South Australian Tourism Commission

BRAND PERSONAS

Domestic Audience Groups
**YOUNG COUPLE domestic**

"HOLIDAY TIME IS ABOUT MAKING THE MOST OF NOW!"

**BIO**

They live in the inner city, they’re both in full-time employment, they rent an apartment together – having moved on from share accommodation two years ago.

Their weeks are always busy – relaxing, catching-up with friends/ family, few commitment restrictions. They’ve been going out for five years, and are planning to buy a house in the next two years.

They’ve begun to save, but not enough to disrupt/impact impulse shopping.

They’re looking for holiday experiences away options, that offer a combination of food & wine, culture & socialising.

Often weekend trips away, but they always plan a longer term yearly holiday.

One is the social co-ordinator and the initiator of holidays. The other is happy to go with the flow.

Not domestic holiday rejecters, multiple holiday experiences.

Young food and wine explorers, but also into immersive natural experiences.

QLD: fly, rent a car

NSW: fly, rent a car

VIC: fly, own car

**GOALS**

- Research and book all aspects of travel themselves
- Interested in finding new experiences and places
- Visit bustling cities
- Visit out of the way places
- Travel domestic and international

**CHARACTERISTICS**

**TECHNOLOGY**

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<tr>
<th>TECHNOLOGY</th>
<th>EARLY ADOPTER</th>
<th>LAGGARD</th>
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**SOCIAL MEDIA USAGE**

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**HOLIDAY PLANNING**

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**TRAVELLING PARTY**

- OWN CAR
- PLANE
- OWN HOLIDAY HOME
- CAMPING/ BACKPACKER
- PUBLIC TRANSPORT
- FRIENDS CAR
- HOTEL/ MOTEL
- CARAVAN/ MOTORHOME
- RENTED HOLIDAY HOUSE/ APARTMENT
- FRIEND/ FAMILY HOUSE
GAIN
What does success mean for them?
- Good memories
- Falling into place with low effort
- Great accommodation even though I booked so late
- Spontaneity is rewarded
- Reconnection with each other
- Relaxation
- Creating social currency 'look at us'
- Not expensive
- Can do a lot in the time you have
- Compact diversity
- Easy to get to so you don't have to take annual leave
- Living life before being locked down later in life
- Making the most of now

PAIN
What fears, frustrations, obstacles concerns or challenges are being faced?
- Proof of life, what to do?
- Better options, more interesting destinations
- Average experience
- Friends went in the past but didn't have a great time
- Social permission
- Is it credible enough for my herd?

HEARING
Was there years ago: Heard they have new small bar culture
Events are driving perspective - e.g. culture hub
Podcast adventures - travel + way of life

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FAMILY OLDER KIDS
domestic

“HOLIDAY TIMES ARE ALL ABOUT FAMILY FUN!”

DOMESTIC TRAVELLER
- 35–45 years with 2 Kids between 5-13 years old living at home
- Household income 80k+ (Avg 158k)
- AB Quintile

HELIX GROUP:
- 107 Humanitarians
- 108 Successful Bureaucrats
- 110 Savvy Self Starters
- 202 Healthy Wealthy & Wise
- 207 Urban Entertainers

BIO
They live in Melbourne, their preference is to travel to SA by car, for convenience. On average their trips are 3-5 days duration. They’re looking to camp in national parks, but will opt for boutique hotel experiences or friends and family when staying in Adelaide.

They’re looking to offer their kids (9 and 12) immersive Australian natural experiences, but want to enjoy good food and wine when they return to “civilisation”. So holidays must involve mixed experiences.

They have camped at the York Peninsula pre kids, visited the Barossa Valley, travelled to Womad, and holidayed in Robe with friends.

One of the couple drives the organisation, holidays are based on school terms. They tend to travel with another family or their siblings. Not domestic holiday rejecters, enjoy variety of different holiday experiences (including own holiday house).

Demographic: 35 – 44 years
Xmas Holidays: plan 22 weeks out
School Holidays: plan 13 weeks out

GOALS
- Book and research travel themselves
- Book short breaks away
- Find Australian holiday experiences that suit the whole family (not international)

CHARACTERISTICS

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TRANSPORT PREFERENCES

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**PLANNING A HOLIDAY**

**HEARING**
- Work colleagues - tips and places
- Other families
  - School
  - Community
  - Friends
- Kids whining - where to next?
- OOH
  - Metro lights
  - Radio
  - Bus Shelters

**THinking & FEELING**
- Break free of routine
- Permission for some ‘me’ time - Indulging in researching next holiday
- Work taking over life, invading family time
- Special family experiences, new memories
- I need new ways to get buy-in from the group
- Is that good for the kids?
- Too much to carry?
- Time poor

**SAYING & DOING**
- Negotiate accommodation and activities around other family members, e.g. sister-in-law
- Desire to have a break to experience a ‘non urban’
- Mobile phones and iPads
- Family, friends, and communities
- Email, phone calls, online research

**SEEING**
- TV
  - Apps
  - Facebook
  - Magazines
  - Online
  - Blogs
  - Instagram

**GAIN**
- What does success mean for them?
  - Family time together
  - Quality downtime, not day-to-day routine
  - Value for money
  - Everyone finds their interest/experience

**PAIN**
- What fears, frustrations, obstacles concerns or challenges are being faced?
  - Restrictive activities
  - Groups diverse needs and wants
  - Kids don’t like it
  - Age/nature of kids influences choices of facilities, travel and activities

**RESEARCH**
- Email, phone calls, online research
- Comparison of facilities vs activities
- Self-organisation
- Researching immersive Australian natural experiences
- Word-of-mouth

**ADVERTISING**
- Organizing booking, agreeing on destinations
- Desires and activities around other family members, e.g. sister-in-law
- TV
  - Apps
  - Facebook
  - Magazines
  - Online
  - Blogs
  - Instagram

**INSPIRATION**
- Work colleagues - tips and places
- Other families
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**SELF-ORGANISATION**
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**RESEARCH**
- Email, phone calls, online research
- Comparison of facilities vs activities
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**BIO**

They live in NSW, have two kids, single income family at the moment.

They’re always looking to maximise their holiday time, so will fly in/fly out and stay hotels/ serviced apartments or with family and friends. On average their trips are 6 days duration.

They’re looking for immersive Aussie experiences for the kids: going to the beach, bush walking, visiting the zoo, theme/ adventure parks etc. But they also want some adult time, away from the kids, so staying with friends and family gives them that liberty.

They hire a car, because it’s the most convenient way to get around.

One of the couple drives the organisation. Holidays are based around quiet times for the income earner.

Xmas Holidays: plan 22 weeks out
School Holidays: plan 13 weeks out

**GOALS**

- Research and book all aspects of travel myself
- Find new experiences and exciting places that suit the whole family

**CHARACTERISTICS**

**TECHNOLOGY**

- Early Adopter
- Laggard

**SOCIAL MEDIA USAGE**

- Inactive
- Spectator
- Critic
- Creator

**HOLIDAY PLANNING**

- Impulsive/Last Minute
- Careful & Considered

**HOLIDAY BUDGET**

- $ 
- $$$$$

**TRAVELLING PARTY**

- Own Car
- Plane

**TRANSPORT PREFERENCES**

- Hire Car
- Friends Car

**ACCOMMODATION PREFERENCES**

- Own Holiday Home
- Camping/ Backpacker
- Hotel/ Motel
- Caravan/ Motorhome
- Rented Holiday House
- Friend/ Family House

**DOMESTIC TRAVELLER**

- 25-49 Years with 2 Kids under 5 living at home
- Household Income 80k+ (Avg 144k)

**HELIX GROUP:**

- 107 Humanitarians
- 108 Successful Bureaucrats
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"HOLIDAYS ARE AS MUCH ABOUT LOGISTICS AS THEY ARE ABOUT GREAT FAMILY EXPERIENCES."
**GAIN**
- Family time together
- Quality downtime, not day-to-day routine
- Value for money
- Everyone finds their interest/experience

**PAIN**
- Restrictive activities
- Groups diverse needs and wants
- Kids don’t like it
- Age/nature of kids influences choices of facilities, travel and activities

**THINKING & FEELING**
- Permission for some ‘me’ time - Indulging in researching next holiday
- Every year the kids needs change
- Is that good for the kids?
- Too much to carry?
- Time poor

**SA doesn’t have many places with kids clubs**

**HEARING**
- Other families
- School
- Community
- Friends
- OOH
- Metro lights
- Radio
- Bus Shelters
- Work colleagues
- tips and places
- Kids whining
- where to next?

**SAYING & DOING**
- Negotiate accommodation and activities around other family members, e.g. sister-in-law
- Desire to have a break to experience a ‘non urban’
- Family, friends, and communities
- Mobile phones and iPads

**SELF-ORGANISATION**
- Organizing booking, agreeing on destinations
- Researching immersive Australian natural experiences

**RESEARCH**
- Comparison of facilities vs activities
- Email, phone calls, online research

**ADVERTISING**
- Word-of-mouth
- Indulgence
- Family time
- Logistics

**INSPIRATION**
- TV
- Apps
- Facebook
- Magazines
- Online
- Blogs
- Instagram

**ADVERTISING**
- Cluttered complex routine

**FAMILY TIME**
- Frustration with screen time - e.g. Minecraft
- Special family experiences, new memories
- I need new ways to get buy-in from the group

**LOGISTICS**
- Permission for some ‘me’ time - Indulging in researching next holiday
- Every year the kids needs change
- Is that good for the kids?
- Too much to carry?
- Time poor

**SEEING**
- Time poor

**RESEARCH**
- Email, phone calls, online research
- Cluttered complex routine

**WRITING & DOING**
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**SELF-ORGANISATION**
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- Indulgence
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- Logistics

**INSPIRATION**
- TV
- Apps
- Facebook
- Magazines
- Online
- Blogs
- Instagram

**ADVERTISING**
- Cluttered complex routine
DOMESTIC TRAVELLER
- 60+ years
- Household income 40k (Avg 82k)
- Not in full time work

HELIX GROUP:
- 101 Bluechip
- 106 Worldly & Wise
- 109 Progressive Thinkers

They live in Albury/Woodonga. Now the kids have left home they’re enjoying the spoils of retirement and the freedom that a caravan offers.

They tend to travel for two week periods, and are looking for a combination food and wine and natural experiences at a relaxed pace. They’ve travelled to SA a number of times throughout their lives/ or it’s on their bucket list – holidays nowadays are about creating opportunities to unwind and explore new surrounds (this often involves a fishing rod, and a river). They tend to choose destinations around meeting up with friends and family.

There are no constraints to when they holiday, but prefer to travel in the warmer months. Both are keen holiday planners:
- One researches online and likes an itinerary before departing,
- The other prefers to look through magazines and talk with friends.

Both are happy to park the caravan and join a tour at a particular destination.

Not domestic holiday rejecters, multiple holiday experiences.

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**HOLIDAY PLANNING**

| Impulsive/Last Minute | Careful & Considered |

**HOLIDAY BUDGET**

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**TRAVELLING PARTY**

| Transport Preferences | Accommodation Preferences |

- Own Car
- Plane

- Hire Car
- Friends Car

- Public Transport
- B&B/Rented Holiday House/Apartment

- Own Holiday Home
- Camping/Backpacker

- Hotel/Motel
- Caravan/Motorhome

- Friend/Family House

**GOALS**

- Plan research and book many short breaks throughout the year
- Travel within Australia
- Visit out of the way places
- Use travel agency for major travel bookings

**BIO**

"HOLIDAYS ARE ABOUT GETTING AWAY FROM THE DAY TO DAY AT A RELAXED PACE."
GREY NOMADS domestic

GAIN
What does success mean for them?
- Planned itinerary
- Emotionally in control, feeling that the risk is reduced
- Emotional building their active retirement pillar
- Planned contact points, friends and family
- Afford to go, known costs
- Contact

PAIN
What fears, frustrations, obstacles concerns or challenges are being faced?
- Leaving comforts of home - family, friends, medical
- Anxiousness of new destinations/unfamiliar environments, especially if busy
- Weather, bushfires, floods

PLANNING A HOLIDAY

HEARING
Friends doing interesting things
- Peer led by friends who have done it before
- Doctors, health professionals
- Radio spots, contextual news, discussions, newspaper
- Chat back radio

THINKING & FEELING
Existing family commitments, want to help grandchildren
- Feeling active and relevant through travels
- I don’t want to hurry or be hurried
- Start planning during their trip for the next one
- Control - I’m finally in control of my destiny

SAYING & DOING
External advice
- Travel agents
- Visitor centre staff
- Exchange of ideas/needs wants with partner
- Discusses holiday ideas with friends and family

FAMILY
- You’re running out of time
- Consider: weather, times of mass visitation, price
- Where can we find a good surf & turf?
- Where to next? Buckets list itinerary

FRIENDS & FAMILY
- Friends doing interesting things
- You’re running out of time
- Exchange of ideas/needs wants with partner
- Discusses holiday ideas with friends and family
- Buy the best and latest gear

KEY INTERESTS
- Heritage, culture (F&W)
- Develop social currency for friends and family

INFLUENCES
- WORD-OF-MOUTH
- PRIORITY
- FUTURE
- INSPIRATION

SEEING
Sunsets
- Share their stories with mechanics/specialised shops

RESEARCH
Reading travel magazines, Sunday section, and take clippings
- iPad, Email #1, Value phone - Won’t transact without context
- Desktop computer
- Travel shows e.g. postcards, getaway

ADVICE
- Generic word-of-mouth - hairdressers, shop assistants
THANK YOU.
Brand is one of those words that everyone in business and marketing uses, but not everyone actually understands. In what follows, we’ll bring clarity to the concept by exploring questions and topics including: CONTENTS. What is a Brand? What is the Business Value of a Brand? What are the Elements of a Brand? What is Branding? Why Invest in Branding? The Takeaway. Only by understanding brands and branding can you put these powerful tools to work for the growth of your business. What is a Brand? Brand Build Guide for League of Legends. Champion guides for the League of Legends champion Brand. Find the best Brand build guides for S11 Patch 11.8. Our authors will teach you which items to build, runes to select, tips and tricks for how to how to play Brand, and of course, win the game! MOBAFire shows the top rated guides per patch, but can also be sorted by other criteria such as all-time score, author rank, or newest guides. You can also find other League of Legends Champion Guides. How important should branding be to a startup or small business? We explain what is a brand and how to build yours in 2021. Check it out. What Is A Brand + How To Build Yours? (Brand Definition + WORKSHEET). Share on facebook. Share on twitter. From Middle English brand, from Old English brand (æðæofre; flame; burning; torch; swordæ), from Proto-Germanic *brandaz (æðæoflæm; flaming; fire-brand; torch; swordæ), from Proto-Indo-European *bʰrenu- (æðæotæbblæfæ; brew; spew forth; burnæ). Cognate with Scots brand, West Frisian brâcn (æðæofreæcn), Dutch brand, German Brand, Swedish brand (æðæoblæz, fireæcn), Icelandic brandur, French brand (< Germanic).