

# BLENDING ART & SCIENCE FOR SUCCESSFUL BRAND AND REPUTATION MANAGEMENT



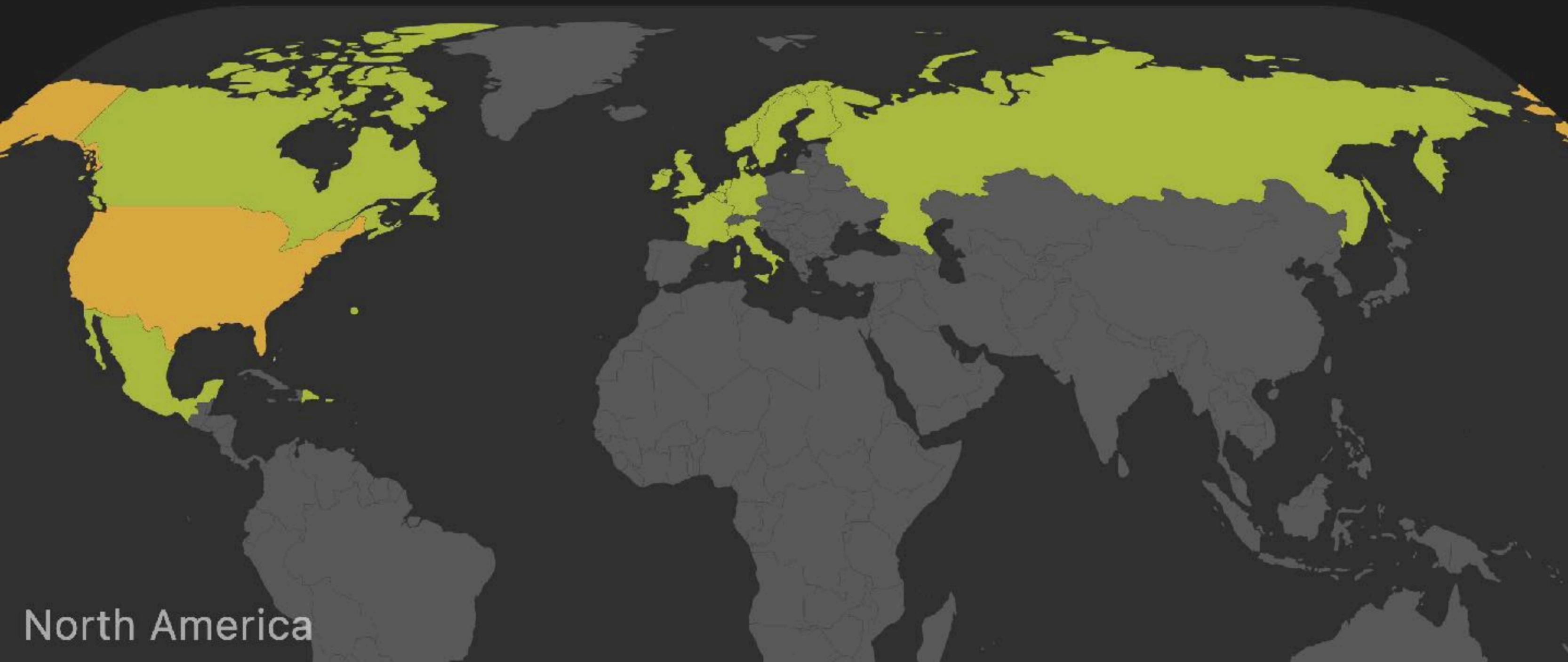
# SAM RUFO

**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

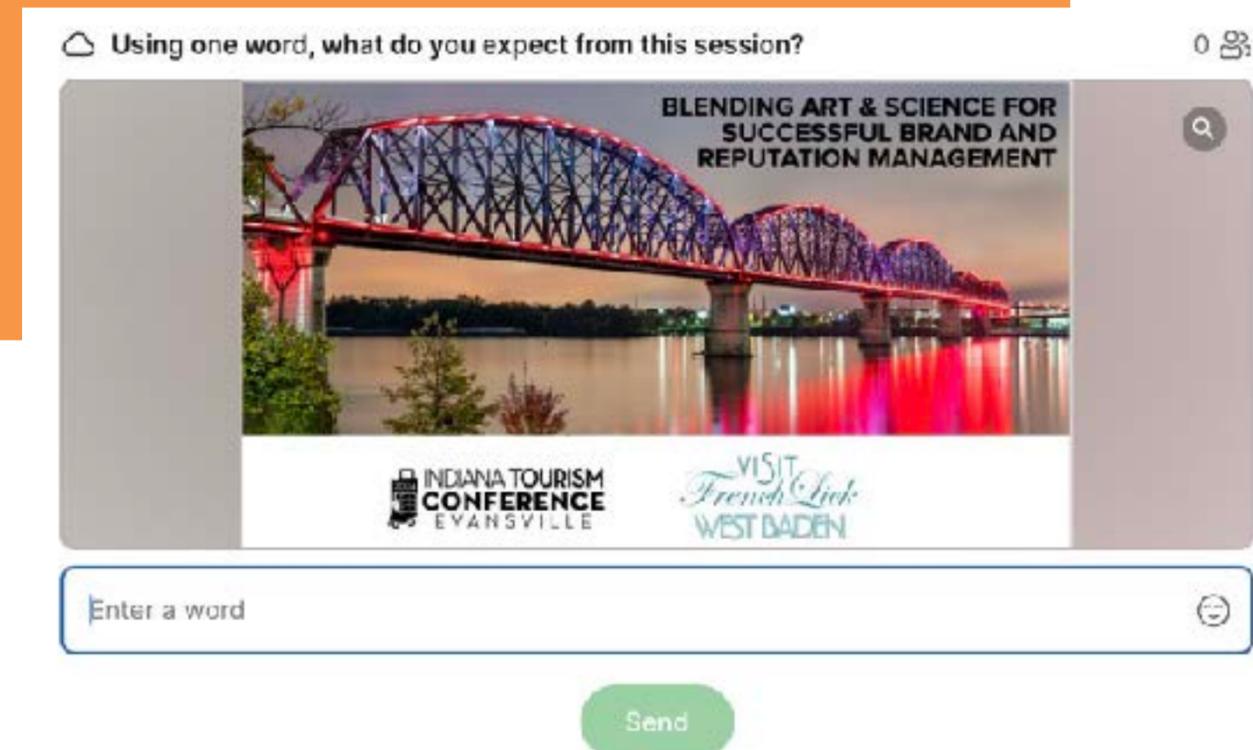


# Live Q & A

Get Started  
slido.com  
#nxt2024



## SCAN ME



# AGENDA

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- 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?**



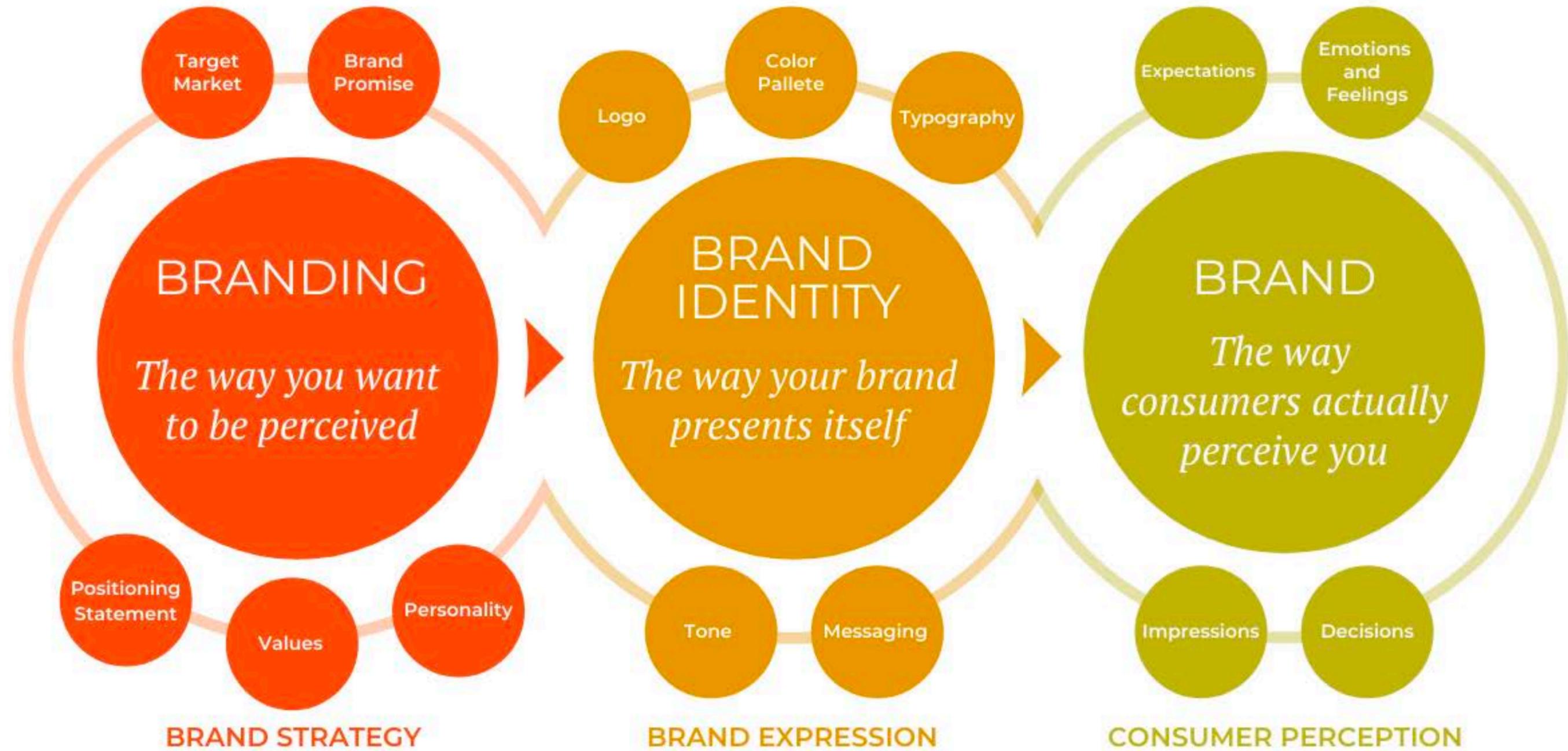
MASTERING YOUR BRAND

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**IN A DIGITAL AGE**



# BRANDING vs BRAND IDENTITY vs BRAND





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



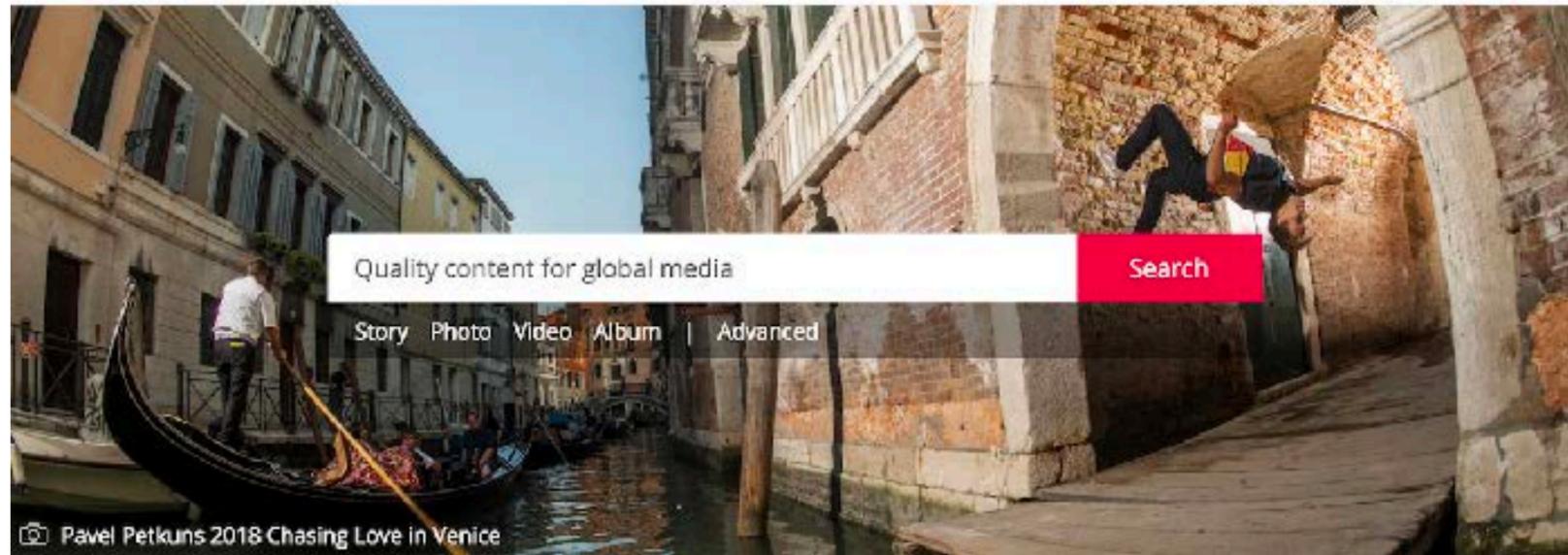
# Branding



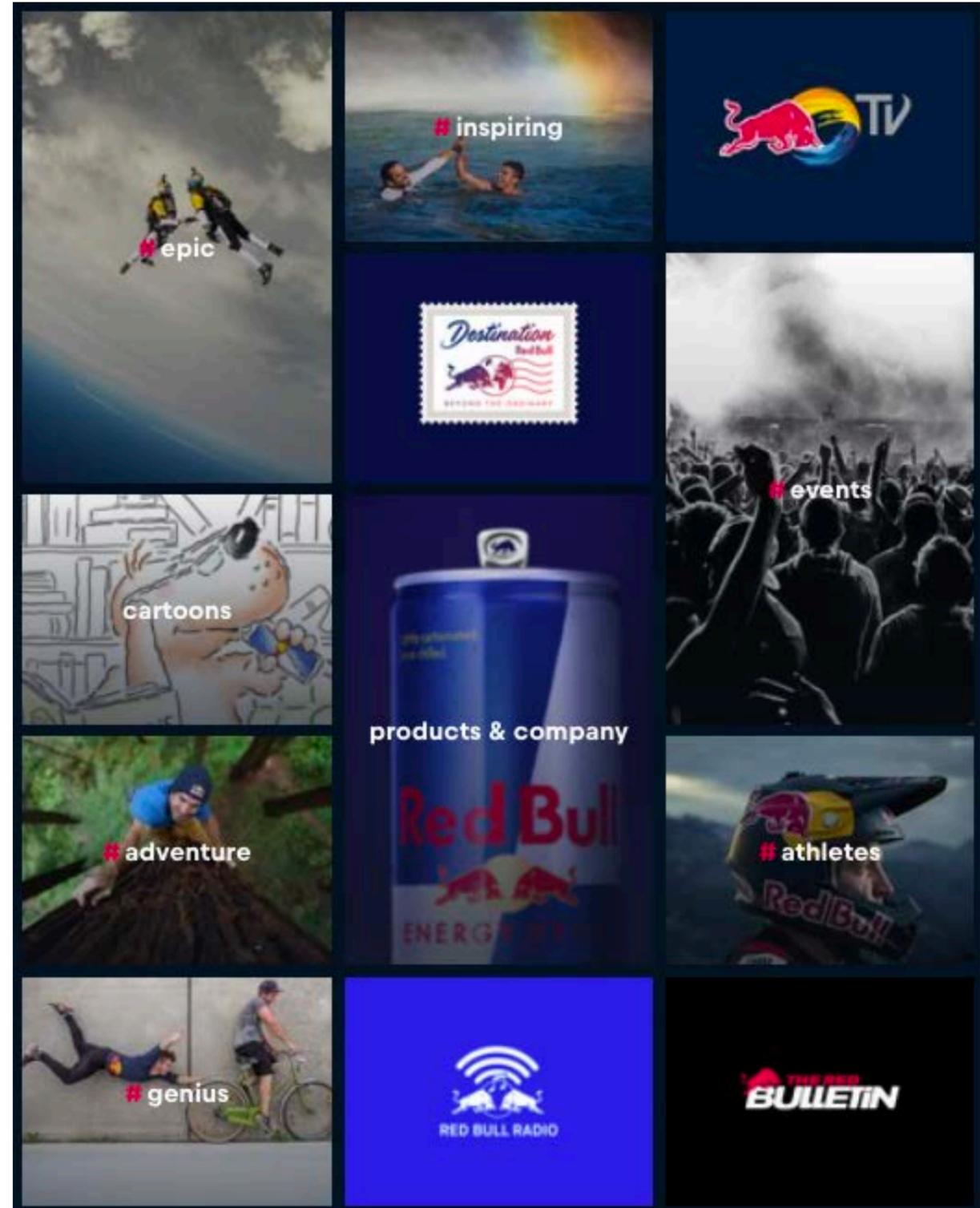
\$1



\$5



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





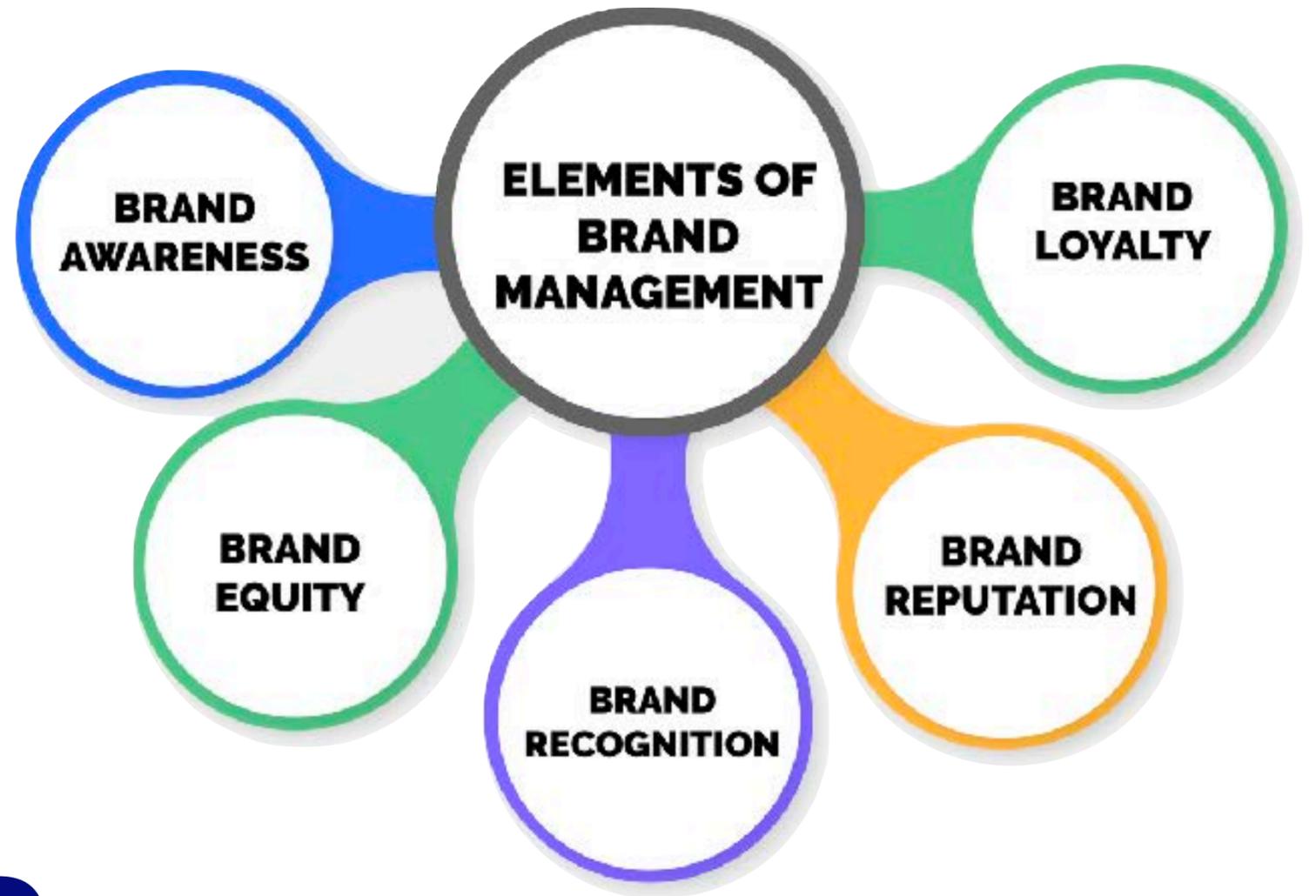
**SUCCESSFUL**

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**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](https://patagonia.com/our-footprint)

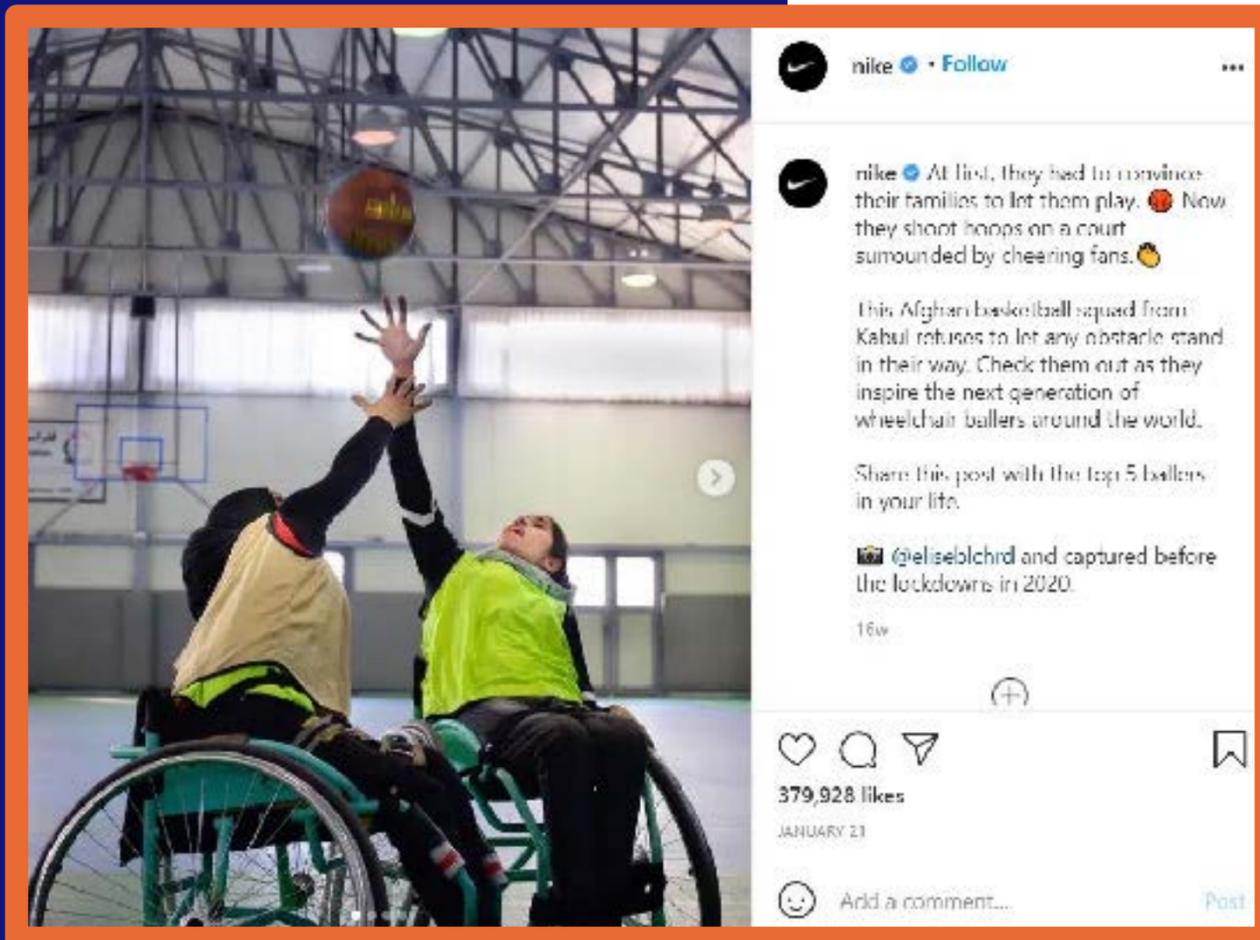




Nike

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

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# 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



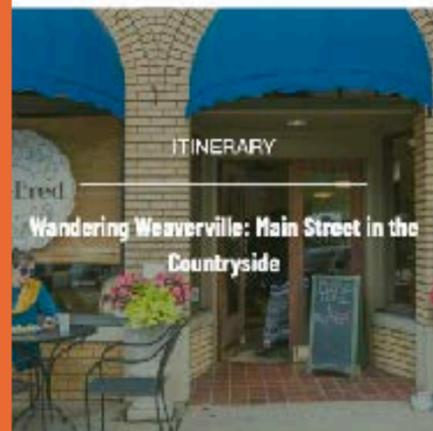
Explore the Western North Carolina Cheese Trail Near Asheville, NC



A Solo Traveler's Guide to Asheville



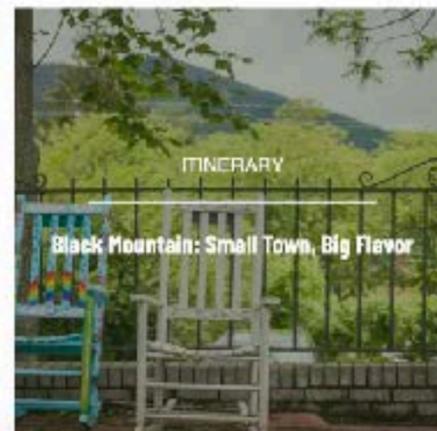
LGBTQ+ Asheville: Your Best Bets for Gay-Friendly Travel



Wandering Weaverville: Main Street in the Countryside



A Spring Guide to Asheville, NC



Black Mountain: Small Town, Big Flavor

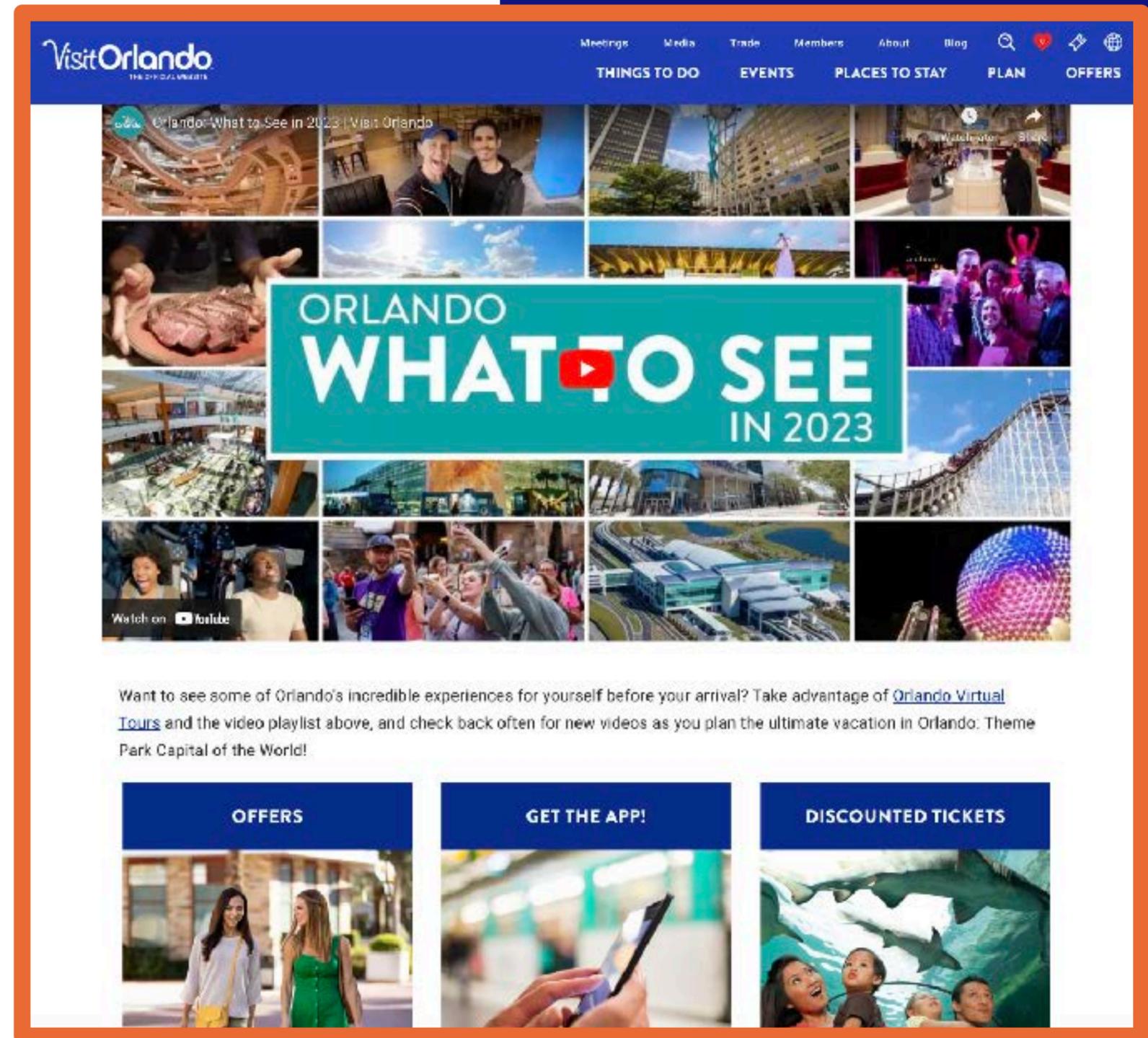
- ▶ **"Insider" Content:** They highlight lesser-known spots and local experiences, appealing to those seeking a less touristy experience.
- ▶ **Foodie Focus:** They've effectively branded Asheville as a haven for foodies, highlighting farm-to-table restaurants, craft breweries, and food festivals in 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 interface. At the top, the logo 'Visit Orlando THE OFFICIAL VISITOR' is visible on the left, and navigation links for 'Meetings', 'Media', 'Trade', 'Members', 'About', and 'Blog' are on the right. Below the logo, there are buttons for 'THINGS TO DO', 'EVENTS', 'PLACES TO STAY', 'PLAN', and 'OFFERS'. The main content area features a large video player with a central title 'ORLANDO WHAT TO SEE IN 2023' and a red play button icon. The video player is surrounded by a grid of smaller video thumbnails showing various Orlando attractions, including a roller coaster, a large building, and people enjoying activities. Below the video player, there is a text block that reads: 'Want to see some of Orlando's incredible experiences for yourself before your arrival? Take advantage of [Orlando Virtual Tours](#) and the video playlist above, and check back often for new videos as you plan the ultimate vacation in Orlando: Theme Park Capital of the World!'. At the bottom of the page, there are three promotional banners: 'OFFERS' with an image of two women walking, 'GET THE APP!' with an image of a hand holding a smartphone, and 'DISCOUNTED TICKETS' with an image of a family looking at a large mural of a shark.



## 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...



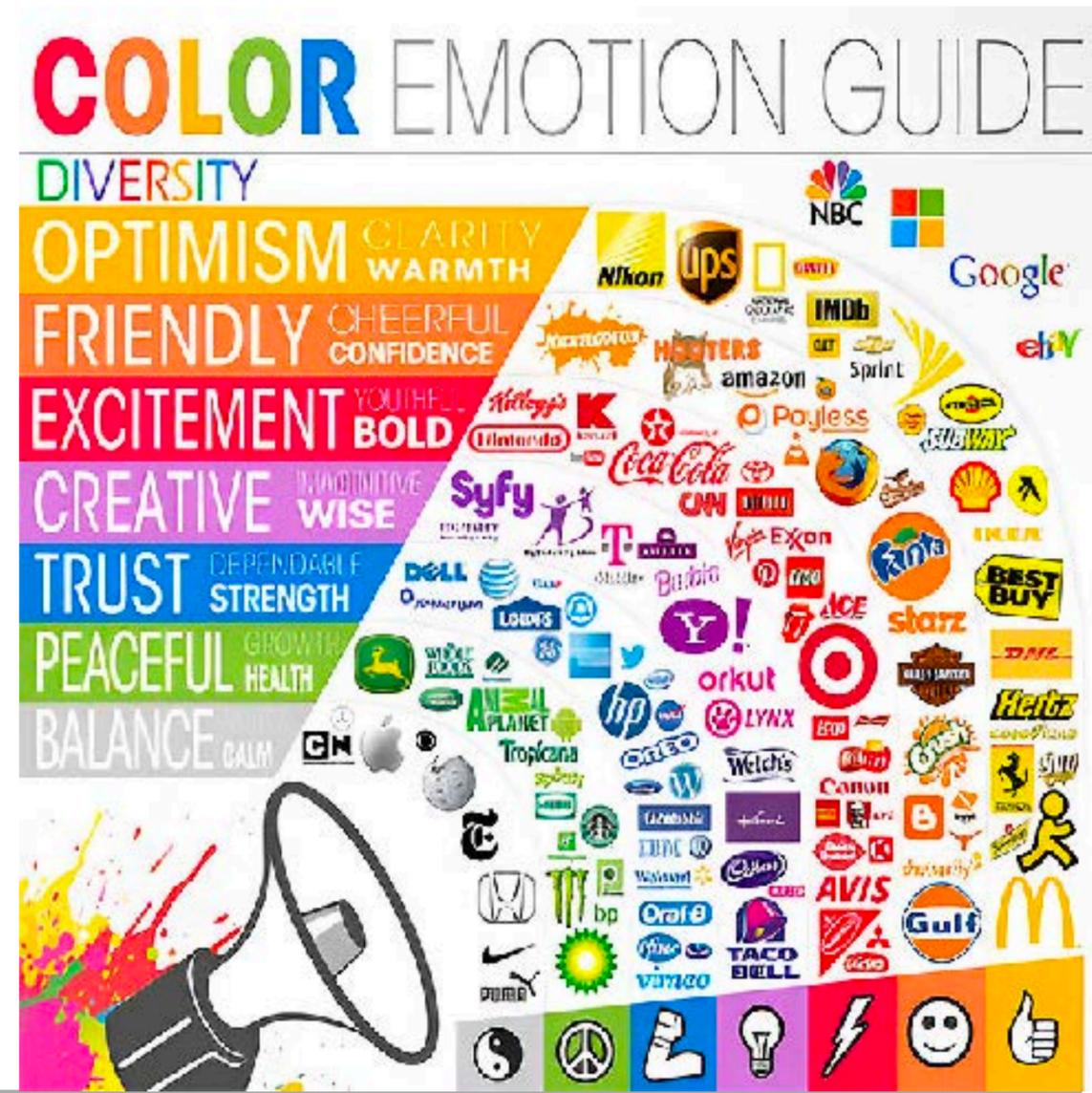
pleated-jean

## 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

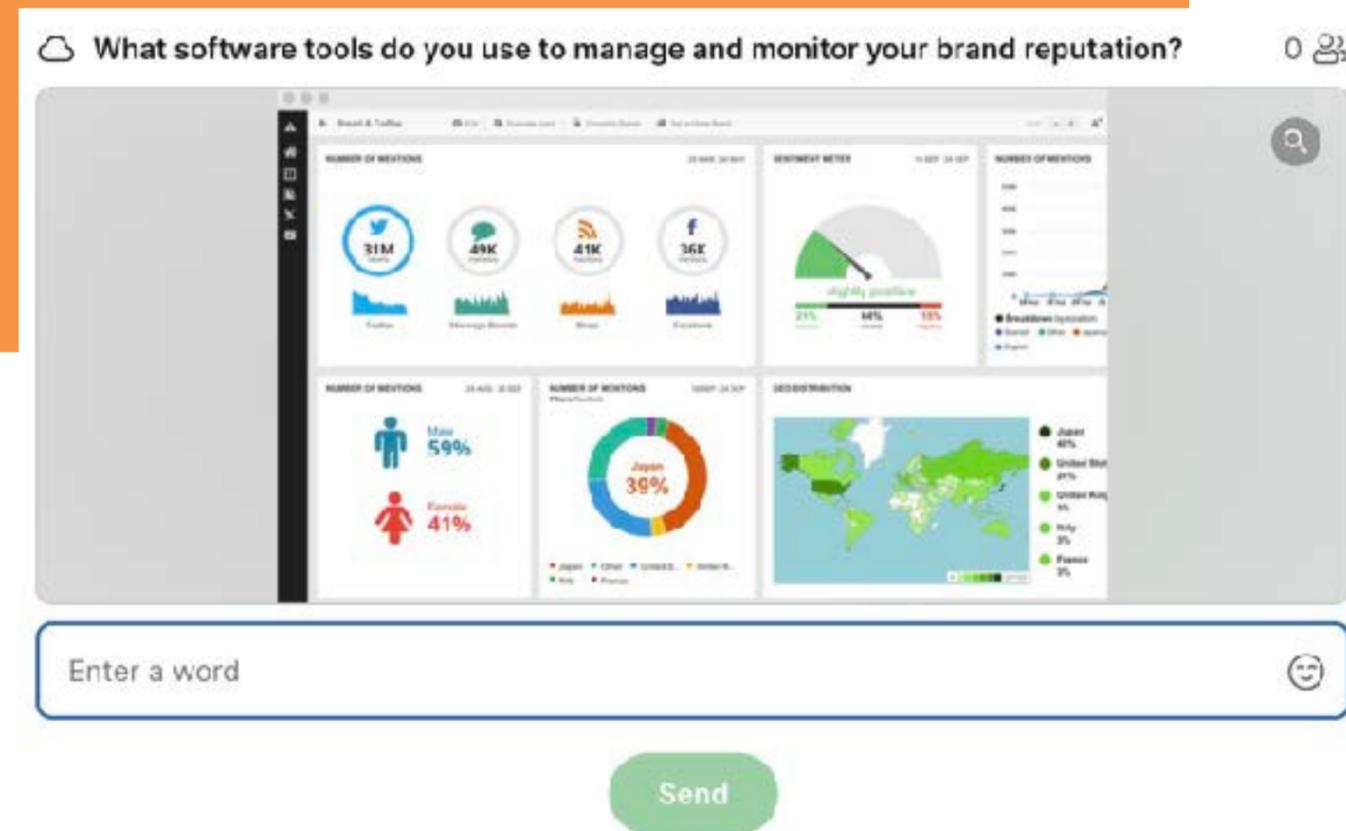


## Question 2

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

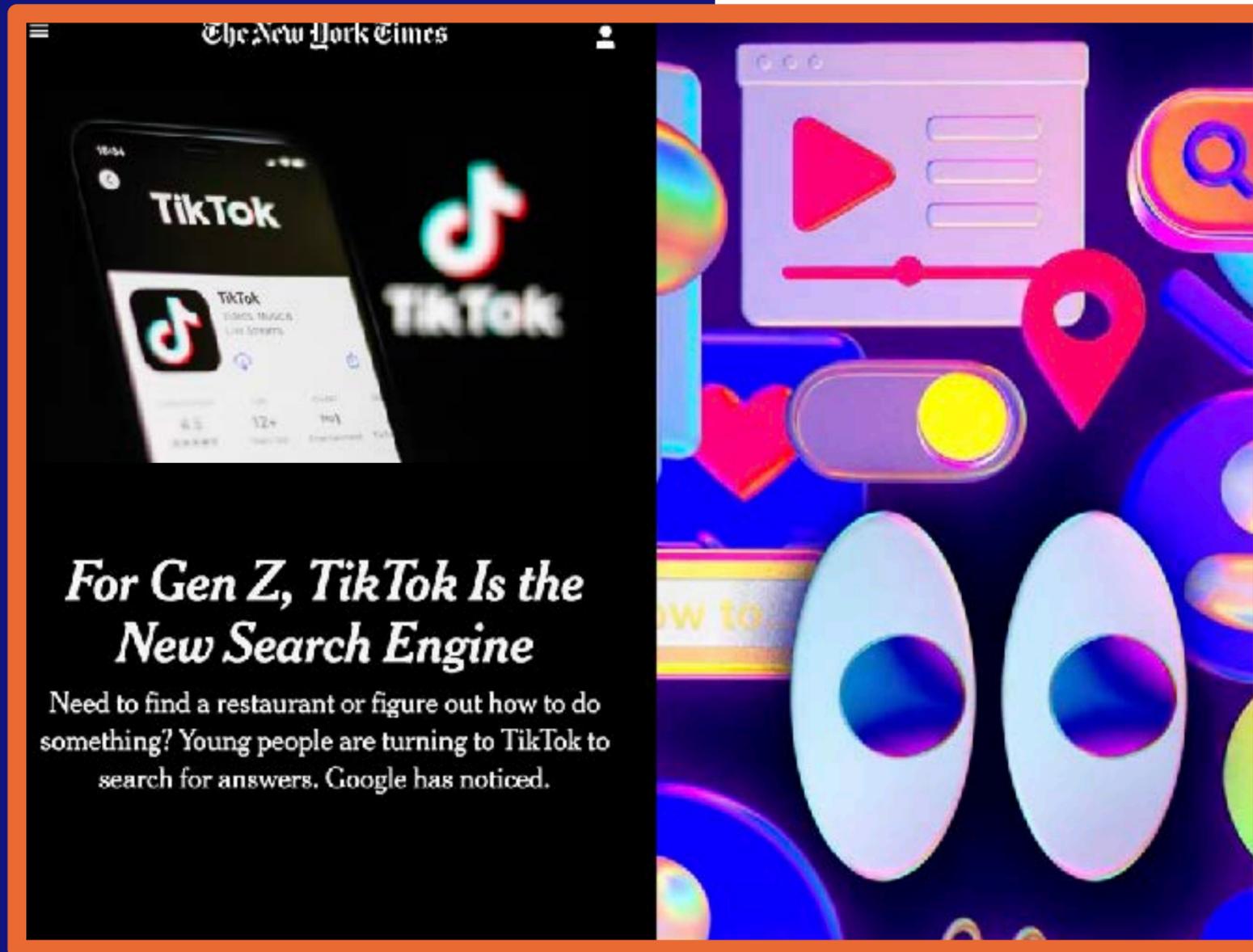
## Data-Driven Decisions

# 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.

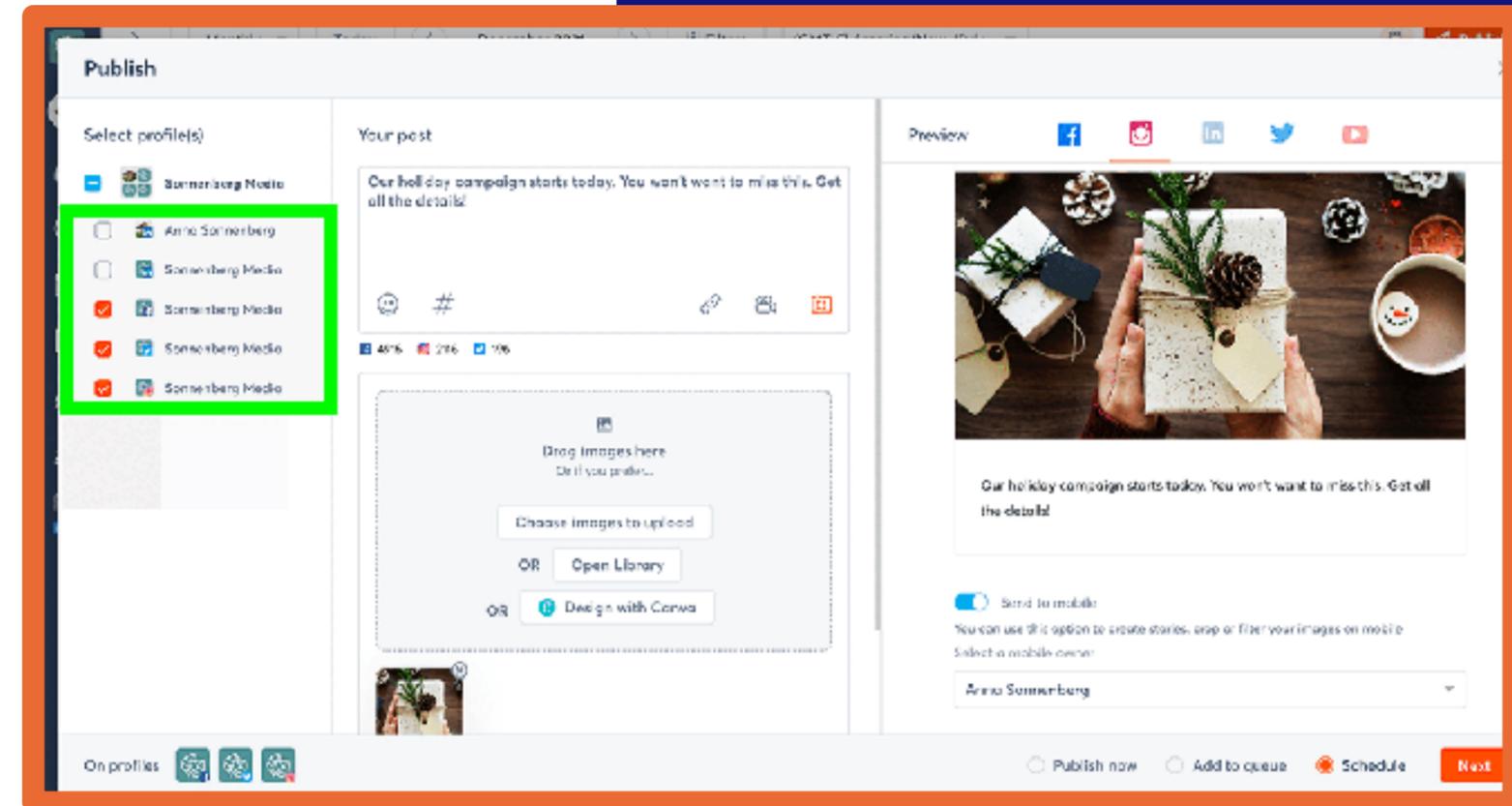
“Young people are turning to TikTok to search for answers,” reported the New York Times in September 2023, citing a Google study that revealed that **40% of users aged 18 to 24 turn to TikTok or Instagram when they need information.**

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.

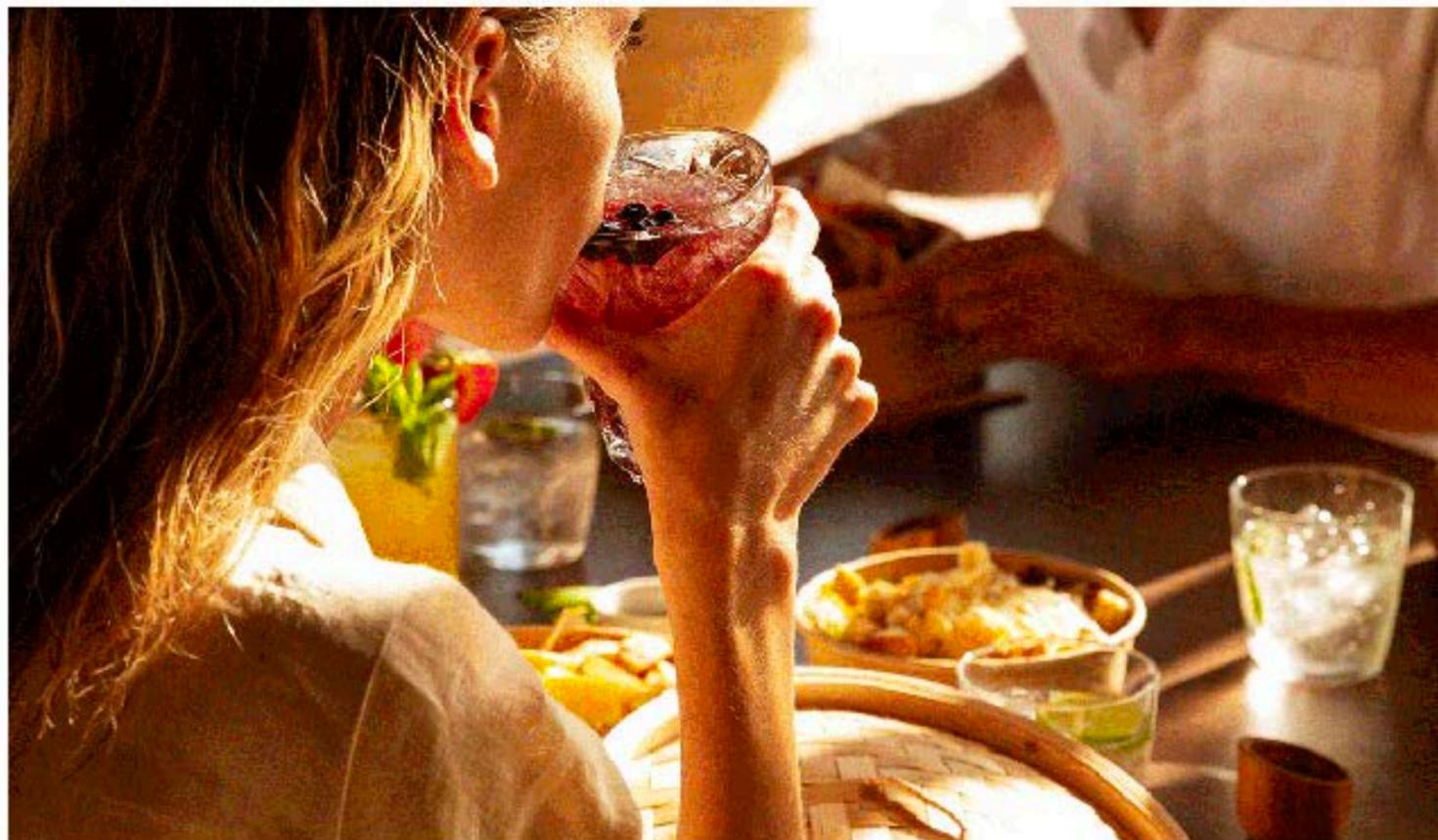
» UPGRADE YOUR STAY

# 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.

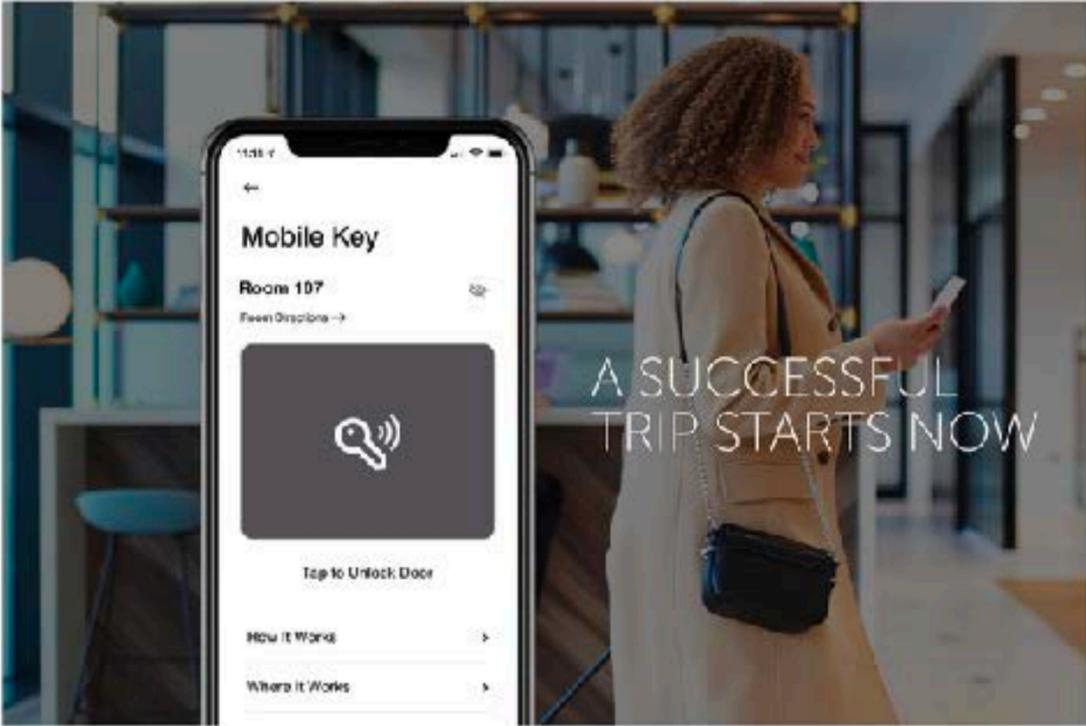
By demonstrating that you understand and value each customer, you create stronger connections and build brand loyalty.

# 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

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▶ **Spruce up your Strategy**

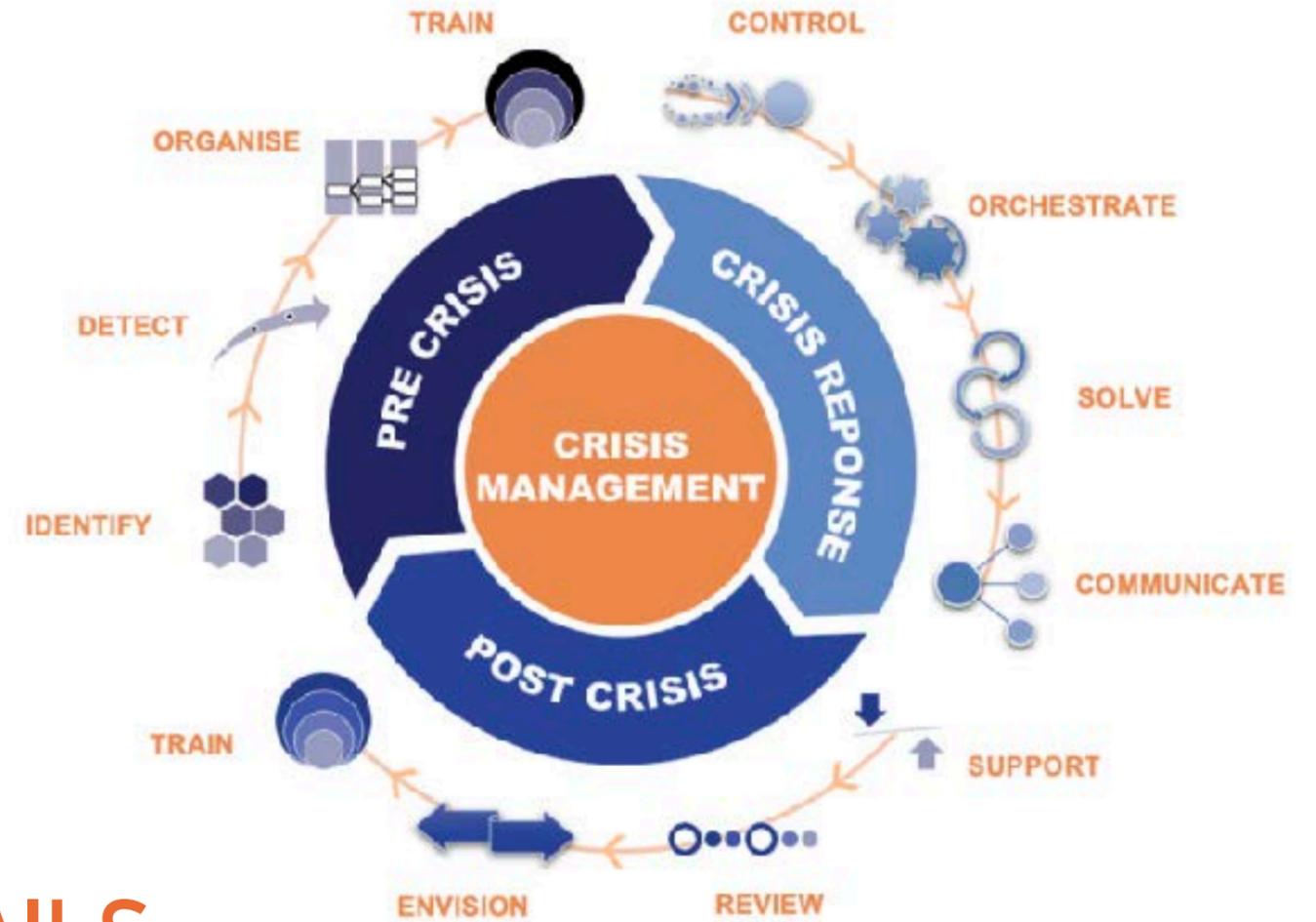
As technology evolves, marketing and advertising strategies are keeping up. Embrace trends and seize the opportunities they present to build stronger brand connections, drive growth, and stay ahead of the competition in 2024 and beyond.

▶ **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	Analyze, 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

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### 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



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# WHAT'S NEXT

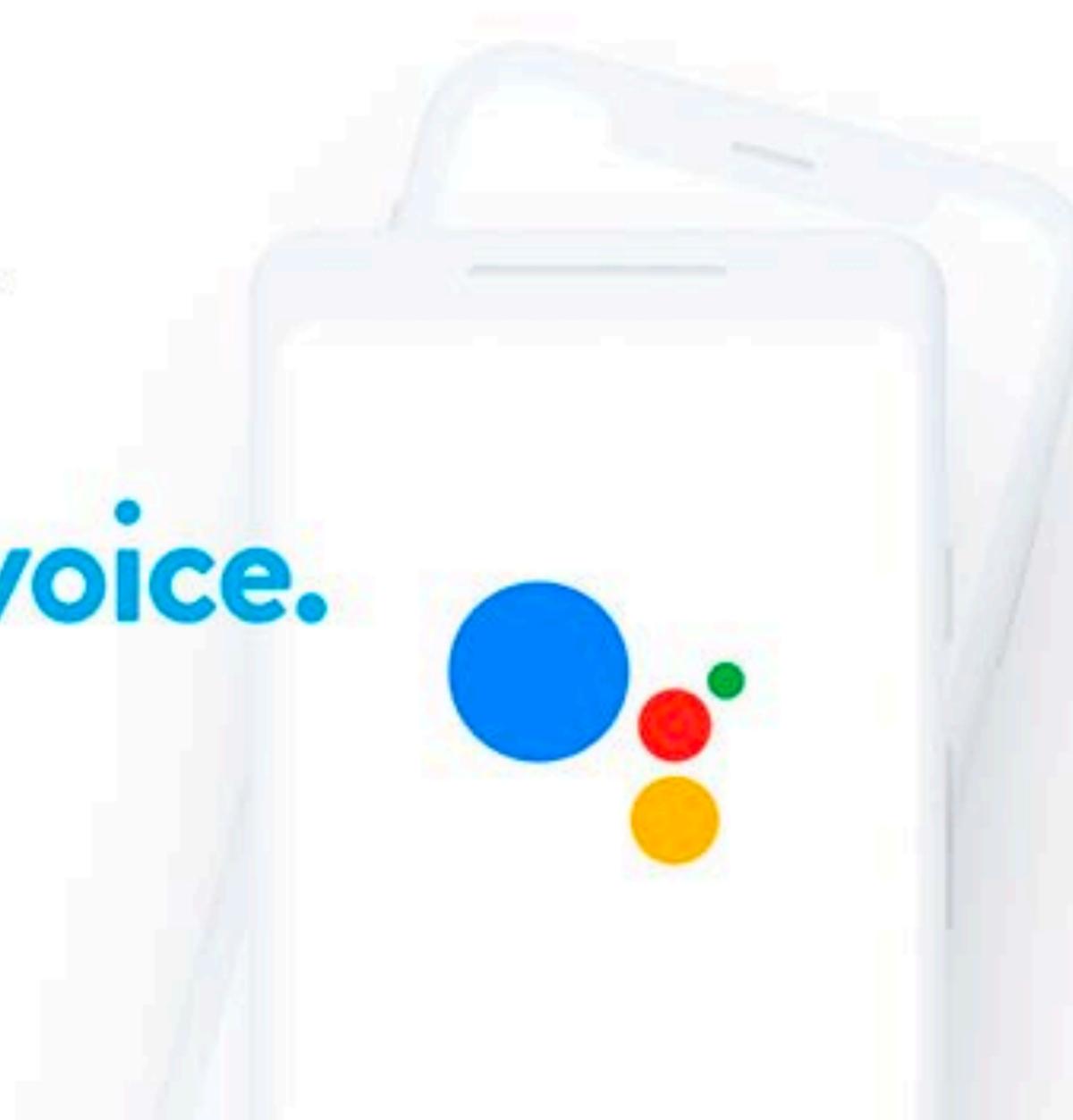


# THE EVOLUTION OF TRAVEL

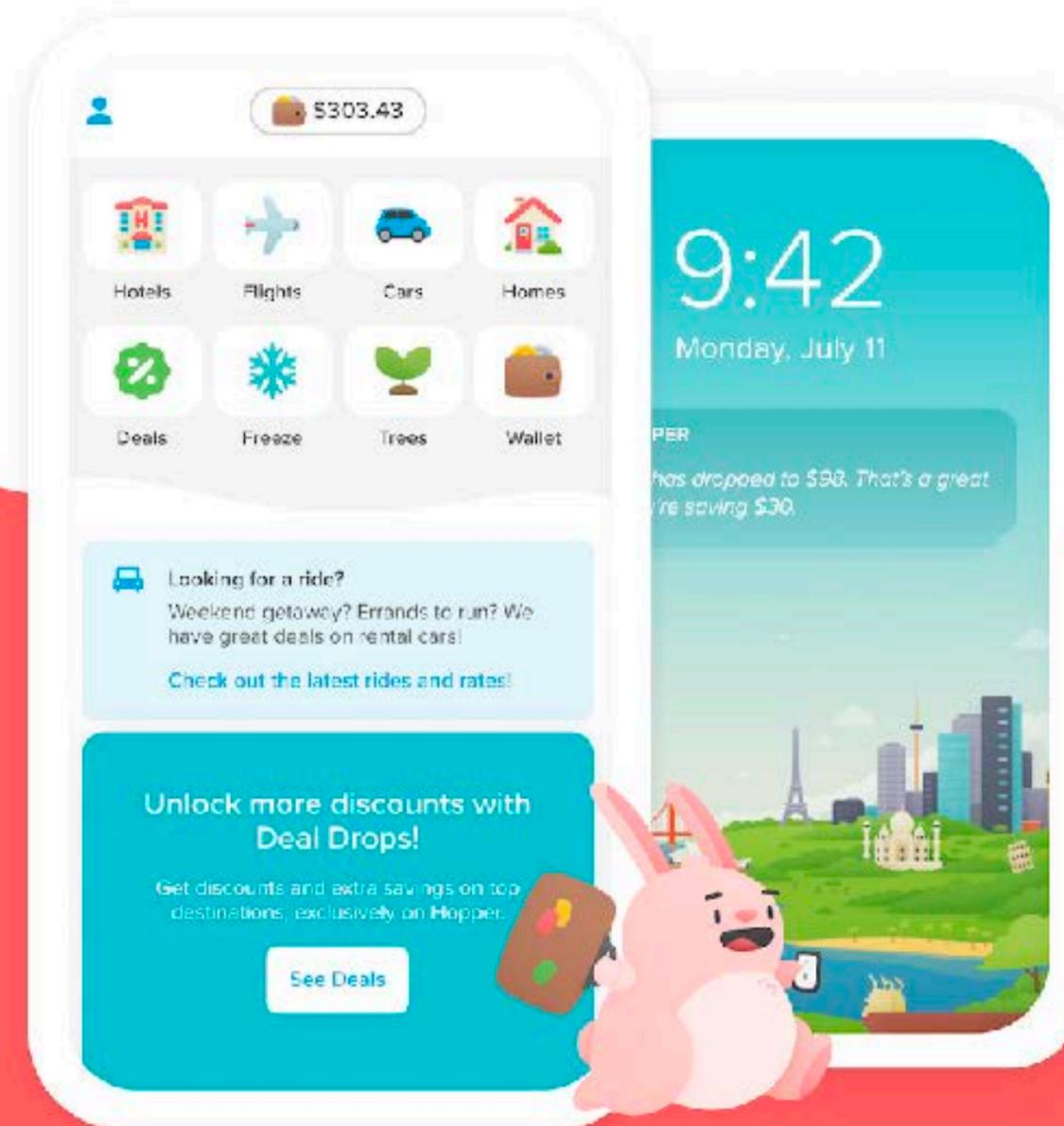
## VOICE ASSISTANTS & AI AUTOMATION

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

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



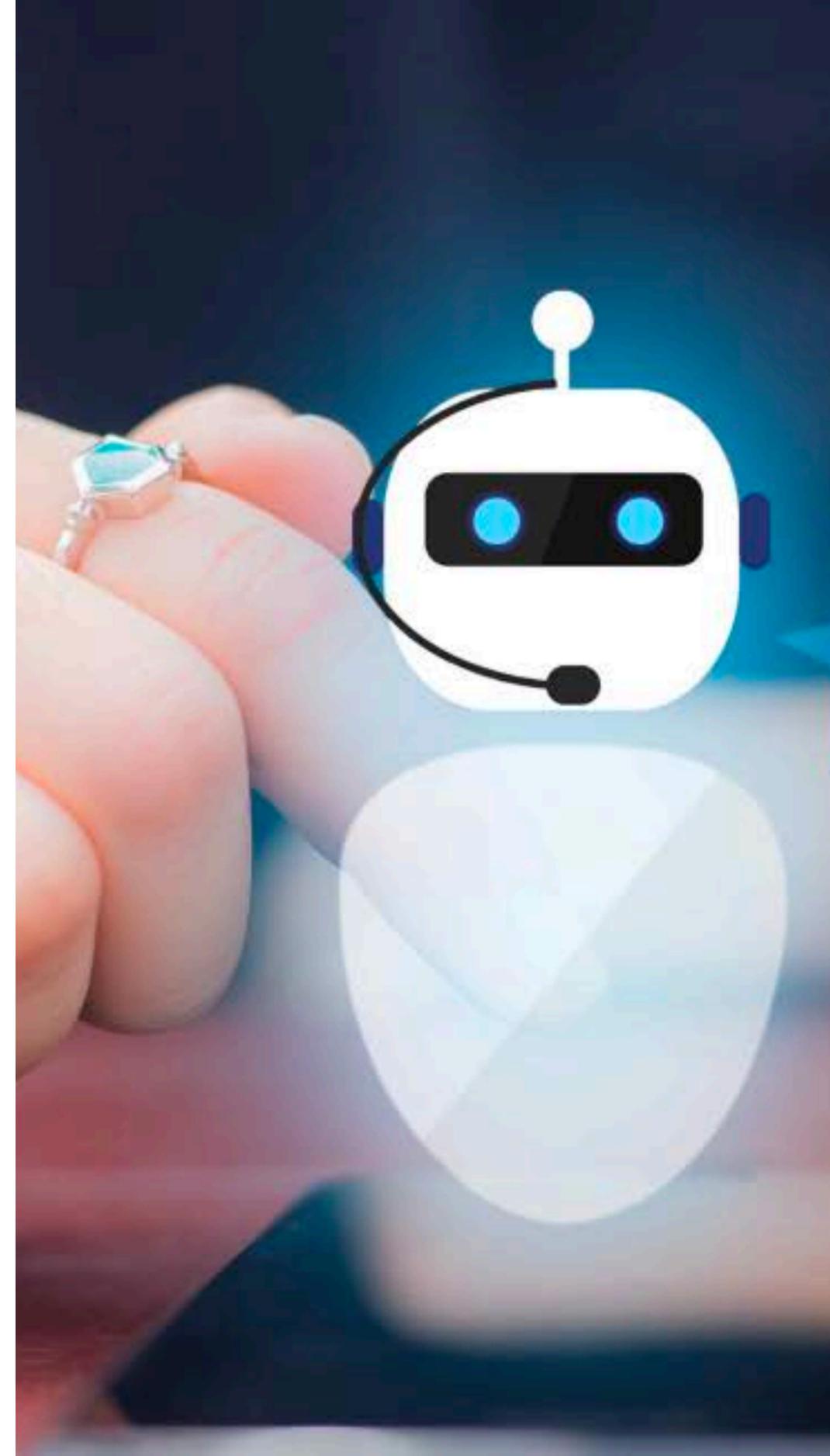
# INTELLIGENT TRAVEL



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

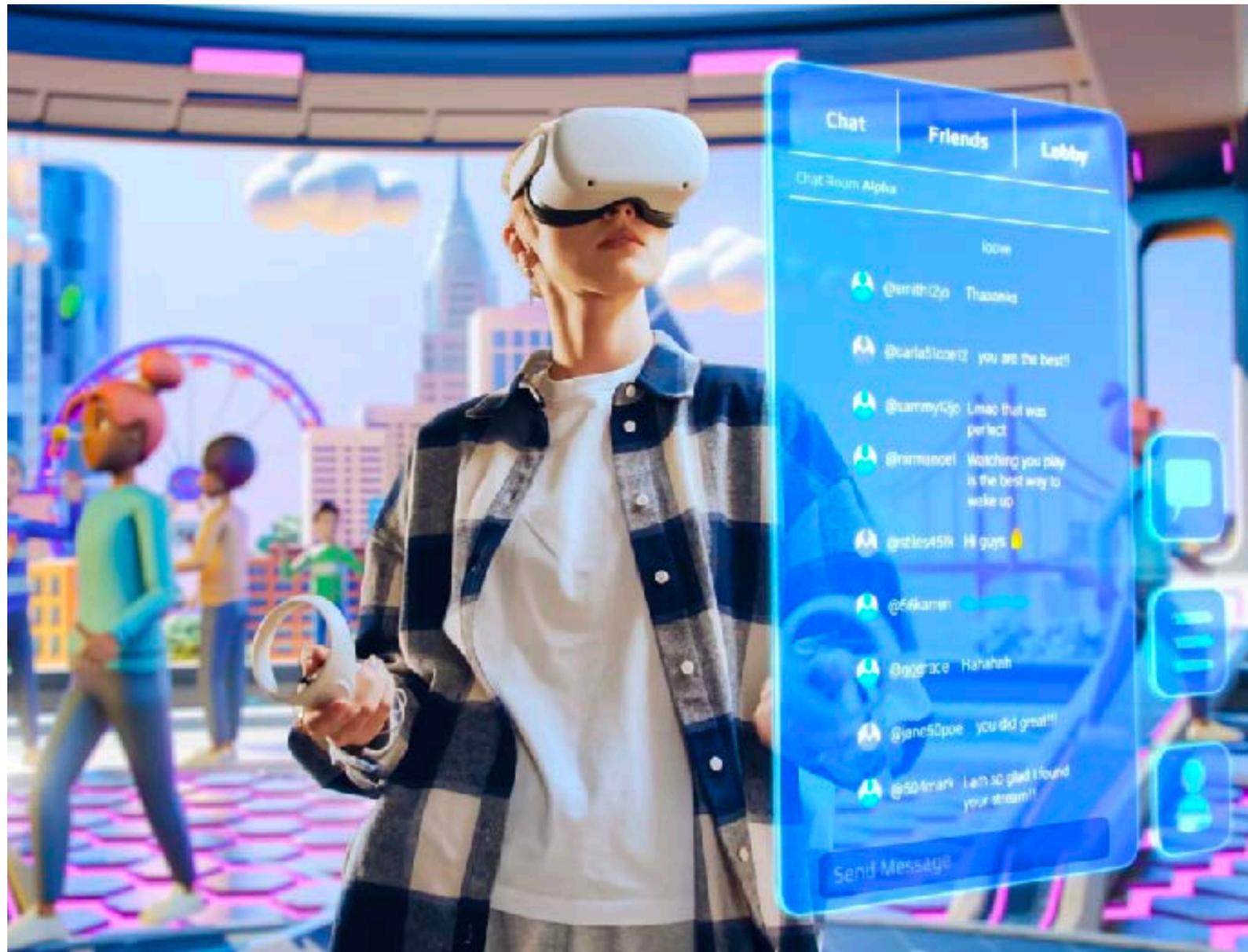
▶ **70% of consumers would buy items from a chatbot**

▶ **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

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

**LinkedIn:** [linkedin.com/in/srufo](https://linkedin.com/in/srufo)

