faketirol

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My project shows in a critical way the image
and stereotype of a given area which itself
is united for reasons of culture and tradition.
This project is based on the province South
Tyrol, which has a strong image and is known
for close ties with its tradition.
The de-branding of this region will focus mainly
on food culture, which brings together
the resident population and which is often
an incisive characteristic.

Where is South Tyrol?

South Tyrol is located on the southern side of the Alps and is Italy's most northern province.

South Tyrol borders onto the Austrian Tyrol to the north, the Swiss Canton of Graubünden (Grisons) to the west, and the neighbouring Italian province of Trento to the south, with which South Tyrol forms Trentino-Südtirol, one of Italy's twenty regions.

STERZING

BRUNECK

BRIXEN

MERAN

SCHLANDERS

BOZEN

Distances:
Munich - Bolzano/Bozen: 280 km
Innsbruck - Bolzano/Bozen: 120 km
Verona - Bolzano/Bozen: 150 km
*Lake Garda – Bolzano/Bozen: 98 km*

South Tyrol fact files

History

This region's modern history as "Südtirol" began in 1919 when the part of Tyrol south of the Brenner Pass was taken away from Austria and annexed by Italy. This new border subsequently divided a formerly united province which had been part of Austria for five centuries.

Tyrol as a province first appears in documents dating from 1271. Later in 1330 princes of Europe's powerful families, the Wittelsbachers, the Habsburgers and Luxemburgers, were vying for the hand of the heiress Margarete of Tyrol. The Wittelsbach Duke of Bavaria told his son that "Tyrol is not a piece of earth that we can forego", though eventually Margarete succeeded in having her marriage to him annulled. As thanks the Tyroleans received the 'Great Freedom Charter' which historians have called Tyrol's Magna Carta.
Until 1919 South Tyrol stretched from Kufstein, now on the border between Austria and Bavaria, to Borghetto on the present-day border between the provinces of Trento and Verona.

The South Tyroleans were not prepared for the events of the 20th century. Their endeavors towards achieving cultural and political independence came to nothing in the face of the fascist government's policy of Italianizing the region. South Tyrol strove for decades to achieve its own autonomy statute. Today Germans, Italians and people from the Ladin ethnic group live together speaking their own languages and remaining true to their individual traditions. This frontier region has once again attained its own very special status.
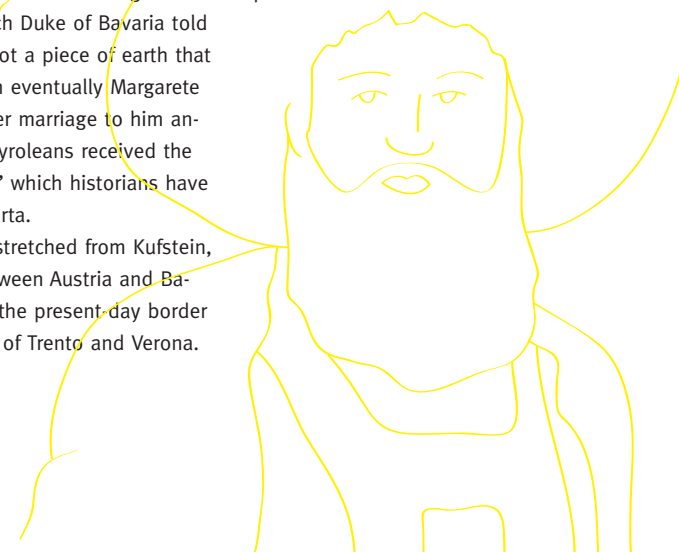
Politics & society

Together with North and East Tyrol (which are still Austrian provinces), South Tyrol belonged to the Austro-Hungarian Empire from 1363 until 1919. As part of the Treaty of London during the First World War the Allies promised Italy all Austrian territories south of the Brenner Pass.

Today South Tyrol is part of the Italian region Trentino-Südtirol, which comprises the two autonomous provinces of Trento and Bolzano/Bozen.

South Tyrol, enjoys a far-reaching autonomous status with wide-ranging powers devolved to the South Tyrol Provincial Government over areas which would otherwise be regulated by the state (road building, the health and social services, etc.)

South Tyrol has approx. 500,000 inhabitants. Bolzano/Bozen is South Tyrol's largest town with almost 100,000 inhabitants. It is the provincial capital and seat of the Provincial Government. South Tyrol's six other towns are: Merano/Meran (approx. 36,000 inhabitants), Bressanone/Brixen (approx.17,000), Brunico/Bruneck (approx.14,000), Chiusa/Klausen (approx. 5,000), Vipiteno/Sterzing (approx. 6,000) and Laives/Leifers (approx. 15,000 inhabitan.

There are three official languages in South Tyrol: 70% of the population speak German as their first language, 25% speak Italian and 5% Ladin.

The school system is divided according to languages. Depending on the school, German or Italian is taught as the first foreign language, while in the Ladin valleys classes are taught in all three languages.

Geography

South Tyrol covers an area of 7,400 sqm, 80% of which is classified as mountainous and only 8% lies at altitudes and in terrain suitable for human habitation.

South Tyrol is located on the southern side of the Alpine Divide and boasts 300 sunny days per year. The vegetation ranges from palm trees and vineyards in the sub-Mediterranean central valleys, to deciduous, then dense coniferous forests up to the barren regions of rock and eternal ice.

South Tyrol's highest mountain is the Ortles/Ortler (3,905 m - 12,812 ft) and the most important the nature reserves are the Stelvio/Stilfser Joch National Park, the Gruppo di reserve, the Sciliar Tessa/Texelgruppe nature-Catinaccio/Schlern-Rosengarten Nature Reserve and the Puez-Odle/Puez-Geisler Nature Reserve.
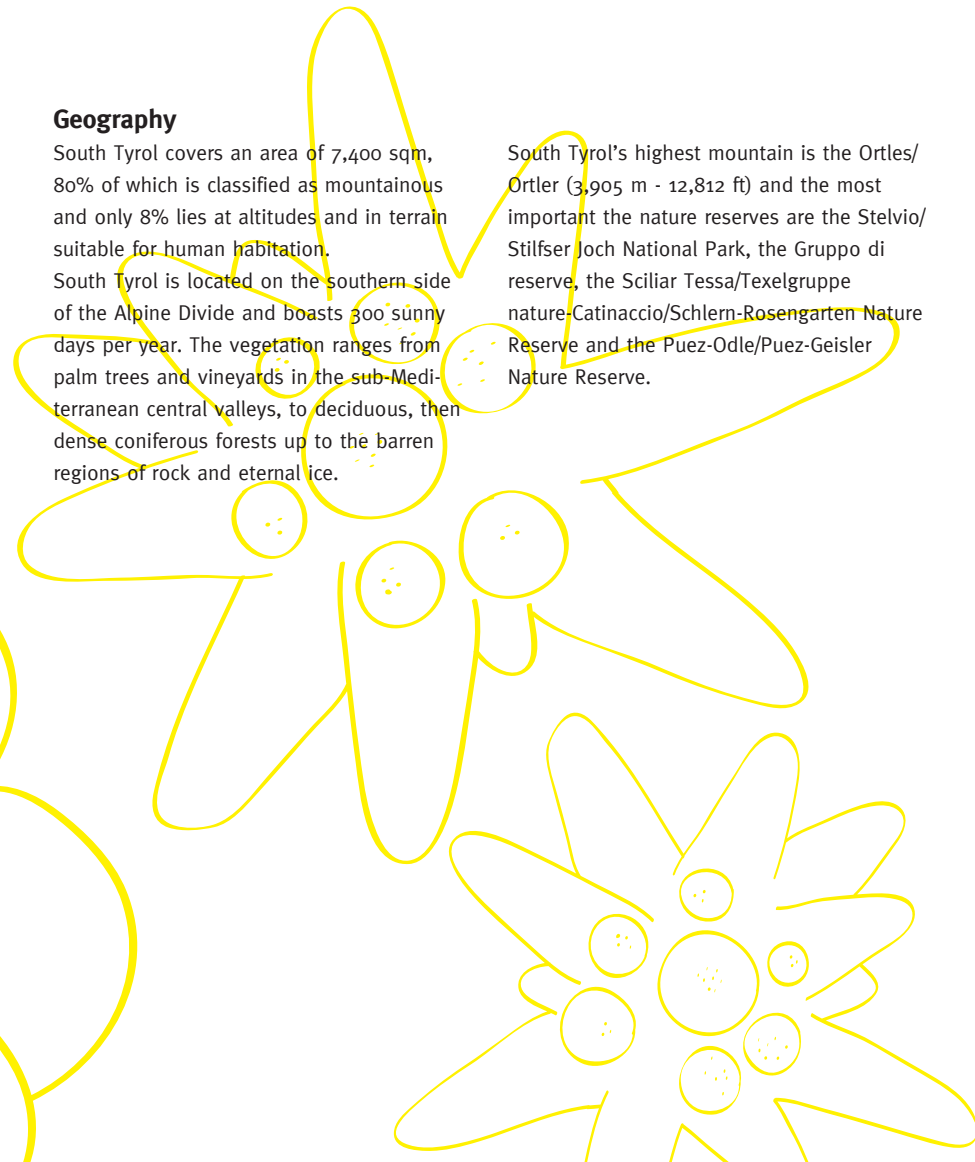
Economy & environment

South Tyrol produces almost twice as much electricity than it needs. A large proportion of this energy is hydroelectric power.
South Tyrol's central valleys form Europe's largest self-contained apple-growing region. With an annual production of almost a million tonnes it accounts for around 10% of the total EU harvest.
98% of South Tyrol's wines are produced in accordance with the strict Italian DOC regulations.

Three grape varieties are native to South Tyrol, two of which are red (Vernatsch aka Schiava and Lagrein) and the world's favourite aromatic white grape, Gewürztraminer. 75,000 milk cows are kept on 12,000, for the most part small, dairy farms. This averages out at 6.25 cows per dairy farmer.
Traffic: the Brennero motorway from Innsbruck to Verona runs through South Tyrol, along with the Innsbruck - Verona mainline railway.

Leisure

South Tyrol beckons with...
17,000 km of walking and hiking trails, 13,000 of them natural ones
600 km of valley cycle paths
400 castles, manor houses and noble country houses, of which 150 can be visited
80 museums

Superlatives

The world's very first aerial passenger cable car opened in Bolzano in 1908, connecting the town with the mountain woods and meadows of Colle/Kohlern.
South Tyrol's eastern valleys form part of the world's largest interconnected ski area, the DolomitiSuperski group of resorts with 1,200 kilometres of downhill runs.
Bolzano's archaeological museum is home to the world's oldest moist mummy preserved in a glacier for 5,300 years and dubbed "Ötzi".
The Alpe di Siusi/Seiser Alm is Europe's vastest expanse of Alpine pastureland.
The lake Lago di Caldaro/Kalterer See is the warmest bathing lake in the entire Alpine region.
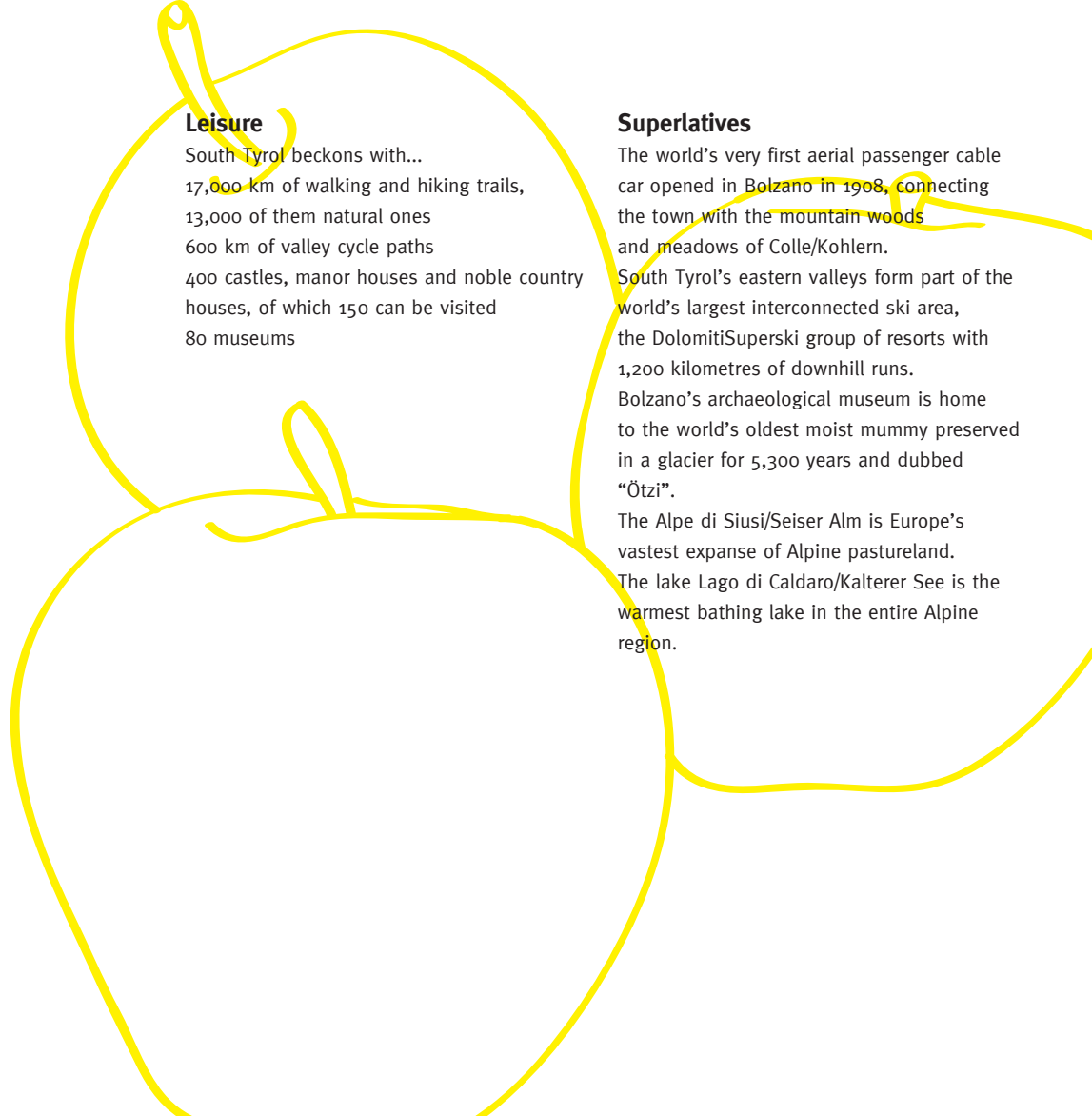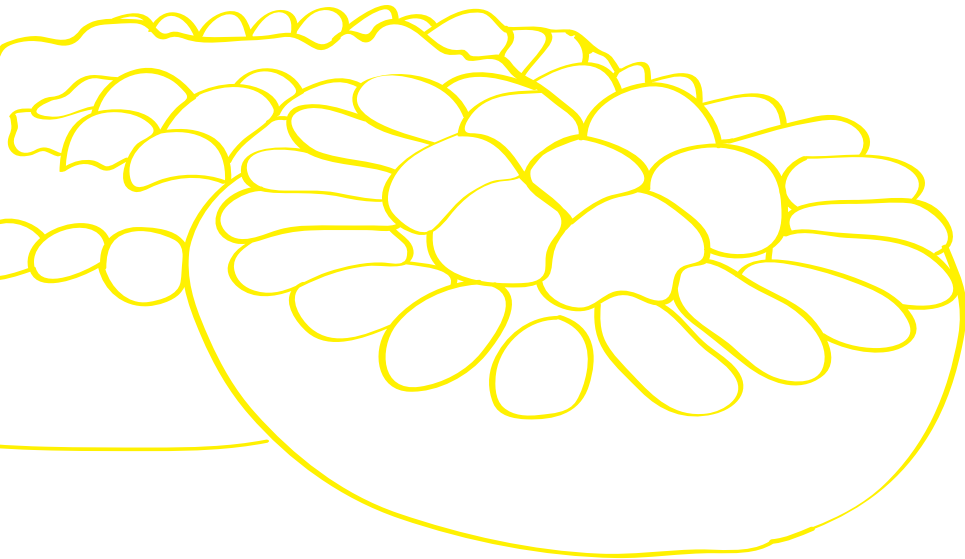
Development of an umbrella brand for South Tyrol

South Tyrol, as a tourist destination and place of origin of quality products and services, is exposed to the massive competition with other regions and other countries. For this reason in 2005 the umbrella brand "Südtirol" was founded , which seeks to exploit the potential synergistic and the union of forces, to significantly increase the commercial punch. The existing labels can present themselves with collective ideal, but without having to renounce their own identity.

"The creation of a brand is a worthwhile investment in the future of our region." This is a remark made ever more frequently by representatives of regional interests. The claim is not always as simple as it may appear, however. In order that a brand pays off as an investment inthe long-term, it must not only be created and transferred conscientiously and accurately into a consistent corporate design, but clear and unambiguous, practical guidelines for its daily application must also be provided.

Brand power

Our world is full of interchangeable products and services. An ever greater variety of these compete against each other for consumers' favor. Manufacturers and service providers need to help people in their decision for, or against, a particular product or service. Consideration of price alone is no longer sufficient. Brands provide consumers with the necessary orientation.

They are images and ideas which form in people's minds about companies and about their products and services. A large part of the product which we see actually only exists as a world of ideas within our minds. This image is decisive for sales. In addition, strong brands realize higher prices. These are frequently those brands which know how to combine the elements of reliability and high quality (trust mark) with an element more of emotion and experience (love mark).

Without a clear corporate identity, there is no clear brand. Whoever wants to win points with customers must define a clear brand strategy which builds upon the identity of the company. This transforms the corporate design into a lively and catchy visual anchor.

Even for countries and regions, brands are becoming more and more important. As a tourist destination and manufacturer they are - as are companies - up against ever increasing competition. This also applies to South Tyrol.

In recent years, the economic conditions in which South Tyrol operates have also been steadily intensifying; manufacturers of quality regional products are in intense competition with international brand items and strong trade brands. In addition, they are having to respond to an increasing discounting trend in the market. At the same time, tourism is experiencing stagnating demand.

Cheap flight operators are becoming just as noticeable as the competition is between rival Alpine regions. Demands are changing. New target groups must be reached and specialised offers must be more strongly communicated.

A strong umbrella brand for South Tyrol should unify tourism and agriculture along with the manufacturing and service provision sectors associated with them.

An umbrella brand allows operations to cover all business areas and the exploitation of synergy potential created as a result.

The way to an umbrella brand

The South Tyrolean economy is characterised by numerous small to midium sized enterprises. Two logos or two brands here should be especially emphasised: the Siidtirol Marketing Gesellschaft (SMG) enterprise has been operating business image promotion with the logo 'Südtirol- Italia' for a fairly long time in the tourism sector. This wellknown symbol has therefore, up until now, been associated exclusively with tourism. In addition, the logo is not protected as a branded name and has therefore appeared in innumerable modified forms.

In the autumn of 2003, MetaDesign began the complex process of umbrella brand development. Metadesign team first analysed the present situation.

How has South Tyrol been presenting itself up to now? What message have been conveyed? MetaDesign presented the participants with, among other things, previous presentations of

South Tyrol by individual tourism associations, hoteliers and by individual products. Additionally, the way the competition positions itself was also considered.

The brand should be welcoming by being friendly with a few endearing imperfections. It is also full of contrasts, as is the natural landscape, and rich in tradition as is the culture of South Tyrol. The intention behind this three-part description is to express the unmistakable features of the region and its products.

The combination of ideas 'Knödel & Spaghetti' is an expression of the richly contrasting symbiosis of alpine and Mediterranean culture. Despite these multi-faceted contrasts, the brand remains charismatic. In South Tyrol, life is something to be enjoyed. The brand should be as credible and as genuine as the region itself.

In the following workshop MetaDesign presented so-called mood-boards, which gave the members new access to an impression of the brand through colours, shapes and images. This helped to further bring the brand's profile into focus. The values within the pyramid are not placed randomly alongside each other without any context. Their interaction is that which makes the umbrella brand for South Tyrol so unique.

A further, central step in the umbrella brand process was to find a definition which pithily identifies this textual interplay as brand positioning. The visual aspect in this regard acted simultaneously as catalyst, test criterion and strategic translation instrument. Initial approaches for positioning were generated in this phase and were presented in parallel to the design process up to the final positioning: South Tyrol is the richly contrasting symbiosisof alpine and Mediterranean characteristics, spontaneity and reliability, natural beauty and culture.

The design process

The mood-boards presented in the workshop also laid the foundations for the start of the design process. They provided an initial idea of the direction in which the visual development of the brand could lead. Brand strategies and brand design are closely interwoven and mutually correct each other where necessary as early as during the process of their development. Within the framework of the umbrella brand process, the development of the logo was an exciting milestone in the teamwork for all participants. MetaDesign compiled 300 drafts in one initial step which the group organised and examined.

Four proposals were again examined in more detail by the umbrella brand research group. Two favourites quickly crystallised both were based on an individually developed logotype.

Basic colours and fonts were added to the logo, a design principle developed alld exalllples were created form these in concret applications such as adverts, brouchures or merchandising articles. The group was than able, at a very early stage, to ascertine how well certain design elements would work in their practical implementation. In this regard, special attention needed to be paid to the necessity that the brand retained its identity in both Italian and German. On this basis, the resurche group made a selection of one of the two available design directions. the corporate design of the umbrella brand for SouthTyrol took shape in the following months from application to application.

Corporate Identity

The new corporated design of the umbrella brand consists of the basic elemtents of umbrella brand, font and colours in addition to the South Tyrolean panorama. Each of this basic elements emphasise certain faces of the brandidentity.

A special significance is given to the characteristic house font. The font of South Tyrol, speccialy design by MetaDesign's typographer Jürgen Huber, conveys the values of the umbrella brand across all communication media. The South Tyrolean panorama is also of the highest priority for the differentiating brand values. The synthesis of a Dolomite Alps panorama and a colour scheme specific to South Tyrol acts as a powerful, identifying basic element.

Since the inrroduction of the umbrella brand in January 2005, over 1000 enterprises and organisations have licensed the umbrella brand. The umbrella brand for South Tyrol is used in advertising campaigns and in TV spots.

In a region such as South Tyrol, a situation is encountered which, if not extremely complex, is comparable to large multinational companies; brand management is in the hands of many different people. In an ideal world, brand management should be as centralised as possible and be conducted autocratically. In practice, this is only possible to a limited degree in the region of South Tyrol.

Instruments for management of an umbrella brand

Strategic brand management is implemented early on the developement of the visual translation. In view of this it is important at the begining of the process to consider requirements, problems and limits of the applications along with their complexity and diversity. Early on MetaDesign had already begun to think about the most varied form implementation of the umbrella brand could take and developed solutions for them. Stratcgic brand management gives subsequent users clear guidelines to be followed. Every brand regulation must be coupled with instruments which facilitate the proper application of the corporate design in practice. MetaDesign has therefore created its own website for the umbrella brand (www.provinz. bz.it/dachmarkeCstd/home_de.html). Those interested will find here the essential regulations for the most diverse aspects of use and descriptive examples for proper and improper application.

The website has enjoyed an excellent response since its introduction in February 2005. The possibility of having questions about application answered so quickly has been comprehensively well received. An extra bonus are the download areas reserved for registered users. Within this area there is a wide spectrum of digital samples for private use. This is especially welcome assistance for numerous small enterprises.

The sample for an advert in the format A4, for example, comes with completed layout the user needs only to insert a headline, image and copy text in thc appropriate places. This kind of practical help significantly reduces the risk of improper application of the corporate design; nevertheless, it is not possible to exclude it altogether.Within the framework of the branding process, the members of the group for the umbrella brand for South Tyrol have exemplarily implemented the final building block for the success of an umbrella brand such as South Tyrol, which is that the products must deliver exactly what the brand promises. South Tyrol keeps its brand promises, this can be experienced whether on holiday in Vinschgau, Meranerland or Trentino, just as the products can be enjoyed from the table or the glass. Ideal prerequisites, then, for the South Tyrolean umbrella brand to prove itself as a worthwhile investment for the future.
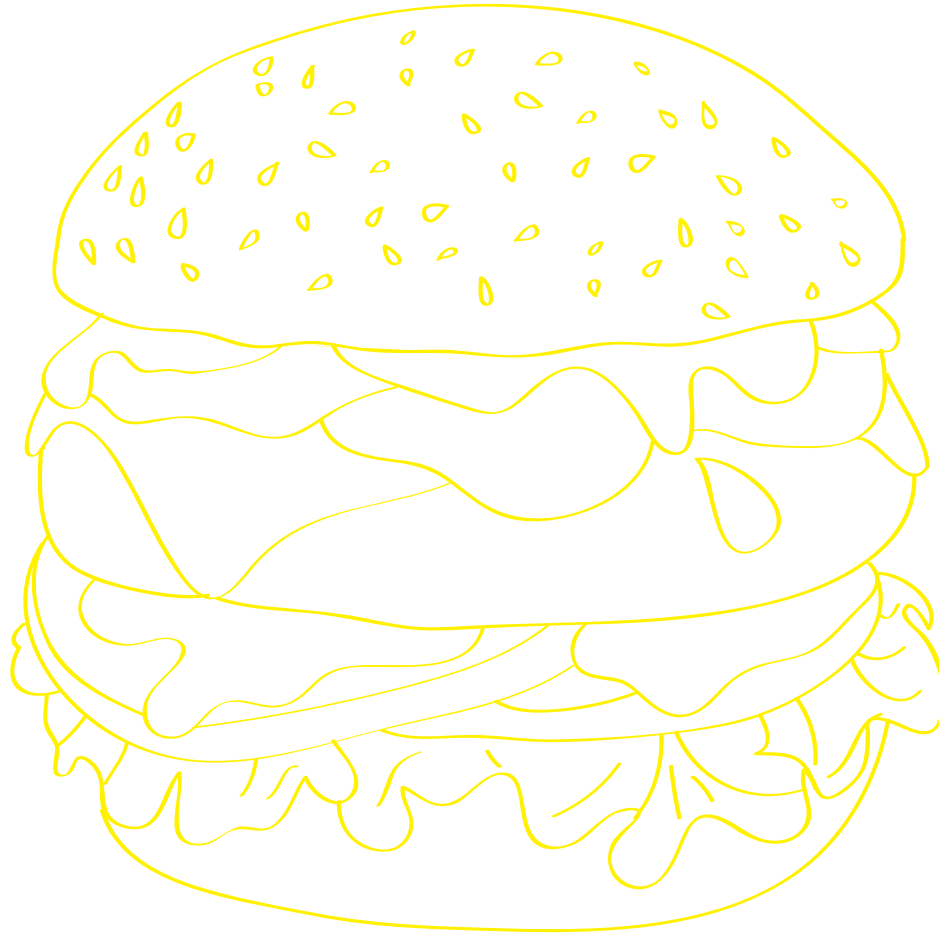
Problem

The "Südtirol" brand has experienced an enormous success not only in the field of marketing but in the holistic appearance of the region. It became the brand label of the hole region, and represents thereby not only the economic part of South Tyrol but the entire appearance and perception from outside. The areas that the "Südtirol" brand represents, however, do not see the integrity of the real local environment but only represent an idealized world for tourism promotion and economics.

South Tyrol is shown as it is to be seen by the intended target group and therefore seems to be many times as the paradise on earth. Neither current issues, nor factors that could have a negative impact on the image of the brand are represented, even if they aren't negative points, but only a sign, that also South Tyrol, like many other location deems in a period of change

Furthermore the political situation is getting more and more conservative and increases consequently the conception, that the maintenance of traditional values should become more and more important and that modernization and changes in the old systems could have negative effects on the regions image. There is a huge antagonism in the definition of the "Südtirol" brand, that on one hand claims to maintain the traditional, unaffected image and is on the other hand adamant to hold the view that modernization is proceeding.

The true picture of South Tyrol, which is developing and evolving also towards companies like Burger King and Mc Donald do not find space in official communication and are preferably kept secret or unknown to the public.
The settlement of large retailers is part of the development of the region and is tolerated on one hand, but on the other hand it is tried to keep limits in the extension and either to keep them outside the tourist area or hide them under a traditional mask.

With this project I would like to emphasize the fact that the real South Tyrol is very different from how it is presented to us, focusing on all this aspects which are actually not shown, and on the contrasts between the corporate image and reality of South Tyrol.
I want especially that tourists who are not confronted daily with this reality, realize the change without seeing it as a bad thing.
For the realization I would like to show visually this change using traditional motifs in combination with innovative elements and vice versa.
The results will be printed as postcards and then distributed as a freebies.