

Towards a bottom-up methodology for investigating the branding of Greece on the internet

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Cross-National Seminar
Branding Nations, Products and Sensory Experiences:
How is it all Perceived by Customers and Tourist?

Limassol, Oct 26-27, 2018

Destination Branding

- Reputation of a country; the brand images of companies and products
- Country image; influence the behaviours and attitudes of “target audience”
- Destination branding has considerably grown in importance over the years.
- Synonymous with Competitive Identity
- Represents the core essence and enduring characteristics which comprise its personality
- Distinctive and different from all its competitors.

Brand DNA

- Sum of perceptions; influence attitudes - destination at an emotional level.
- Mix of core characteristics of the place; distinctive and memorable.
- Enduring essence of the place; different from all other places (and competitors).
- A destination brand exists in the eyes of the beholder.
- Credible and real, it cannot be manufactured.
- The way in which a destination nurtures, develops and presents its core characteristics to its main audiences
- Enables it to establish, reinforce, or even change its reputation

At the Core of All Marketing Activities and Behaviour



Experience Economy

- Destination brand evolve to meet consumer needs and challenges.
- “Experience economy” describe the new type of economy; follows on from the industrial and service economies.
- People seek a value return; experience, not physical product.
- People search for authenticity; refresh their mind and soul, reconnect with a partner/family.
- Travelling; learn another language, paint, experience a different culture, pursue an interest or hobby.
- Experience becomes the object of the holiday, not just relaxation or sightseeing.
- Fulfillment comes from involvement, understanding and self-improvement.
- Returning home you are a more knowledgeable, spiritually refreshed, or more experienced person.

Maslow's Hierarchy of Needs

Level at which people are increasingly seeking fulfilment through travel



Self-actualisation

Morality,
creativity, spontaneity,
problem-solving,
lack of prejudice,
acceptance of facts

Esteem

Self-esteem, confidence, achievement,
respect of others, respect from others

Love/belonging

Friendship, family, sexual intimacy

Safety

Security of: body, employment, resources, morality,
family, health, property

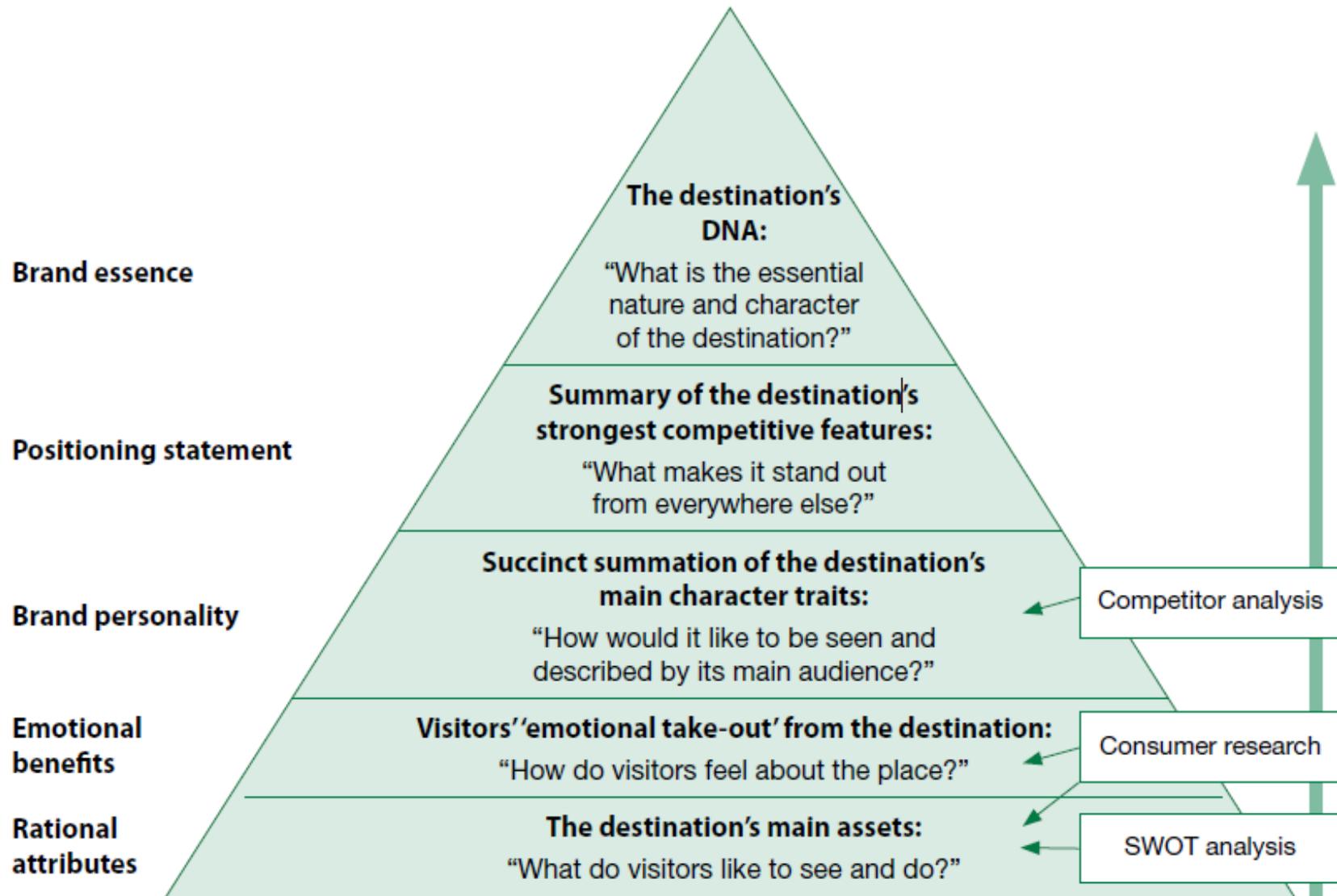
Physiological

Breathing, food, water, sex, sleep, homeostasis, excretion

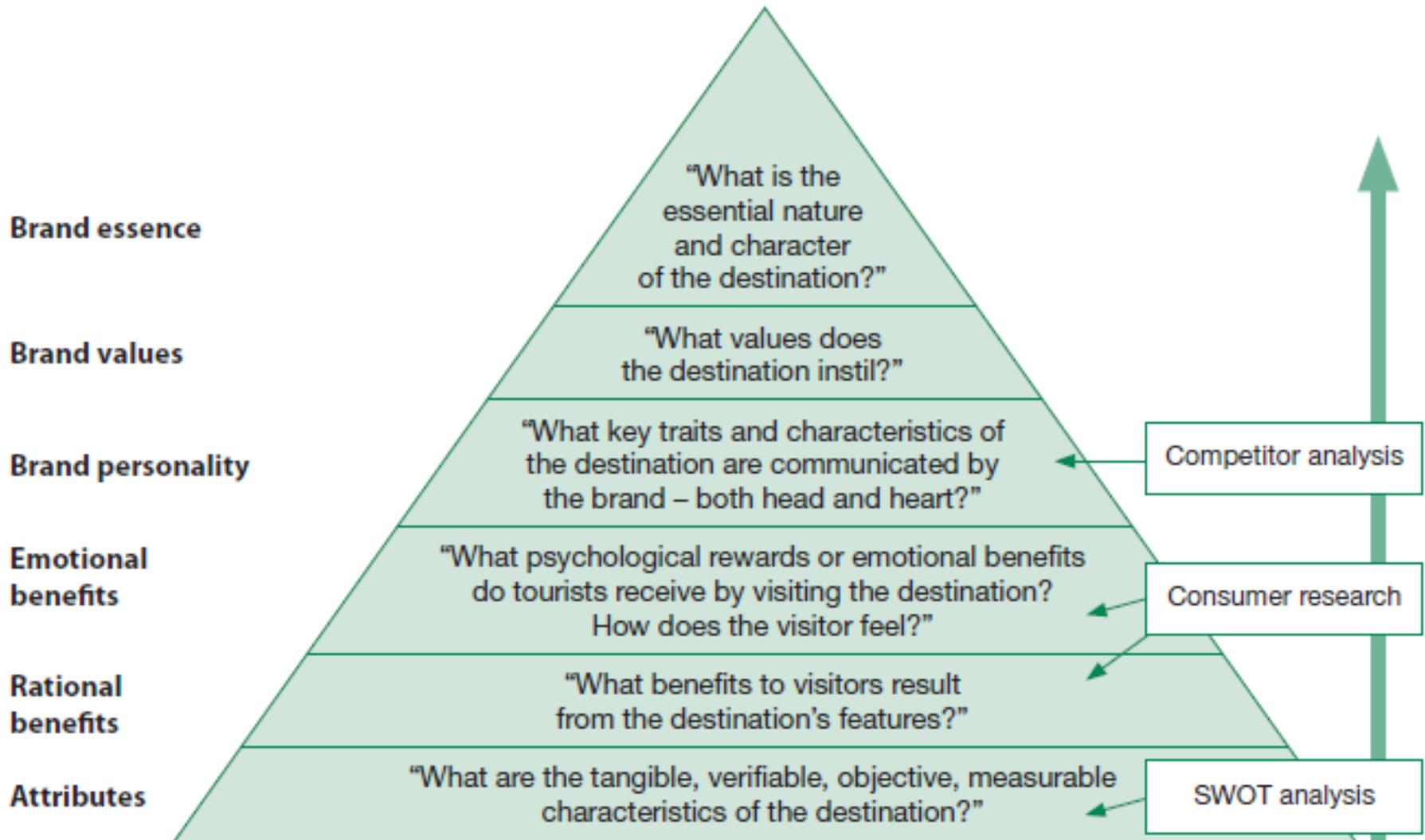
The Brand-building Model

- Establish the brand's core essence.
- Find answers on behalf of potential visitors.
 - What are the main things I like about the destination?
 - What sort of place is this?
 - How does it make me feel?
 - How would I describe it in one sentence?
 - What makes it different from all other destinations?

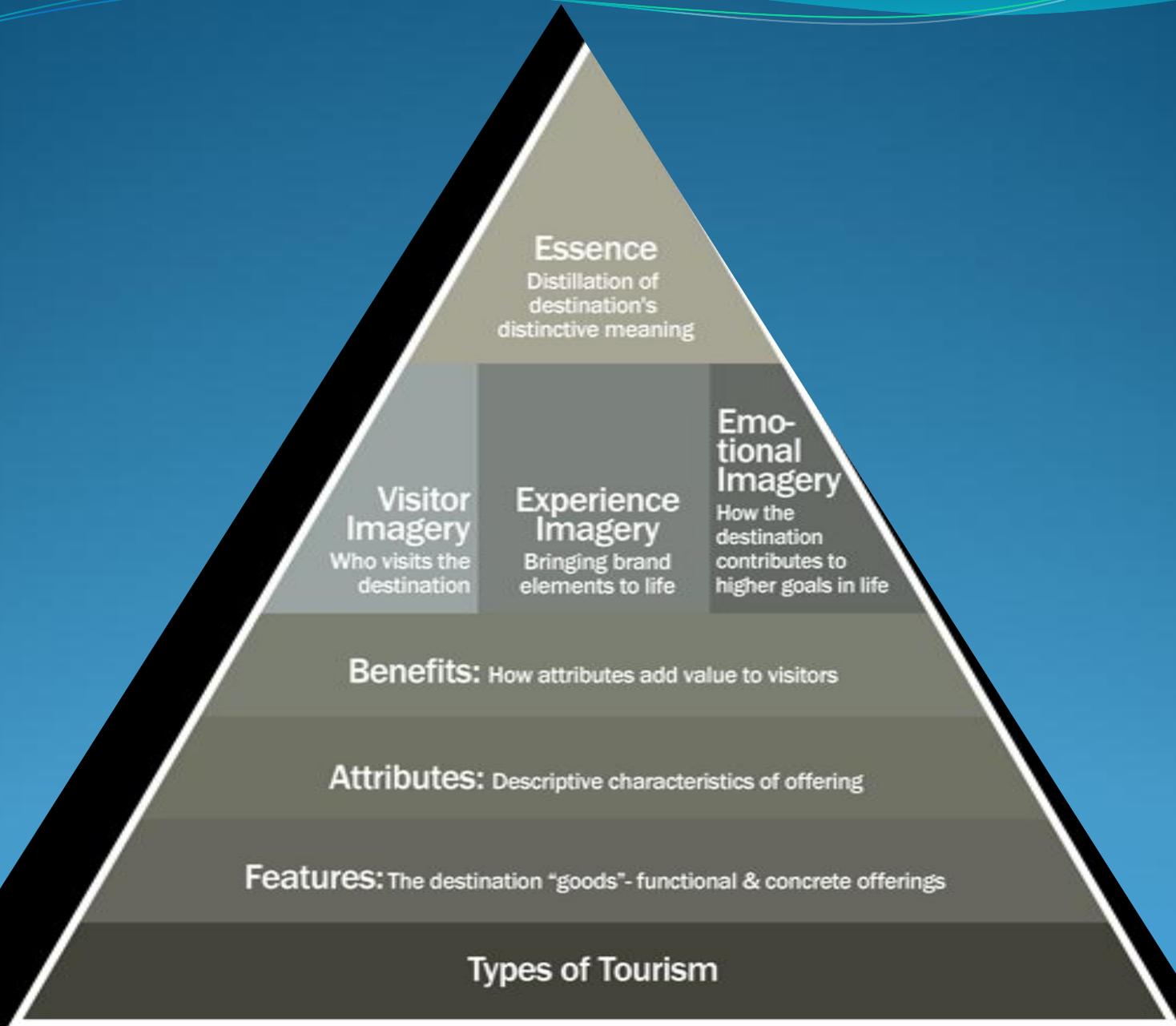
A Five-Stage Brand Pyramid



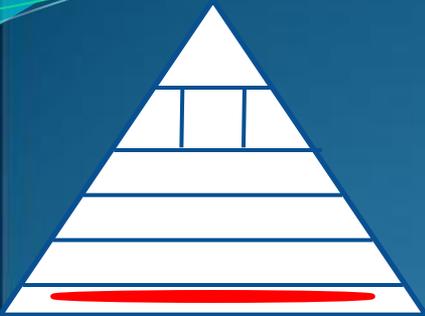
A Six-Stage Brand Pyramid



Climbing up the Brand Pyramid

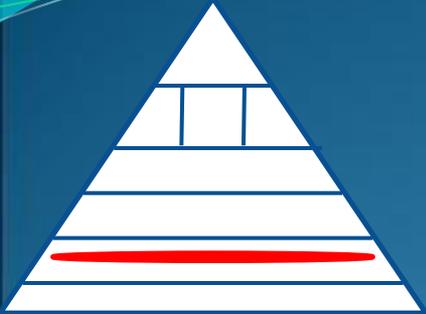


The Base: Types of Tourism

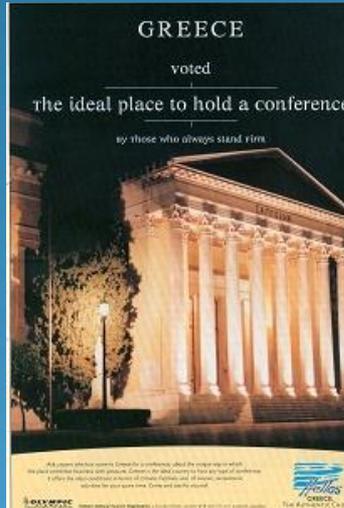


Tourism sector	Visual element		Written element
<p>Seaside the set of experiences mainly related to the sea and a mild climate, known as "Sun and Beach" or "Sun and Sea" sector</p>	 <p>GRECE 30s poster</p>	 <p>Google+ post</p>	<p>Ile de Mykonos Grece</p> <p>Tour the green picturesque Spetses, the Island of Spices. Enjoy your walk :-) http://goo.gl/B2E17k</p> <p>#Spetses #destination #greekislands #walking #tour #travel #onfoot #architecture #history #Greece #inspiration #visitgreecegr</p>
<p>Nautical leisure holidays on a boat</p>	 <p>YACHTING IN GREECE 60s poster</p>	 <p>Twitter post</p>	<p>Yachting in Greece</p> <p>Good morning from Symi #Greece #VisitGreece #Travel #ttot</p>
<p>Cultural specific cultural attractions such as heritage sites, artistic and cultural manifestations, arts and drama</p>	 <p>Print ad; "Greece: Beyond words!"</p>	 <p>Facebook post</p>	<p>Theatre <i>Θέατρον</i> Originally a Greek word. For Classical Greek Theatre see "Electra" by Sophocles. For modern cultural scenery visit the National Gallery. Or see the Cyclades at sunset. Why not appear on stage this summer?</p> <p>Sounio from above! #VistGreece  Mihalis Mast</p>

Features



Poster around 50's

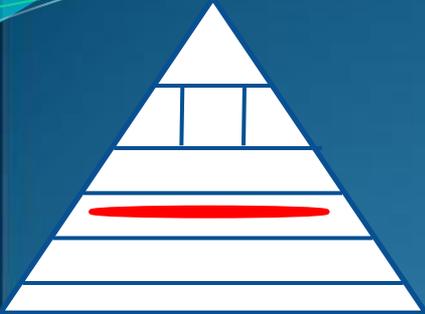


Print ad (1997)



Photo from Google+ and Pinterest posts (Molivos castle)

Attributes



Hmm...Still in Crete. Let's try something different.

In Crete again, or haven't left yet? Who says that during your summer holidays all you can enjoy is sun-kissed beaches and water sport activities? Well, in **Crete** at the same time you can enjoy night life to its maximum, live for a while like a millionaire, sunbathe with the beau monde and find peace of mind on a serene island teeming with history that has inspired best-selling famous writers. Try some of the things on offer, or why not? Try them all!

Read more...

(teaser form the July 2011 newsletter)

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Summer? Greece, of course. Where else?



The month our heart has drawn up some summer itineraries just for you. Our reporters have personally visited the places we propose to find exactly the beautiful and best suited along the coastal paths that you'll most enjoy. They have explored the beautiful coast's options to visit some scenic locations around the Mediterranean Sea.

We do think it's about time for you to get over that taste of the legendary Greek summer. The summer we love in Greece has not yet left. The summer we and our editors love is here to inspire you to adventure.

P.S. Don't forget to watch the video and later to our editors asking about their summer experience in Greece!

Crete gazes at the Libyan Sea. Do the same!



In the southern part of Crete, and particularly near the capital city, Souda Bay, the summer sun and sea offer a different pace. From the old Venetian port to the modern city of Souda, you can find a mix of old and new. The sea is crystal clear and the sun is bright. The night life is vibrant and the atmosphere is relaxed. It's a perfect place to enjoy your summer vacation.

Hmm... Still in Crete. Let's try something different.



In Crete again, or haven't left yet? Well, who says that during your summer holidays all you can enjoy is sun-kissed beaches and water sport activities? Well, in **Crete** at the same time you can enjoy night life to its maximum, live for a while like a millionaire, sunbathe with the beau monde and find peace of mind on a serene island teeming with history that has inspired best-selling famous writers. Try some of the things on offer, or why not? Try them all!

An intoxicating combination of blue and green



Imagine the freedom to drink and dine in a town for centuries. With green hillsides that reach right to the beach, golden sunlight reflected in the sea, and a relaxed atmosphere, you'll find a perfect place to enjoy your summer vacation. The sea is crystal clear and the sun is bright. The night life is vibrant and the atmosphere is relaxed. It's a perfect place to enjoy your summer vacation.

Seaside in Greece



Who said "the absolute best of the best" is the most beautiful place the sun has ever set? It's not just something you say, it's beautiful! It's the perfect place to enjoy your summer vacation. The sea is crystal clear and the sun is bright. The night life is vibrant and the atmosphere is relaxed. It's a perfect place to enjoy your summer vacation.

Special feature: 6 general itineraries to Crete



When you want something new this season, the island offers a perfect place to enjoy your summer vacation. The sea is crystal clear and the sun is bright. The night life is vibrant and the atmosphere is relaxed. It's a perfect place to enjoy your summer vacation.

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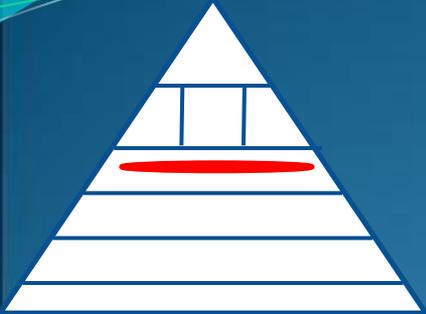
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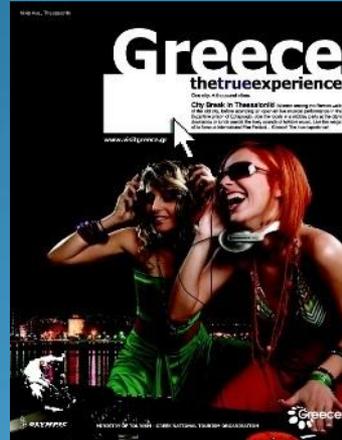
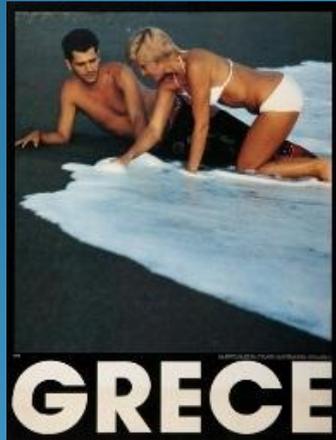
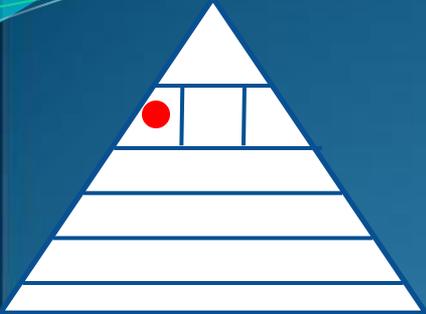


Spa by the sea. Attica

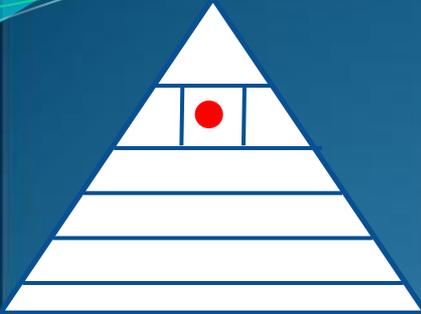
5000 years of abundant waters was all that was needed to take advantage of the many natural healing water sources and to discover the therapeutic properties of sea water. From the ancient "loutropolis" spa towns to today's ultra-modern spa resorts...Greece offers a multitude of alternative vacation options to heal both body and soul.

Print ad; Greece 5000 years old: A masterpiece you can afford (2009)

Visitor / Experience / Emotional Imagery



Visitor / Experience / Emotional Imagery



Allow yourself to be taken in by the endless homeland of craftsmen and artisans in Arcadia. Absorb it all while enjoying home-cooking in a stone-village you never imagined existed. Go hiking in breathtaking steep canyons or rafting in mythical rivers. Discover Byzantine castles and historic monasteries built on the rocks.

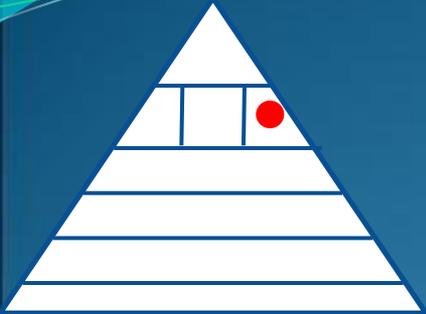


Fulfill your dreams. Feel your body purified by the cleansing experience of thalassotherapy. Embrace Greek cuisine, feast on fresh fish and vegetables in virgin olive oil. Enjoy one of Corfu's private pine-tree beaches during a stress-relief massage session while a light breeze relaxes you even more.



Let the road take you to Kastoria to walk around one of the most beautiful lakes in Greece or go rowing on a traditional boat. Then drive to the historic village of Nymfaio hosting some of the most famous wine varieties; wander around the cobblestone path in the copper-beech forest or go horseback riding.

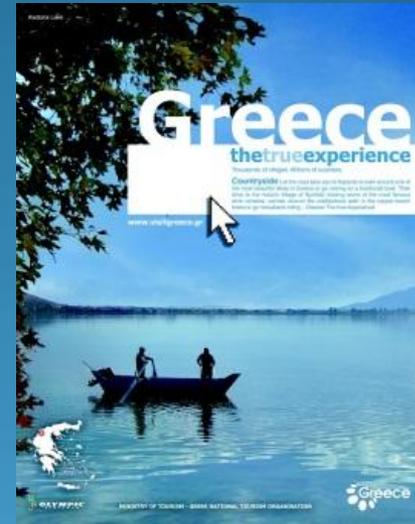
Visitor / Experience / Emotional Imagery



Self-fulfillment

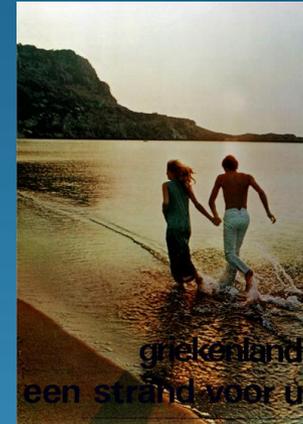
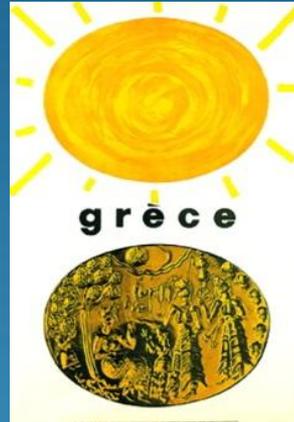
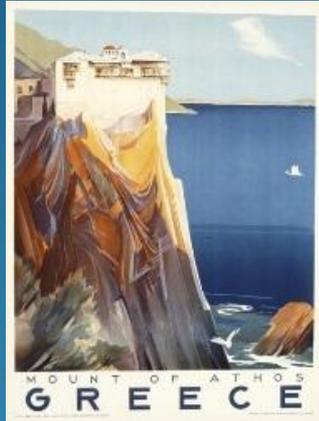
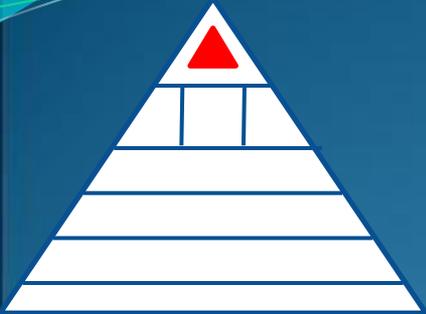


Satisfaction



Safety

Brand Essence



Visit Greece @VisitGreecegr 16 May
Good luck #Greece! #travel #tot #eurovision ow.ly/13nkZ
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Koza Mostra & Agathon Iakovidis - Alcohol Is Free (Greece) 2013...
Powered by: <http://www.eurovision.tv> Koza Mostra & Agathonas Iakovidis will represent Greece at the 2013 Eurovision Song Contest with the song Alcohol Is Fre...

[View on web](#)

Visit Greece | Summer Fruits, water melon. Those juicy teasers are the super stars of the hot Greek summer, thanks to their freshness. Sliced or diced, in salads or juices, in jams or spoon-sweets, in sweet or salty foods, they promise to offer seducing pleasure to those tasting them. And they keep their promise!

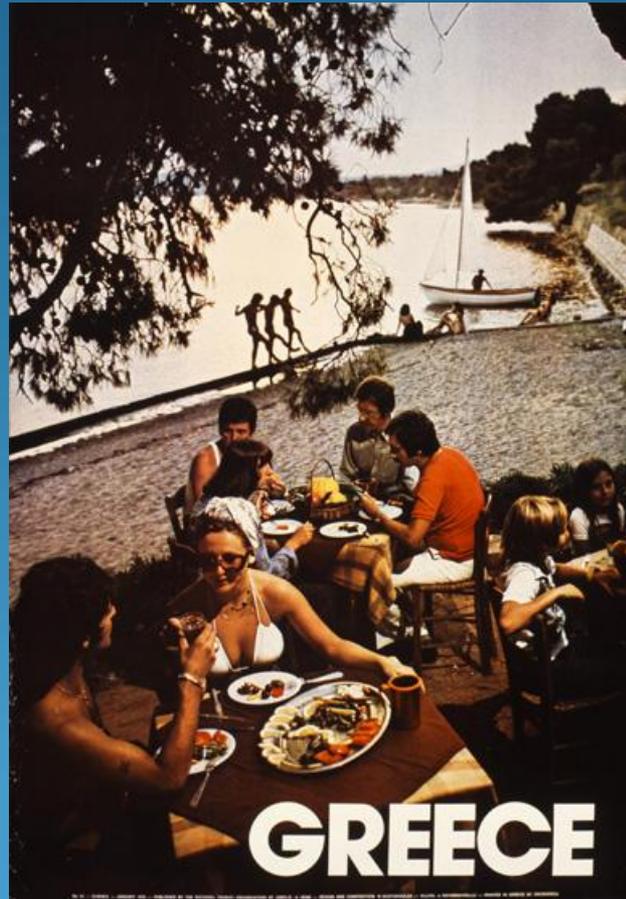
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Concluding Remarks

- Promotional tool obeys the brand essence caveat; a realization.
- The basis is what we find at the top.
- The bottom also be the top.
- The pyramid works also in reverse.
- The process;
 - Full of experiences,
 - immensely rich in variety bottom
 - Decomposes until it reaches the top,
 - Real things and fantasy-like descriptions; a strong experience.
- Unique quality, an unforgettable essence: Greekness.
- For the future: Peirce and theory of signification, (Icon, Index, Symbol, Firstness, Secondness, and Thirdness)
- How a country aspires to be a unique destination transforming its assets into qualities

Bottoms up in Limassol



Thank for your attention