

The American Revolutionary War Living History Center & Experience

Brand Vision, Definition, Position, Stakeholders, Target and Current Situation Study

Martin CJ Mongiello

The American Revolutionary War Living History Center (ARWLHC) & Experience is a newly proposed attraction.

The easiest way to describe it has been to simply call it the Williamsburg of the South.

It consists of a unique experience for guests that have never been offered in the world's history. A secondary explanation very simply consists of calling it a resort or theme park. The three primary adjectives used to explain the proposed idea is that it is an, 1. Attraction, 2. Resort, and, 3. Theme park.

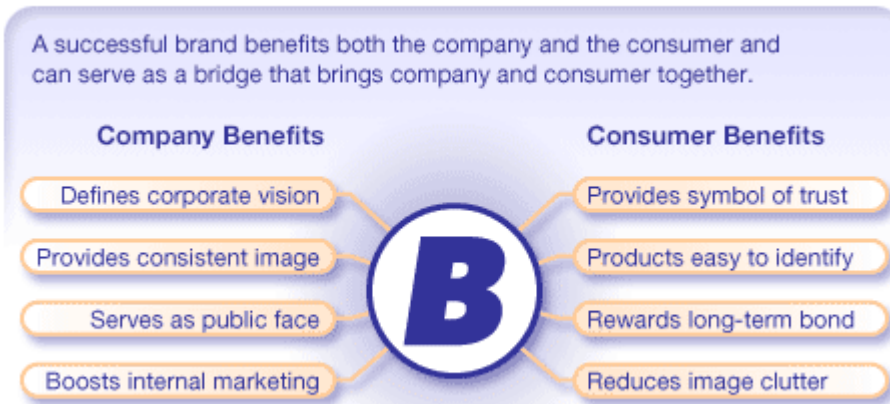
Brand. Brand means a name, term, sign, symbol or design, or combination of these, intended to identify the different benefits that consumers seek from the product (Principles of Marketing).

In short, a brand is the representation of something bigger than the various products it may be symbolizing — it represents product quality, geographic location, cultural identifiers, product functioning, and the list goes on.

Research on the company was conducted to determine the following critical elements:

- Brand vision
- Brand definition
- Brand position
- Brand stakeholders and target
- SWOT analysis
- Current brand situation

The Benefits of a Successful Brand



The Art Institute of Pittsburgh, Pennsylvania

Brand vision.

The ARWLHC brand presently consists of a drummer, drumming on his drum, the large letters of ARWLHC to the left of the drummer and the web address underneath his feet. “Initially, a brand is usually a symbol with a moniker or tagline that represents the bigger “vision” of a company and how it intends to relate to its customer base. Branding has come to mean the act of creating, maintaining, protecting and enhancing the life of the brand. Branding includes the actions of strategically marketing the brand and tying all marketing efforts back to the overall brand (Art Institute).”

The goals:

- Develop a dominant brand identity
- Build brand awareness of that identity
- Build brand loyalty to the brand
- Measure brand equity, tying the brand to financial performance

The vision is to utilize this brand and it's a vision of a call to assembly and a call to war. That is what the drummer does in the line of battle, as well as in camp, and all orders are sounded and come from the drummer.

The vision is to promote a call to attention. The vision is to allow folks to begin to familiarize themselves with the ARWLHC. The vision is to stimulate interest and promote the web address to the public.



Brand definition.

Here are the five W's. Who: The ARWLHC. What: An attraction, living history experience and resort set in the time of the American revolutionary war. Where: Cleveland County, NC, America. When: Start of the branding occurred last year in 2008 in advertising and marketing. Why: To call to attention a newly proposed attraction, experience and resort.

While many describe a brand as a tag line, jingle or logo, a brand is actually more than that. Seeking to define a whole set of perceptions and images that represent the company, products and services - is the goal.

The Nike swoosh does not define the brand nor explain it appropriately or even adequately. If the Nike swoosh was shown to a business review panel that had never seen it before - it would not properly define the product. It has only been through the combination of the swoosh, its motto and theme in marketing and advertising that has made it successful.

The same idea and application is sought here.

Brand position.

Where does the brand want to be in the marketplace, in the mind of the consumer and also, against the competition?

Right now it is important to note that the position of the brand only has a three to five year shelf life. After that, the call to attention will be over and the new attraction will be built. At that time, the schedule shows in 2015 to have the brand change. We've already identified a different logo showcasing silhouettes of an Indian, British soldier, cannon and American patriot.

For the year of 2010, brand positioning in the marketplace cannot presently be defined by financials or a percentage of market shares - with retention. There is no five year comparative study of overall spending in the category. However, the prototype and precursor to this brand has been The Inn of the Patriots Bed and Breakfast which recently obtained category dominance, worldwide. It was listed as the number one bed and breakfast and attraction for, "history," in the world - by BedandBreakfast.com.

Brand position in the mind of the consumer and against the competition is predominantly focused around aspects that the guest is looking for in the attraction/ resort/ experience category - which I am packaging underneath the hospitality segment. This is projected to give the brand unbelievable positioning. This will exceed the United States and Canadian market. The primary focus and goal is international acclaim and top five positioning.

The continued analysis of the hospitality segment in this region showcases numerous weaknesses which are being built into the brand to achieve dominance.

Brand stakeholders and target.

The brand stakeholders and target, goes much further than the tourism market and business travelers. We hold our families and local citizens of Cleveland County as stakeholders. A large part of the goal is to positively impact the economic situation, preserve land and conserve history (preservation and conservation), help the negative job market with continued and very high unemployment rate (when compared to statewide or nationwide) and to incubate new businesses.

The stakeholders are significant and our target is vast.

SWOT analysis.

The strengths of the brand are innovation, exhilaration in battle, showmanship, stage and theatrical presence of the living pageant of war on the open plain, newness, historic fervor, an untapped market and hospitality segment that has not been capitalized on fully with all of the experiences and amenities that we're going to offer and patriotism. These in combination with a massive United States veteran's involvement all add strength to the project. We will create a first in world history.

The weaknesses of the brand are newness, saturation of the market of budget hotels, competing venues for music entertainment, continued economic holocaust and lowered travel numbers worldwide. Some of these elements have already crushed the life out of hotels and resorts.

The opportunities of the brand largely are related to the emerging market and stabilization of the United States economy. We've already passed through two years of the economic holocaust and it is expected that we will emerge within one to three years. Now is the perfect time to be engaged in a building phrase while tremendous amounts of economic development money are available including for water and sewage projects. The brand can continue to generate steam and build itself up.

The threats to the brand are that will not receive adequate funding to increase to reach multistate marketing prominence, let alone nationwide notoriety or global penetration.

Current brand situation.

The current brand is in a rollout phase of its first five years. Design by artist John Ingle is already occurring for the new brand and 2015. The current brand is doing very well within print advertising located in magazines and newspapers as well as being showcased in social media networking on the internet.

Art Institute of Pittsburgh, PA. 2009. EDMC. 28 Nov. 2009 private access website of the college

BedandBreakfast.com via Reuters. 2009. 05 Oct 2009 <http://www.reuters.com/article/pressRelease/idUS88253+05-Oct-2009+PRN20091005>

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