

work with
passion

Tampa Bay & Co.

SPARK



NEW ZEALAND



Pastoral scenes — sheep grazing on green hills, the sort of New Zealand marketing images that were common pre-1999 — bored the living daylights out of visitors. But when visitors came to New Zealand they found the place exhilarating and exciting. The challenge for the new campaign was to portray a ‘new’ New Zealand, that didn’t ignore its spectacular scenery and portrayed an experience that was less passive and more invigorating.

The research it commissioned showed that people came to New Zealand primarily because of the country’s scenic beauty and landscapes. Not a big surprise – landscapes had always featured heavily in tourism advertising. However, this time research showed that travellers were looking for more – they were looking for stunning landscapes but also experiences of adventure, people and culture.

ADVENTURE



PEOPLE

SPARK



CULTURE

A lush, misty forest landscape featuring a waterfall cascading down a rocky ledge. The foreground and midground are filled with dense, vibrant green ferns and moss-covered trees. The background is shrouded in a soft, ethereal mist, creating a sense of depth and tranquility. The overall scene is a classic representation of New Zealand's natural beauty.

**100%
PURE
NEW ZEALAND**

SPARK



NEW ZEALAND 100% PURE

A New Zealand holiday experience is like no other. Its spectacular beauty is unique as is the huge range of fun and varied activities on offer.

[For Travel](#)



New Zealand has a vibrant business culture, notable for its innovation and world-class products and services.

[For Business](#)

Interbrand



\$1.1B

EXPOSURE

5.9B

REVENUE

50%

VISITORS



SPARK



Kansas City has a legacy of artistic and entrepreneurial innovation spanning more than 125 years. It is a mashup of new ideas and American creativity — an intersection of arts, culture, innovation and imagination. Welcome to Kansas City: America's Creative Crossroads.



Driven by the thriving arts, food and entertainment community...KC is the only destination with a distinct cosmopolitan energy that is anchored in fun, friendly, Midwestern hospitality. KC is America's Creative Crossroads.



01

DISCOVERY

A deep dive into your brand, the industry, the competition and the audience.

- On-boarding
- Secondary Research
- Primary Research

(August-November)



02

DEFINITION

A collaborative crafting of your brand story.

- Mission, Vision and Values Brand Promise
- Positioning Statement Brand Architecture

(November-February)



03
DEVELOPMENT

The creative execution of your brand.

- Naming Logo & Brand Mark Visual and Verbal Identity Brand Guidelines Activation Plan
- Concept Testing

(February-May)



Who Are We Talking To?

Internal Stakeholders
External Stakeholders
Meeting Planners
Domestic Travelers
In-State Residents
International Travelers