



## Outline

### “How to Translate our Brand Identity into Actual Marketing”

#### Brand Messaging

## I. BACKGROUND

With the extension of the Wadden Sea World Heritage with the Danish Wadden Sea a five-year journey has been concluded: The entire Wadden Sea stretching along the North Sea coast of the Netherlands, Germany and Denmark is now on the World Heritage List – recognition of its global importance and its excellence in management and protection.

Within the Wadden Sea region a lot of well-known brands already existed before the nomination as a World Heritage Site took place: e.g. tourism destination brands Fryslan, Nordsee, Ostfriesland, and protected area brands like Nationalpark NDS + SH, HH etc.. Therefore an umbrella brand concept associated with a strong dominance of one brand was dismissed for the Wadden Sea World Heritage, instead it was aimed at a place branding to increase the attractiveness of the whole place- regardless of the country or region.

A brand paper was developed in the last year providing a lot of information on the World Heritage process and on the brand elements. The text offers background on the Wadden Sea World Heritage Brand identity, but on a very broad level. To be particularly useful to the stakeholders who will need to understand how to employ the various brand elements in their communications, a brand communication plan is needed to translate the Brand Identity into Actual Marketing.

Therefore, a strong marketing that works in tandem with outstanding communications is needed to ensure that the Wadden Sea World Heritage has something to offer that the target audience is aware of, understands and, most importantly, values.

The key message that defines the Wadden Sea World Heritage destination and why it is globally important is:

#### *One Wadden Sea, One Global Heritage*

- A wealth of biodiversity.
- A landscape of unique natural dynamics.
- An unforgettable experience for all.

## II. OBJECTIVES

- A) Outline of a long-lasting strategy and brand program:
- How to engage the different stakeholder groups / multiplier involved
  - How to create an emotional bond with all those engaged with Wadden Sea World Heritage
  - How to implement the brand into all we do

- B) Development of a tagline that captures our objective and allows for regional distinction for each target group.
- C) With the tagline in mind, the third task is to develop statewide and regional core marketing messaging that partners may use to develop various materials such as:
  - User guides
  - Advertising in the media
  - Press releases
  - Brochures
  - Maps
  - Social media
  - Etc.

### III. AIMS OF THE BRAND MESSAGING

- To transport the Brand story and its messages
- To adapt key messages for individual audiences
- To guarantee local perspective within the messaging and to align with visitor interests as identified by market researches
- To provide a unique opportunity for different stakeholder engagement

### IV. OUR AUDIENCES

Our objectives are focused on people and how they 'experience' the Wadden Sea World Heritage brand. We need to touch their hearts and minds with the spirit of our brand.

The key audiences for our brand are:

- People who live in the Wadden Sea Region – Residents
- People who run businesses in the Wadden Sea Region –Business owners
- People who work in the Wadden Sea Region – Workers
- People who visit the Wadden Sea Region – Visitors
- People who have leadership roles in the communities and in organisations – Partners
- People who work in conservation and maintenance of the World Heritage – Custodians

### V. SCOPE OF WORK / RFP

We are looking for an integrated communications and design agency with expertise in branding, business-to-business marketing, and internal and external communications. It is critical that the agency be open and flexible in its processes including creative design. We are requesting assistance in developing a brand communication strategy for the various target audiences and messaging, internal and external launch plan and implementation.

#### Time

- Deadline Call for Tender (2 weeks): **30 April 2015**
- Estimated effort: approximately 15 work days
- Time period: April - May 2015,
- Anticipated delivery of report 12 June 2015.

## Background Information

### Reports

1. World Heritage “The Wadden Sea” by UNESCO  
[Statement of Outstanding Universal Value \(OUV\), 2014](#)
2. World Heritage Strategy (draft version 2013):  
[www.waddensea-secretariat.org/sites/default/files/Meeting\\_Documents/WSB/WSB13/wsb\\_13-5-3-wh-strategy-draft.docx](http://www.waddensea-secretariat.org/sites/default/files/Meeting_Documents/WSB/WSB13/wsb_13-5-3-wh-strategy-draft.docx)
3. [Sustainable Tourism in the Wadden Sea World Heritage Destination, Action Plan Sustainable Tourism](#)
4. World Heritage Brand Paper:  
[www.prowad.org/system/files/Wadden%20Sea%20Brand%20Paper-lowres.pdf](http://www.prowad.org/system/files/Wadden%20Sea%20Brand%20Paper-lowres.pdf)
5. Communication Strategy for the Trilateral Wadden Sea Cooperation:  
[www.waddensea-secretariat.org/sites/default/files/downloads/twsc\\_com\\_guidelines\\_single\\_pages\\_2013\\_may.pdf](http://www.waddensea-secretariat.org/sites/default/files/downloads/twsc_com_guidelines_single_pages_2013_may.pdf)
6. Workshop Report  
Communication Marketing:  
[www.prowad.org/system/files/World\\_Heritage\\_Stakeholder\\_Workshop\\_2012.pdf](http://www.prowad.org/system/files/World_Heritage_Stakeholder_Workshop_2012.pdf)

### Trilateral Communication Strategy (2012)

[www.waddensea-secretariat.org/sites/default/files/downloads/twsc\\_com\\_guidelines\\_single\\_pages\\_2013\\_may.pdf](http://www.waddensea-secretariat.org/sites/default/files/downloads/twsc_com_guidelines_single_pages_2013_may.pdf)

### Internet

[www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org)

[www.prowad.org](http://www.prowad.org)

### YouTube

[www.youtube.com/user/WaddenseaUWHS](http://www.youtube.com/user/WaddenseaUWHS) (all stories)

[www.youtube.com/channel/UCYRzxEiSHoolO34pDaiObsw](http://www.youtube.com/channel/UCYRzxEiSHoolO34pDaiObsw)  
(story teaser, PROWAD, UNESCO-Doha 2014)

### Facebook

[www.facebook.com/WaddenSea.WorldHeritage](http://www.facebook.com/WaddenSea.WorldHeritage)