

## Taranaki - like no other brand

The Taranaki: Like No Other the brand is free to use and can add value to your business in two ways – by building an effective shared marketing platform that extends beyond just your business and by creating a consistent focal point for just what it means to be Taranaki.

### Background

The Taranaki brand was developed by the Taranaki people. Venture Taranaki worked with a wide range of stakeholder groups to assemble a team of over 60 people from every corner of the region, and covering councils, businesses, community groups, iwi, health providers, media, sports organisations and more.

The groups participated in workshops to define the Taranaki brand and agree how the brand would be used in future to tell Taranaki's stories to audiences both in and beyond the region.

This process ensured the thinking behind the brand was developed by the community it represents.

### Brand elements

The Taranaki brand has many elements – both visual and textual – but all emotional. The 'Taranaki – like no other' logo features the mountain, the brand essence (like no other) and a texture element that reflects the wider brand.

### Applying the brand

The Taranaki brand has been developed for use by any organisation with a strong link to Taranaki. It is managed by Venture Taranaki, and incorporated heavily into any regional brand material. Using the brand for your business can be as simple as including the Taranaki –

like no other logo on your rack card, or as elaborate as incorporating the texture into everything you do.

With the recent accolades being awarded to Taranaki, utilising the regional brand can not only make good marketing sense – it can make good business sense.

Venture Taranaki has a comprehensive brand guidelines disk available on CD or available online on the Venture Taranaki website and is happy to advise on the integration of the regional brand with your own.

### Multiply your advertising budget

the brand is already in use by Venture Taranaki, New Plymouth District Council, South Taranaki District Council, Stratford District Council, Taranaki Regional Council, Taranaki District Health Board, Port Taranaki and many local businesses and tourism operators.

Utilising the Taranaki-like no other brand in your communications will enable you to leverage off over \$1 million in advertising activity - at very little cost to you.

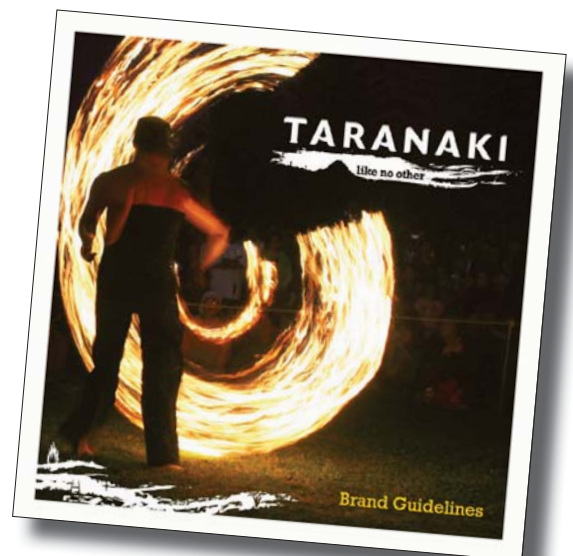


Photo: Rob Tucker