

# SUSEGAAD GOA

BRANDING A **NEW WORLD DESTINATION**



# Design Approach





# Brand Personification





Project S3

SPREAD LIVE BRANDS™

Brand Pulse

NEW GOA AIRPORT IMMERSION | 29 JULY 2021

BRAND PULSE

Brand Pulse

Brand is you, you are the Brand. We want to feel the pulse of the **New Goa Airport Brand** through you. Hope you will enjoy the simple and super imaginative exercises shared here.

Your contribution now is invaluable for the future Brand and the unique experience that the **New Goa Airport** will be!

BRAND PULSE

The session is in 3 parts

Getting to know you, plus your travel experiences and influences.

Thinking about the brand and its experience plus our customers and passengers.

Imagining Forward possibilities for the New Goa Airport Brand and Experience.

Share your individual memorable experiences and stories.

Imagine yourself in the shoes of your key stakeholders. Be insightful.

Be wildly imaginative. Think of possibilities for the future!

BRAND PULSE INSTRUCTIONS

What you need to do

Save this deck on your Google drive or download it by adding your name eg. **GMRGOA\_LBS\_YourName.pptx**

Take a flight of imagination and creatively input on the various worksheets shared in the following pages.

Please take out some focussed time to do this (about 90+ mins would be ideal). Enjoy this, it's fun and easy. Get into the Goa mood, grab a beer !

We can't wait to see your responses. Once done, please send it back to us in 4-5 days share it with ashita@spread.ooo

BRAND PULSE

Lets get to know you and your travel experiences and influences.

BRAND PULSE

Share your travel stories and experiences with us!

On the left side: Share a travel picture - ideally from a 'non GMR Airport' travel experience - local or international and place it in the grey box.

05 Mins

On the right side: Let's dive into your personal memory... tell us about the most memorable experiences (most positive and a horrible one).

05 Mins

My Most (positive) Memorable Experience

Vistara getting a surprise cake on my birthday on a flight at 30,000 ft

Write your experience in about 20 words

My Nightmare Experience

On a connecting flight from BLR to Shiridi via BOM, when I landed at BOM realised that my bag has not been loaded due to power bank.

Write your experience in about 20 words

Name

BRAND PULSE

What inspires me!

Mactan Cebu Airport

Changi

Adelaide Airport

The Resort Airport

i shop Changi / Shopping experience

Local draft beer! Live Music performance

Scandinavian wood ceiling

You need to search and add the images of brands, spaces, communication pieces, which you find inspiring and tell us about it!

10 Mins

BRAND PULSE

Lets reflect on the New Goa Airport and the Brand.

BRAND PULSE

New Goa Airport Why do we exist?

As Leisure destination Airport we help create beautiful memories for our guests by being the first Destination Airport in India. We create "Experiences" and "Conversational Stories".

We strive to provide the best passenger experience and Operational efficiency to all our customers.

We are a digital airport which democratises technology with a human touch.

We have a true Goan soul and help our guests feel Goa without being intimidating.

We respect Goa's beautiful nature and do things responsibly, respecting Environment & Sustainability.

Please think about what drives, fuels and inspires the team? How will we be different? What value will we add?

Please articulate the purpose crisply in not more than 30 words!

10 Mins



# Research Methodology

In today's world customers express their opinions on multiple platforms like online (social media, forums, review sites etc) and customer care tickets. These conversations are unbiased and contain valuable insights on market trends and expectations. Clootrack extracts this information real time, with high accuracy and transparency.









# The Promise : Delivering a New Goa unconstrained. Responsibly

## **The New Wave**

The Logo represents the opening up of a new destination. And a sustainable new wave of prosperity and growth.





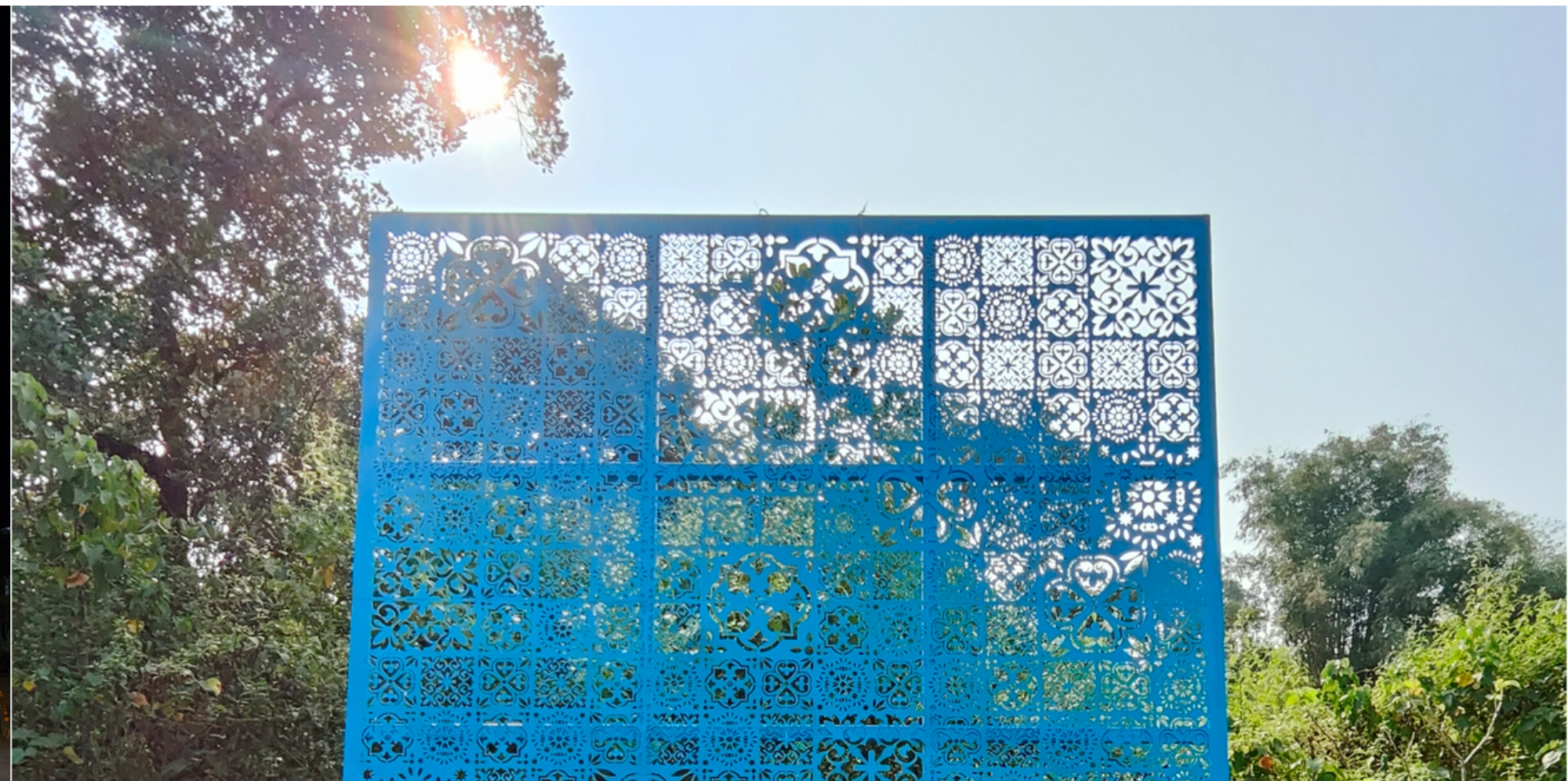
Creating a language that is familiar and has the codes of the new Goa embedded. Patterns that are an ode to Azulejos tiles and designed afresh to communicate a new experience. That includes sustainability, entertainment and celebration. With a palette that is fresh and applied consistently.







## Journey through village roads





## Experience valences

- 7 Cantilever signs
- 5 Flag Clusters
- Wall painting on on 2 underbridges, 3 viaducts and 1 water tank
- Village Names for 3 villages
- 2 Gantries
- 50 viewcutter jaalis
- 3 stambhas
- 1 Airside Logo
- 60 LED Decorative Lampposts
- 1 Roundabout Logo
- Several expressive walls with sketches and photographs.





# Projecto Goa









