



Core/Brand Values

Core values are the fundamental business beliefs of an organisation that dictate its behavior and action. Core values can help geographic locations like the New Forest determine whether they are on the right path and fulfilling their business goals. There are many different types of core values and many different examples of core values depending upon the context, for instance:

- A belief that teamwork and equality is of fundamental importance
- A belief that honesty is always the best policy and that trust has to be earned
- A belief in maintaining a healthy work/life balance

Core values can therefore be the guiding principles behind our aspiration of creating a premium value to the New Forest “brand”. It can help to define how all stakeholders and business behave and they can also be expressed in collective mission statements, they might include:

- A commitment to sustainable development such as “Forest First” by acting in a culturally and environmentally friendly way. Companies like Patagonia and Ben & Jerry’s have environmental sustainability as a core value.
- A commitment to innovation and excellence. Apple is perhaps best known for having a commitment to innovation as a core value embodied by their "Think Different" motto.
- A commitment to doing good for the whole. Google, for example, believes in making a great search engine and building a great company without being evil.

There are countless types of core values we can choose from to represent our mission to give businesses and the wider location a premium brand status. Here are some examples to get us started:

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|---------------|---------------|--------------|
| • Dependable | • Innovative | • Passionate |
| • Reliable | • Creative | • Respectful |
| • Loyal | • Humorous | • Courageous |
| • Committed | • Fun-loving | • Educated |
| • Open-minded | • Adventurous | • Respected |
| • Consistent | • Motivated | • Loving |
| • Honest | • Optimistic | • Nurturing |
| • Efficient | • Inspiring | • Positive |

Brand equity refers to a **value** premium that can give the New Forest name (brand) and associated businesses and products using its name an advantage when compared to equivalent products from other organisations.

Brand value chain is a structured approach to assessing the sources and outcomes of **brand equity** and the manner by which marketing activities create **brand value** for the New Forest and associated products by making them memorable, easily recognisable, and superior in quality and reliability

Brand awareness is the extent to which the New Forest **brand** is recognised by potential customers and is correctly associated with particular branded products. This is usually expressed as a percentage of target market and is the primary goal of advertising in the early months or years of any branded product's introduction.

Measuring brand awareness

- Surveys by email, website or telephone asking existing customers how they heard of you or ask a random selection of people if they are familiar with your brand
- Look/monitor website traffic
- Look/monitor search volume data
- Use social listening

Brand recognition is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or destination logo, tag line, packaging or advertising campaign.

Product recognition is a process by which a **product** is automatically recognised within an image or video, this has slightly different implications for digital marketing and ecommerce

Brand preference is when you choose a specific (New Forest branded) product or service when you have other, equally priced and available options, it is a reflection of customer loyalty, successful marketing tactics, and **brand** strength

Brand differentiation is the means by which our **brand** is set apart from the competition, by associating a superior performing aspect of our **brand** with multiple customer benefits

Corporate branding refers to the practice of promoting the New Forest's **brand** as opposed to specific individual products or services. The relationships and organisation that go into **corporate branding** are somewhat different from individual product and service **branding** simply because the scope of a **corporate brand** is typically much broader and involves many more individual stakeholders

Brand loyalty is a pattern of consumer behaviour where consumers become committed to our **brand/s** and make repeat purchases over time. **Loyal** customers consistently buy from their preferred **brand**, regardless of convenience or price.

