Mindfactory – Protected areas as brands

EUROPARC CONFERENCE – 3rd of May 2022, National Park Neusiedler See – Seewinkel
What is our plan?

• Introduction - what is a brand and why should we care?
  By Sarah Wendl

• Case Study - National Parks UK and their story
  By Alastair Barber

• Practical part – who is our audience and what is their point of view?
  By Nikolai Hauser & David Hofmann (KONO – brand experience Agency)

• Time to sum it up: Questions, discussion and conclusion
How to define a brand?
What does branding mean?
Why should protected areas care about brands?
Six Nationalparks
Six Brands
Our Process:

→ Creating a common understanding about

who we are,
what we stand for,
how we want to be seen,
what we can offer and
who this concerns.