



General Market Situation

Oradea, Romania

5th – 9th July 2007

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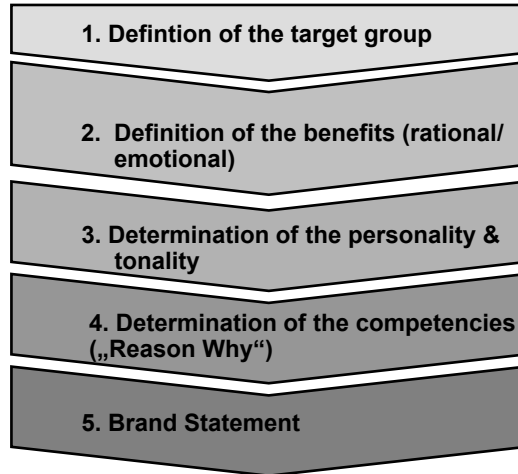
Groupwork

The Destination Ordea has decided to develop a **new marketing concept**. As a tourism consultant you will support this process by answering the following questions:

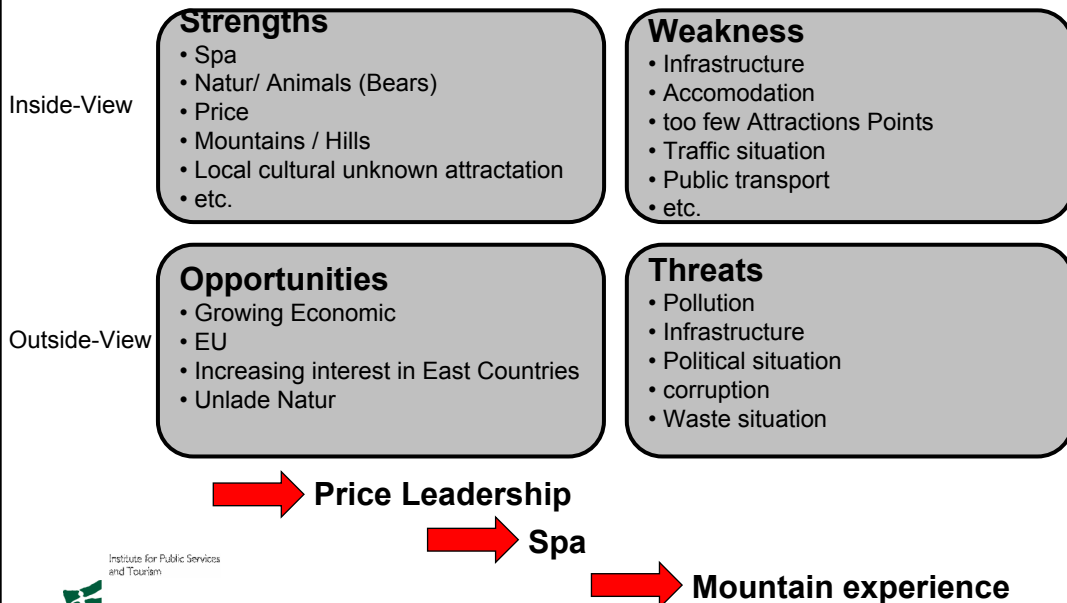
1. What's wrong with the current brand?
2. Who is/should be the brand owner?
3. Propose a plan which includes the main steps of the **brand development** process and describe who should be involved!
4. List **demand and supply oriented targets** of the brand policy based on current consumer trends!
5. What should be the **core brand identity**?



Positioning



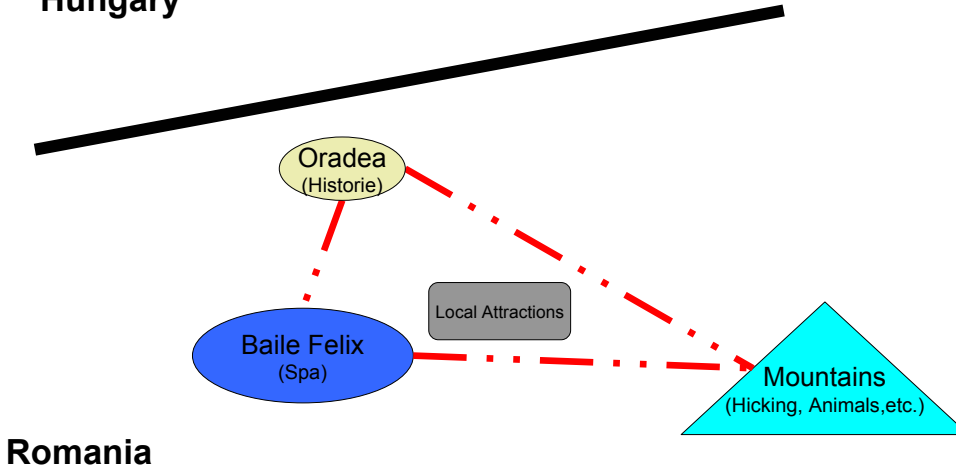
SWOT (Oradea)



Market Situation in Bihar

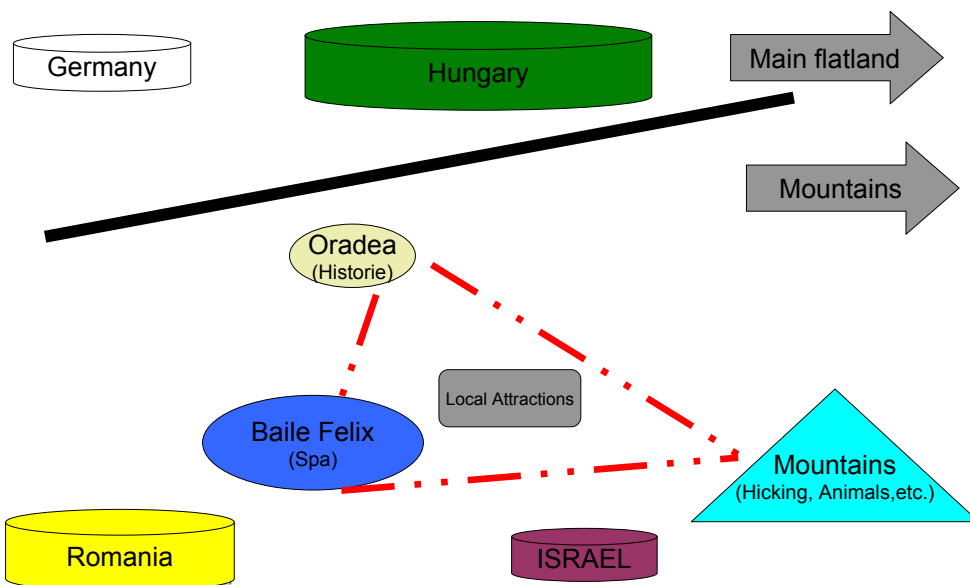
1. Definition of the brand
2. Definition of the benefits (rational/ emotional)
3. Determination of the personality & locality
4. Determination of the competences ("Reason Why")
5. Brand Statement

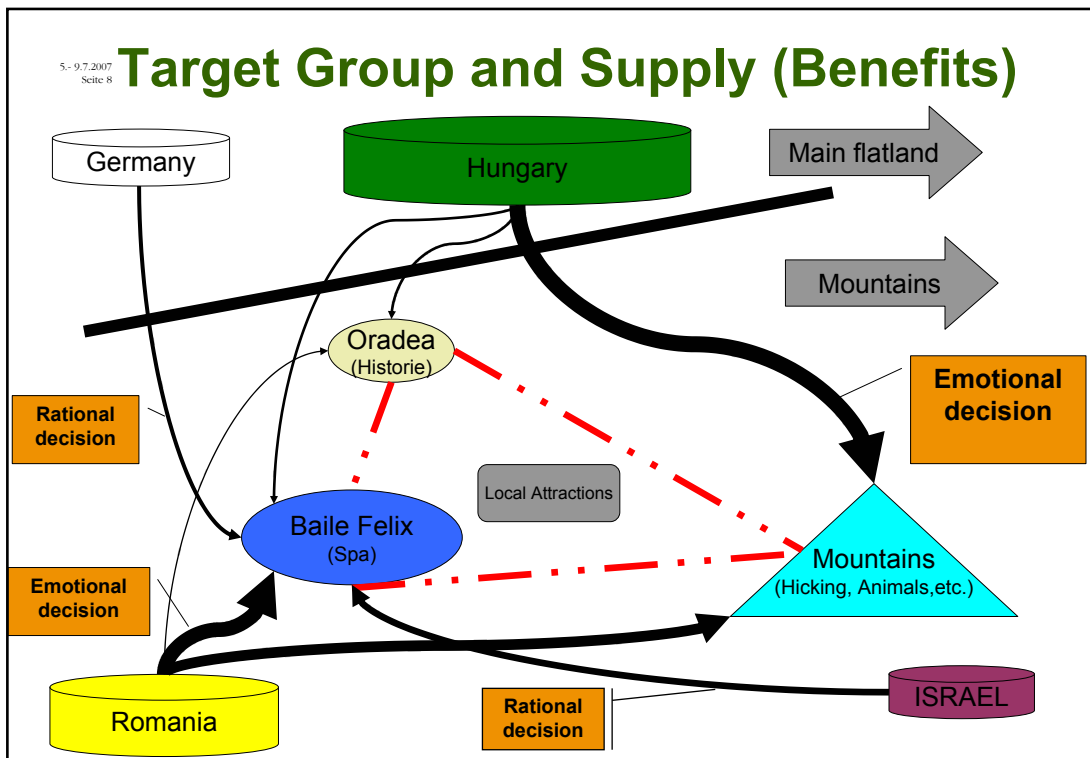
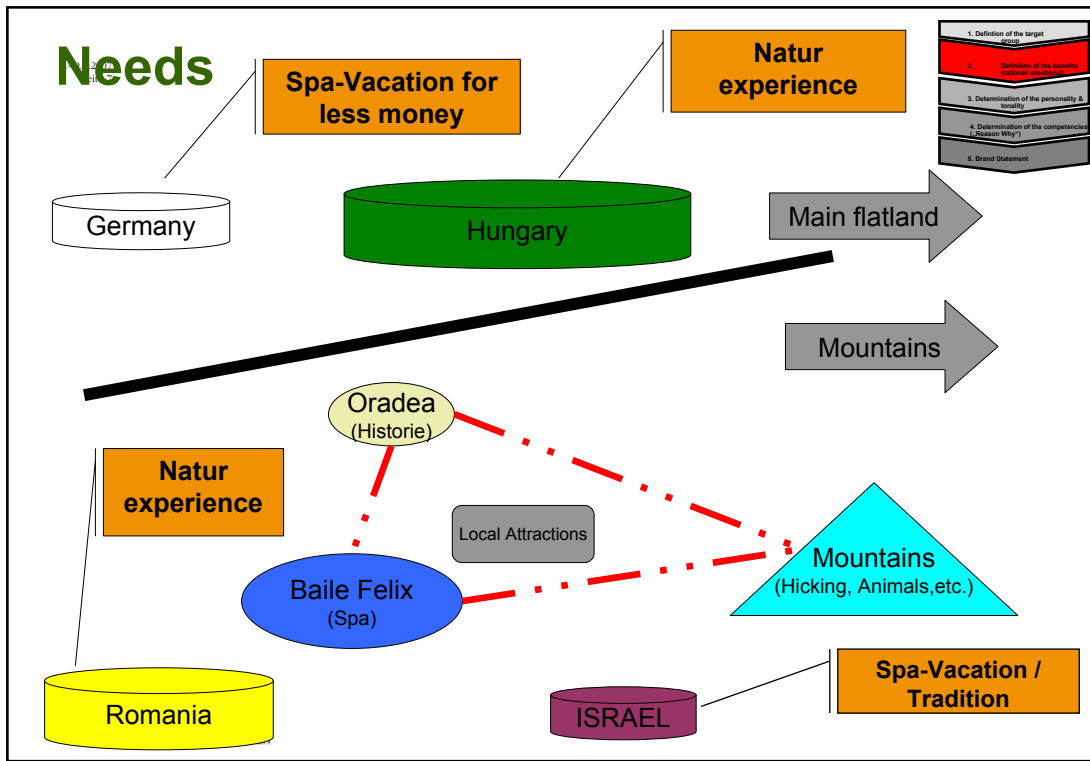
Hungary



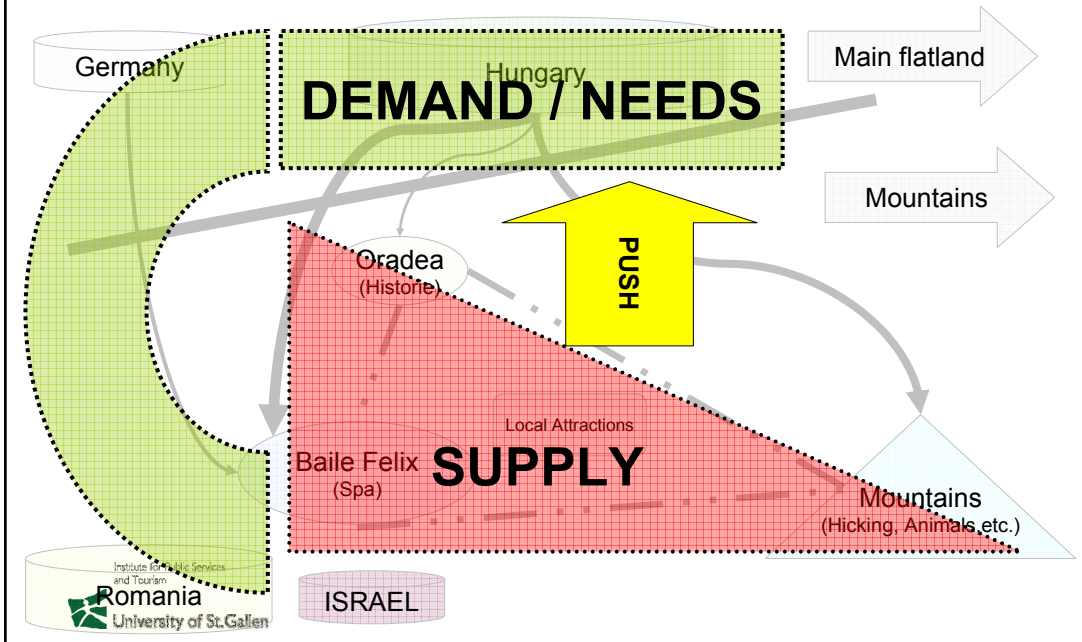
Romania

Target Groups

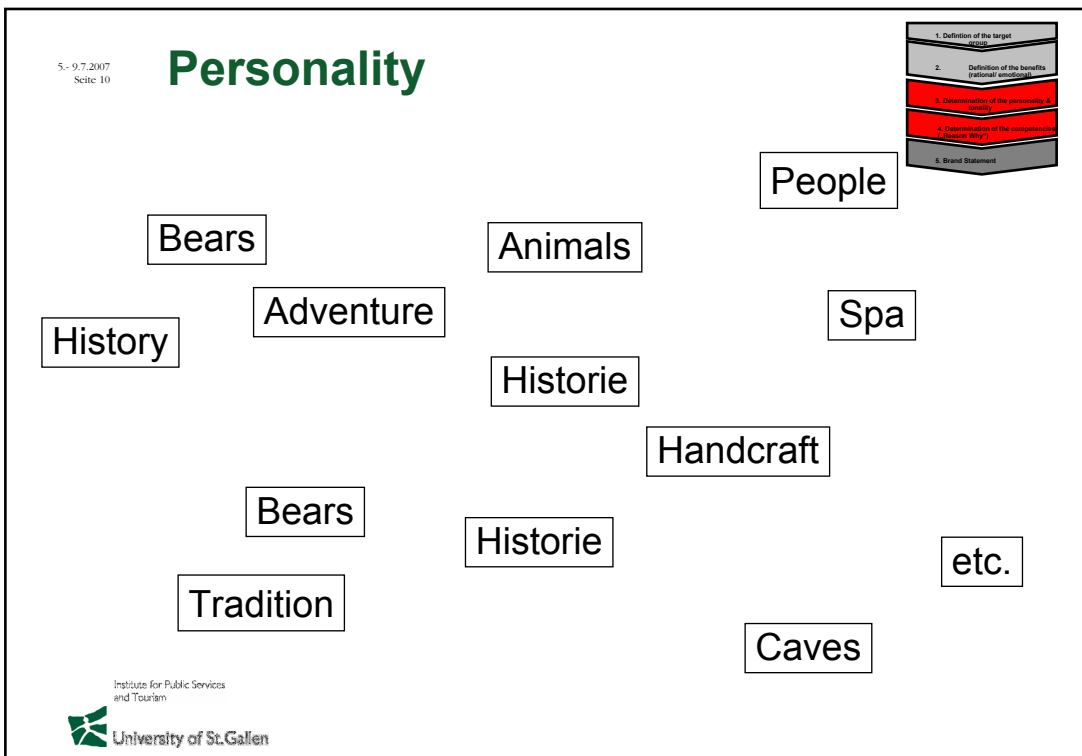




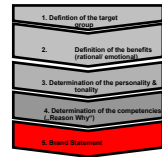
Push Strategy



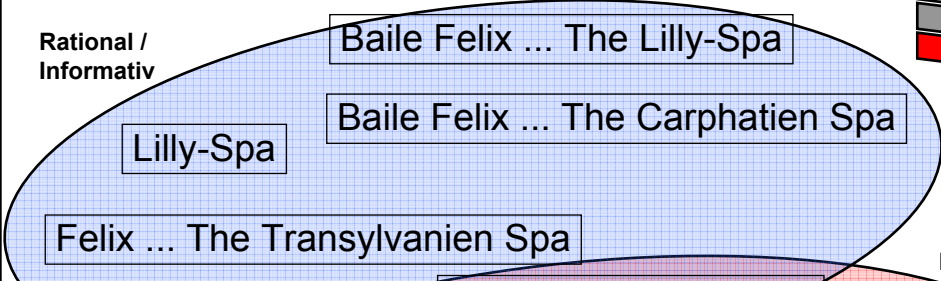
Personality



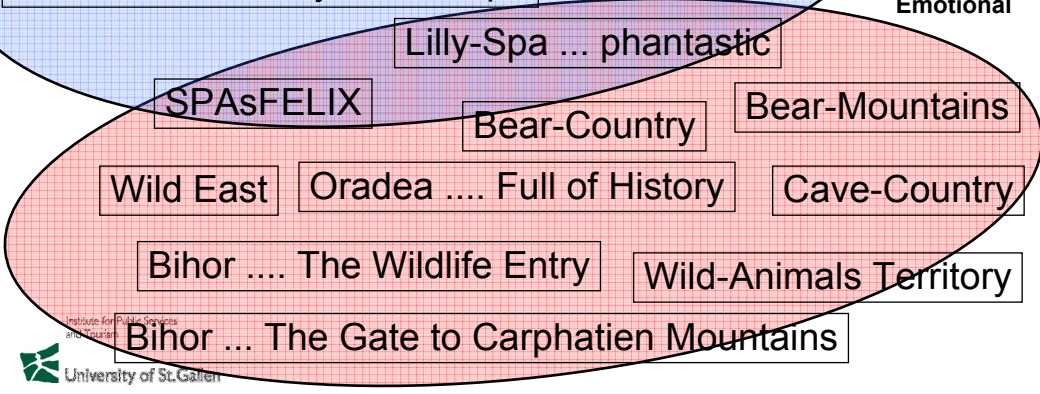
Brand Statments / Slogans



Rational /
Informativ



Emotional



Discussion

