

# PGA Marketing Seminar

## “The Road Thus Far”

- John Tierney, Treasurer
- Chairman of Marketing Committee

### ➤ The First Marketing Seminar – 2008

- Endorsement of Regional Marketing Concept
- Endorsement of new PGC Brand

### ➤ Today's Objectives

- Enhancing Pacific Games Brand Development
- Enhancing PGA Marketing Activities
- Discussion of PGC marketing objectives and future Marketing Committee recommendations



# PGA Marketing Seminar



- Pacific Games Brand Development
  - Presenters: Andrew Minogue, Atma Maharaj
  - New PGC Brand Design Adopted September 2008
  - Formally launched by President December 2008
  - Brand Standards Manual April 2009
  - First usage at Pacific Mini Games September 2009



# The Brand Defined



**“Simply put, a brand is a promise. Delivering a pledge of satisfaction and quality”**

**- Walter Landor –**



# The Brand Defined

**A Brand is a collection of perceptions in the mind of the consumer**



**A Brand is intangible and only exists in the mind of the consumer.**

**A brand is a perception.**

The Brand Perception is not the property of the organisation, which really has only limited control over it. What the Organisation can influence is what is called the brand identity.



# Our Brand Architecture

## Master Brand



## Sub Brand 1 – The EVENT (OC's)

## Sub Brand 2 –Pacific Games Associations (PGA's)



## Key Purpose of sub-brands

- Develop own properties, programs and campaigns that offer specific benefits to stakeholders, appeal to a more defined audience and ultimately deliver on objectives.
- It must have the enhanced capacity and ability to attract and entice Commercial Partners.
- It must have the flexibility and agility that the Master Brand cannot be.

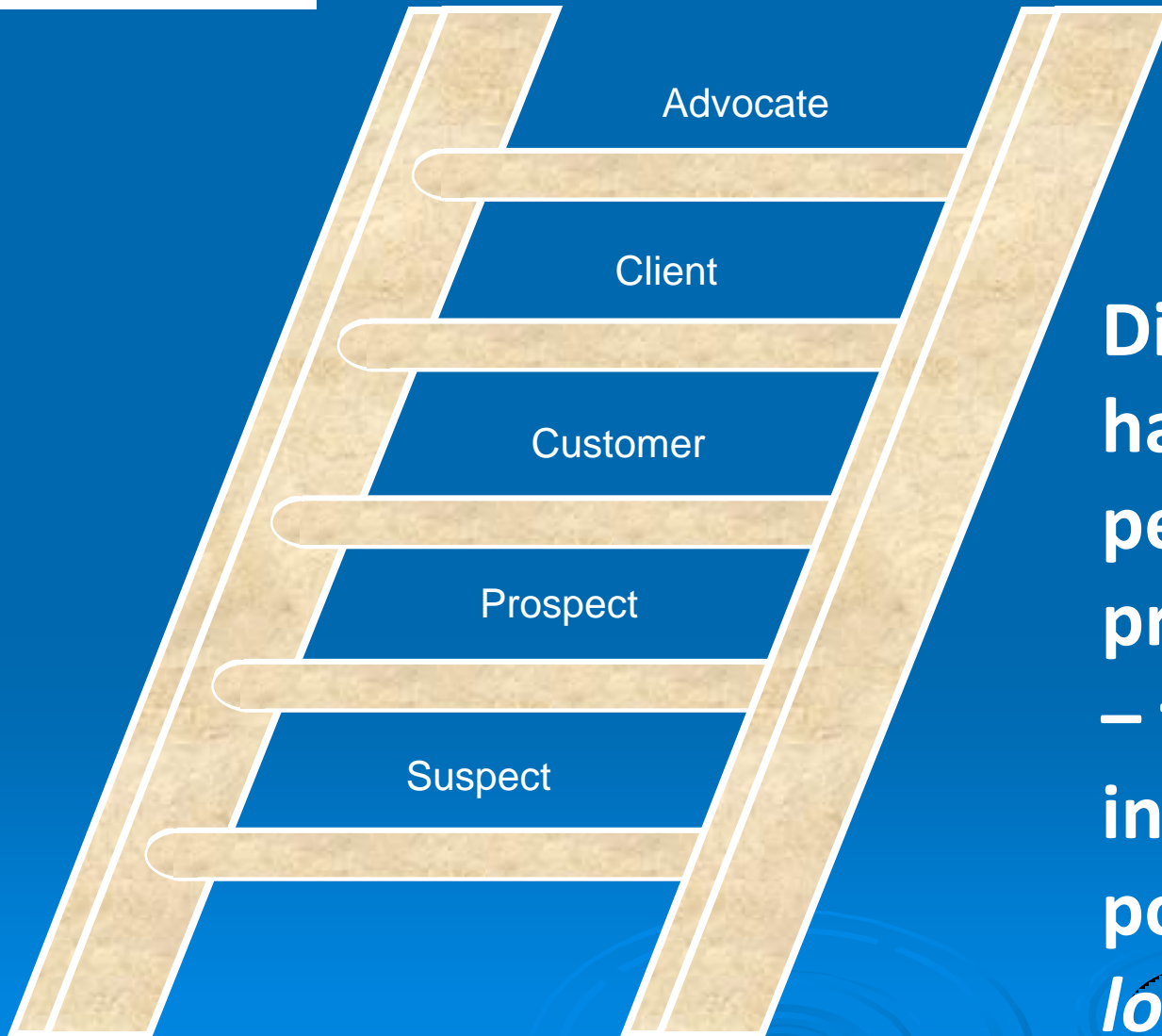
# Importance of PG as a Powerful Brand

- Financial Security and Independence
- Survival of the fittest
- Growth & Loyalty
- Source of Motivation and Belonging
- Commercial Strength
- Attracting Events





# The Loyalty Ladder



**Different people  
have different  
perceptions of a  
product or service  
– this places them  
in different  
points on the  
loyalty ladder.**



- Build an inspirational brand that can easily be understood by the audiences.
- Define our Unique Selling Proposition and differentiate ourselves in a crowded marketplace
- Focus on top-line growth to capture the market.
- Use market tension to maximise impact
- Consistently apply brand values, which govern *all* the actions of the organisation.
- Create presence throughout the year - beyond coming alive during our prime events
- Maximise Communication Tools and Channels to achieve our growth objectives.
- Create an emotional connection through a dynamic Brand Activation Program
- Create and Offer the “**Total Experience**”, beyond communications or appealing logos.
- Develop a culture of collective ownership of Brand Management

How do others perceive us?

How do we reflect our core marketing attributes?

How do we come across to the consumer?



Inner brand is the reflection of the outer Brand

*Staff, Executive, Volunteers, Team Management, Athletes are Brand Ambassadors*

“Are they all in the tent?” – same mindset?

*Having same values, emotions, goals*

## Example of Brand Values

**Olympic Games** – Excellence, Respect, Friendship

**Commonwealth Games** – Destiny, Humanity, Equality

**Pacific Games (The Event)** – Friendly, Sporting Culture and Pacific Family

**PGA / Team PGA** – Unity, Solidarity, Excellence, Family, Passion, Potential

# Case Study – Suva 2003 – *“The Pacific at its Best”*

**Inclusive** – Corporate, Government, Volunteers,  
National & Pacific-wide Reach, Torch Relay,  
Community, Schools

**Positive** – Team Fiji, Creating new heroes,  
Positive Energy, Optimism

**Performance** – The Pacific At Its Best, New  
benchmarks for Team Fiji, Commercial Partnerships





# Case Study



## **We are England.**

We are the athletes of the Commonwealth Games in 2010. We are the elite from 17 sports.

We are the medals waiting to be won. We are the supporters willing us on. We are the stars of the past. We are the potential for the future. We are the talent of today. We are the dreams of a whole nation. We are one team.

## **...We are England.**

### **Our new name**

We are the team, but we are more than that. We are everyone who believes in the team, who coaches the team, who supports the team – we are not just team England, We are England.

### **Our new identity**

At the very heart of our brand is our identity. It uses a single English lion to represent the strength, power and performance of our whole team. The red is for the St George's cross. The gold is for the medals we intend to win.

### **Our new brand**

Stands for Focus, Commitment, Passion, Ambition and Pride.

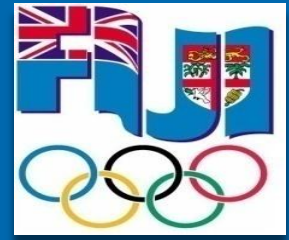


# What Does *Our* Brand Say?



The questions we have to ask about the characteristics of our Brand include:

- Is the PG Brand clearly articulated and understood?
- What is the difference between OC and PGA brands
- Who is PGA? Is it the NOC?
- Do your members / community feel associated with PGA? Team PGA?
- Does the market know who the PGA / Team PGA is?
- Does it have relevance in People's lives?
- Can the wider population touch it, feel it, enjoy it
- Connectivity with the consumers?
- What are some of PGA Brand Building Activities that we should undertake?
- How do we improve/re-invent ourselves to become a Stronger Brand?



- Creating (activating) the perceptions in the consumers' minds; make the brand
- Motivate commitment from stakeholders
- Deliver unique brand experiences.
- Reinventing ourself is part of BRANDING ourself.
- Integration of Positive Experiences
- Energising, igniting passion, bringing to life, emotionally connecting
- Total Brand Activation – complete, holistic approach

**Internal Strategy**

**Operational Strategy**

**Communications Strategy**

**Commercial Strategy**

**Marketing and Hospitality Strategy**

**Media Partner Strategy**

- Current PGA Emblems
- Most PGAs still using Olympic brand for Pacific Games





# Case Study

## Commonwealth Games Branding

- Compulsory usage by CGAs under CGF Article 26B.3



## Organising Committee Emblems

Article 26.4 - compulsory use of  
PGC Brand by Organising Committees

NC2011 – transitional arrangements

WF2013 – under development

PNG2015 – under development



## TONGA NEW LOGOS



1



2

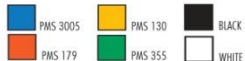


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## Transitional Period for PGAs

## PGA Emblems under Development

e.g. Tonga



APPROVED

DATE

PLEASE NOTE: This art is indicative only. Some minor changes may be required for our mould makers and factories to accommodate the constraints of miniaturisation and hard colour placement. Computer generated colour print outs are also not always accurate representation of the actual PMS colour intended.



## Approved PGA Emblems

Cook Islands, Fiji, Norfolk Island

On display during PMG2009

Objective: All 22 PGAs approved  
and on display in 2011





# Team PGA Brand Therapy

- To create a consensus amongst all parties responsible for delivering the PGA brand message
- To use the groups combined knowledge, experience and creativity to generate new marketing / communication ideas
- To determine a set of core brand values that can be carried forward into all marketing and communication material