



## The Coromandel is good for your soul

*The Coromandel good for your soul* is the regional brand and tagline for *The Coromandel*. Geographically this includes Thames Coromandel and Hauraki Districts. Locally *The Coromandel good for your soul* speaks to the region's four pillars; essentially homegrown, a simple way of life, golden heritage and where kiwis holiday. Externally and in the visitor market its purpose is about stirring desire and stimulating action. It's about creating a dream and converting the dream to visiting *The Coromandel*. It connects on an emotional level and creates a vision of the culture and ethos of *The Coromandel*.

Our work must live up to the brand promise and contribute to the brand value and equity. Everything associated with *The Coromandel good for your soul*, including imagery, messaging and content must reflect the brand pillars and ethos of *The Coromandel*, only then does it receive the stamp of approval - *The Coromandel good for your soul* logo.

## OUR BRAND

### HISTORY

The regional tourism organisation responsible for marketing *The Coromandel* as a visitor destination was established in 1991. Towards 2020, the founding document for the organisation, highlighted the importance of the brand as reflected in the extract below:

- *The Coromandel* brand and marketing should reflect the region's commitment to sustaining the natural environment.
- All local and regional marketing should reflect *The Coromandel* brand, ensuring that visitors who respect the special values and experiences of *The Coromandel* are attracted.
- To market and manage a world-class – and thus high yield – visitor experience, *The Coromandel* must guarantee quality and a high level of service.

### GEOGRAPHICAL BOUNDARY

*The Coromandel* encompasses both the Thames-Coromandel and Hauraki Districts, from Orere Point at the top of the Seabird Coast to Orokawa Bay on the Eastern side and down to the Karangahake Gorge in the South. When referencing the region, *The Coromandel* is written in italics to emphasize the region as a visitor destination

### WHY *The Coromandel*

- Differentiates between the region (*The Coromandel*) and the town (Coromandel Town)
- Introduces and reiterates (by association) what makes the region special.
- Encapsulates the Hauraki Plains as well as the Coromandel Peninsula

### PROPOSITION

*The Coromandel good for your soul* brand and proposition is about stirring desire and stimulating action. It's about creating a dream and converting the dream to visiting *The Coromandel*.

## OUR STORY

*As a place where Kiwis holiday, The Coromandel's iconic coastline reveals hundreds of natural hideaways.*

Imagine 400km of coastline surrounding a mountain range cloaked in sub-tropical forest. Endless golden beaches and hidden bays to enjoy. Walking tracks and cycle trails to explore. All just one hour down the road from New Zealand's largest airport and city. Charming old-world towns and intriguing relics in the rugged hills connect you to the past and its people. Inspiring landscapes attract many talented artisans, whose studios and workshops are hidden in the green valleys. Creativity and originality abound, making this the ideal place to recharge your senses. Get away from it all and find out why *The Coromandel is good for your soul*.

### ESSENTIALLY HOMEGROWN ON *The Coromandel*

*The bohemian nature of locals is embodied in their sustainable hunter-gatherer lifestyle and shared through their artisan produce, whimsical crafts and fine arts, and relaxed warm hospitality.*

### *The Coromandel, A SIMPLE WAY OF LIFE*

*Kiwis are at their best when they are on holiday in The Coromandel. Take a break, slow down and reconnect with life as it should be.*

### *The Coromandel, WHERE KIWIS HOLIDAY*

*Whether you're heading for the campground, bach or something more glamorous, "endless" summer barbecues, fishing expeditions, bush walks to swimming holes, and picnics at the beach await you.*

### *The Coromandel, OUR GOLDEN HERITAGE*

*Discover the relics and stories of those who came before, and come away with a deeper understanding of the people and this place.*