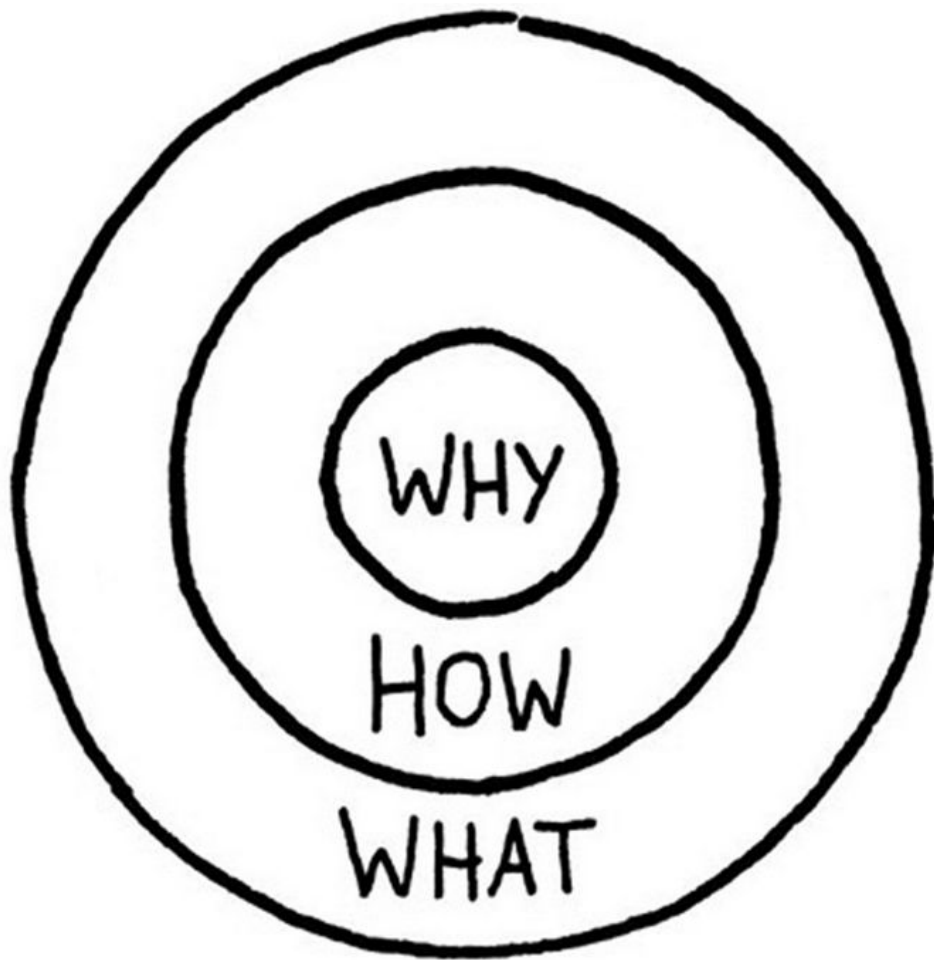
WHY DO YOU  
DO WHAT YOU  
DO? WHAT IS  
THE PURPOSE?

HOW  
DO YOU  
DO WHAT  
YOU DO?

WHAT  
DO YOU DO?

IDEA: SIMON SINEK





### **Why = The Purpose**

*What is your cause? What do you believe?*

Apple: We believe in challenging the status quo and doing this differently

### **How = The Process**

*Specific actions taken to realize the Why.*

Apple: Our products are beautifully designed and easy to use

### **What = The Result**

*What do you do? The result of Why. Proof.*

Apple: We make computers

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Why does it matter?



A Reflection on Today's Culture

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# People Want Change

Only 1 in 5 people believe the system is working for them, and large majorities express a sense of injustice and a desire for change.



A Reflection on Today's Culture

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Consumers want brands  
to be part of the solution



Nearly two-thirds of surveyed consumers prefer to purchase products and services **from companies that stand for a purpose that reflects their own values and beliefs** (and will avoid companies that don't).

accenturestrategy

**CONSUMERS  
GLOBALLY BUYING  
FROM PURPOSE-  
LED COMPANIES**





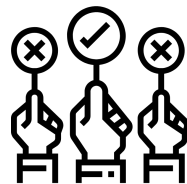
## Benefits for Purpose Driven Brands

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By defining, communicating, and acting on their purpose, brands can better:



Connect with customers  
over shared values



Differentiate from  
their competitors

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I know what you're thinking...

WHICH FLAVOR WOULD YOU LIKE? THIS ONE  
IS SAVING THE ENVIRONMENT, THAT ONE IS  
TAKING A STAND ON SOCIAL JUSTICE, AND  
THAT ONE IS PROMOTING TOGETHERNESS.

SPICY JALAPEÑO.



TOM  
FISH  
BURNE

A high-angle, wide-field photograph of Earth from space at night. The Earth's curved horizon is visible, with a thin layer of atmosphere glowing in shades of blue and green. Below the horizon, the dark surface of the planet is punctuated by a dense network of bright yellow and orange lights, representing city lights and urban areas. The background is a deep black space filled with numerous small, distant stars.

Not every brand's purpose  
has to be saving the world

For some brands, social, environmental or political causes are naturally aligned with their purpose



ONE  
FOR  
ONE®





The Patagonia logo, consisting of the word "patagonia" in a lowercase, sans-serif font, is positioned at the top left of the dark overlay.

patagonia



# The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

[Learn More](#)





**DEMOCRACY**  
**IS IN YOUR**  
**HANDS**

What is brand purpose?

For others, purpose can be about advancing a value or belief system that is shared between the brand and customers

A woman with dark hair tied back, wearing a grey Carhartt jacket and a red tassel earring, is looking down. In the blurred background, a young child is visible.

TO THOSE WHO TAUGHT US THE SPIRIT OF HARD WORK

*Thank You*



carhartt



#OPT  
OUTSIDE

Part 2

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# Purpose for Destination Brands





Purpose Driven Travel is travel for the purpose of participating in immersive volunteer tourism and giving back to support the communities where they've traveled and met the local inhabitants.

A photograph of a bustling night market. Numerous red, traditional-style lanterns are strung across the street, glowing and creating a warm, festive atmosphere. Below the lanterns, a large crowd of people is seen from behind, walking away from the camera into the market. The background shows various market stalls and buildings, with some lights visible. The overall scene is lively and colorful, typical of a popular tourist destination at night.

Purpose driven tourism branding  
identifies an overall purpose of a place



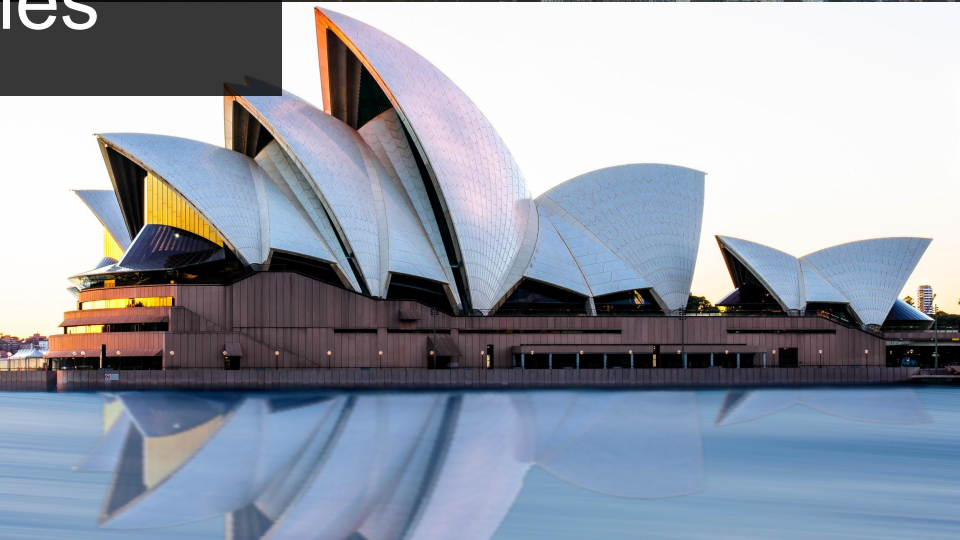
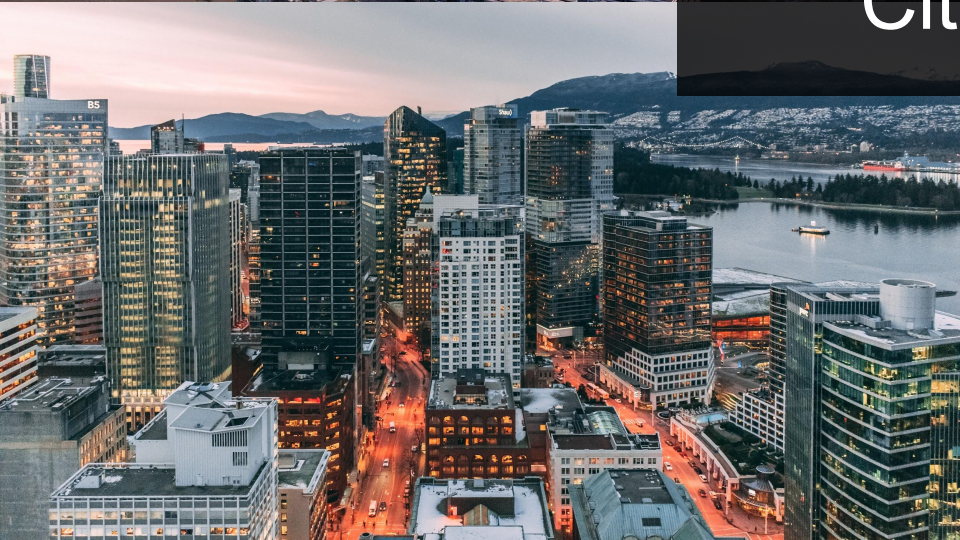
Purpose for destination brands

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Around the world, most destinations share  
very similar product attributes



# Cities







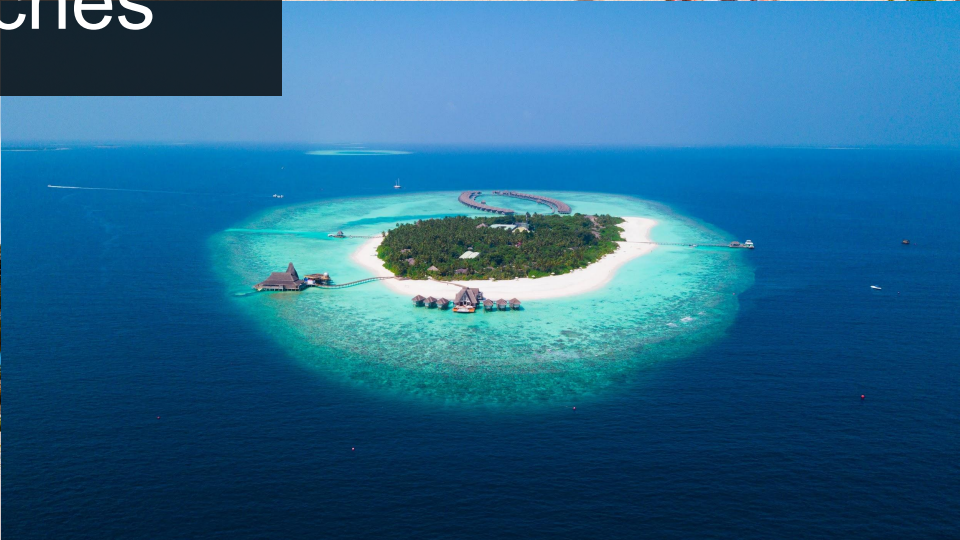
# Mountains







# Beaches



Purpose for destination brands

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Defining a purpose can help destination brands differentiate from competitors



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Differentiating with  
brand purpose

## Purpose Driven Brands


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## Purpose Driven Places

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What is a Destination Purpose?

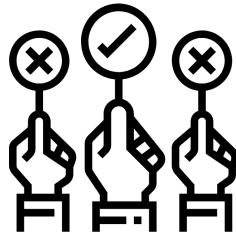
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A reason for being,  
beyond (tourism) profit.

# Three core challenges of destination marketers



Engagement  
& Alignment



Differentiation  
& Appeal



Community Support  
& Social License



Sustainability





Differentiation & Appeal



Engagement &  
Alignment

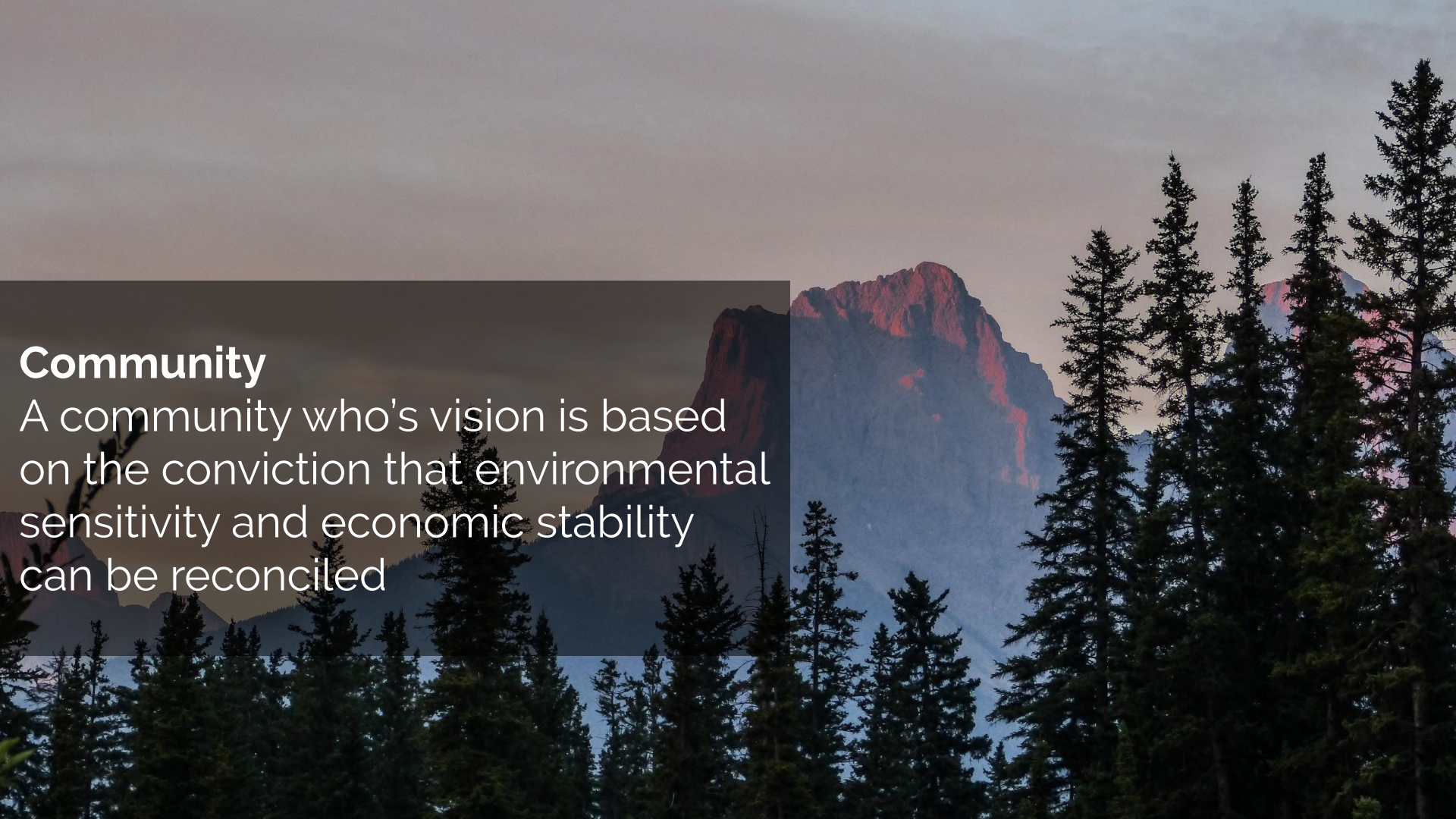


Social  
License



CANMORE  
KANANASKIS





## **Community**

A community who's vision is based on the conviction that environmental sensitivity and economic stability can be reconciled

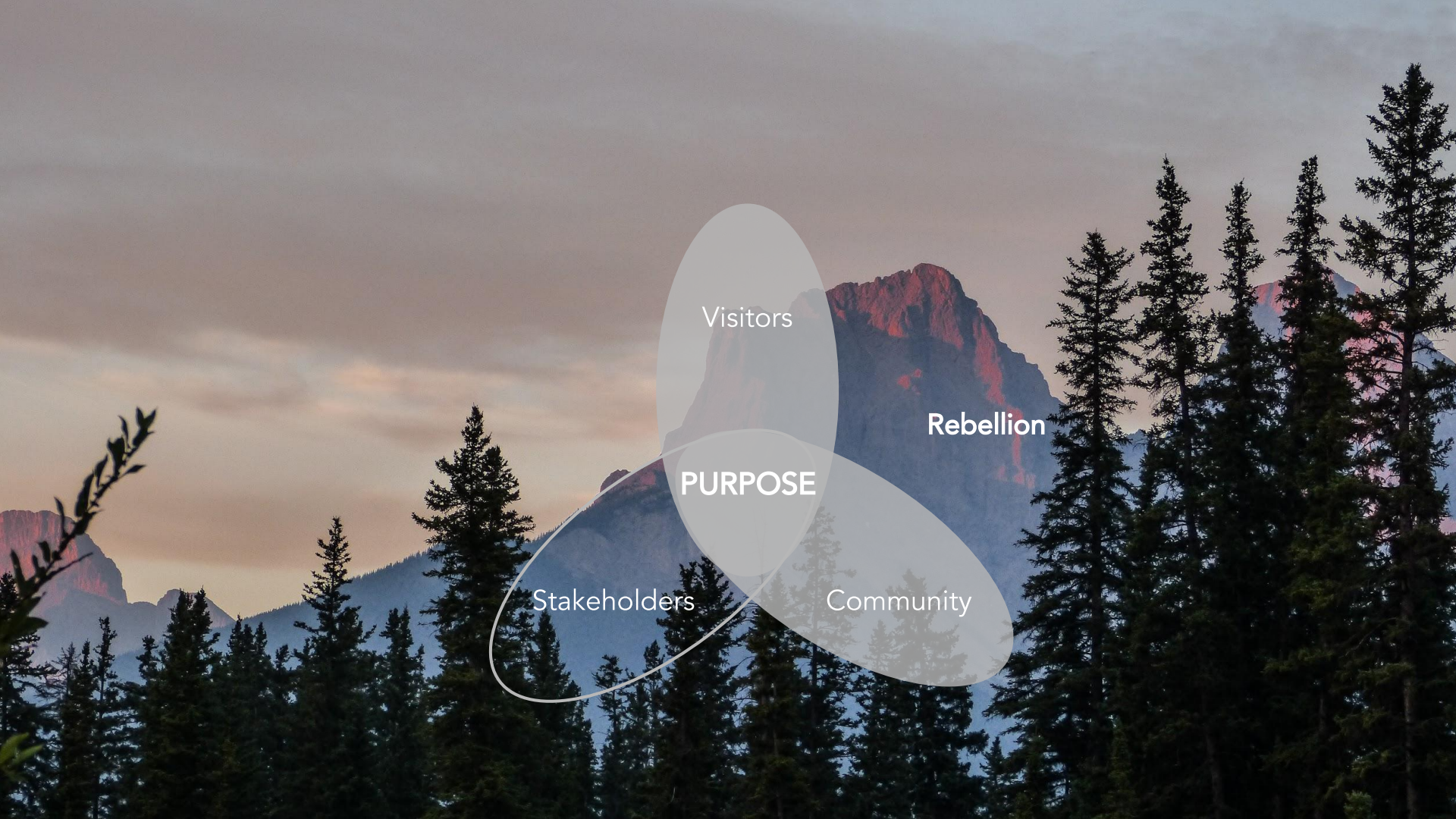




## Visitors

To inspire the world to  
experience the mountain  
lifestyle of Canmore Kananaskis





Visitors

Rebellion

PURPOSE

Stakeholders

Community



**LOCAL NEWS**

## **Canmore Business and Tourism ceasing operations**

**BY ROCKY MOUNTAIN OUTLOOK JUL 15, 2016**

Canmore's official destination marketing organization and contracted economic development agency – Canmore Business and Tourism – has called it quits.

The board announced Friday (July 15) it was no longer prepared to continue operating due to a lack of sustainable funding.

"Canmore Business and Tourism (CBT), also known as Tourism Canmore Kananaskis, is winding up operations effective immediately due to its inability to secure a sustainable source of funding," said the statement.

## **VISITORS**

A peaceful place of scientific discovery. Cleansing and energizing.



## **STAKEHOLDERS**

To advocate and promote the practice of safe and environmentally responsible travel to the Antarctic.

## **LOCALS**

Antarctica and the Southern Ocean - valued, protected, understood.



## Purpose

To protect a place of scientific discovery and one of the most unusual and breathtakingly beautiful places in the world to visit.



“

When you book to go to Antarctica, no matter what trip you go on, there will be educational presentations. And no, these aren't like the boring lessons that you had at school where you struggled to keep one eye open. These are exciting presentations by professionals who live and breathe Antarctica. These guys and gals have first-hand experience and knowledge of the region and you can really tell that they are passionate about what they do. Some of the presentations that were given on my cruise were about the effect of climate change on Antarctica, seabirds, glaciers and icebergs as well as an introduction to photography by the on board photographer (probably one of the most valuable presentations I have ever attended).


”



Not every destination will have a purpose.  
They will just be a really popular place.





A scenic landscape featuring a calm lake in the foreground with several colorful canoes (red, orange, blue, and purple) moored along the shore. The canoes have "MORRIS LAKE LODGE" and numbers printed on them. In the background, a dense forest of evergreen trees lines the shore, and towering, rugged mountains with patches of snow rise majestically under a clear blue sky. A semi-transparent dark box is overlaid on the left side of the image, containing white text.

Many destination may share a purpose, but will not necessarily have it articulated.

Part 3

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# Finding Your Purpose

# The Golden Circle

## WHAT

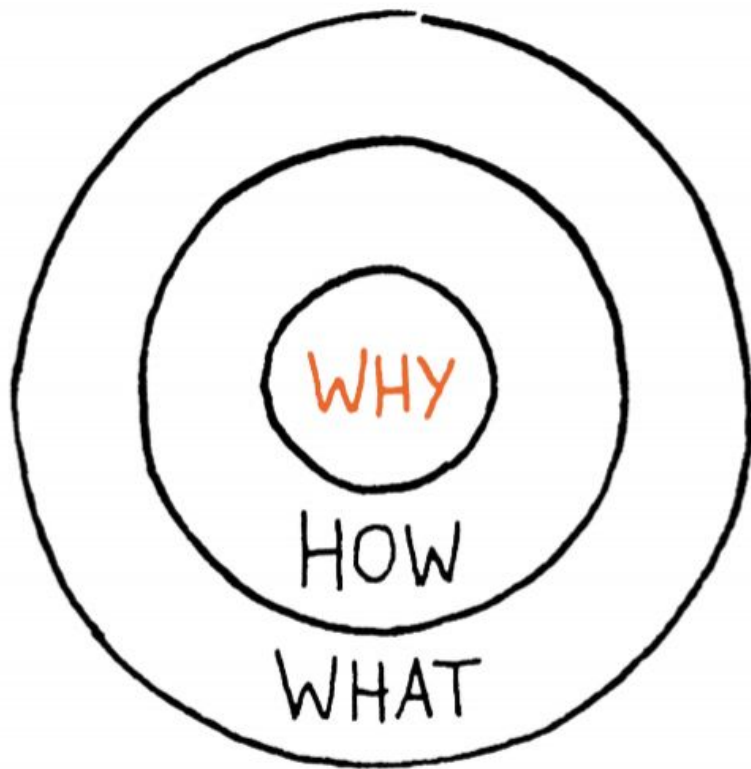
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

## HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Finding your Purpose

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## **Value Laddering**

How do you create value in the world?





The Ultimate  
Driving Machine

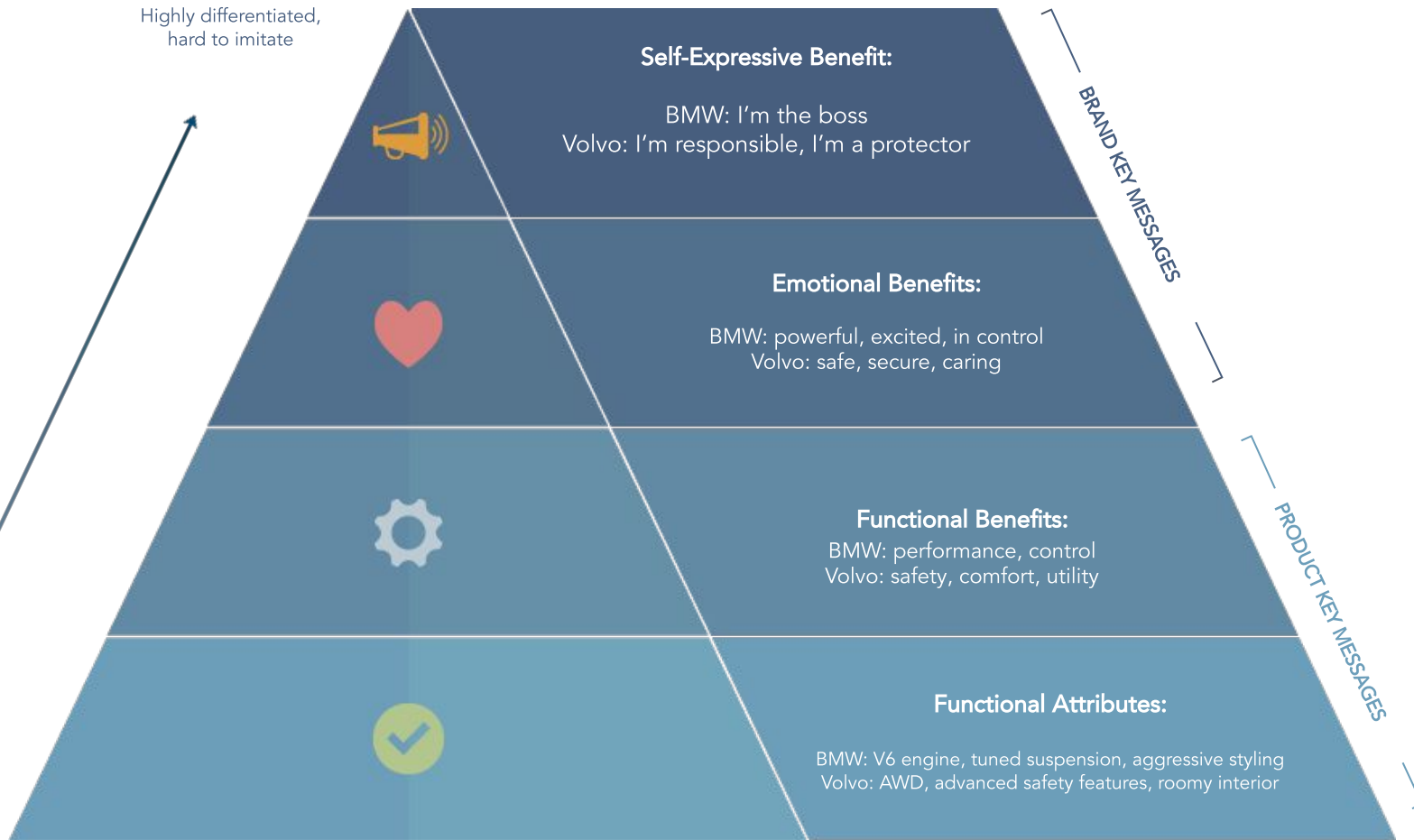
**VOLVO**

for life

Highly differentiated,  
hard to imitate



Undifferentiated,  
easy to imitate





Finding your Purpose

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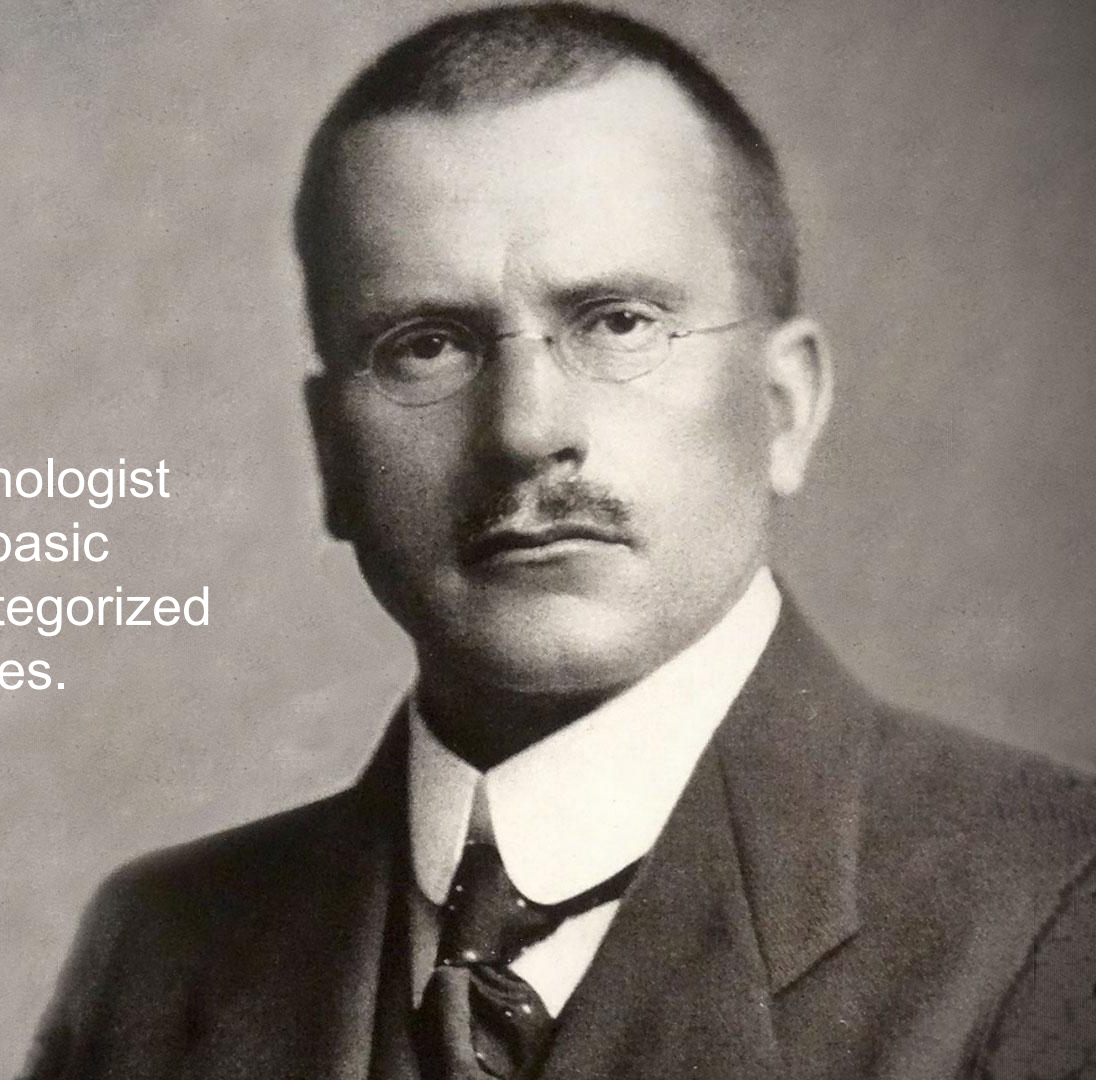
## **Brand Archetypes**

What archetypal role does your brand fulfill?

## Brand Archetypes

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Renowned 18th century psychologist Carl Jung's theorized that all basic human motivations can be categorized into twelve universal archetypes.



# Brand Archetypes

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Jung's archetypes can be applied to brands to help illuminate their purpose; one that aligns the values and motivations of their business and customers.



**INNOCENT** With a positive and kind spirit, they see the good in everything.



**LOVER** Idealists that spend the time daydreaming not only of sensual pleasure, but true love as well.



**CREATOR** Non-conforming by nature, they want to build a better world using the tools at their disposal.



**JESTER** They are the very definition of an hedonist— A Jester's only mission in life: to enjoy it.



**EXPLORER** They want to travel the world and experience everything it has to offer.



**EVERYMAN** Who's the everyman? Well, you look at him/her all the time in the mirror.



**OUTLAW** They want revolution and are not scared to break the rules to achieve it.



**SAGE** They seek knowledge above all else and share it with those that surround them.



**MAGICIAN** Their skills are so wicked that at times they might seem supernatural.



**RULER** "Rules them all" won't hesitate to demonstrate why they are the leader of the pack



**HERO** They are brave, selfless, stand up to the bad guy and defend the underdog.

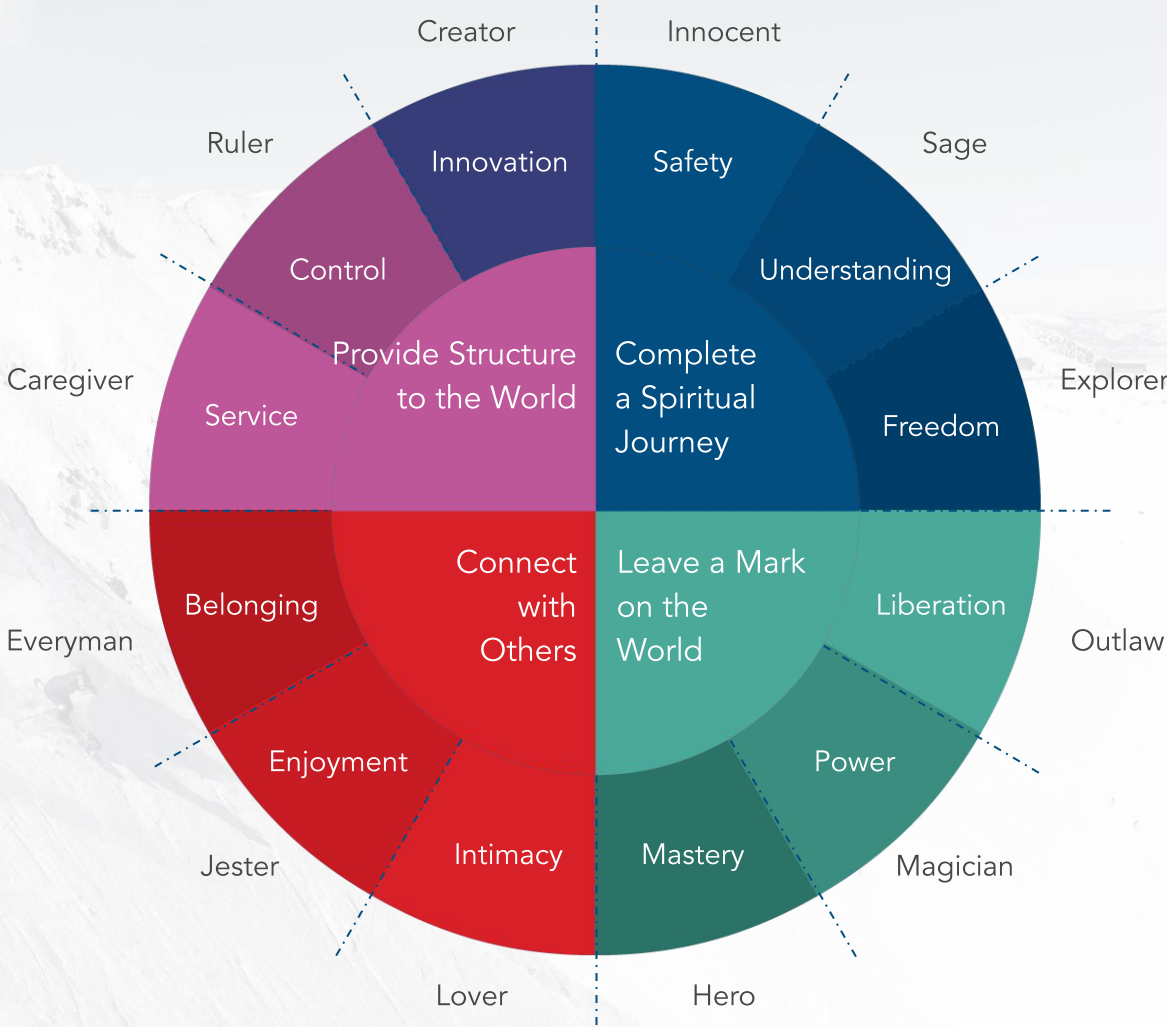


**CAREGIVER** With a warm aura engulfing them, Caregivers empathise, help and protect.



# Brand Archetypes

All archetypes stem from four basic motivations, and have their own unique drivers.



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# Workshop Session 1

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# Workshop Session 2

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# Q&A



**ORIGIN**

