



Let your brand be your beacon for expansion.

A Presentation to the European Golf Business Conference.

Malaga, Andalucia, Spain

13th February 2023

A bit about me.

- Director of Marketing, Visit Wales and Welsh Government
- Editor Destination Branding
- Board Member of Ryder Cup Wales
- Brand and Marketing Consultant
- Visiting Professor Surrey University



For today

- What is branding?
- The changing marketing landscape – A Connected World
- 10 ways to build your brand and expand your business
- Discussion and questions

A man in a dark suit and tie is standing behind a glass surface, writing the word 'Agenda' in white cursive script with a black marker. The background is a soft, out-of-focus grey.

Agenda

1

2

3

4

5

6

Branding needs a rebrand





Bowie is an icon. In the horribly cynical in the 21st century, you'd call him a brand. But I would rather not use that word as it is a huge disservice to what we are talking about.

John Harris – Journalist and Author



new logo



new logo

Same Shit Golf Course



GOLF CLUB

LOREM IPSUM DOLOR



GOLF CLUB

LOREM IPSUM DOLOR



GREEN HILL

LOREM IPSUM DOLOR



GOLF CLUB

LOREM IPSUM DOLOR



GOLF CLUB

LOREM IPSUM DOLOR



GOLF CLUB

LOREM IPSUM DOLOR



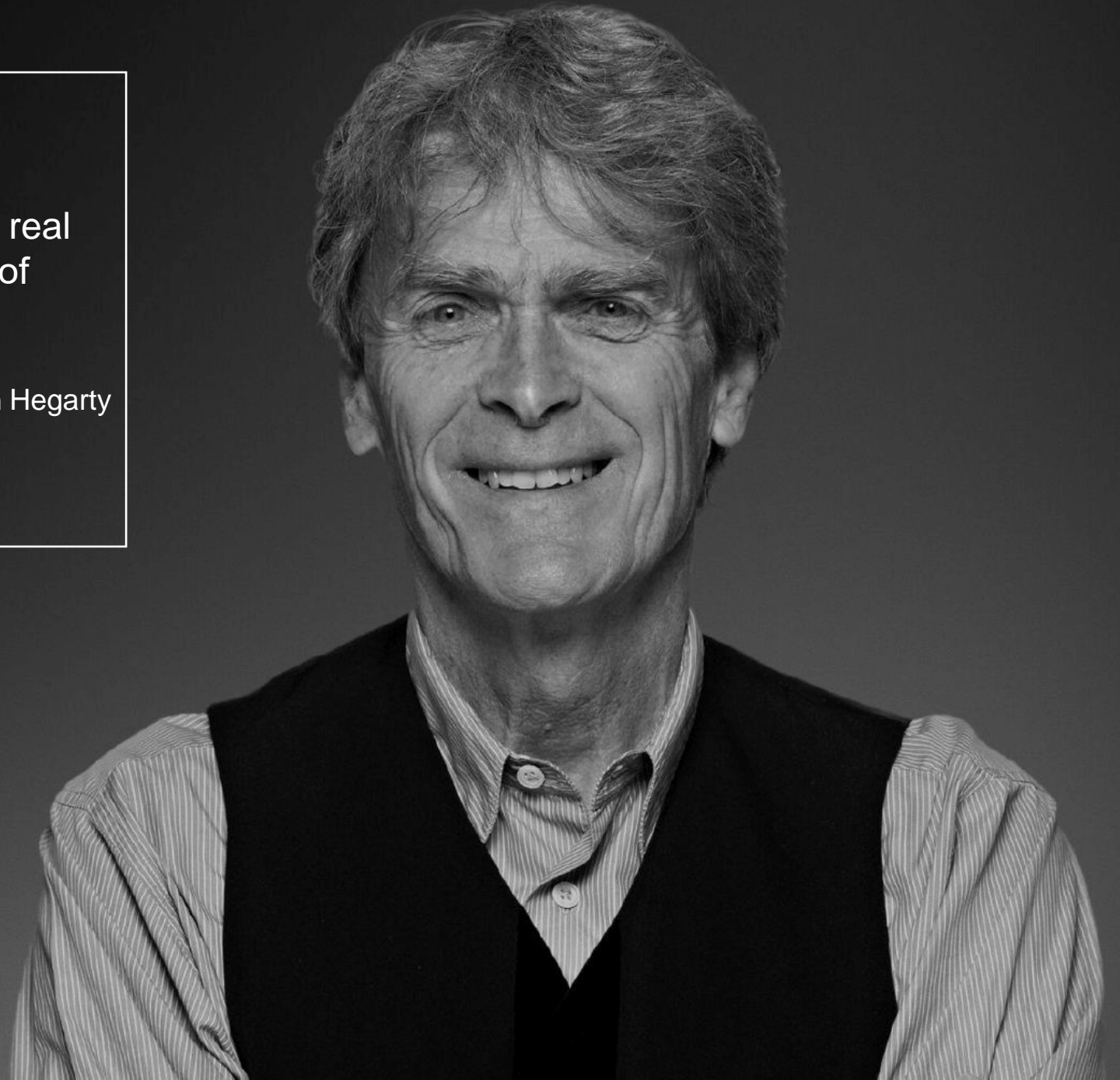
GREEN HILL

LOREM IPSUM DOLOR



A brand is the most valuable piece of real estate in the world.A corner of someone's mind.

John Hegarty



Designed by Apple in California

Reputation



A GOLF COURSE
IS AN EXPERIENCE



“We don’t remember days. We
remember moments.”

Cesare Pavese

Colvend Golf Club, Scotland

MOMENT
of TRUTH



A MAGICAL EXPERIENCE?

A MAGICAL
EXPERIENCE



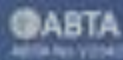
A ROCKSTAR EXPERIENCE?



A ROCKSTAR EXPERIENCE

VIRGIN VOYAGES

**ROCKSTAR
DRINKS
PACKAGES**



On a Virgin Holiday, everyone gets treated like a Rockstar.

And so you should.

We think you deserve better than to be huddled and
herded, packed in and packed off.

'Cos if you can't act like an A-lister on your holiday,
when can you?

They're supposed to be the best two weeks of your year.
We'd rather they were the best two weeks of your life.

...to the in-resort experts,

virgin atlantic



Flying in the face of ordinary



Getting to the airport

- Stressful
- Complicated
- Parking
- Lugging

Check-in

- Long, frustrating lines
- Unnecessary
(only necessary to the airline)

Comfort until flight

- Want/need to work
- Want/need to relax

In-flight comfort

- Planes are uncomfortable by nature
- Long-time spent in a seat
- Boredom

Arrival

- Unkempt
- Unshowered
- Clothes a mess

CUSTOMER EXPERIENCE

- Transport to airport provided
- Driver handles luggage

- "Drive-through" check-in
- Airline knows where you are

- Clubhouse with internet access, fax, library
- Salon, massages, beauty
- Sound room, driving range, skiing machine

- Full sleeper seats
- Mood lighting
- Gradual dawn
- Bar
- You decide meals

- Arrival valet
- 18 showers
- Makeup & shave
- Heated floors
- Clothes pressed
- Hot & cold breakfast

A black and white photograph of Henry Ford in a factory. He is in the foreground on the right, looking thoughtfully to the left with his hand on his chin. The background shows a large industrial space filled with rows of early 20th-century automobiles on an assembly line.

**“You can't build a reputation
on what you are going to do.”**

— Henry Ford

A BRAND IS NOT WHAT YOU SAY

A BRAND IS NOT WHAT YOU SAY YOU ARE GOING TO DO.

A BRAND IS WHAT YOU DO

Your brand is your beacon



A Beacon



Guiding what you say.....
Guiding what you do.



The World has Changed



**How many
steps did
you get
today?**

**If anyone's
out there, can
you inbox
me?**

**My mother was
hacked last
night.**

**I've given up on
windows**

**Will you torrent
me the next
series?**

**What a great
meal - I'll
upload it**









Me Me Me











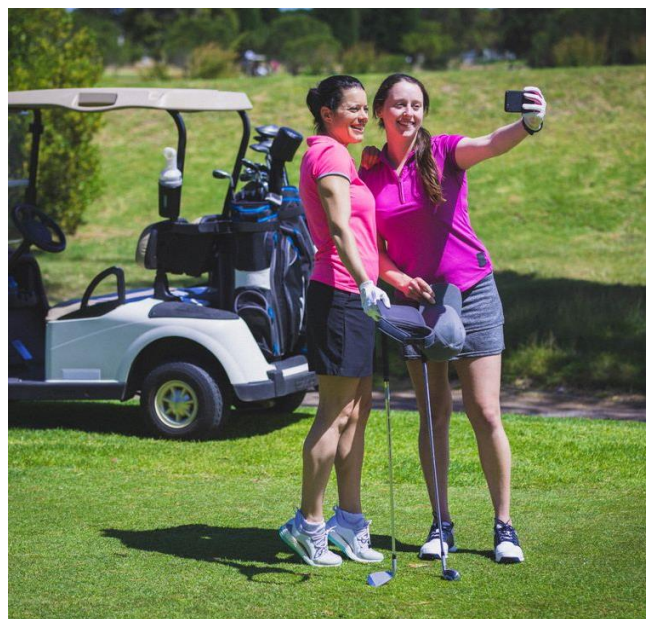

















A Connected World



Global Trends 1.

Question authority and bypass institutions

QUESTION EVERYTHING

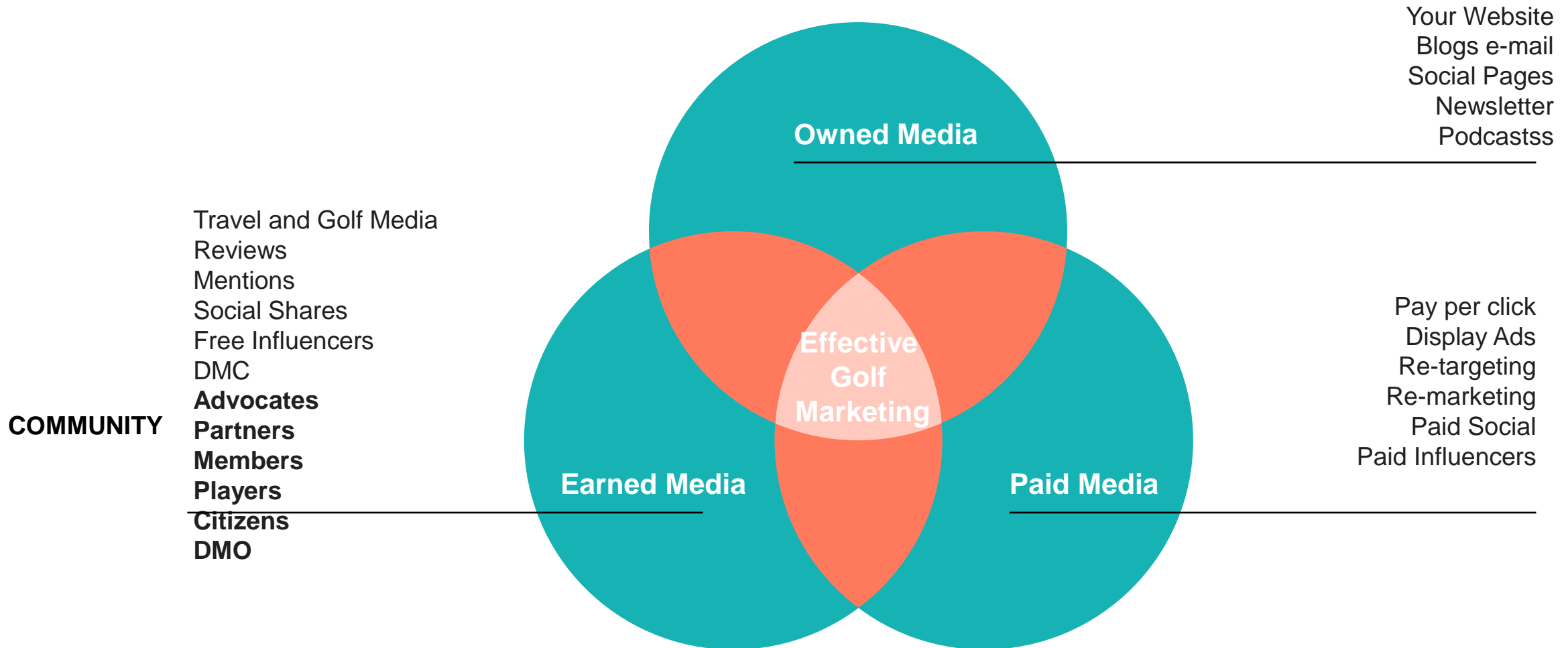


Global Trends 2

Creators not consumers

You  Tube

Effective Golf Marketing in a Connected World





Global Trends 3

A matter of time.

INFORMATION OVERLOAD



WHAT I NEED FOR WORK

WHAT I NEED FOR ME





**12
Seconds**

Our attention span in 2000





**8.25
Seconds**

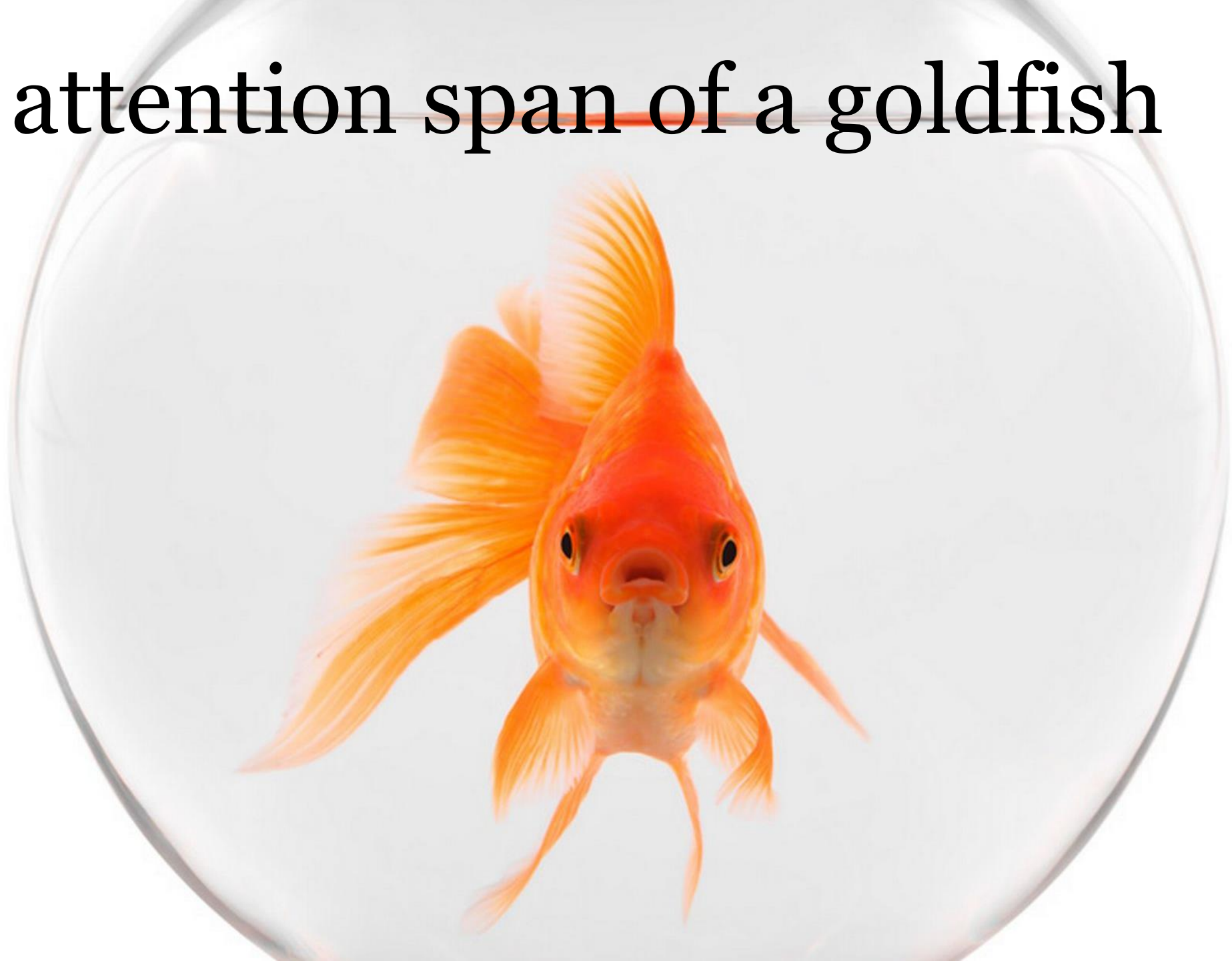
A man in a dark brown suit, white shirt, and dark tie is multitasking. He is holding a black pen in his right hand, a silver flip phone to his ear with his left hand, a silver flip phone in his right hand, a tablet in his left hand, and a laptop in his right hand. He is also holding a small notepad and a pen in his left hand. The background is a blurred cityscape with tall buildings.

Our attention span today



**9
Seconds**

The attention span of a goldfish




Global Trends 4

The need to belong







The I can't wait to go generation.
The early risers for the airport cab, last minute packing, full of excitement generation.
The head first into water, wine or work generation.
The nip over, seal the deal, back for story time generation.
The walk until you're lost, find a quaint spot, strangers become friends generation.
The we've been coming here for years, but still fall in love generation.
The I don't want to go home, let's stay longer generation.
The back at the office, staring out the window, let's do it all again generation.
The everyone doing it their way generation.
The more places, more choices, more often generation.

This is generation easyJet.

Explore Europe from £29.99*

one way pp based on 2 people flying

europe by
easyJet



Titleist®

DIVERSITY, INCLUSION & BELONGING



Bogey Boys

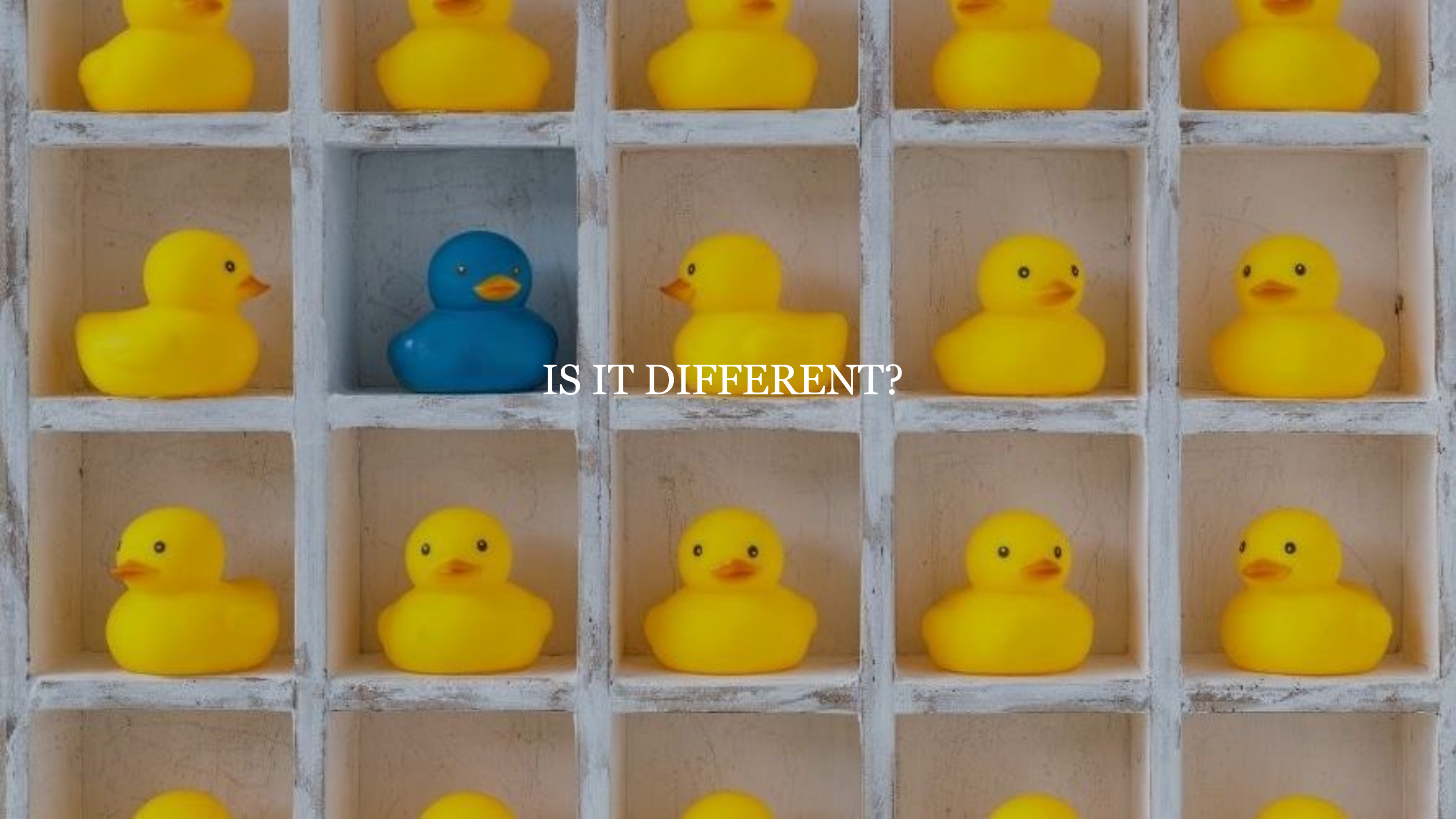


Being better than par –
10 steps to expand your
business.



1. Create your beacon





IS IT DIFFERENT?



IS IT TRUE?
Disappointing Ruins

A photograph of a large crowd at a concert or festival. In the foreground, a pair of hands is raised, forming a heart shape. Below it, another pair of hands also forms a heart shape. The background is filled with many other people, some with their hands raised, and bright stage lights creating a hazy, atmospheric effect. The text "WILL THE PEOPLE SUPPORT IT?" is overlaid in the center of the image.

WILL THE PEOPLE SUPPORT IT?

An hourglass with blue sand is positioned on a rocky beach. The hourglass has a dark wooden frame and a clear glass body. The sand is a vibrant blue color. The background is a blurred beach scene with rocks and sand. The text "CAN IT LAST?" is written in white, serif font across the middle of the hourglass.

CAN IT LAST?

A golden compass rose is the central focus, featuring a map of the world on its face. The compass is surrounded by numerous bright, golden light rays that radiate outwards, creating a sense of energy and focus. The text "WILL IT INFLUENCE?" is overlaid in the center of the image in a white, serif font.

WILL IT INFLUENCE?

The brand beacon checklist

Is it true?

Is it different?

Will people support it?

Can it last?

Can it influence?



Wales. Golf As It Should be.

6, 7, 5, 6, 7, 7, 9, 7, 5, 6, 6, 7, 8, 6, 7, 6, 8, 5,
but happy.



We all get those days.
Where you seriously consider
pecking it all in and taking up
darts or something.
But even a bad round here
has its positives.
Stunning championship courses.
Very reasonable green fees.
No pretentious nonsense.
A good walk through our
beautiful countryside.
And best of all, in Wales
tomorrow's always another day.

golfasitshouldbe.com



Wales. Golf As It Should be.



2. Share your story



Pennard – The Links in the Sky



Royal St David's



Nefyn



3. Think Creators not Customers








4. Stand Out. Don't Stand In





Which course?


 Immerse yourself in a golfer's paradise with meticulously manicured fairways and greens, set against the backdrop of the picturesque Andalusian mountains.

 Tee off on our championship course designed to test your skills and provide an unforgettable golfing experience. Whether you're a seasoned pro or a casual player, Andalusia Golf Course caters to all levels of expertise.

 Enjoy year-round sunshine as you play, with the region's mild climate ensuring optimal playing conditions and a comfortable atmosphere for your rounds.


 After an exhilarating game, indulge in exquisite dining at our on-site restaurant, offering delectable dishes crafted with local flavours and international flair.


 Rest easy knowing our dedicated staff is committed to providing exceptional service, ensuring your visit is nothing short of extraordinary.


 Elevate your golfing experience at Andalusia Golf Course – where every swing is a celebration and every moment is a memory. Book your tee time now and discover the ultimate golf destination in Andalusia!"


Any Course


Unleash Your Golfing Passion in Paradise – Welcome to Any Golf Course!


 Immerse yourself in the golfing utopia of the Algarve, where sun-kissed fairways meet the shimmering Atlantic coastline. Any Golf Course invites you to experience the epitome of golfing excellence in one of Europe's premier golf destinations.

 Tee off on our world-class championship courses, designed by golfing legends and set against the stunning backdrop of golden cliffs and azure waters. Challenge your skills amidst lush greens and discover the thrill of golfing in paradise.

 Bask in the Algarve's year-round sunshine, ensuring perfect playing conditions no matter when you visit. With a climate that embraces golf enthusiasts, every day is a golfer's dream come true.

 Beyond the game, indulge in the luxurious amenities of our clubhouses, offering panoramic views and exquisite dining. Celebrate your victories with gourmet cuisine and a selection of fine wines, all served with a touch of Algarve's warm hospitality.

 At Any Golf Course, our commitment to excellence extends from the fairways to the clubhouse. Our dedicated staff is here to ensure your golfing escape is seamless, memorable, and truly extraordinary.

 Escape to the Algarve – where golf meets glamour, and every swing is a stroke of perfection. Book your tee time now and embark on a golfing journey that combines the thrill of the game with the beauty of the Algarve landscape. Any Golf Course awaits – your golfing paradise in Portugal's gem!"

5. Create positive moments





the
Triangle

Park & Ride East

You wait 83 years for a Welsh Ryder Cup bus.
Then they all turn up at once.

www.wales.com



Whitstable ▲ Herne Bay ▲ Canterbury



Rugby World Cup, FA Cup, The Ashes,
The Ryder Cup. Hello again, world.

DRESS CODE IN THE CLUBHOUSE

**BLUE DENIM, SLEEVELESS
SHIRTS, COLLARLESS TEE
SHIRTS, GOLF & TRAINING
SHOES ARE NOT PERMITTED**

**THE USE OF MOBILE PHONES IS NOT
ALLOWED IN THE PUBLIC AREAS**

**WENTWORTH CLUB SHALL NOT BE
LIABLE FOR LOSS OR DAMAGE TO THE
PROPERTY OF MEMBERS AND/OR THEIR
GUESTS, NOR ANY BODILY INJURY,
UNLESS SUCH LOSS, DAMAGE OR INJURY
IS CAUSED BY THE NEGLIGENCE OF
WENTWORTH CLUB**

**FOR YOUR SAFETY AND PROTECTION
CCTV CAMERAS ARE IN OPERATION**

6. Be Likeable



THE
LOGO
REF



RYANAIR

easyJet

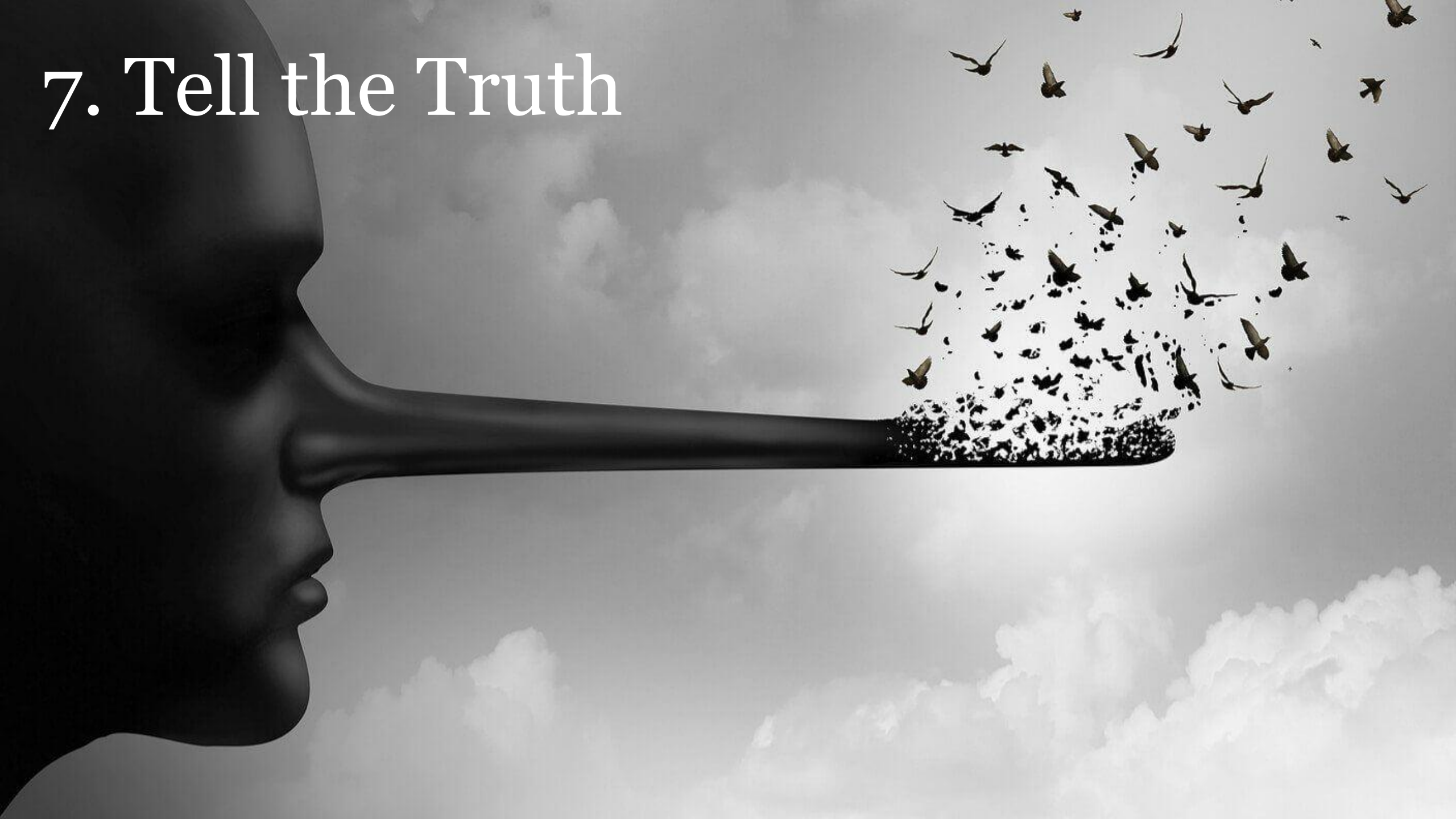
Croeso i Welcome to **MONTGOMERIESHIRE**



www.wales.com



7. Tell the Truth



What a result!
Everyone got to spend
an extra day in Wales.

Congratulations to the European Ryder Cup
team from Wales. All 2,903,085 of us.

wales.com



8. Be Good



dormice, toads, golfers.
everyone's welcome on our courses.

During the construction of The Twenty Ten Course at The Celtic Manor Resort
we made overhead road crossings for dormice and underground crossings for toads.
If we take this much care of our wildlife just imagine what we do for our visitors.

Our first Ryder Cup is coming to Wales 1st-3rd October 2010. When are you coming?



golfasitshouldbe.com



9. Turn Tedia to Media

Six years ago this was a field.
We can transform your business too.





The Romans once lived here.
They knew how to pick a good spot.



Six years ago this was a field.
We can transform your business too.

www.wales.com



Wales: 3 National Parks.
0 picnic stealing hungry bears.



Wales: 3 National Parks.
0 picnic stealing hungry bears.











10. Belong – Be Part of Something

A person is holding a rectangular chalkboard with a light-colored wooden frame. The chalkboard is dark green and has the words "to be part of" written in white chalk on the top line and "Something" written in white chalk on the bottom line. The person's hands are visible at the bottom corners of the frame, holding it steady. The person is wearing a dark jacket with a purple and blue patterned lining. The background is dark and out of focus.

to be part of
Something

Discussion and Questions