

REBRANDING STRATEGY

In Tourism Destination

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TRANSFORMASI TEMPAT WISATA INDONESIA YANG TERLUPAKAN



TYPES OF TRANSFORMATION :

- 1. Personal Transformation**
- 2. Corporate Transformation**

REBRANDING STRATEGY

**is part of a Corporate
Transformation**



REBRANDING

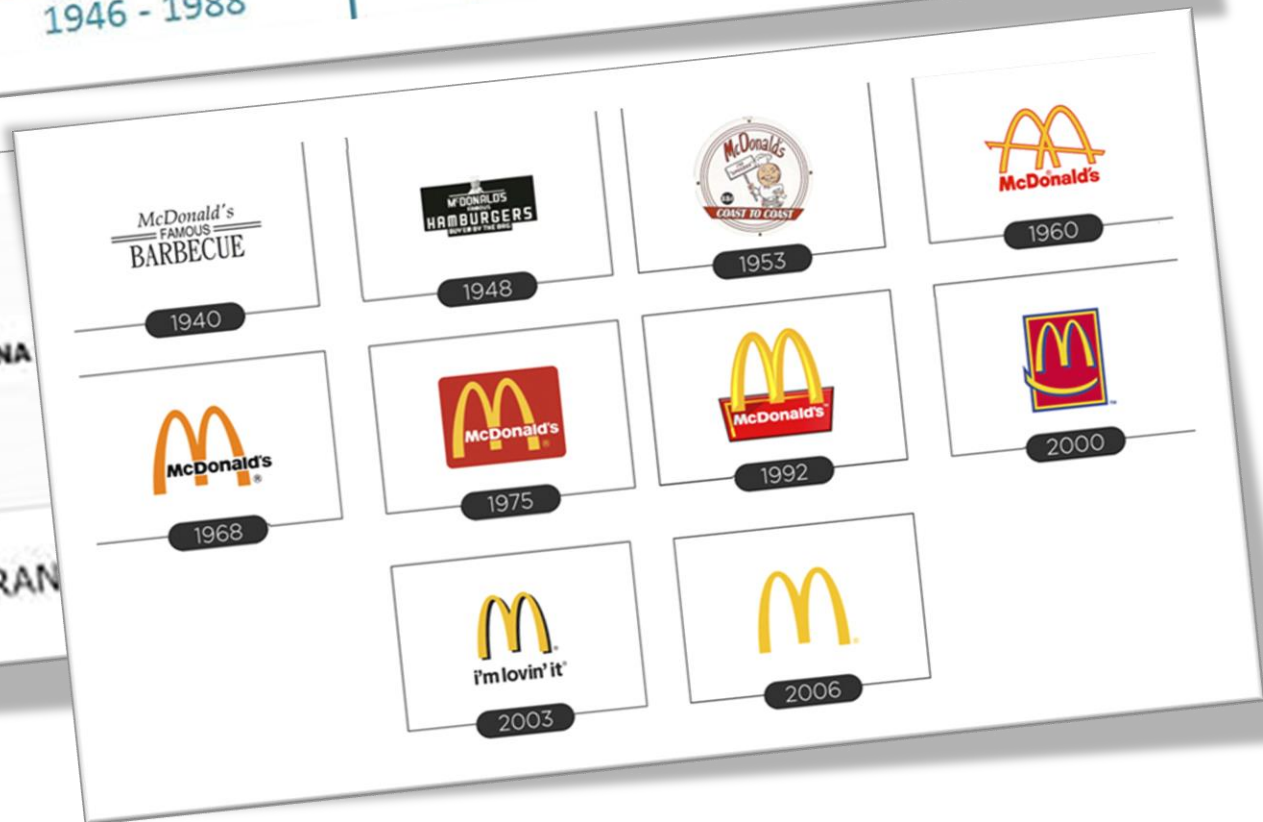
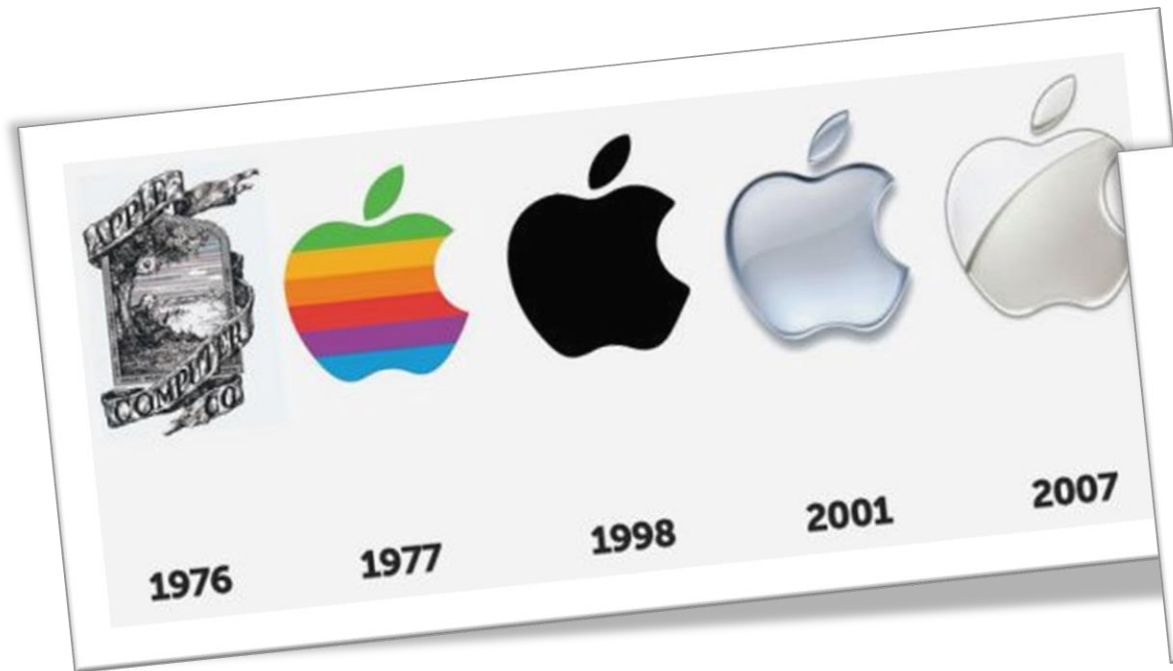
is the process of changing the corporate image of an organization



Evolusi Logo

Perusahaan di Indonesia





1962-1971

TV-R

Televisi.R.

Logo TVRI untuk sebuah Event

1 1962-1978



2 1978-1982



3 1982-1999



1991-1995



Logo TVRI untuk on-Air

4 1999-2001



5 2001-2003



6 2003-2007



7 2007-2018



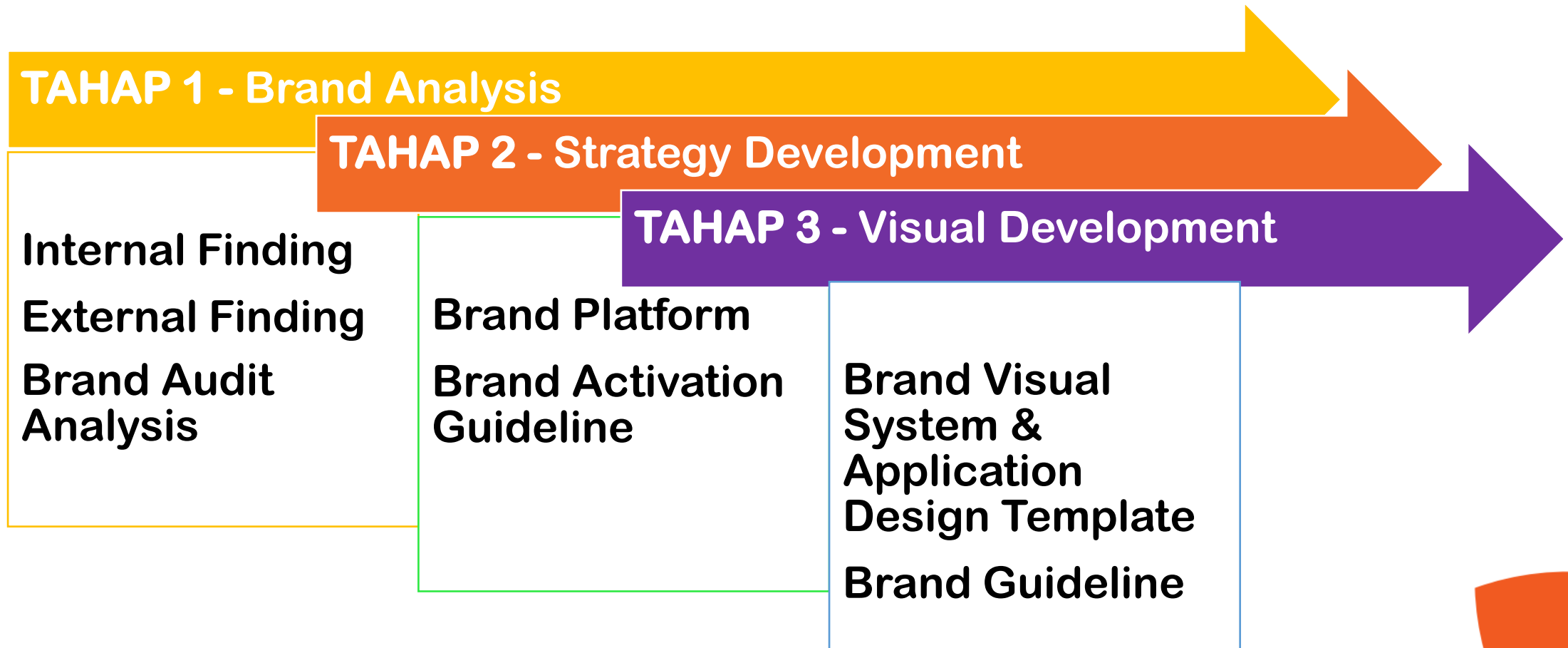
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REBRANDING IS NOT ONLY CHANGING THE LOGO

1. Corporate vision, mission, values change
2. Product change
3. Service process change
4. Adaptation to change
5. Adjustment to consumer interest

BRAND DEVELOPMENT



7 STEPS IN BUILDING A NEW BRAND :

1. Research your target audience and your competitors.
2. Pick your focus and personality.
3. Choose your business name.
4. Write your slogan.
5. Choose the look of your brand (colors and font).
6. Design your brand logo.
7. Apply your branding across your business.

COMMUNICATE YOUR NEW BRAND

- **ONLINE** (Social media, website, & others online channel)
- **OFFLINE**

Rethink – Revise – Rebrand





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Thank you