

Design Approach



















Brand Personification



EXPERIENCE / EXPECTATIONS

I work from home! Why not be in Goa? I land in Goa in my pajamas. That's the new dress code for us geeks. I carry a jacket for online meetings, a good wifi, relaxed atmosphere and a nice glass of cocktail is all I need!

ar at the airport and work stations with good wifi speed



EXPERIENCE / EXPECTATIONS

We are old, but young at heart. We need help at the airport, wheelchairs and a warm friendly face to guide us out from the airport is all we seek. We don't mind a selfie, we seek information and a healthy meal.

Helpful staff, prompt provision for wheelchairs and convenient shuttle service from airport to hotel



EXPERIENCE / EXPECTATIONS

Speed, service, success and recognition!
Though if you ask me - I would love the occasional 'pleasant surprise and let the Goa in me get a lift every time I travel and oh, take a bit of Goa with me to where I go.

uvenir shops (On lease) | Local artists can be promoted



EXPERIENCE / EXPECTATIONS

We come for the 'nature of Goa' as it resonates with us, for the authentic village vibe with a mix of east and west, unfamiliar and familiar, culture, creativity, craft, a little commerce and some contentment.

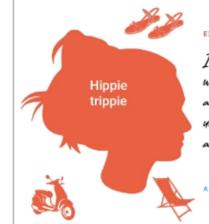
Provisions for safe travelling (Partnership with locals) | Homestay (Partner-



EXPERIENCE / EXPECTATIONS

The thought of Goa tingles my tastebuds. We don't get fresh prawns in the North, A melting pot of varied cuisines, is what I come for. Tell me more about the places where I can gorge on delectable food.

Variety of cuisines inside the airport, local food street outside the airport



PERIENCE / EXPECTATIONS

I wish the plane could land in the sea, I just want to rent a bike and start my vacation. I am here to make new friends and explore the unexplored, the hinterland, the nature walks and the backwaters.

glimpse of the dense forest, wildlife and waterfall inside the airport



EXPERIENCE / EXPECTATIONS

Hey we come in groups, we are loud and want to have fun. The trip starts the moment we land, we are excited and high on energy. We start with a group selfie at the airport itself.

cloome drink / shells necklace (Sponsorship) and a seifle corner / Photo opportunity, g Goa Airport, Shopping to be Goa ready, Hygienic washrooms.



EXPERIENCE / EXPECTATION

An avid bettor, I better be at the Casino by Saturday evening and return back early Monday morning. I am here to Gamble, wine and dine!!

eping Pods and Casinos at the airport



EXPERIENCE / EXPECTATIONS

Gun, Gand, Beaches - I want it all. I am here to cover Goa as a destination. Give me enough photo opportunities at the airport, bring Goa and key information about Goa at the airport to me.

Selfie corners, live band playing, varied food and shopping option



EXPERIENCE / EXPECTATIONS

The New Airport is an opportunity, tell me when it opens, so that I can be a part of this change. More jobs, higher GDP, more tourists, more business, what else can i ask for!! Ah yes, be mindful of nature and respectful towards the natives!!

tner with local start-ups to execute various indegineous experiences th



EXPERIENCE / EXPECTATIONS

Om Namah Ghivay! Hey, I heard about these centuries old temples in Goa, and I have it all planned. Now if I could gather more information at the airport about transport arrangements, an Itinerary maybe, it would be great!

Information wall about religious places, transport options and Vegetarian food corner



EXPERIENCE / EXPECTATIONS

Exams are over and holidays have begun, I land with my family and I seek comfort and luxury, I am ready to spend money on a great experience.

ids Zone, Great Shopping Experience and International Lounger

How Goo Airport SPREAD

New Gos/Report SPREAD

▼ 10 Mins

Project S3 SPREAD LIVE BRANDS NEW GOA AIRPORT IMMERSION | 29 JULY

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!

The session is in 3 parts

Getting to know you, plus your travel experiences and influences

experiences and stories.

the brand and its experience plus our customers and passengers.

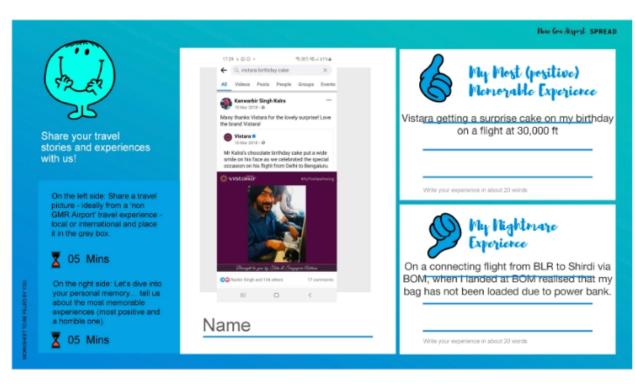
Share your individual memorable Imagine yourself in the shoes of your Be wildly imaginative. Think of key stakeholders. Be insightful.

Thinking about

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

How Gos Arpent SPREAD What you reed 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

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





The Resort Airport

X 10 Mins

Scandinavian wood ceiling

How Gos Aspent SPREAD

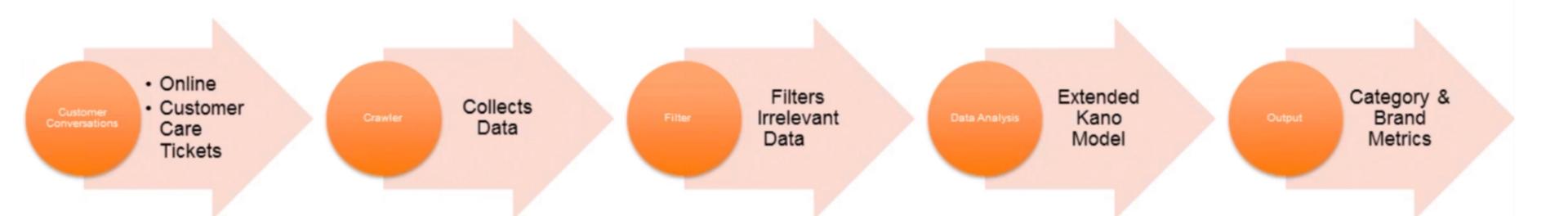
shop Changi / Shopping experience Local draft beer/ Live Music performance

Lets reflect on the New Goa Airport and the Brand.



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.





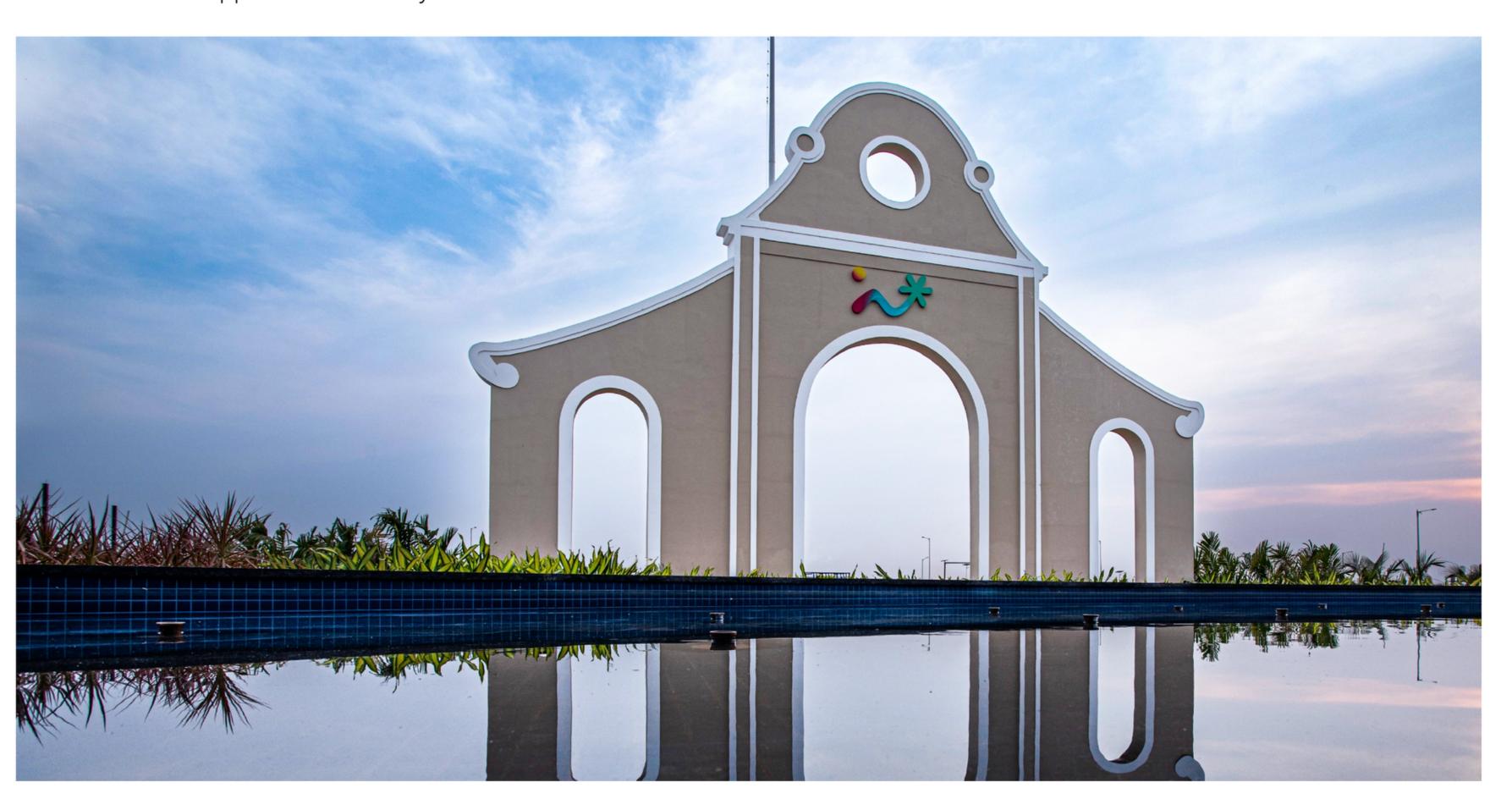
The Promise: Delivering a New Goa unconstrained. Responsibly

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.



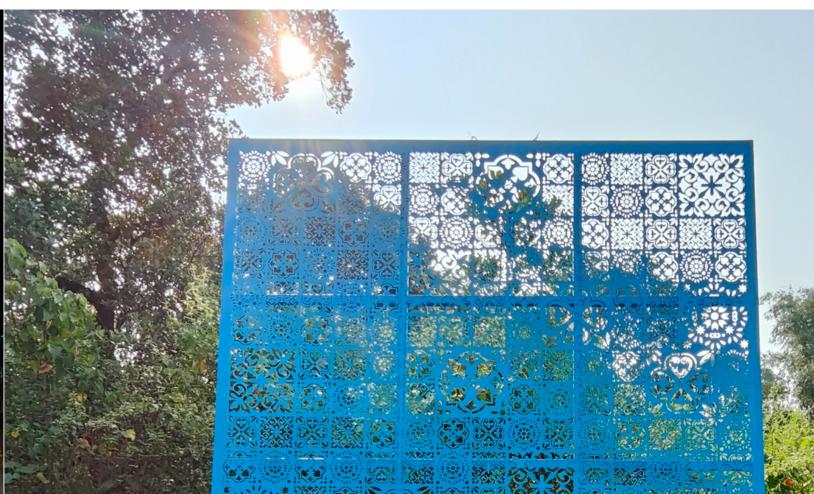




Journey through village roads







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 Lamposts

1 Roundabout Logo

Several expressive walls with sketches and photographs.









