SUPER, NATURAL®
BRITISH COLUMBIA
AN INTRODUCTION TO OUR BRAND
British Columbia offers the traveller a unique set of opportunities. Our diversity of landscapes and variety of experiences, as well as the warmth and welcome of our communities and peoples, all contribute to what is the Super, Natural British Columbia® brand. When British Columbia’s tourism industry collectively presents our province in a consistent manner, we have a more defined brand, and a more memorable story to tell.

This book has been designed as a tool to help you bring the Super, Natural British Columbia brand to life and to ensure it works with your communications so that each prospective traveller to British Columbia is engaged by a brand impression that is modern and relevant.

Please note: Super, Natural British Columbia is a registered trademark of the Province of British Columbia and can only be used by tourism partner organizations under licence.
For over thirty years the Super, Natural British Columbia brand has been an iconic destination brand that has influenced perceptions and inspired millions of people to visit British Columbia.

Keeping a tourism brand relevant and distinct with consumers is a non-stop process; continual research and monitoring is required to ensure that the Super, Natural British Columbia brand is relevant and motivating to our consumers so that they will choose BC for their next vacation over another destination.
We conducted a research study of the Super, Natural British Columbia brand with the objective of:

- Ensuring the Super, Natural British Columbia brand maintains its distinctive position in the market
- Strengthening our brand offering
- Determining how to best align and integrate Regional Brands with Super, Natural British Columbia

What we heard is that:

- The first and strongest association with BC is our awe-inspiring beauty; it is the backdrop that frames all other perceptions of BC
- People in BC are perceived to be active, energetic and respectful of the natural environment and of other cultures
- There is a rich variety of activities, often readily accessible

Yet despite the strength of the Super, Natural British Columbia brand, we also heard that there is no sense of urgency, no compelling reason to travel today; gaining a voice in a fragmented tourism market is becoming harder to achieve.

By tapping into the natural energy of people interacting and engaging with BC’s rich social, cultural and natural environment we can strengthen our brand offering and:

- Make BC more compelling, dynamic and personally involving
- Create a sense of urgency to travel now!
- Add the allure of the possibility and the experience of visiting BC
THE OPPORTUNITY

The road ahead

We set out to rebuild our brand strategy document – the Brand Blueprint.

The Brand Blueprint outlines our target audience, our inherent benefits, our personality and ultimately describes the emotional appeal of the Super, Natural British Columbia brand.

As you read through the Blueprint keep in mind the following rules we embraced:

1. It is critical to maintain natural beauty as the key element – it is what makes a visit to BC (to engage in any activity) unique.

2. It is very important to move the brand away from the passive and laid back “postcard” depiction of British Columbia. Instead, tap into a more overt, natural sense of energy. An energy that can be found in our urban centres just as easily as it can be uncovered in the outdoors.

We hope that by using this document, you get a better understanding of what our customers want and how we can deliver a stronger, more meaningful brand in all our communications.
OUR BRAND VISION

We facilitate building and nurturing a brand that engages and inspires individuals to travel to British Columbia.

OUR MISSION

Developing a brand platform that inspires and engages our audience, while working in conjunction with regional and community partners, tourism sectors and key stakeholders.
OUR MARKET

Travel that inspires and creates memorable life experiences.

OUR AUDIENCE

Travellers who live life youthfully.

Those who seek out new experiences and inspirations and engage in culture or activities that energize the mind, body and soul.
### OUR ATTRIBUTES

We define the **Super, Natural British Columbia** brand by the values we feel are most important to us, and that set us apart from other destinations. Our personality is how we choose to express ourselves in communications.

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CUSTOMER BENEFITS

The Super, Natural British Columbia brand offers a broad range of benefits to the prospective traveller. Depending on the type of benefit, they fall into two categories:

RATIONAL

- Spectacular, natural beauty
- Cultural diversity
- Diverse activities and city experience

EMOTIONAL

- Involved and a sense of awe
- Sensory engagement
- Sense of energy and possibility
The Brand Trigger is a lens used to assess all our communications, and how we keep the Super, Natural British Columbia brand contemporary, relevant and focused. It’s what every brand touch point should aspire to. Does it make you sit back, or lean forward? Is it just informative, or is it involving? Travel at its best is an emotional experience, and by applying the Brand Trigger, we bring the Super, Natural British Columbia brand to life.

Our Brand Trigger has been designed to describe our brand in two words, the words represent what the brand’s fundamental benefit is, and how the brand uniquely delivers on this benefit.
What does it mean to be Naturally Alive?

It’s the difference between “living” and being “alive.”

When time is more important than place; when life is pushing you faster instead of pulling you closer; when you sit with your back to the window because the view is distracting, then you are just “living.”

But when you’re trying to fully appreciate life and your place within it; when you feel more than you think; when you can smile because of where you are, not who you are; then you’re “alive.”

“Naturally” our most striking assets are environmental. But that environment has also influenced what we have created, and how we live, within it.
SUPER, NATURAL BRITISH COLUMBIA®
AN INTRODUCTION TO OUR BRAND
THE UNIQUE REGIONS OF BRITISH COLUMBIA

The six regions of British Columbia play an integral role in defining the Super, Natural British Columbia brand. Each region has its unique own set of physical characteristics, attractions and activities that set it apart from the rest of the province. These are summed up in the regional brand positioning statements.

At the same time, each region represents a part of the whole. Together, they make the Super, Natural British Columbia brand multi-faceted, enduring and incredibly strong.

When your communications are in line with the relevant regional brand, this strengthens both the region’s identity and the overarching Super, Natural British Columbia brand.
VANCOUVER ISLAND

BRAND POSITIONING
Dramatic Coasts & Ocean Experiences

VISITOR EXPERIENCE

Visiting Vancouver Island and the Gulf Islands provides the visitor with an experience defined by the power and the beauty of the Pacific Ocean. Spectacular shorelines, dense ancient rainforests and water-based adventures frame its people and the experiences it offers visitors.

Diverse, coast-inspired activities range from wildlife watching and fishing to spectacular golf, culinary and artisan discoveries. In this region you will also find Victoria, a city that combines British heritage with a modern vibe and the resplendent outdoors.
Welcoming visitors from around the world to a region that offers incredible cultural diversity, culinary inspiration and adventures big or small, rural or urban, active or relaxing; it is a region of seemingly unlimited opportunities for memorable travel experiences.

VANCOUVER, COAST & MOUNTAINS

BRAND POSITIONING
Cosmopolitan & Outdoor Discovery

VISITOR EXPERIENCE
Welcoming visitors from around the world to a region that offers incredible cultural diversity, culinary inspiration and adventures big or small, rural or urban, active or relaxing; it is a region of seemingly unlimited opportunities for memorable travel experiences.
THOMPSON OKANAGAN

BRAND POSITIONING
Sun-drenched Landscapes & Casual Sophistication

VISITOR EXPERIENCE
The first thing a visitor notices in the Thompson Okanagan is the land; rich in diversity, colourful and fruitful. Massive lakes and rivers feed orchards and award-winning vineyards, while the sun drenches rolling hills and mountains providing the ultimate backdrop for four seasons of activity.
A spectacular mountain playground for those who love to get outside and play. Ski, golf, hike, mountain bike, or just take in the home-spun culture in a region featuring five sky-scraping mountain ranges including the world-renowned Rocky Mountains.
CARIBOO CHILCOTIN COAST

BRAND POSITIONING

Diverse Adventures & Pioneering Spirit

VISITOR EXPERIENCE

The Cariboo Chilcotin Coast offers three distinct experiences: the Cariboo, with its seemingly limitless lakes, vast ranchland and rich pioneering history, welcomes cowboy-wannabes and flyfishers by the score; the Chilcotin, with its wide open plains bordered by rugged mountains, is known for its diverse outdoor experiences; and the Coast, with its pristine environment and rainforest-filled fjords, is ideal for adventure, wildlife and sea experiences. Combined this region offers limitless one-of-a-kind experiences for the adventurist who enjoys the “path less chosen,” for those looking to re-connect with their pioneering spirit, nature, and themselves.
NORTHERN BRITISH COLUMBIA

BRAND POSITIONING
Unspoiled Landscapes & Natural Habitats

VISITOR EXPERIENCE
An expansive, diverse and spectacular world for outdoor enthusiasts. The visitor who visits Northern BC is drawn to the frontier of the North by its beauty, the uncrowded wide-open natural spaces, abundance of wildlife and unique Aboriginal culture.
SUPER, NATURAL BRITISH COLUMBIA PHOTOGRAPHIC PRINCIPLES
Our photography style gives the viewer a more intimate, visceral taste of what a BC vacation might be like. In choosing photography, it is critical that we communicate the unique energy of BC: an energy that is prevalent everywhere in the province, an energy that you find in our urban centres, through our culture and people, and the power and energy of our spectacular outdoors.

It is a style that moves away from picture perfect “postcard” imagery, to one that makes the viewer feel involved with, not just informed by, the image.

It is also a style that works on a regional, community and tourism business level, helping you tell your unique story to prospective travellers from around the world.
PHOTOGRAPHIC PRINCIPLES

SIGNATURE PHOTOGRAPHY

Signature shots must instantly communicate:

- A sense of awe-inspiring beauty
- The uniqueness of British Columbia
- Drama/Enormity/Majestic nature of the province
- A sense of perspective or human interaction

It should elicit an emotional response in the viewer that most approximates being there.

EXPERIENCE PHOTOGRAPHY

Starts to tell a story or provide context to the audience.

Should communicate a sense of place or activity that the viewer will find stirring.

In the proper editorial context, landscape can be sacrificed for activity.

Sense of engagement, energy and personal perspective is essential; as long as this is achieved, the shot does not need to always include people.

SOCIAL / CULTURAL PHOTOGRAPHY

Tells the story of where we live and how we live.

Depicts the way of life in BC, including the people, places, cultures and events that define us.

Provides an intimate perspective on the subject.

The subjects should be engaged and not staged or posed.

Casting should be genuine and reflective of the multi-culturalism of BC.
The following pages illustrate the differences between off brand and on brand photography. Please refer to the copy points that detail why an image isn’t or is a “signature,” “experience” or “social/cultural” photograph.

**THIS ISN’T:**

- No unique experience
- Not engaging or inspiring
- No sense of place or majestic BC landscapes
- Does not draw the viewer in
THIS IS
Naturally Alive

• Sense of place
• Awe-inspiring beauty
• Personal perspective
• Sensory experience
• Alluring, drawing viewer in
THIS ISN’T:

- Looks staged
- No engagement with nature
- She is an observer, not a participant
- The background looks like a postcard
- Flat light
THIS IS
Naturally Alive

• Unposed
• Showcases majestic BC landscapes
• Dramatic views
• Elicits an emotional experience
• Gives a sense of being there
• Dramatic light
EXPERIENCE

THIS IS
Naturally Alive

• Spontaneous and candid
• Sense of energy and fun
• Captures a moment in time
• Mid-activity
• Engagement with nature

THIS ISN’T:

• No activity happening
• Does not capture a moment
• Not active or energetic
THIS IS
Naturally Alive

• Welcomes viewer into the shot
• Unexpected viewpoints
• Gives a sense of being there
• Personal perspective

THIS ISN’T:

• Subject looks like an afterthought
• Does not draw the viewer in
• No personal perspective
• No sense of energy or engagement
THIS IS
Naturally Alive

THIS ISN’T:

- Posed and staring at the camera
- Not engaging or inspiring
- No activity happening
- Does not communicate an experience

SUPER, NATURAL BRITISH COLUMBIA®
An introduction to our Brand

• Depicts a way of life
• Sensory experience
• Intimate perspective
• Unique experience
• Selective focus
THIS IS
Naturally Alive

• Unposed/Candid
• Tells a story
• Captures a moment
• Intimate perspective
• Communicates an experience

THIS ISN’T:
• Looks staged or posed
• Does not draw the viewer in
• No activity happening
• No natural human interaction
SUPER, NATURAL
BRITISH COLUMBIA®

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