End-of-Course Assignment

Please watch the following piece of branded content (<https://vimeo.com/344108914>). Then read through some background information about this particular brand/branding exercise. (Pdf attached). Now look at the following tourism campaigns from three other European and American tourist destinations (okay UK is no longer in the EU, but you know what I mean).

UK: <https://www.visitbritain.com/gb/>

Hawaii: <https://www.youtube.com/channel/UCw70rwFQVxicOnE4ABXKLVg>

Spain: <https://www.youtube.com/watch?v=w_GtUoVcs4g>

You are free to watch other related videos and other online content about these countries in terms of tourism.

Once you have done this background work, please answer the following five questions. For each question, you can use the material discussed in class and the relevant academic articles from mycourses. The world limit for each answer is 600 words.

**Question 1:** Explain the core “product” that each country-brand is selling to potential tourists. What product characteristics would be needed to deliver the promised customer benefit?

**Question 2**: For each of these tourism brands, explain their specific approach to branding. Which brands are in need of a transition? Why? What would you change about these brands? If you believe no brands need transition, explain why you think so.

**Question 3**: For each of the brands, contrast the “product” with the “job” that the brand would be doing for potential customers? You can draw on your own understanding of the “jobs” that tourism can do for consumers to answer this question.

**Question 4**: For each of these brands, what would be the potential subset of connected brands that they could co-create their brand with, if they want to strengthen their core brand offering? Connect the answers to this question with your answers in Question 2.

**Question 5**: For the Finnish brand (Now/Here), what kind of brand extension might be relevant/useful if they are to create a powerful set of brands?