



BLENDING ART & SCIENCE FOR SUCCESSFUL BRAND AND REPUTATION MANAGEMENT

 **INDIANA TOURISM
CONFERENCE**
EVANSVILLE

VISIT
French Lick
WEST BADEN

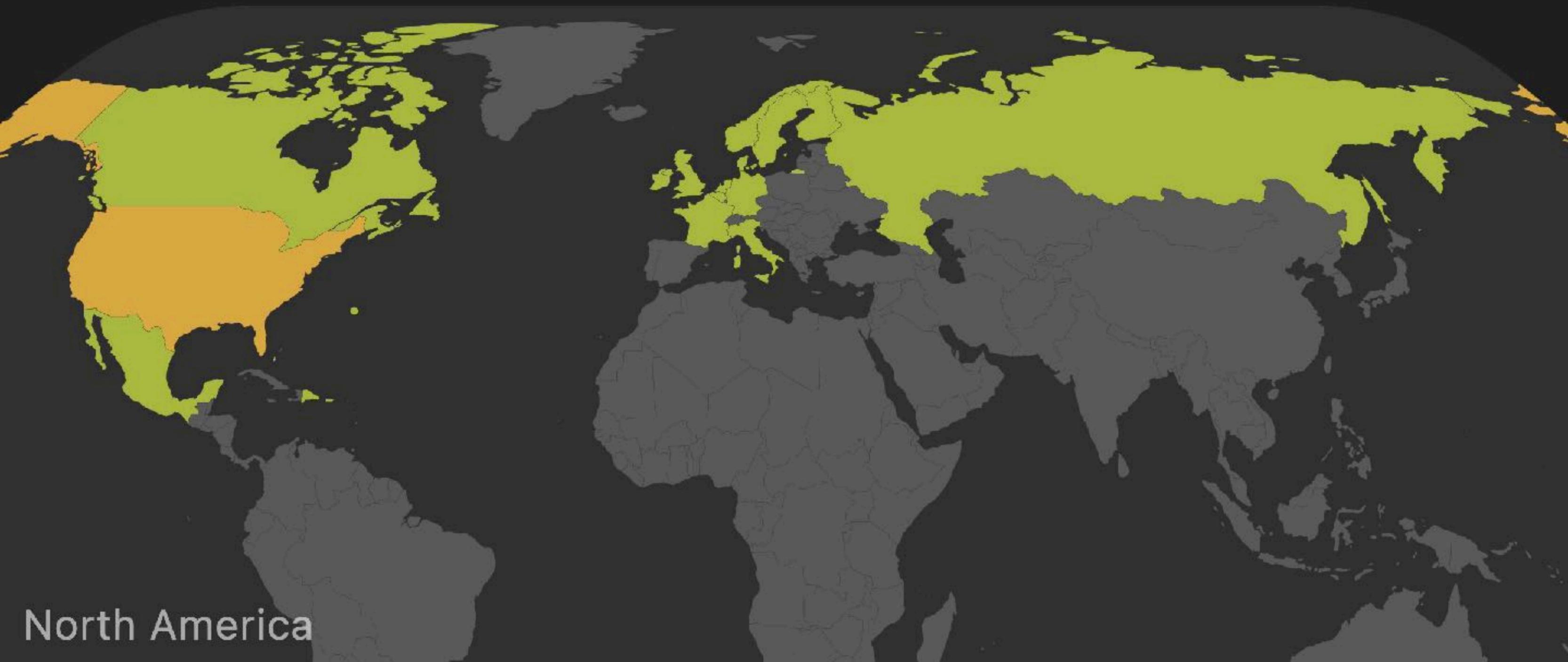
SAM RUFO

PRESIDENT

NXTCONCEPTS, LTD

- ❖ I Read. A lot. 2 hours a day to be exact.
- ❖ Total geek. I can code a website, manage digital ads, and even produce a mobile app for Apple or Google.
- ❖ Love travel. Been to over 22 countries.





North America

JOIN IN

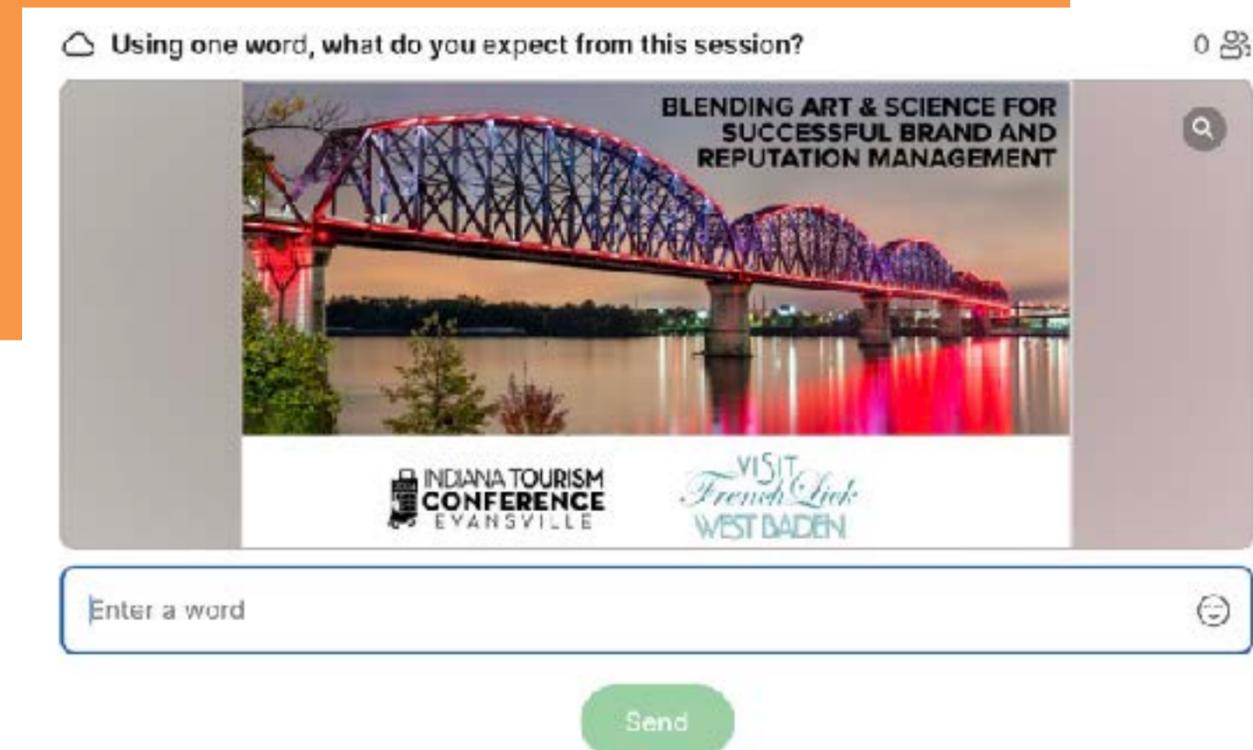


Live Q & A

Get Started
slido.com
#nxt2024



SCAN ME



AGENDA



- 1. Mastering Your Brand in a Digital Age.**
- 2. Successful Brand Management.**
- 3. The Art of Branding.**
- 4. The Science of Branding.**
- 5. When Things Go Off the Rails - Crisis Management.**
- 6. What's NXT?**

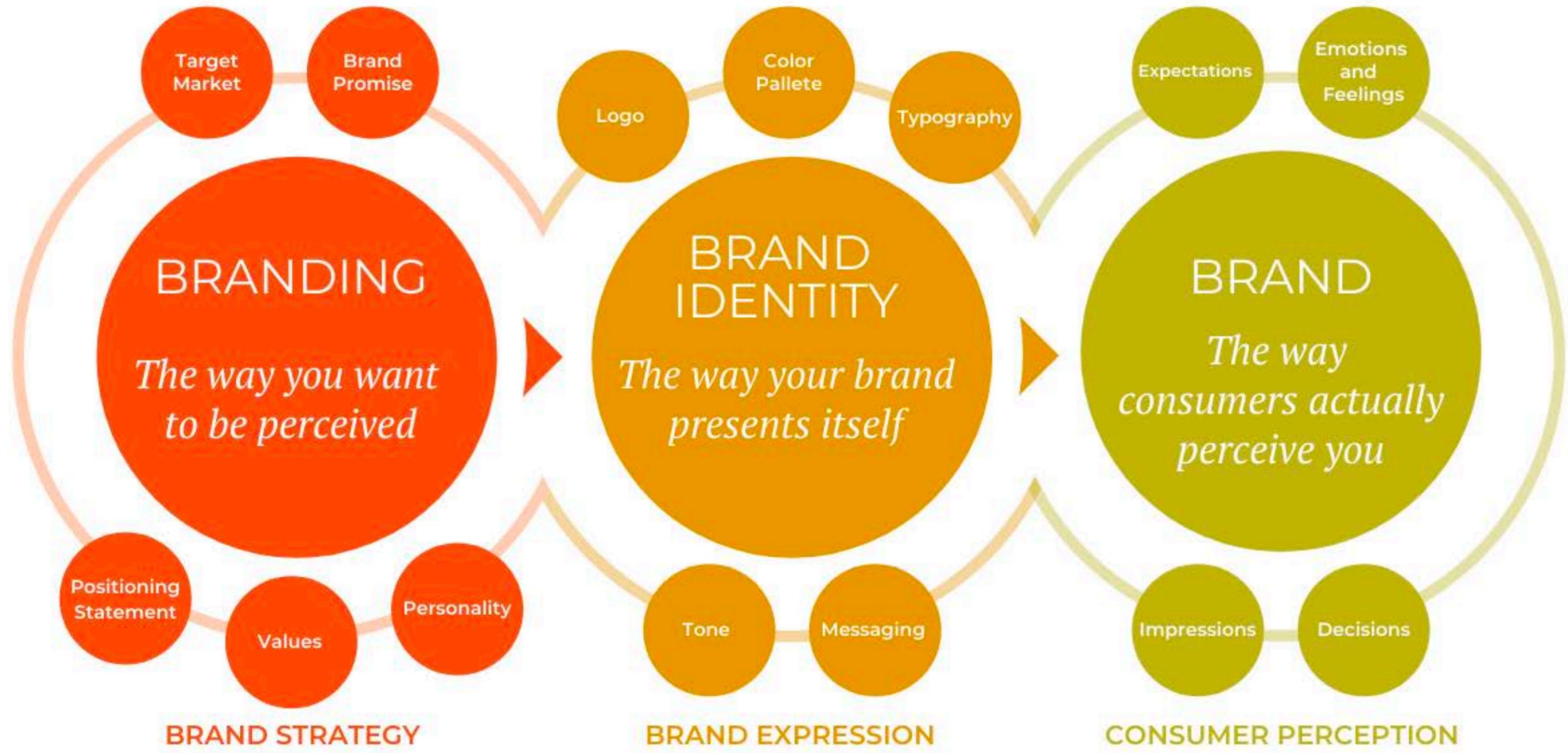


MASTERING YOUR BRAND

IN A DIGITAL AGE



BRANDING vs BRAND IDENTITY vs BRAND





**OR, IN OTHER
WORDS...**



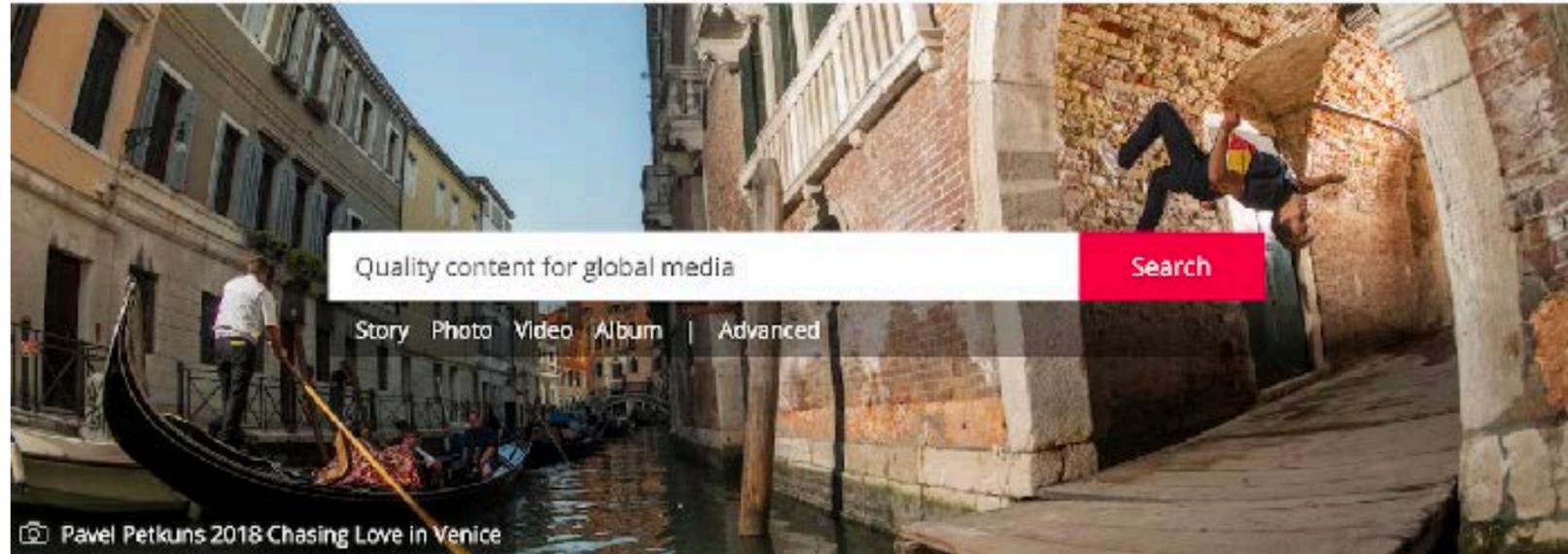
Branding



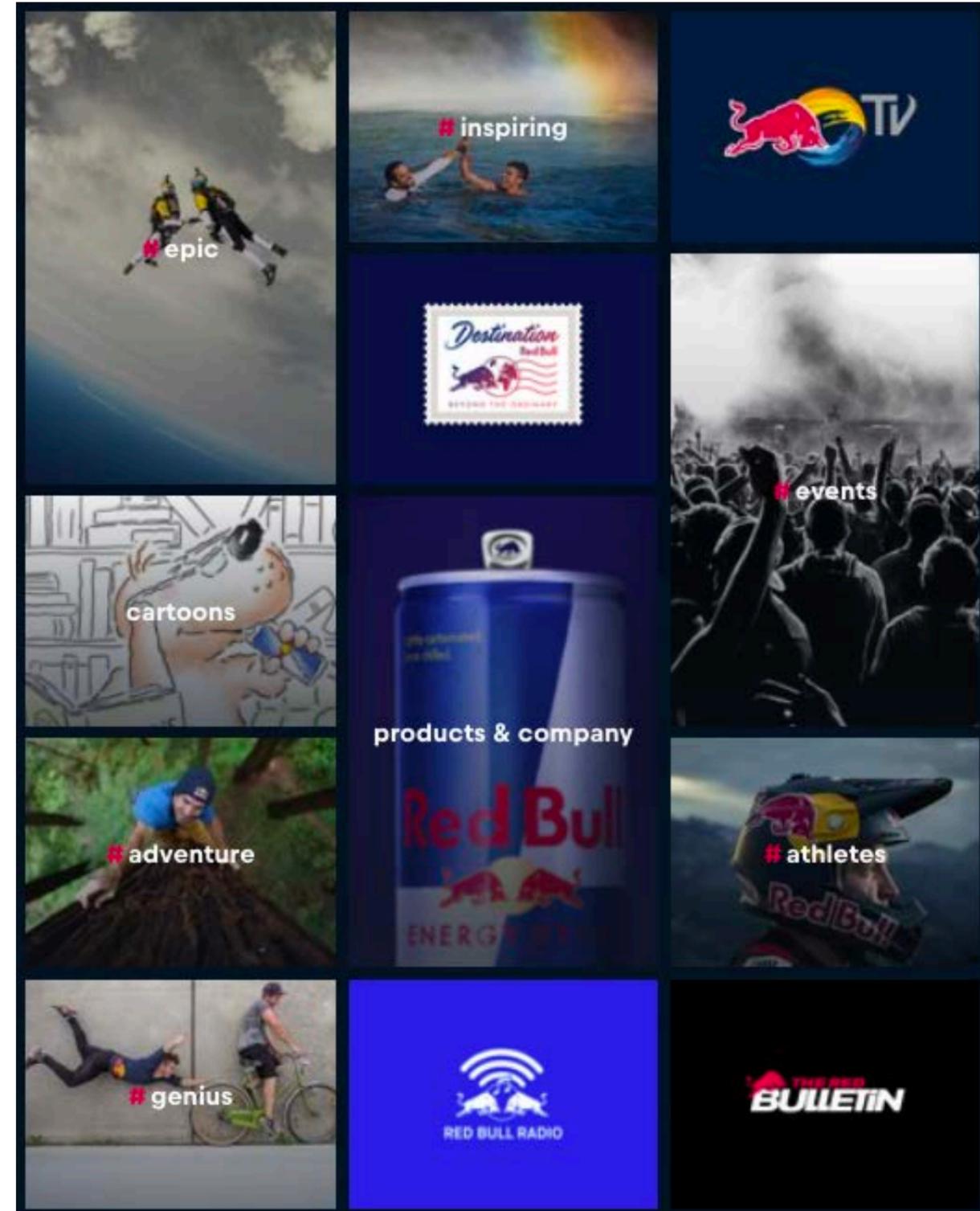
\$1



\$5



Red Bull Media is more valuable than the actual energy drink.



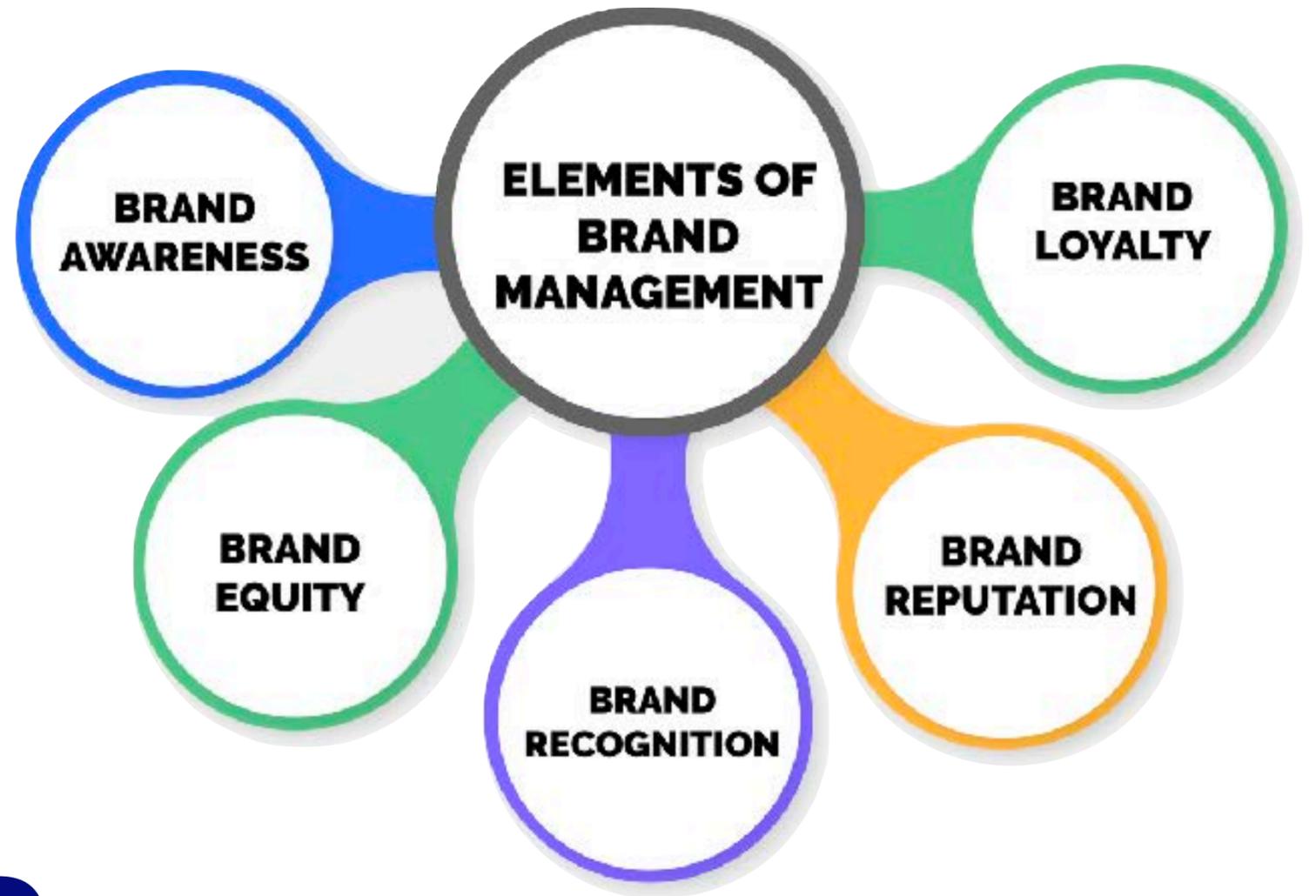


SUCCESSFUL

BRAND MANAGEMENT



MANAGING THE PUBLIC PERCEPTION OF YOUR BRAND.





LEARNING FROM THE LEGENDS...



Patagonia

Known for its commitment to environmental sustainability.

- ▶ Unwavering Environmental Commitment
- ▶ Activism as Brand Identity
- ▶ Social Responsibility Leader "1% for the Planet"
- ▶ Environmental Activism:
patagonia.com/our-footprint

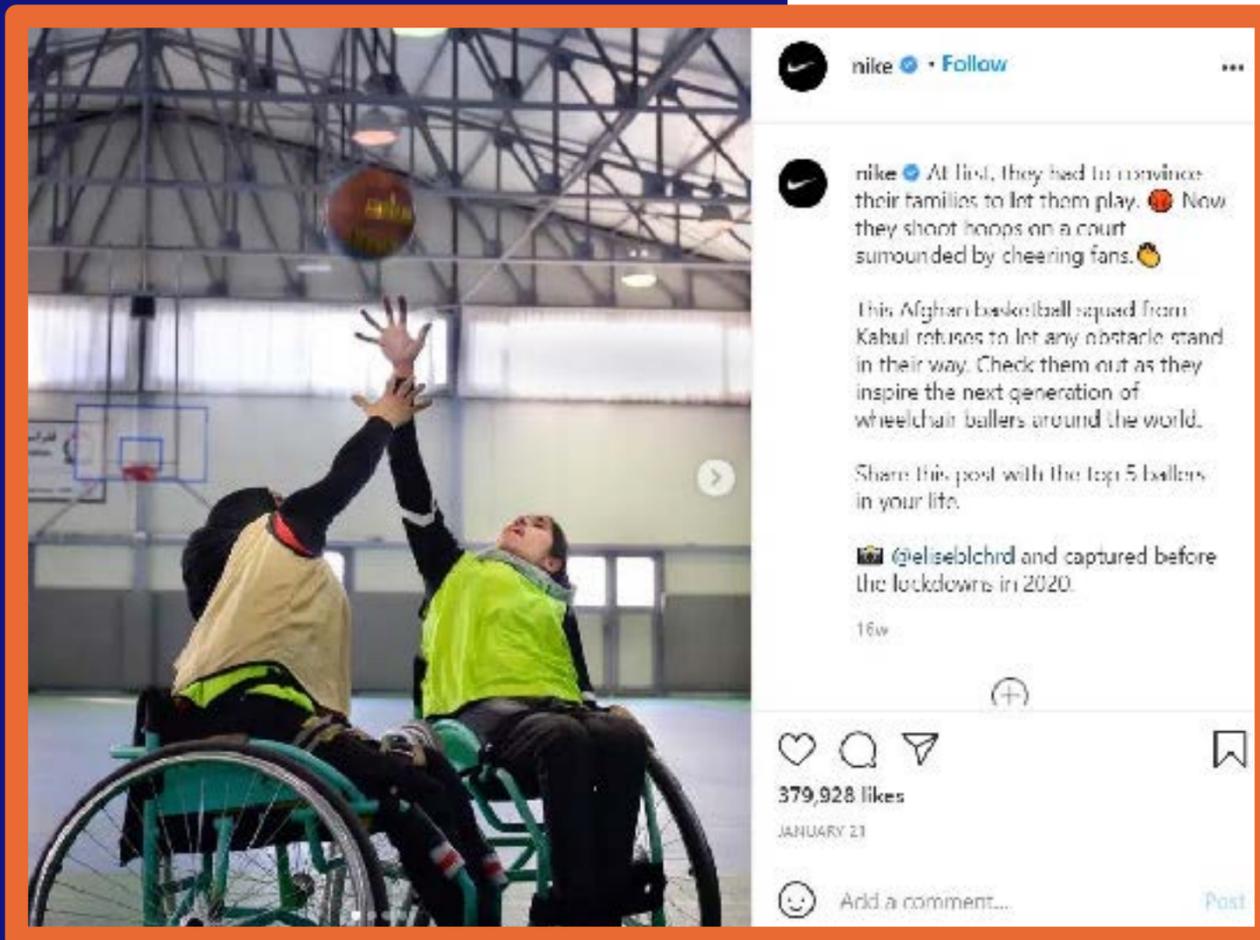




Nike

Engage the crowd and inspire by highlighting different athletes and cultures all over the world.

Share inspiring images and videos of players, athletes, and teams, working hard to achieve their **goals and dreams** all over the world.





Tell compelling stories through video and photography.

For each social media platform, GoPro is strategic about the type of content they publish. Every post is catered to the audience on its respective platform, resulting in maximum engagement.



THE ART OF

BRANDING



Creativity & Innovation

How to stand out from the crowd.

- ▶ **Establish a color palette** for your brand. It doesn't just make your feed look beautiful, it also means your posts are instantly recognizable to your followers.
- ▶ **Add your logo** (where appropriate). Good branding is noticeable but not obtrusive.
- ▶ **Be mindful of representation.** Do the people in your visuals reflect the diversity of your audience?
- ▶ **Unique Identity:** Their branding focuses on Asheville's artsy, independent spirit, differentiating it from larger cities.





ASHEVILLE

FOODTOPIA ASHEVILLE A Creative Culinary Community

Foodtopia is what we call our food scene in Asheville, N.C., home to a community of culinary collaborators crafting an experience to nurture your soul. We believe every meal is a celebration. A revelation. And a transcendent experience. And we're on a pursuit to bring the most unique and memorable food and drink experiences to you. These are our stories.



Meet the Foodtopians



Restaurants



Beer Scene



Wine & Craft Beverage



ITINERARY

Explore the Western North Carolina Cheese Trail Near Asheville, NC



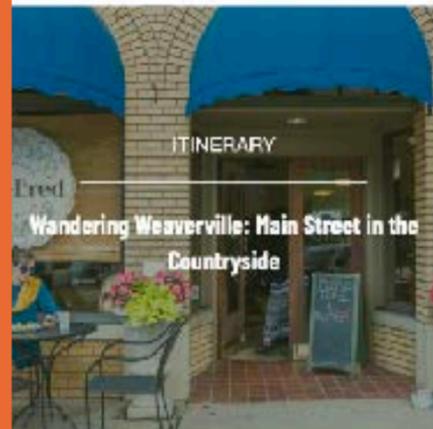
ITINERARY

A Solo Traveler's Guide to Asheville



ITINERARY

LGBTQ+ Asheville: Your Best Bets for Gay-Friendly Travel



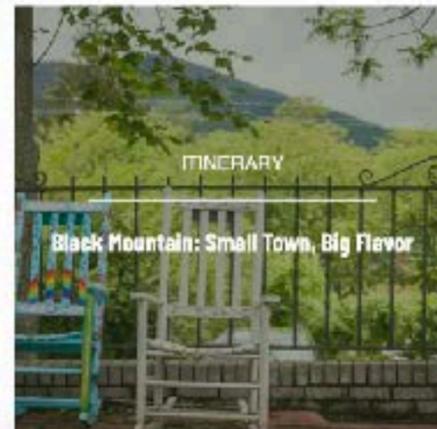
ITINERARY

Wandering Weaverville: Main Street in the Countryside



ITINERARY

A Spring Guide to Asheville, NC



ITINERARY

Black Mountain: Small Town, Big Flavor

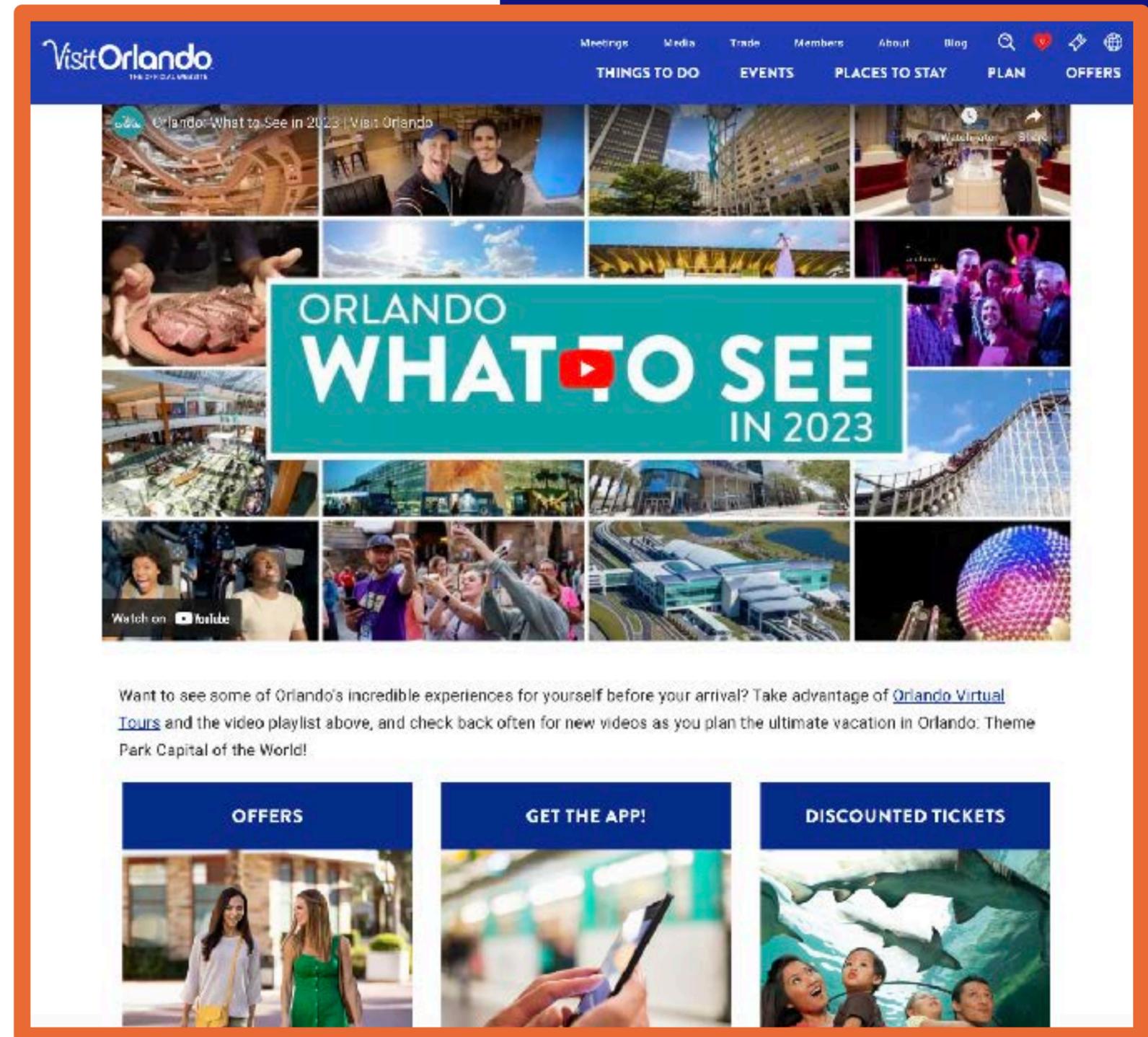
- ▶ **"Insider" Content:** They highlight lesser-known spots and local experiences, appealing to those seeking a less touristy experience.
- ▶ **Foodie Focus:** They've effectively branded Asheville as a haven for foodies, highlighting farm-to-table restaurants, craft breweries, and food festivals in their promotions.
- ▶ **"Beyond the Classroom" Content:** Highlighting ways visitors can engage with the work happening. This could be interactive museum exhibits, farm tours with a research component, or speaker series.
- ▶ **Bleisure Travel:** Targeting those traveling for conferences or work, encouraging them to extend their trips and explore the destination.

Storytelling

Humans are wired for stories.

Injecting storytelling into your brand strategy isn't just about creating catchy slogans; it's about showcasing your values, mission, and the impact you make on the world.

- ▶ **People love stories.** When you tell stories in your content, you can connect with your audience on a deeper level.
- ▶ **When creating content,** keep the platform in mind and tailor your content accordingly.



The screenshot displays the Visit Orlando website's navigation menu with links for Meetings, Media, Trade, Members, About, Blog, THINGS TO DO, EVENTS, PLACES TO STAY, PLAN, and OFFERS. The main content area features a video playlist titled "ORLANDO WHAT TO SEE IN 2023" with a central play button icon. The playlist includes various scenes of Orlando attractions, including a roller coaster, a large indoor arena, and people enjoying the city. Below the playlist, a text block encourages visitors to take advantage of [Orlando Virtual Tours](#) and check back often for new videos. At the bottom, there are three promotional tiles: "OFFERS" showing two women walking, "GET THE APP!" showing a hand holding a smartphone, and "DISCOUNTED TICKETS" showing a family looking at a large mural.



Storytelling Case Study 2021



Visit Orlando, “The Wonder Remains” campaign to regional drive markets across the southeast and Texas, focusing on Florida, Atlanta, Raleigh, Charlotte, Nashville, Dallas and Houston.

How:

Showcased the large variety of outdoor adventures, theme parks and outdoor attractions to extraordinary resorts.

Channels:

Paid media - TV, digital OOH, digital display, paid social and paid search.
Consumer Virtual Travel Show.

Owned channels - email and organic social.

Publicity - hosting virtual media FAM events to leveraging 60-plus social influencers

Results:

- 671 million impressions
- 2.3 million website visits
- 831,111 Orlando hotel searches
- 193,000 room nights
- \$25.5 million estimated hotel revenue

Media budget: \$6.4 million produced an estimated \$70 million in visitor spending. 9:1 return on ad spend (ROAS)





canoeing: expectations...



canoeing: reality...



pleated-jean

Authenticity

People crave genuineness.

Authenticity fosters trust and builds lasting relationships with your customers.

- ▶ **Be yourself** and let your personality shine through in your content. People can spot inauthentic content from a mile away.
- ▶ **Share behind-the-scenes photos and video** to give your audience a glimpse into your business. This is a great way to build relationships with your audience and show them the human side of your brand.



THE SCIENCE OF

BRANDING

JOIN IN

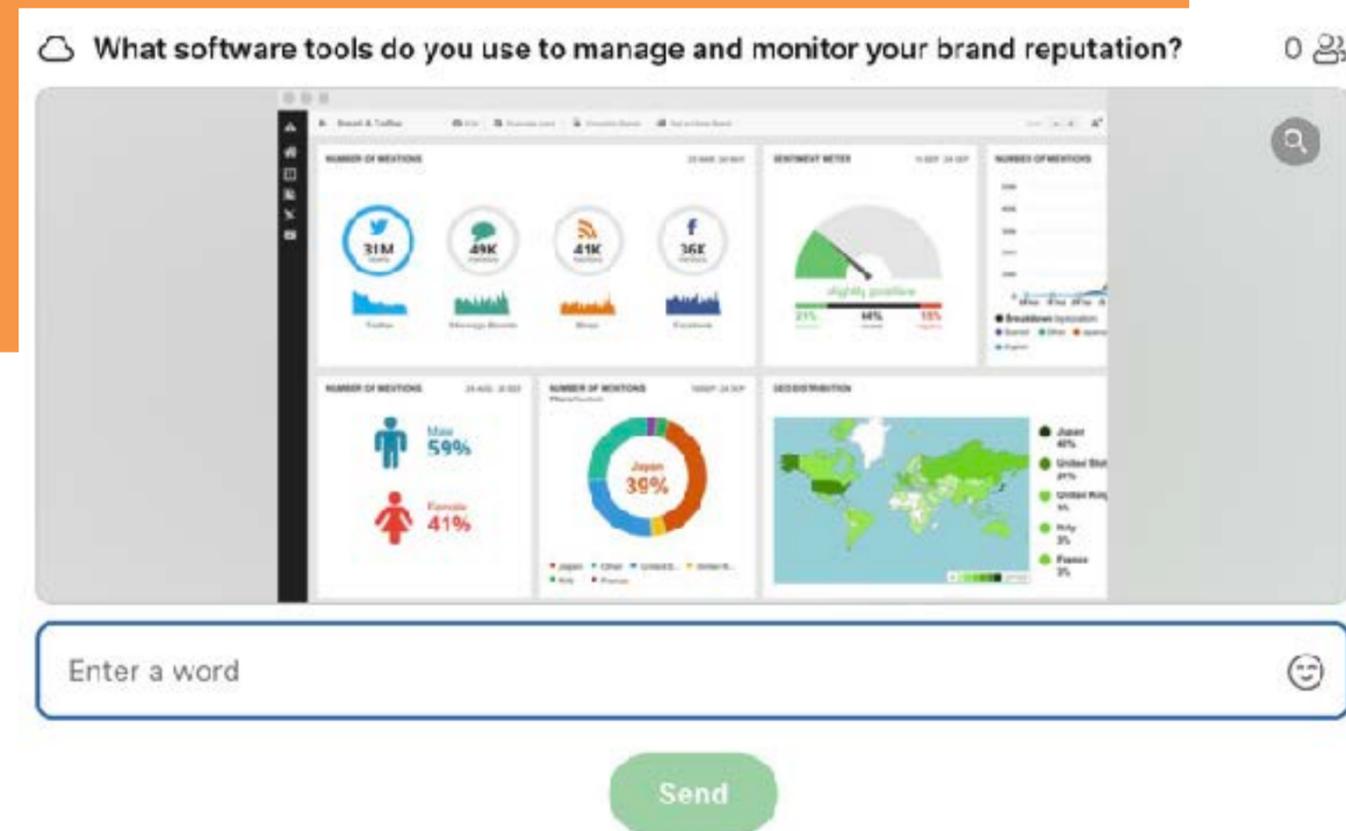


Question 2

Visit
[#nxt2024](https://slido.com)



SCAN ME





MEET OUR TRAVELERS

THE SMART PLANNER



31%

THE RELAXED NOMAD



25%

THE DEAL SEEKER



22%

THE NERVOUS STRESSER



13%

THE ADVENTUROUS THRILL-SEEKER



5%

THE LUXURY BUDGET-BUSTER



1%

THE BUSINESS ROAD WARRIOR



1%

Consumer Psychology

Know your audience

Create guest personas.

- ▶ Who are you trying to reach with your content?
- ▶ What kind of content do they engage with?
- ▶ What are your target audience's interests?
- ▶ What kind of content do they like to consume?

Audiences are not static. They are always evolving.



Female,
College-age,
athlete

Target With:

Instagram Stories
re: college sports games

Best Time to Post:

4-7 PM PT



Female,
20's-30's,
active

Target With:

Instagram feed posts
w/ giveaways

Best Time to Post:

9-12 PM PT



Female,
40's-50's,
active

Target With:

Instagram feed posts
w/ influencers

Best Time to Post:

7-12 PM PT

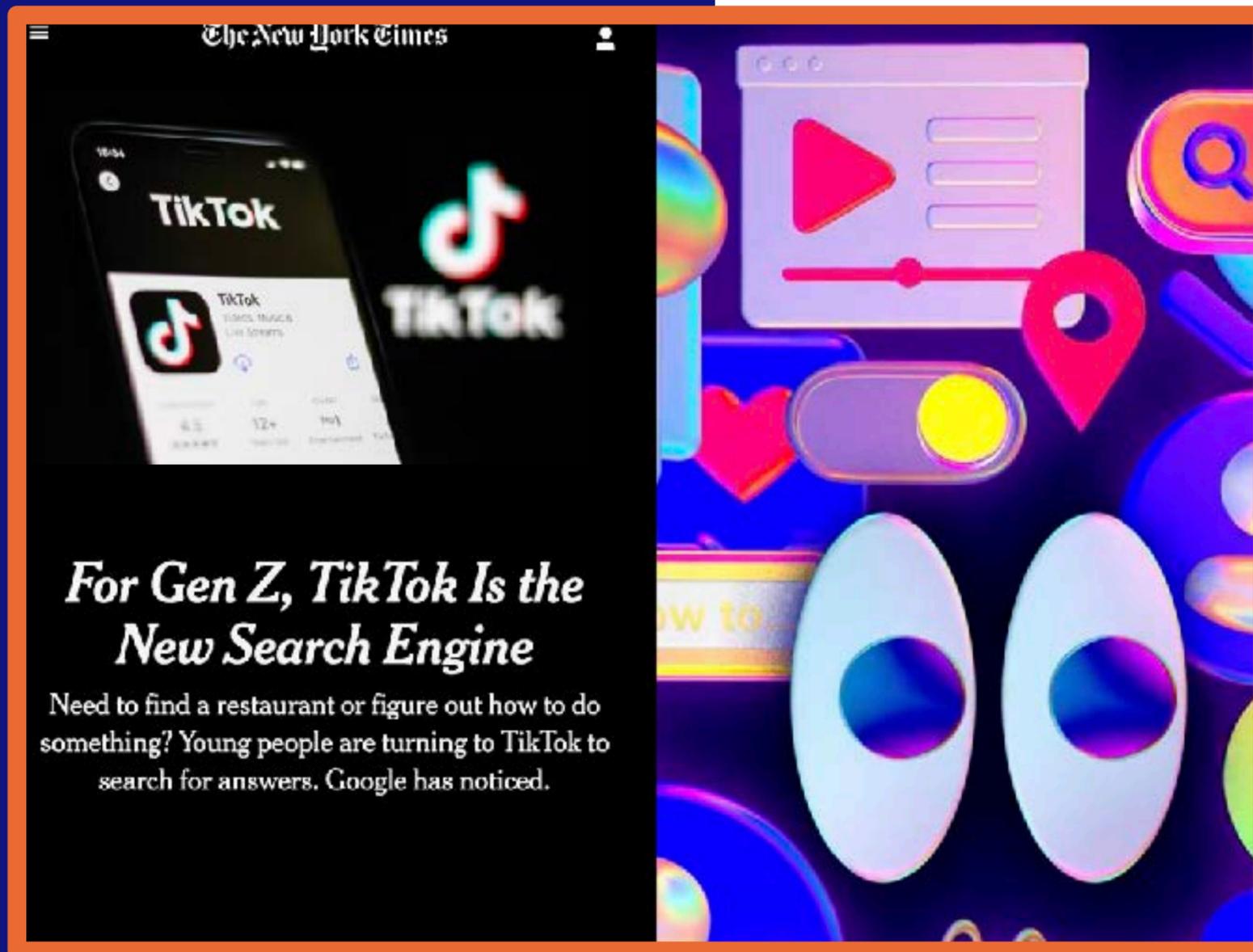
Data-Driven Decisions

Be Where Your Audience Is

By analyzing data, you can understand who your audience is, what they like, and what would bring them to you.

- ▶ **Identify the major platforms** where your ideal customers or prospects are active.
- ▶ **Use social listening** to stay up-to-date on emerging trends.
- ▶ **Consider using pre-existing analytics.** You can even conduct some proactive research, a survey, and/or monitor online conversations to collect data.





Did you know?

TikTok is the search engine of choice for Gen Z.

Google's reign as the king of search may be in jeopardy. Research has shown that Gen Z is increasingly using social as their primary search tool.

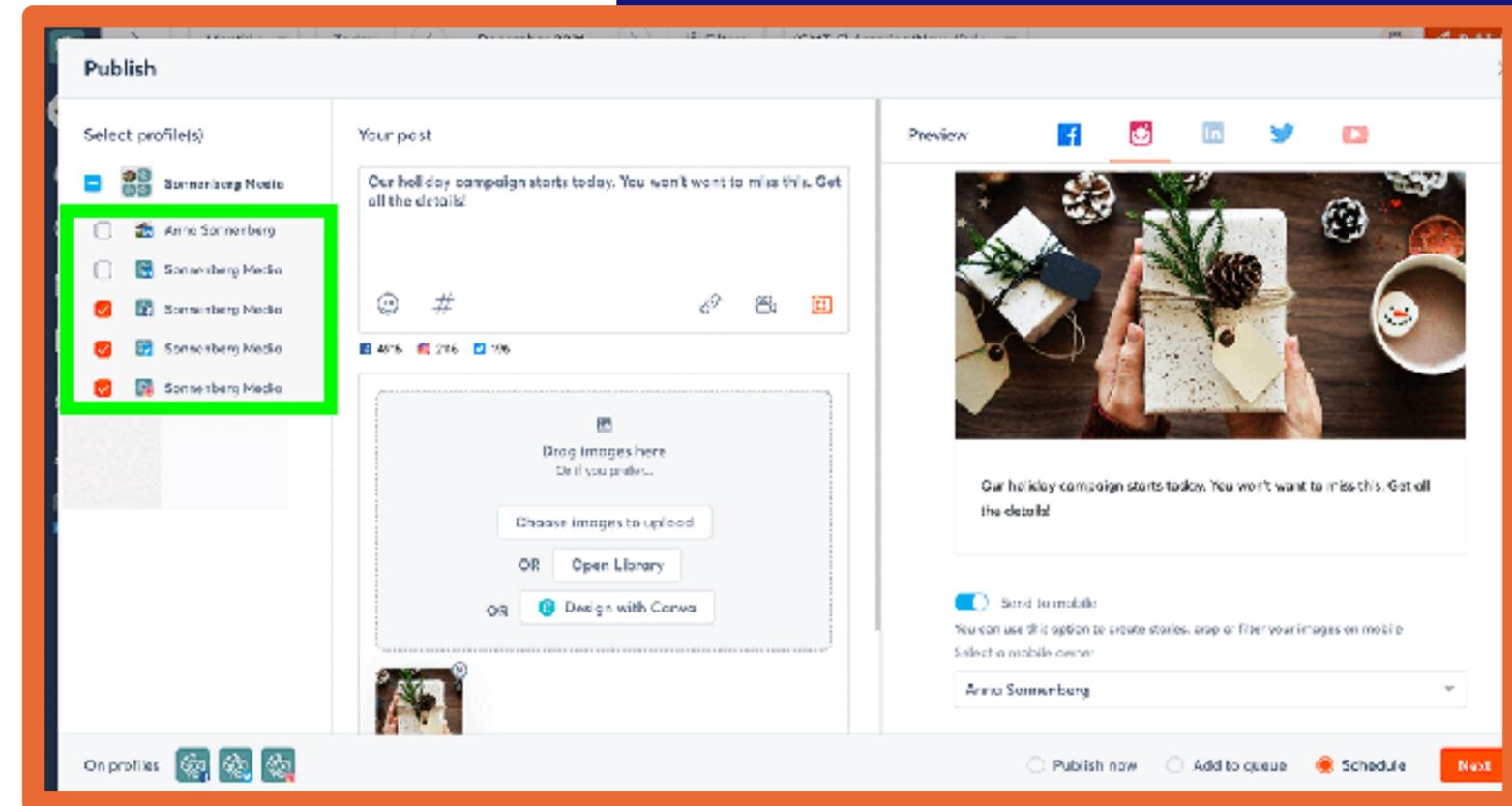
“Young people are turning to TikTok to search for answers,” reported the New York Times in September 2023, citing a Google study that revealed that **40% of users aged 18 to 24 turn to TikTok or Instagram when they need information.**

AI Powered

Media Tools

Use to automate tasks, personalize experiences, and gain insights into customer behavior.

- ▶ **Consider your needs.** What are your specific digital marketing needs? What tasks are you trying to accomplish?
- ▶ **Start with a trial.** A great way to try out a tool before you commit to paying for it.
- ▶ **Choose the right tools for your organization.** Not all digital marketing tools are created equal.
- ▶ **Learn how to use the tools effectively.** Once you've chosen your tools, take the time to learn how to use them effectively.





Samantha's August Offers



Free Shutterfly Photo Book**

Capture your favorite travel memories in a custom 8x8 photo book from Shutterfly. Use code MV5E-3ZCZ-519Z-FNMG03

» CLAIM OFFER

Member Exclusive

Discover Spain's Splendor

Earn 2,500 bonus points while meandering around Spain's historic cities and sampling its iconic cuisine.

» EARN BONUS POINTS



Free Room Upgrade

Suiten Your Next Stay

Sit back, relax, and enjoy the view from a free room upgrade or discounted suite at select hotels.

» UPGRADE YOUR STAY

BRANDING

CONTENT PERSONALIZATION



Thank you for your recent stay. We look forward to welcoming you back soon! »



Make the Summer Last *With a Getaway Like No Other.*

Samantha, whether you squeeze in one more trip to a sun-drenched destination or uncover another urban adventure, get out of town at one of our breathtaking hotels around the world.

[BOOK YOUR TRIP](#)



Personalization

Marketing, services, products, customer service.

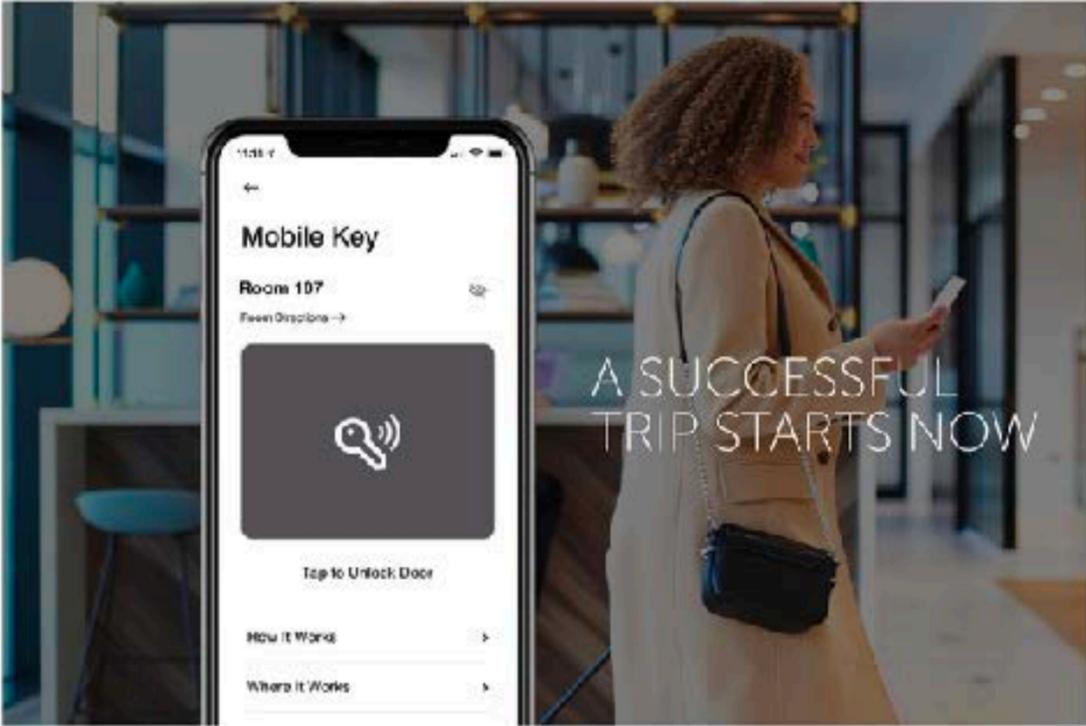
By demonstrating that you understand and value each customer, you create stronger connections and build brand loyalty.

AUTOMATED EMAIL MARKETING

Digital contact.
Upsell with add-ons.



 **Plan Your Stay:** [Learn More](#) about what to expect when you arrive and the experiences that await you.



**GO CONTACT LITE WITH
MOBILE KEY**

Courtyard by Marriott is part of the Marriott Bonvoy portfolio of 30 extraordinary hotel brands. Go Contact Lite and unlock your room, the fitness center, exterior doors and more from the palm of your hand. Simply use your Marriott Bonvoy™ app for a worry free, light touch travel experience.

- 1 Check in for your stay.
- 2 Enable notifications to get an alert when your room and key are ready.
- 3 Tap on the key and unlock your room with your phone.

[CHECK IN NOW](#)



Less Contact, More Convenience with the Marriott Bonvoy™ App

Breeze through check in, know when your room is ready and so much more.

[Go Now](#)

Get to know the local area

- Hotel Dining >
- Activities & Attractions >
- Maps & Transportation >
- Local Area >
- Weather >



[Google](#) Map data ©2023

Enhance your stay

New Welcome Offer



Earn 3 Free Night Awards after spending \$6K in 6 months. Worth up to 150K total points. Resort fees & terms apply.

[Learn More](#)



NXT STEPS

KEY TAKEAWAYS

▶ **Spruce up your Strategy**

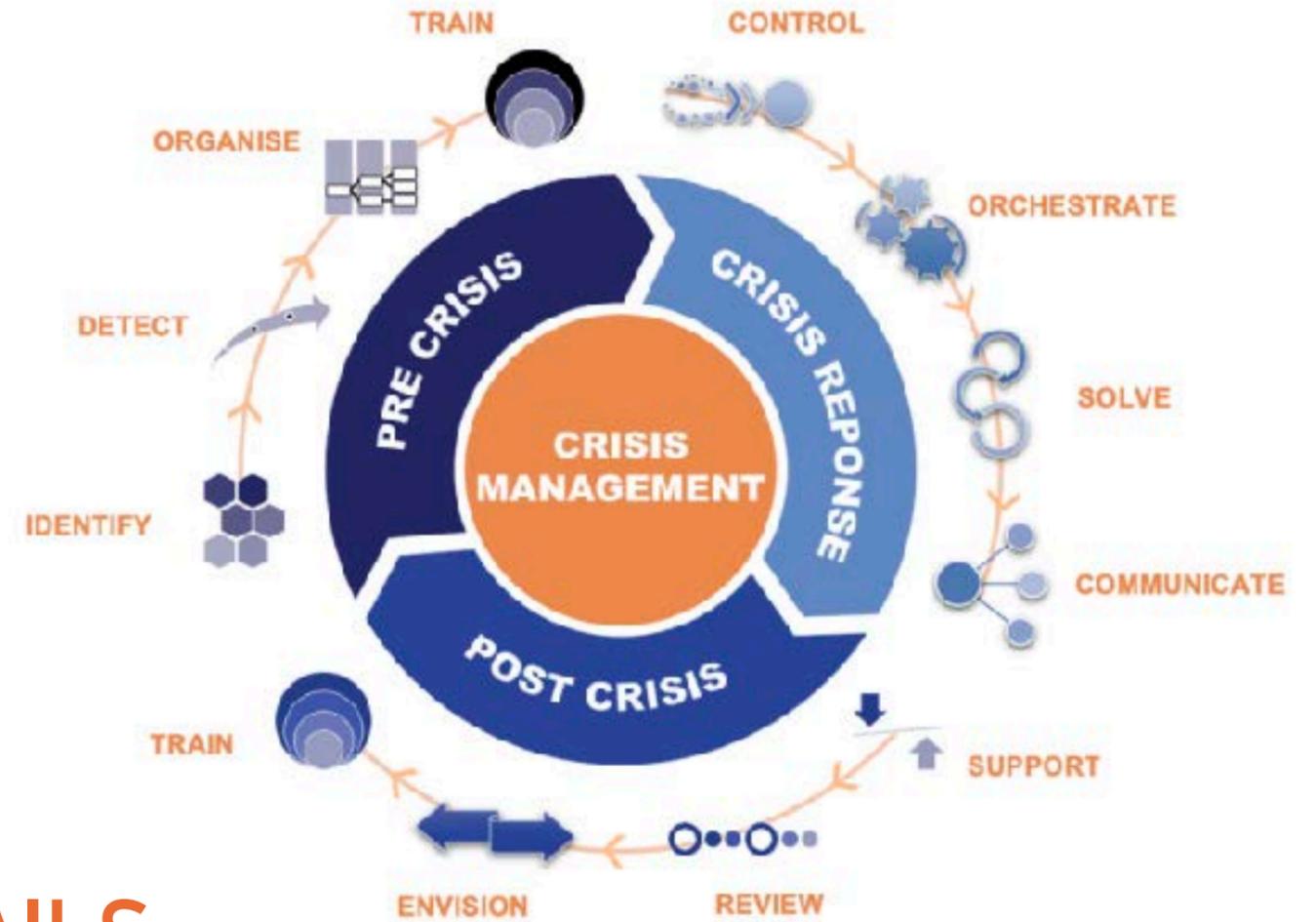
As technology evolves, marketing and advertising strategies are keeping up. Embrace trends and seize the opportunities they present to build stronger brand connections, drive growth, and stay ahead of the competition in 2024 and beyond.

▶ **Experiment with New Technologies and Platforms**

Don't be afraid to experiment with new digital marketing technologies and platforms. This is the best way to see what works for your business and your target audience.

▶ **Be Adaptable**

This means staying on top of industry developments and trends, experimenting with new technologies and strategies, and being open to change.



WHEN THINGS GO OFF THE RAILS

CRISIS MANAGEMENT



Question 3

Visit
[#nxt2024](https://slido.com)



SCAN ME

☰ Do you have a crisis management plan?

Stages of Crisis Management

PRE-CRISIS	Develop and practice ways to respond to prevent crisis scenarios
CRISIS RESPONSE	Implement the company's crisis response plan
POST-CRISIS	Analyse, adjust and update response for the future

Yes, documented and we review regularly to be prepared.

Maybe? It might take a bit to find it.

We will burn that bridge when we get to it.

Send



MISSTEPS IN BRAND MANAGEMENT...



Keith Boykin

@keithboykin · Follow



Okay, Dove...

One racist ad makes you suspect.

Two racist ads makes you kinda guilty.



11:27 AM · Oct 8, 2017



26.1K



Reply



Copy link

[Read 998 replies](#)

Dove

Insensitivity

Dove's Racist Ad: An ad implying a Black woman became a white woman after using Dove soap sparked widespread outrage and accusations of racism. Not just once, but twice in 2011 and 2017.

Why it Matters:

- **The Power of Optics:** Even if unintentional, the visual imagery sent a deeply harmful message.
- **Representation in Marketing:** This showed the lack of diversity within the marketing team, likely leading to the misstep.



Scott Paul
@scottfpaul · Follow



Example of a brand using a trending topic without understanding the context [#Advertising](#)
[#SocialMedia](#) [#WhyIStayed](#)



DiGiorno Pizza ✓
@DiGiornoPizza

[#WhyIStayed](#) You had pizza.

9/8/14, 11:11 PM



Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: [#whyistayed](#) and [#whyileft](#). Domestic violence is often a hidden issue, bring it to light!



Adrienne Airhart @craydrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. [#whyistayed](#)

11:23 PM · Sep 8, 2014



207 Reply Copy link

Read 30 replies

DiGiorno Pizza

Hijacking Trends & No Crisis Plan

In an attempt to stay [#social](#) [#media](#) [#relevant](#), **DiGiorno's Twitter account hijacked the trending hashtag to ... sell frozen pizza.**

DiGiorno Pizza tweeted "**[#WhyIStayed](#) - You had pizza**". The tweet was in response to domestic abuse victims using the hashtag "[#WhyIStayed](#)" to explain why they stay with their abusers.

A million apologies. Did not read what the hashtag was about before posting.

— DiGiorno Pizza (@DiGiornoPizza) [September 9, 2014](#)



NXT STEPS

KEY TAKEAWAYS

What Not to Do Top 10

1. Don't Go Radio Silent
2. Don't Point Fingers and Play the Blame Game
3. Don't Underestimate the Power of Authenticity
4. Don't Discount the Importance of Transparency
5. Don't Rush Your Response
6. Don't Let Anger Dictate Your Response
7. Don't Forget Your Humanity
8. Don't Forget the Power of Proactive Measures
9. Don't Assume It's Over After One Statement
10. Don't Forget the Lessons Learned

Remember, a crisis doesn't define your brand, but your response does.



2024



WHAT'S NEXT

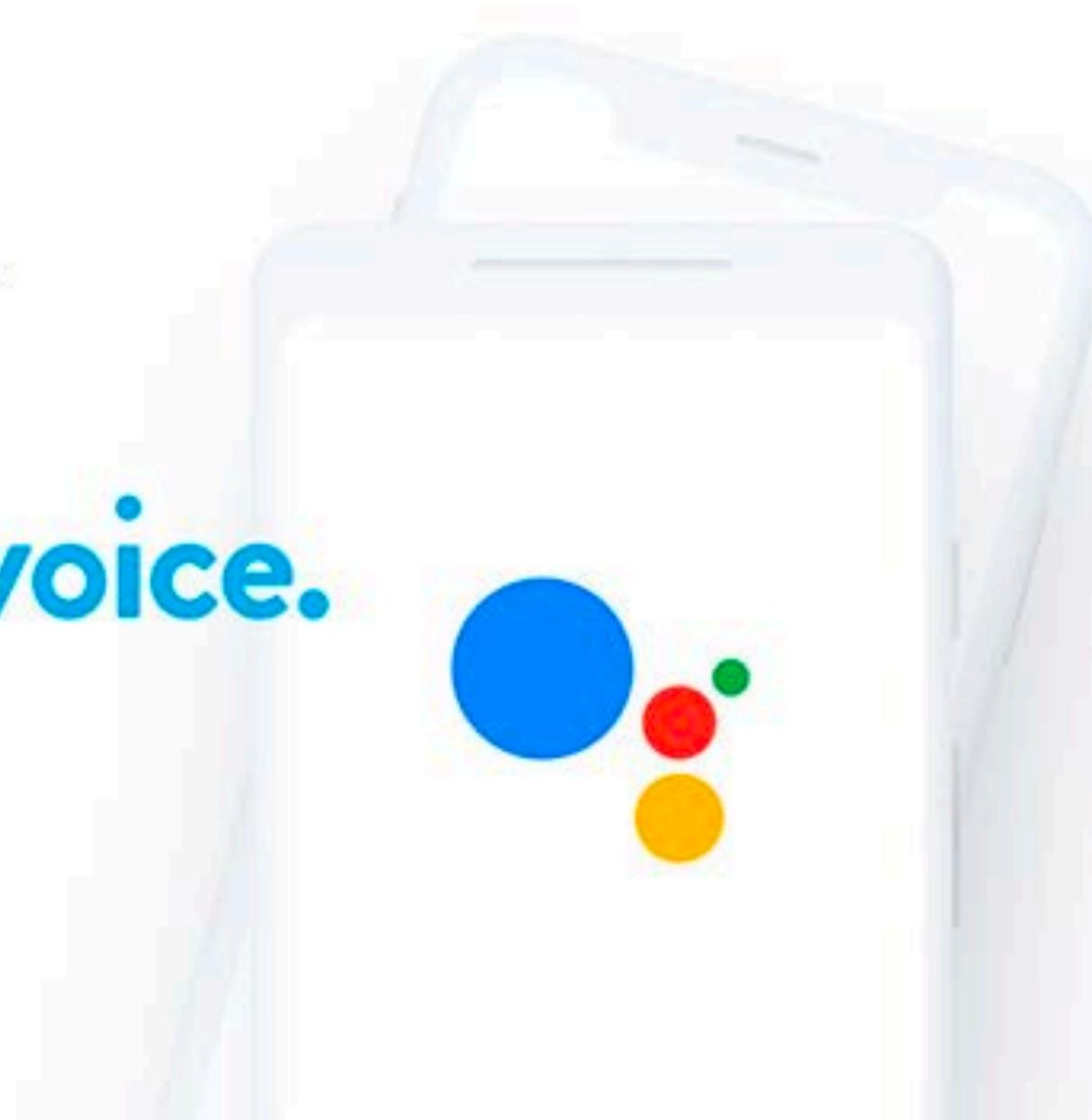


THE EVOLUTION OF TRAVEL

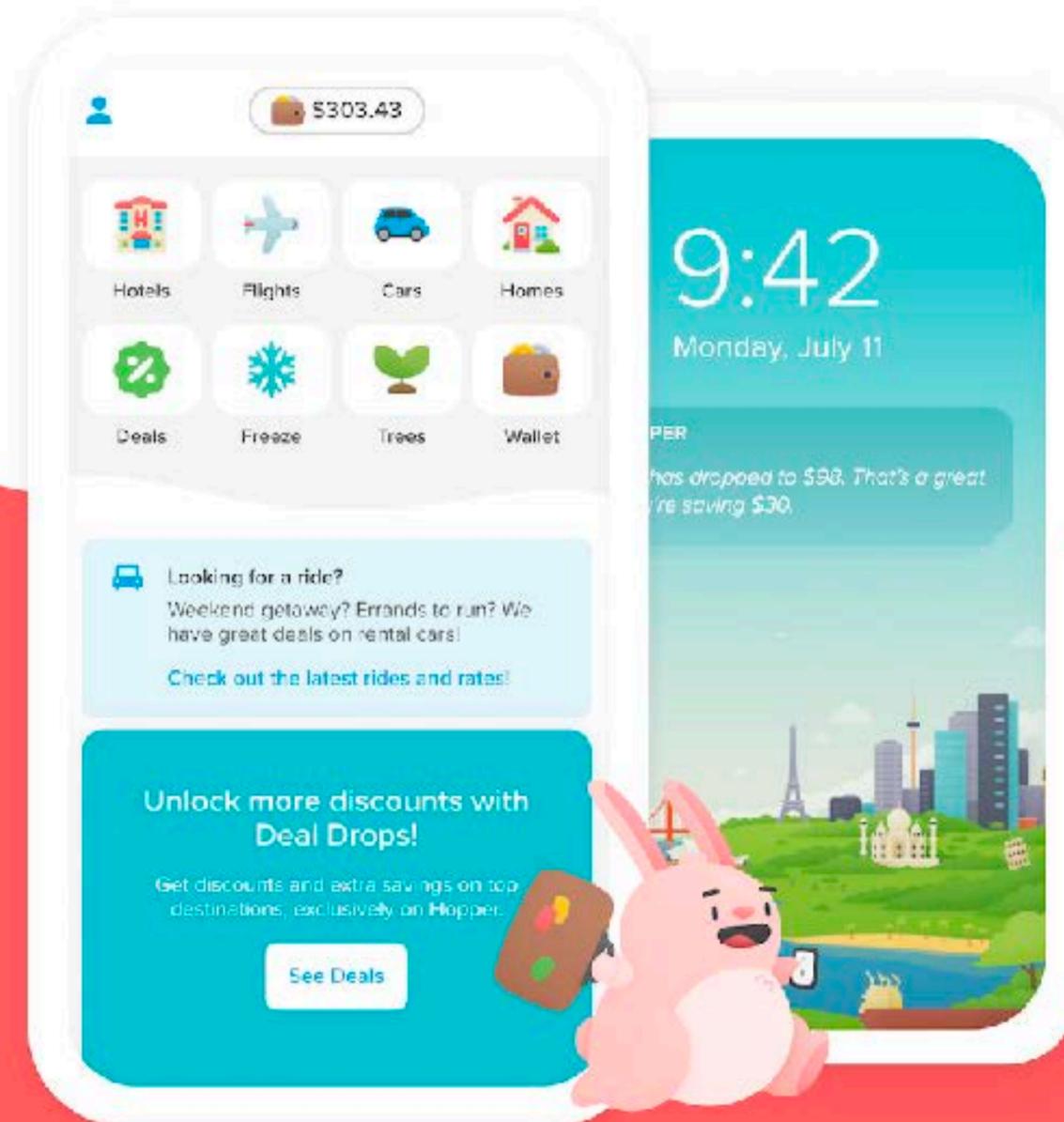
VOICE ASSISTANTS & AI AUTOMATION

Powered by [priceline](#). Find it on Google Assistant.

To book travel...
all you need is a voice.



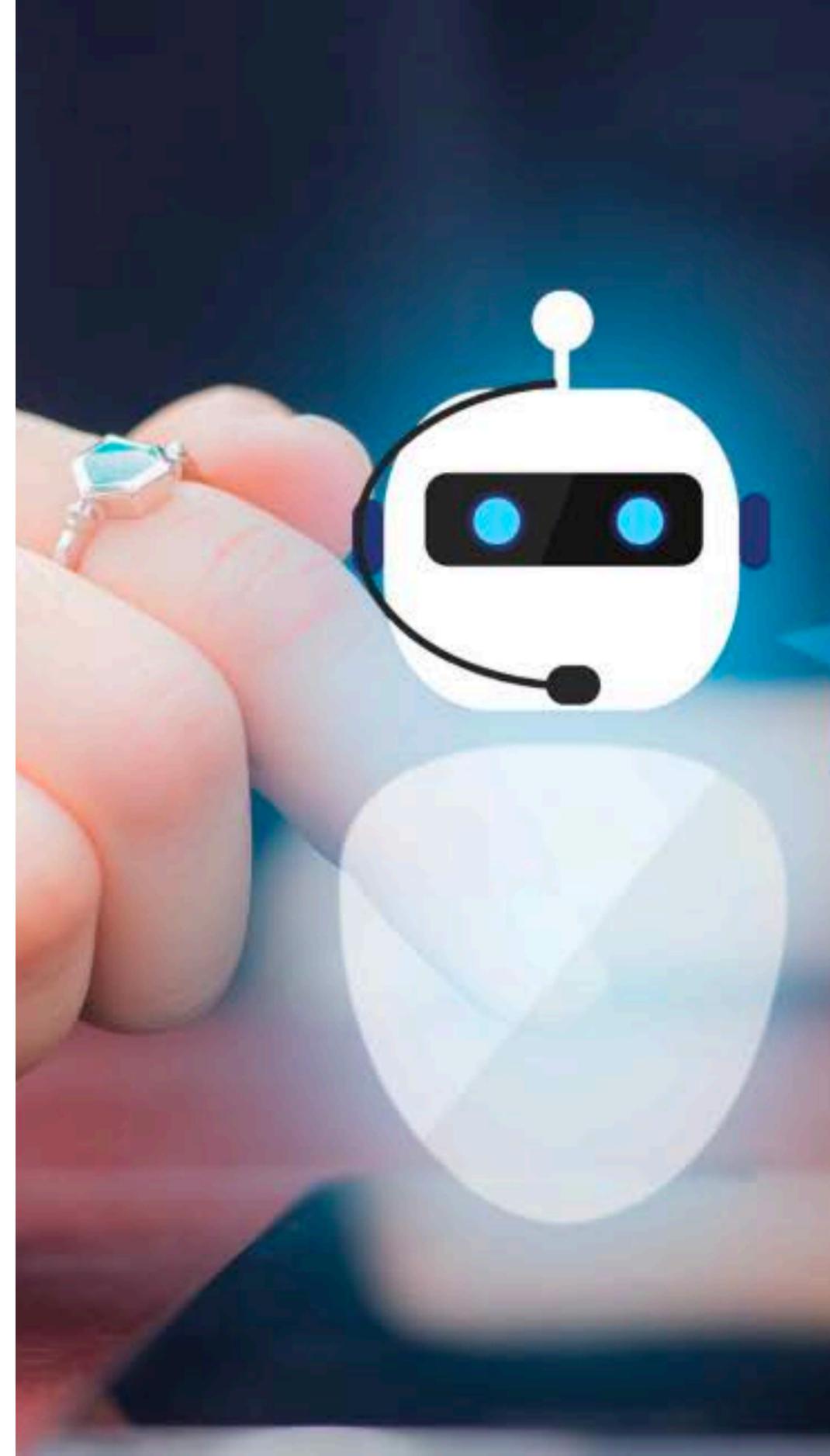
INTELLIGENT TRAVEL



DATA SHOWS **CHATBOTS** HELP **BUSINESSES** PERFORM **BETTER.**

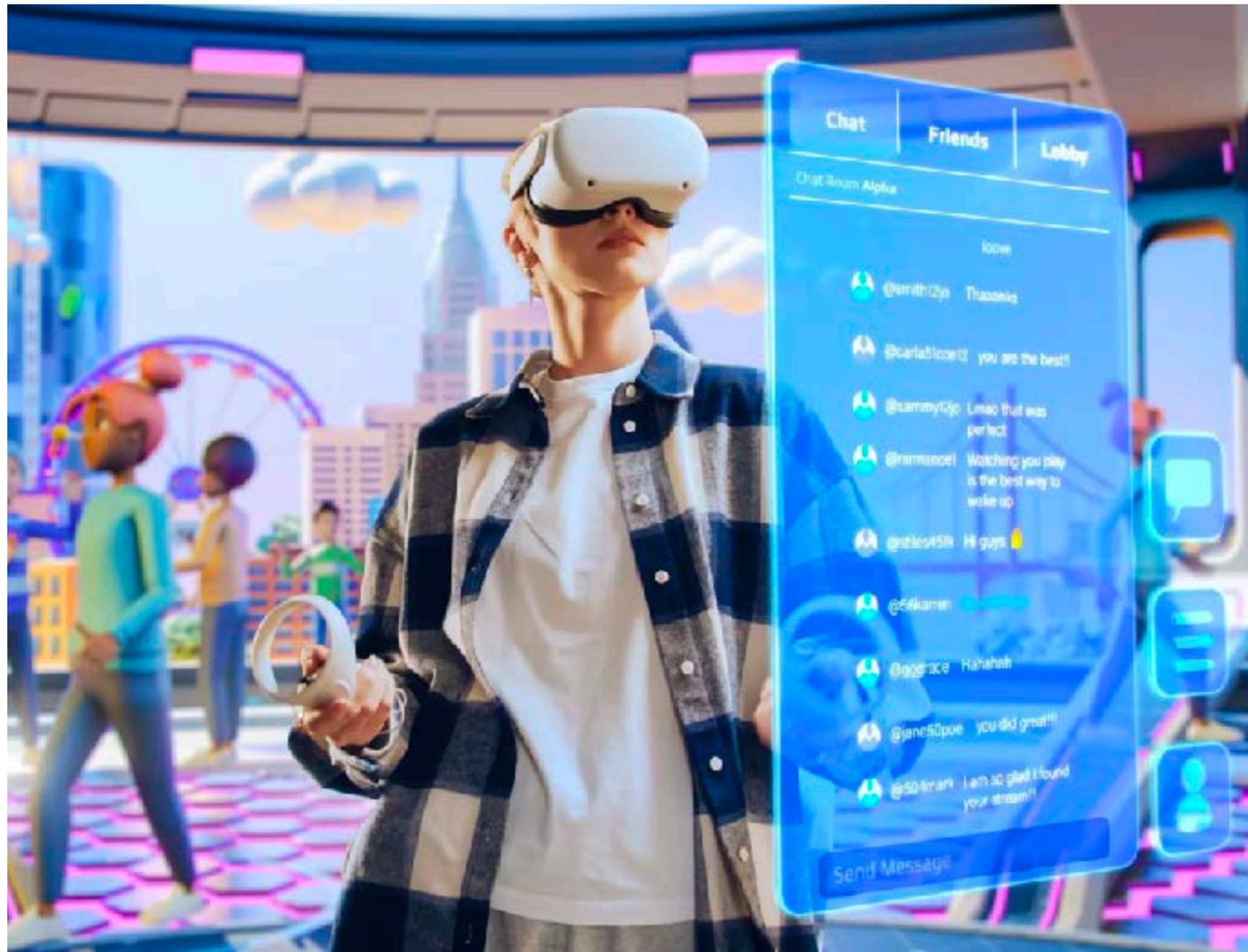
▶ **70% of consumers would buy items from a chatbot**

▶ **40% of people use the voice search function at least once every day**





METAVVERSE



An emerging technology that some very big brands have placed very large bets on it becoming the “next big thing.”

- ▶ Experts predict the Metaverse economy will be worth between \$8 - \$13 Trillion by 2030.
- ▶ New future economic marketplace and advertising landscape.
- ▶ Future market for developing younger customers.
- ▶ Potential first experience of finding out about your destination.



BRANDS TO LEARN FROM

- ▶ DISNEY
- ▶ VIRGIN ATLANTIC
- ▶ BANK OF AMERICA
- ▶ OASIS
- ▶ REI
- ▶ STARBUCKS
- ▶ CHIPOTLE
- ▶ TIMBERLAND
- ▶ ORVIS
- ▶ VIP.com
- ▶ SEPHORA
- ▶ WALGREENS





4 THINGS

- ▶ WATCH - "THIS IS BROKEN" SETH GODIN
- ▶ WATCH - TED TALK "WHAT CONSUMERS WANT"
- ▶ READ - "THE EXPERIENCE ECONOMY" JOE PINE II
(ALSO YOUTUBE VIDEO)
- ▶ READ - "THE NEW RULES OF MARKETING & PR" DAVID MEERMAN SCOTT



Connect with Me

Samantha Rufo

President, nxtConcepts, Ltd

Email: sam@nxtconcepts.com

Homepage: nxtconcepts.com

Facebook: facebook.com/nxtconcepts

Twitter: [@srufo](https://twitter.com/srufo) [@nxtconcepts](https://twitter.com/nxtconcepts)

LinkedIn: linkedin.com/in/srufo

