

REVISED



chris herron design

Creative Strategy: The Hell Brand: Abridged Version

PROJECT OVERVIEW

HELL OFFICE OF TRAVEL AND TOURISM

Kenneth W. Abaddon
President & CEO

Martin K. Landis
Chief Marketing Officer

BOARD OF DIRECTORS

Dudley F. Roberts

George K. Williams

Scott W. Lee, Jr.

Franklin R. Hackman

Grant L. Hughes

Clark W. Richards

Lawrence P. Madoff

Steven K. Roberts

Herbert C. Walker

Richard D. Bruce

Duke C. Michaels

Scott W. Lee

Thomas S. Williams

CHRIS HERRON DESIGN

Chris Herron
Principal

BACKGROUND

In the winter of 2010, the Hell Office of Travel and Tourism (HOTT) contracted Chris Herron Design (CHD) to address problems with the Hell brand.

The number of visitors to Hell has been in steady decline in recent years due to a number of factors, including a stale and unfocused brand strategy, misguided communication efforts, unsatisfactory visitor experiences, popular misconceptions of Hell, and the effects of the global recession (additional detail on page 2).

WORK TO DATE

In early discussions with Chris Herron Design, the marketing team at HOTT requested a moderate rebrand of Hell; one that would not undermine existing brand equity. This approach was explored by CHD over an eight week period.

During that time, the HOTT board's dissatisfaction with the state of the brand culminated in the decision to elect a new CEO. Kenneth Abaddon emerged from the ranks of HOTT's management team as the ideal candidate. A long-time proponent of a progressive approach to branding Hell, Mr. Abaddon felt that another tentative, incremental branding solution would be counterproductive.

As a result, he tasked CHD with a comprehensive review of all aspects of the Hell brand, from positioning and messaging to the overall visitor experience.

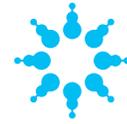
POINT OF DEPARTURE

Based on the analysis contained in the *Hell Brand Review*, a complete overhaul is necessary to ensure long-term viability of the brand. We must communicate to potential visitors that Hell is a pleasurable destination where they can fulfill every worldly desire.

OBJECTIVES

- Signal a change in culture with respect to the Hell brand
- Create awareness of the more positive aspects of Hell
- Instill top of mind awareness of Hell as the world's premier destination
- Craft a single, unified, and approachable voice for the Hell brand
- Reinvigorate the brand by improving all aspects of the visitor experience
- Manage portrayals in the various media, minimize negative publicity

continued



Creative Strategy: **The Hell Brand:** Brand Review Findings

THE CURRENT CLIMATE

According to research conducted by the Hell Office of Travel and Tourism and Chris Herron Design, Hell tourism revenue has decreased by 62% over the past 6 years. The research, along with a series of focus groups with target audience members, identified the following primary causes of the decline:

A STALE BRAND

Hell has been portraying itself the same way for over five centuries. Potential visitors have become completely desensitized to depictions of Hell; the brand has become popular culture background noise. For details, see the commissioned report *Things Are Looking Down For Hell*, by the independent brand consultancy Buzzed On Brands.

COMMUNICATION EFFORTS

Marketing and public relations efforts, as outward expressions of the Hell brand, have not addressed the needs and desires of potential visitors. Hell should be presented as a friendly and fun place where dreams come true.

ATTENTION TO DETAIL

Many of the finer points of the Hell visitor experience have generally been overlooked or downright neglected. Every aspect of the visitor experience needs to be improved for Hell to become the world's ultimate hospitality destination.

COMPETITION

Hell faces stiff competition in the hearts and minds of tourists and other potential visitors. There are numerous world-class destinations to choose from.

CONVENTIONAL NOTIONS OF HELL

Hell has been seen traditionally as the capital of pain and suffering in the universe, which has made it unappealing to potential visitors. This perception has been exacerbated by media portrayals that focus on themes of eternal punishment, misery, and torment.

CURRENT ECONOMIC CONDITIONS

Fallout from the global economic recession has been detrimental to the local economy; businesses have been filing for bankruptcy at an alarming rate, unemployment has skyrocketed, and the principality has been experiencing significant budget deficits due to loss of tax revenue.

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Creative Strategy: **The Hell Brand:** Competitors & Audience

COMPETITORS

PRIMARY

- **Gaming Destinations:** Las Vegas, Atlantic City, Lake Tahoe, Biloxi, Tunica, riverboat casinos, Native American tribal venues, etc.
- **Year-Round Destinations:** Especially those in the Caribbean, Mediterranean, and South Pacific: Bahamas, Cancun, Monaco, Bora Bora, etc.
- **All-Inclusive Resorts:** Club Med, Sandals, Breezes, Sybaris, etc.
- **Metaphysical Destinations:** Heaven, Purgatory, etc.

SECONDARY

Other popular tourist destinations throughout the world, including those catering to children/families: Disney Theme Parks, Six Flags, Universal Studios, Sea World, Busch Gardens, regional amusement parks, etc.

TARGET AUDIENCES

PRIMARY

Our target market is made up of any and all potential visitors: adults, children, families, professional and trade associations, businesses, travel groups, group travel decision makers, and the global public.

SECONDARY

The media, citizens of Hell (particularly those working in the tourism industry), and employees of the Hell Office of Travel & Tourism.

DEMOGRAPHICS

- Gender: men and women, and everything in between.
- Age: young and old, especially the chronically ill.
- Socioeconomic Status: All walks of life, rich and poor. Those with significant means, and those with access to credit or savings.
- See the report *The Hell Visitor In Depths* for more detailed discussion and analysis of target audience demographics.

continued



Creative Strategy: **The Hell Brand:** Analysis

ANALYSIS

EVALUATION OF PREVIOUS EFFORTS

Previous branding and marketing efforts were generated internally without professional branding counsel. To a great extent, they failed to resonate with the target audience. In fact, these campaigns tended to completely disregard the most basic desires of potential visitors, while sending mixed signals with respect to the offerings of Hell.

BRANDING DISCIPLINE

In addition, the sheer number of branding and marketing campaigns created to promote the Hell brand, especially those in the late 20th century, has only served to create more confusion among potential visitors as to the true nature of destination Hell. It is the recommendation of CHD that HOTT commit to the new campaign for a significant period of time to solidify the Hell brand positioning in the mind of potential visitors.

A SAMPLING OF PREVIOUS POSITIONING LINES

Hell: Abandon Hope All Ye Who Enter Here

Hell: Abandon Hope All Who Enter Here

Hell: Love to Loathing Turned

Hell: You Don't Have A Choice

Hell: When You've Been Bad, We've Got It Good

Hell: Give In To Temptation

CONTENT TO AVOID

As was the case with the brand positioning lines, verbal and visual messaging of the Hell brand tended to be out of sync with the experiential desires of potential visitors. We seek to rectify the situation with the new Hell brand by avoiding imagery traditionally associated with Hell, such as that involving the former CEO, demons, devils, fiery infernos, brimstone, overt torture and torment, serpents, horned animals, fantastical beasts, pentagrams, the number 666, etc.

In addition, as part of the complete overhaul of the Hell brand, any dark, negative language traditionally associated with Hell should be avoided.

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Creative Strategy: The Hell Brand Recommendations

RECOMMENDATIONS - RAISING HELL TO A NEW LEVEL

TAGLINES

Based on the research conducted in tandem with the Hell Office of Travel and Tourism, Chris Herron Design has developed a new brand positioning that reflects the desires of potential visitors, and underscores the positive aspects of the Hell experience. This new positioning is voiced by the following potential tagline directions:

Hell-O!

Hell: Pure Pleasure

Hell: Reach for the Stars

Hell: A Helluva of a Good Time

Hell: Paradise ...Found

Hell: It's a State of Mind

Hell: The Great Southern Getaway

Hell: Simply Heavenly

RECOMMENDED POSITIONING

As the premier global tourist destination, Hell provides a one of a kind experience for the visitor. We take great pains to accommodate your every need and desire. You will experience pure pleasure from our luxurious hotels and resorts, exciting gaming venues, world-class entertainment, unparalleled nightlife, and invigorating spas and outdoor activities. Not to mention the top-notch convention facilities. Hell is Simply Heavenly™.

tone

The look and feel of the Hell brand, as expressed verbally and visually, should be friendly, fun, welcoming, cheerful, warm, casual, fresh, vibrant, and credible.

COLOR

The color palette used in current branding efforts is very hot, and alienates many potential visitors. Chris Herron Design recommends implementing a friendlier color palette that will be more palatable to the audience.