

ZINO

Brand Strategy

January 2025

This brand strategy serves as a roadmap for the successful development and communication of our unique brand identity. It outlines a clear vision for who we are, what we stand for, and how we will connect with our target audience. By understanding our core values, competitive landscape, and customer desires, we can craft a compelling brand message that fosters trust, loyalty, and recognition. This strategy will guide all aspects of our brand presentation, ensuring consistency across all touchpoints, from marketing materials to customer interactions. A strong brand strategy is an investment in our future. It lays the foundation for sustainable growth, increased brand awareness, and a loyal customer base. Let's embark on this journey to build a brand that resonates.

BRAND STRATEGY AT A GLANCE

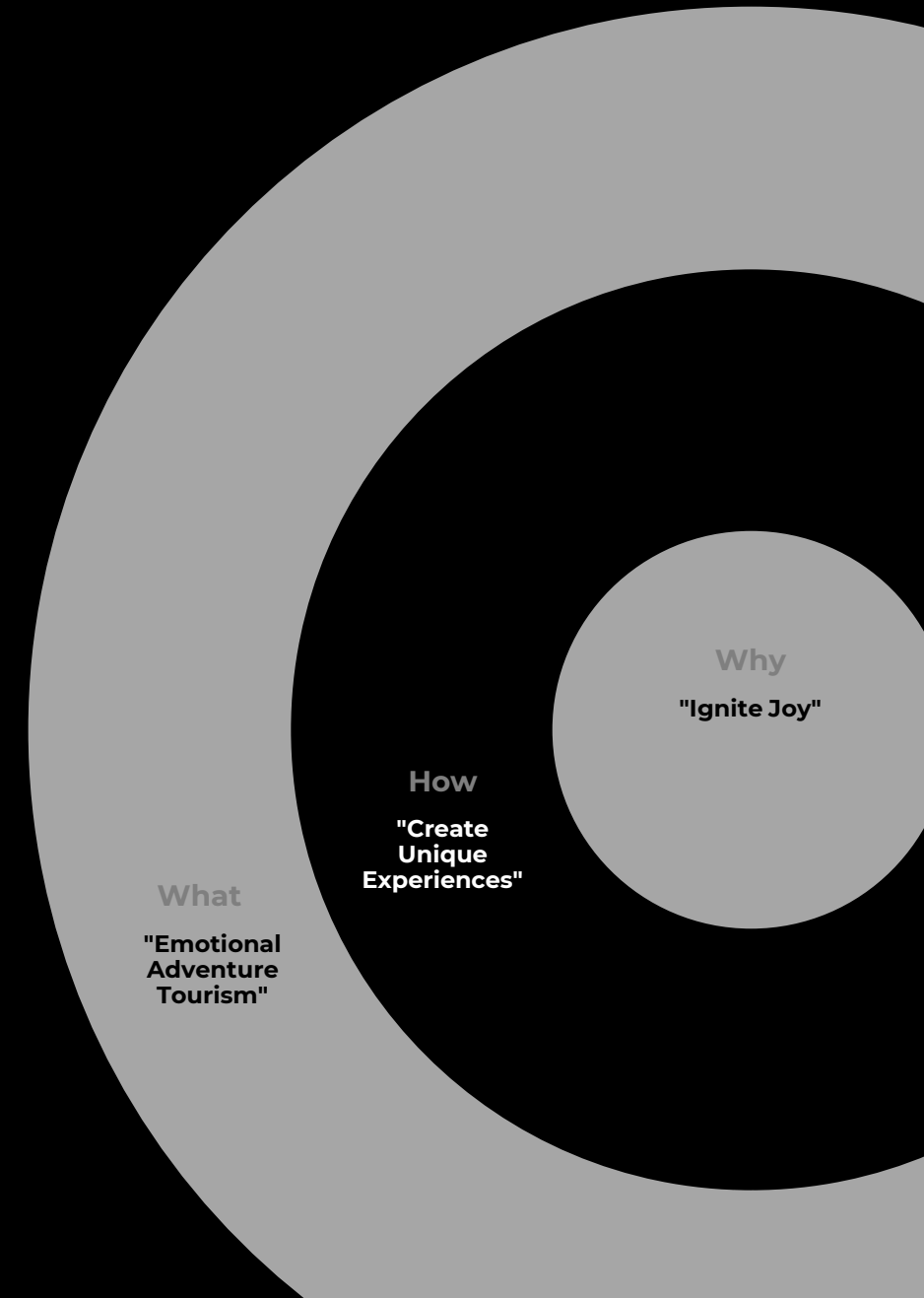
In this section, we read a summary of the main dimensions of Zino brand strategy and identity.

In the following sections, each of these components is thoroughly examined.

Brand's Golden Circle

We believe in igniting joy. We strive to create unique experiences to realize this belief. So we are emotional adventure tourism.

Golden Circle posits that effective branding starts with defining a clear 'Why' - the core purpose and belief driving the brand. This is followed by the 'How' - the unique approach or methods employed to achieve the purpose. Finally, the 'What' encompasses the tangible offerings of the brand. By prioritizing the 'Why', brands can cultivate deeper connections with their audience and differentiate themselves in the marketplace.



Brand Strategy at a Glance

Brand Story

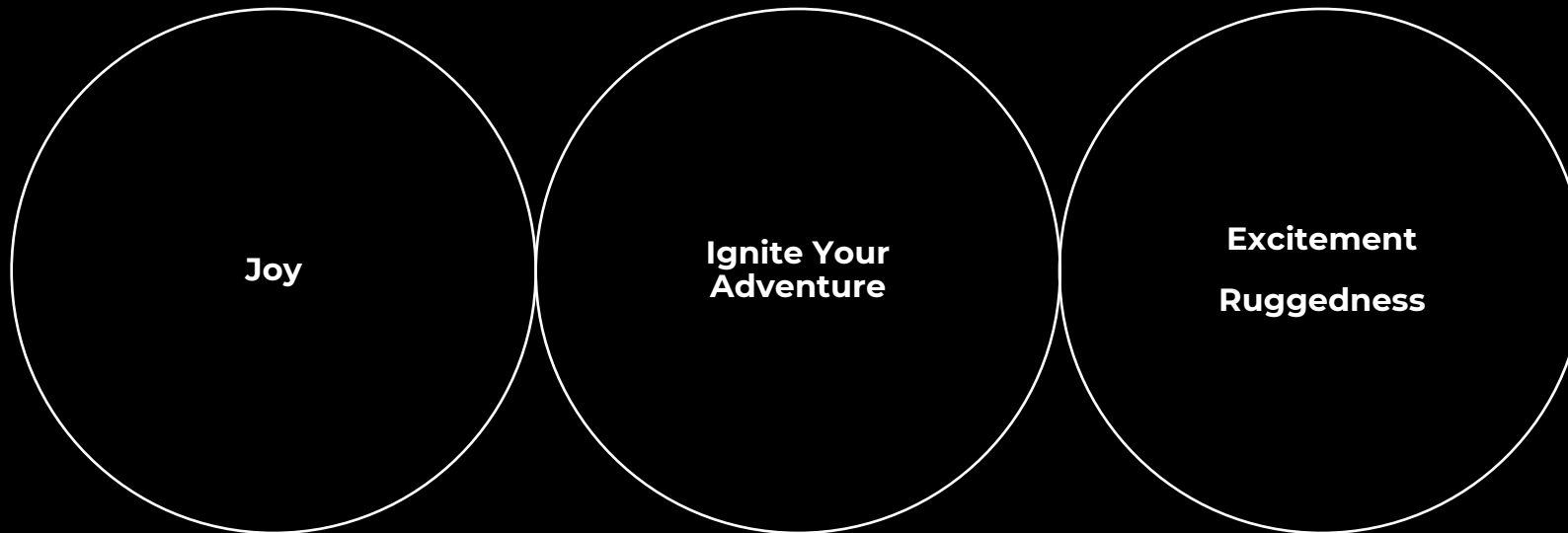
What is the underlying idea of our brand?

Zino

In a world craving adventure, we ignite joy through extraordinary experiences., Our innovative emotional tourism park invites explorers of all ages to embrace thrill and connection., From exhilarating sports to unique dining nestled in nature, each moment is crafted to inspire laughter and lasting memories., Join us as we redefine exploration, creating a vibrant tapestry of joy that fuels the spirit and fosters deep connections.

Brand Mantra

What are the main concepts of strategy and brand identity?



Brand mantra is a short, memorable phrase that encapsulates a brand's essence or positioning and guides its strategy and communication. Brand mantras are typically internal-facing and are used to align employees and stakeholders with the brand's core values and purpose.

BRAND STRATEGY ELEMENTS

A brand strategy is a comprehensive plan that outlines how a business will present itself to the world and differentiate itself from competitors.

In this section, we read its elements in detail.

Brand Vision Statement

Where are we going, and what do we want to be?

In a world where adventure and connection often feel fleeting, our vision is to craft moments that linger in the heart. Imagine families bonding over thrilling activities, friends sharing laughter in unique dining settings, and individuals discovering joy in every experience. Each visit to our emotional tourism park becomes a cherished memory, igniting a sense of wonder and happiness that inspires guests to embrace life fully. Together, we create unforgettable experiences that resonate long after the adventure ends.

**"Creating unforgettable
experiences that inspire joy"**

Brand Mission Statement

What are we doing?

In a world filled with routine, we invite you to embrace adventure. Picture yourself soaring through the sky, laughter echoing as you conquer new heights. Each experience ignites a spark of joy, transforming ordinary moments into extraordinary memories. Families bond over shared thrills, friends discover deeper connections, and individuals find their true selves amidst the excitement. Together, we create a vibrant tapestry of joy, where every adventure fuels your spirit and inspires a life fully lived.

**"Embrace adventure, ignite your
joy"**

Brand Positioning Statement

What is the destination and direction of our brand?

We serve adventure seekers, families, and culinary explorers., We offer innovative emotional tourism experiences that ignite joy and foster connections., We position ourselves as a unique destination for thrilling adventures and immersive dining., We are in business to create unforgettable memories through joy-filled exploration., What sets us apart is our focus on emotional tourism, scientifically planned experiences, and a diverse range of offerings in a market with no direct competitors.

Brand Positioning Statement

What is the destination and direction of our brand?

**Emotional tourism experiences igniting joy and
connections.**

Brand's Potential Audiences

Who are the main audiences of our brand?

The audiences of the brand can be divided into 7 main groups, each with diverse persona, core desire and distinct stories.

Persona	Description	Core Desire
Adventure Seekers	Individuals driven by thrill, exploration, and personal growth through adventurous activities.	To experience life to the fullest through adventure and exploration.
Family and Community Focused	Groups prioritizing shared experiences, bonding, and community engagement through activities.	To create lasting memories and foster connections with family and communities.
Culinary and Cultural Explorers	Individuals passionate about exploring diverse cultures and cuisines through unique culinary experiences.	To indulge in extraordinary culinary adventures that enrich their understanding of the world.

Brand's Potential Audiences

Who are the main audiences of our brand?

The audiences of the brand can be divided into 7 main groups, each with diverse persona, core desire and distinct stories.

Persona	Description	Core Desire
Wellness and Relaxation Seekers	Individuals focused on rejuvenation, self-care, and holistic well-being through immersive experiences.	To achieve holistic well-being through relaxation and immersive experiences in nature.
Corporate and Team Development	Organizations and professionals seeking to enhance teamwork and collaboration through engaging activities.	To build cohesive and high-performing teams through engaging and innovative experiences.
Social Media and Content Creators	Individuals creating content for social platforms, seeking visually stunning experiences to inspire and engage their audience.	To capture and share authentic adventures that resonate with their audience.

Brand's Potential Audiences

Who are the main audiences of our brand?

The audiences of the brand can be divided into 7 main groups, each with diverse persona, core desire and distinct stories.

Persona	Description	Core Desire
Casual Experience Seekers	Individuals looking for light-hearted entertainment and unique experiences without intense thrills.	To enjoy unique and memorable experiences in a comfortable and safe environment.

Competitive Frame of Reference

What are we from the audience's point of view?

This competitive frame of reference positions the brand as a leader in a niche market that combines thrilling experiences with a focus on emotional connections. It emphasizes the unique offering of adventure sports and innovative dining options designed to evoke joy and excitement. By catering to diverse audiences seeking memorable experiences, the brand stands out in the tourism sector, promoting personal growth and exploration while fostering a sense of community and shared adventure among visitors of all ages.

Emotional Adventure Tourism

Brand's Functional Benefits

What are our functional benefits for brand audiences?

Emotional Connection

Fostering deep emotional connections through shared adventures and memorable moments, this benefit enhances relationships among family, friends, and communities. By creating experiences that evoke joy and excitement, individuals can bond over their journeys, leading to lasting memories and a sense of belonging.

Unique Experiences

Offering one-of-a-kind experiences that cannot be found elsewhere, this benefit allows individuals to explore new activities, cultures, and cuisines. Unique experiences stimulate curiosity and inspire personal growth, encouraging guests to step outside their comfort zones and embrace the extraordinary.

Thrill and Excitement

Providing exhilarating activities that ignite a sense of adventure, this benefit appeals to thrill-seekers and casual visitors alike. By delivering heart-pounding experiences, individuals can enjoy the rush of adrenaline, creating unforgettable memories that resonate long after the adventure ends.

Brand's Emotional Benefits

What are our emotional benefits for brand audiences?

Unforgettable Memories

Creating lasting impressions through shared adventures, this benefit allows individuals to cherish moments that resonate deeply. Each experience is designed to evoke joy and excitement, ensuring that visitors leave with stories to tell and memories to treasure, fostering

Authentic Experiences

Offering genuine interactions and immersive activities, this benefit emphasizes the importance of authenticity in every experience. Visitors engage with diverse cultures and unique adventures, enriching their understanding of the world while feeling a true

Nurtured Relationships

Fostering deep bonds among family, friends, and communities, this benefit highlights the power of shared experiences. By participating in adventures together, individuals strengthen their relationships, creating a supportive environment that nurtures connections and cultivates a sense of unity and belonging.

Brand Promise

What is our promise to the brand's audience?

This brand promise encapsulates the essence of transformative experiences, encouraging individuals to embrace new challenges and explore the unknown. It emphasizes the thrill of discovery and personal growth through engaging activities that inspire excitement and joy. By inviting audiences to embark on unforgettable journeys, it fosters a sense of curiosity and empowerment. This commitment to providing exhilarating opportunities not only resonates with diverse groups seeking adventure but also establishes the brand as a leader in innovative and emotional tourism.

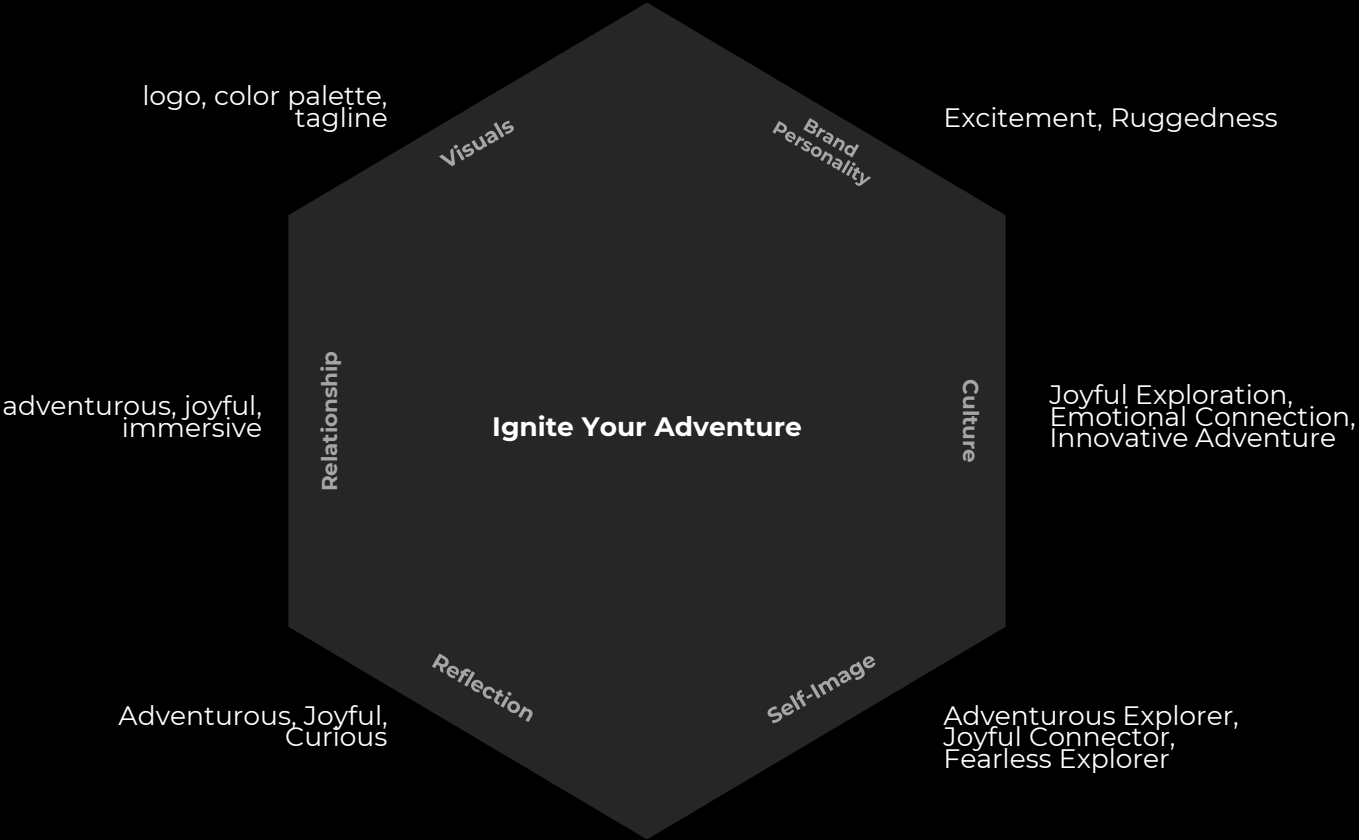
Ignite Your Adventure

BRAND IDENTITY ELEMENTS

Brand identity is a unique set of brand associations we aim to create or maintain.

In this section, we read its elements in detail.

Our Brand Identity at a Glance



Brand Visuals

What are the tangible elements of our brand identity?

Logo embodies adventure and joy, enhancing brand recognition., Color palette evokes excitement, reflecting emotional tourism experiences., Tagline communicates brand promise, inspiring exploration and connection.

logo

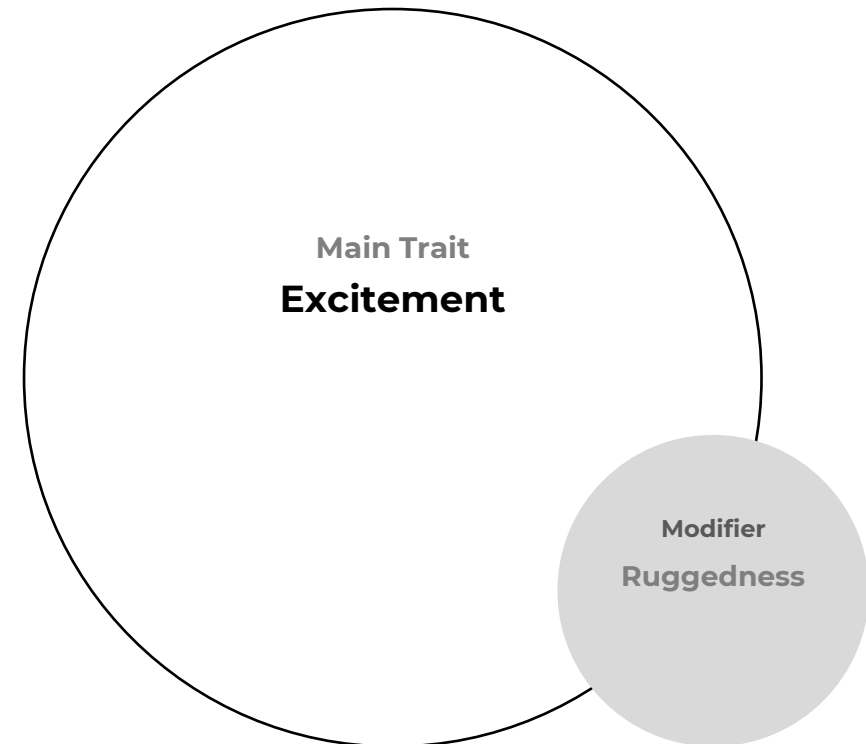
color palette

tagline

Brand Personality

What are our functional benefits for brand audiences?

The brand embodies the spirit of 'Excitement,' inviting audiences to embrace their adventurous side and seek out thrilling experiences. With a focus on innovation and discovery, it encourages individuals to break free from the mundane and explore the extraordinary. Complementing this is 'Ruggedness,' reflecting a strong connection to the outdoors and an appreciation for resilience and toughness. Together, these traits inspire a lifestyle that celebrates adventure, personal growth, and the beauty of nature, appealing to the curious explorer in everyone.



Brand Reflection

What kind of audience do we belong to from the perspective of our audience?

In a world brimming with possibilities, the brand embodies the spirit of adventure, inviting individuals to explore the unknown. Each experience sparks joy, creating unforgettable memories that resonate long after the journey ends. With a curious heart, guests embrace challenges, discovering new horizons and forging connections with nature and each other. Together, they embark on a transformative journey, where every moment is filled with excitement, laughter, and the thrill of exploration, inspiring a life fully lived.

Adventurous

Joyful

Curious

Brand Self-image

How do our brand audiences feel and what attitude do they have towards themselves?

As an Adventurous Explorer, you thrive on discovering new horizons, embracing the thrill of the unknown. Each journey is a chance to connect with nature and diverse cultures, fueling your curiosity. As a Joyful Connector, you cherish shared experiences, creating lasting memories with loved ones through laughter and adventure. With the spirit of a Fearless Explorer, you boldly face challenges, transforming every moment into an exhilarating story that inspires others to join you on this remarkable journey.

Adventurous Explorer

Joyful Connector

Fearless Explorer

Brand Relationship

How does our brand interact with its audiences?

In a world where routine reigns, the brand invites you on an adventurous journey filled with joy. Picture families soaring through the sky, laughter echoing as they conquer thrilling challenges together. Each experience becomes a cherished memory, immersing you in the beauty of nature and the thrill of exploration. Together, we celebrate life through joyful adventures, crafting stories that linger in your heart and inspire you to embrace every moment with excitement and wonder.

adventurous

joyful

immersive

Brand Culture

What are our brand's cultural values?

Joyful Exploration

Discovering joy in every thrilling experience together.

Emotional Connection

Building bonds through shared adventures and laughter.

Innovative Adventure

Creating unique experiences that inspire and excite.

BRAND VERBAL IDENTITY

Brand verbal identity is the unique system of language and tone a brand uses to communicate its values, personality, and message consistently across all platforms.

In this section, we read main elements of brand verbal identity.

Brand voice

What are the verbal values of our brand?

The brand voice is inspired and adventurous, sparking curiosity and inviting audiences to explore new horizons. It embodies an encouraging spirit, motivating individuals to step outside their comfort zones and embrace life's challenges with optimism. Authenticity shines through in every message, fostering genuine connections and trust. Energetic and dynamic, the brand resonates with a zest for life, celebrating bold adventures and diverse experiences. This voice captivates the curious explorer, inviting them to embark on transformative journeys of discovery.

Inspired

Adventurous

Encouraging

Authentic

Energetic

Inviting

Dynamic

Optimistic

Curious

Brand Voice

Check the verbal brand touchpoints on these values.

Verbal Values	Description	Do's	Don'ts
Inspired	An adventurous and inspiring voice that encourages exploration and personal growth.	• Use energetic and dynamic language to evoke excitement. • Incorporate themes of adventure and discovery in messaging. • Encourage audiences to embrace challenges and new experiences. • Foster authenticity by sharing real stories and experiences. • Celebrate diversity and inclusivity in all communications.	• Avoid overly formal or rigid language that stifles creativity. • Do not use negative or discouraging tones that deter exploration. • Steer clear of jargon or complex terminology that alienates audiences. • Refrain from generic messaging that lacks personality or excitement. • Avoid promoting a one-size-fits-all approach to experiences.
Adventurous	Inspired and adventurous voice inviting exploration and personal growth.	• Use energetic and dynamic language to evoke excitement. • Encourage curiosity and exploration in every message. • Incorporate authentic storytelling to foster genuine connections. • Emphasize themes of adventure, diversity, and personal growth. • Maintain an optimistic tone that motivates audiences to embrace challenges.	• Avoid overly formal or rigid language that stifles creativity. • Do not use negative or discouraging language that undermines exploration. • Refrain from generic messaging that lacks authenticity or personal touch. • Avoid jargon or complex terminology that alienates the audience. • Do not focus solely on products; prioritize experiences and journeys.
Encouraging	Inspired and adventurous, inviting exploration and personal growth through authentic experiences.	• Use energetic and dynamic language to inspire curiosity. • Encourage audiences to embrace challenges and new experiences. • Incorporate themes of adventure and exploration in messaging. • Foster genuine connections through authentic storytelling. • Celebrate diversity and the beauty of nature in communications.	• Avoid overly formal or rigid language that stifles creativity. • Do not discourage risk-taking or stepping outside comfort zones. • Steer clear of negative or pessimistic tones that undermine excitement. • Refrain from generic messaging that lacks authenticity and connection. • Do not ignore the importance of inclusivity and diverse perspectives.

Brand Voice

Check the verbal brand touchpoints on these values.

Verbal Values	Description	Do's	Don'ts
Authentic	Authentic and adventurous, inspiring exploration and personal growth through diverse experiences.	• Use energetic and inviting language to spark curiosity. • Encourage audiences to embrace challenges and step outside their comfort zones. • Incorporate storytelling to share transformative experiences and adventures. • Celebrate diversity and inclusivity in all communications. • Maintain a tone that reflects optimism and authenticity.	• Avoid overly formal or stiff language that stifles creativity. • Do not use jargon or technical terms that alienate the audience. • Refrain from negative or discouraging messages that undermine exploration. • Avoid being generic or bland; stay true to the adventurous spirit. • Do not ignore the importance of genuine connections and trust-building.
Energetic	An energetic and adventurous voice that inspires exploration and personal growth.	• Use vibrant and dynamic language to convey excitement. • Encourage curiosity and invite audiences to explore new experiences. • Incorporate storytelling to share adventurous journeys and discoveries. • Emphasize authenticity and genuine connections in all communications. • Highlight diversity and the beauty of nature in messaging.	• Avoid overly formal or corporate language that stifles creativity. • Do not use negative or discouraging language that may deter exploration. • Steer clear of clichés that can make messages feel generic or uninspired. • Avoid jargon or technical terms that alienate the audience. • Do not focus solely on products; prioritize experiences and personal growth.
Inviting	Inviting and adventurous, inspiring exploration and personal growth through authentic experiences.	• Use energetic and dynamic language to spark curiosity. • Encourage audiences to embrace challenges and step outside their comfort zones. • Incorporate storytelling that highlights diverse experiences and adventures. • Maintain an optimistic tone that celebrates personal growth and discovery. • Foster genuine connections through authentic and relatable messaging.	• Avoid overly formal or technical language that may alienate the audience. • Do not use negative or discouraging language that undermines the adventurous spirit. • Steer clear of clichés or generic phrases that lack authenticity. • Refrain from being overly promotional or salesy; focus on experiences instead. • Do not ignore the importance of inclusivity and diversity in messaging.

Brand Voice

Check the verbal brand touchpoints on these values.

Verbal Values	Description	Do's	Don'ts
Dynamic	Inspired and adventurous, inviting exploration and personal growth through authentic experiences.	• Use energetic and dynamic language to inspire curiosity. • Encourage audiences to embrace challenges and step outside their comfort zones. • Incorporate themes of adventure, diversity, and personal growth in messaging. • Foster genuine connections through authentic storytelling and relatable experiences. • Celebrate the beauty of nature and the thrill of exploration in communications.	• Avoid overly formal or corporate language that feels disconnected from the audience. • Do not use negative or discouraging language that may stifle exploration and curiosity. • Refrain from generic or cliché phrases that lack authenticity and excitement. • Avoid messages that do not resonate with the adventurous spirit of the brand. • Do not ignore the importance of diversity and inclusivity in the brand narrative.
Optimistic	An adventurous and optimistic voice that inspires exploration and personal growth.	• Use energetic and dynamic language to convey excitement. • Encourage curiosity and invite audiences to explore new experiences. • Foster authentic connections through relatable storytelling. • Emphasize themes of adventure, diversity, and personal growth in messaging. • Maintain an optimistic tone that motivates and uplifts audiences.	• Avoid overly formal or rigid language that stifles creativity. • Do not use negative or discouraging language that undermines exploration. • Steer clear of jargon or technical terms that alienate the audience. • Refrain from being overly promotional; focus on genuine experiences instead. • Do not ignore the importance of authenticity in messaging.
Curious	An adventurous and authentic voice that inspires exploration and personal growth.	• Use energetic and inviting language to engage audiences. • Encourage curiosity and exploration in every message. • Emphasize diversity and personal growth through adventure. • Incorporate storytelling to create relatable and inspiring narratives. • Maintain an optimistic tone that motivates action and discovery.	• Avoid overly formal or rigid language that stifles creativity. • Do not use negative or discouraging language that undermines exploration. • Steer clear of jargon or technical terms that alienate audiences. • Avoid generic messages that lack authenticity and personal connection. • Do not dismiss the importance of diverse experiences and perspectives.

Brand Voice

Check the verbal brand touchpoints on these values.

Verbal Values

Description

Do's

Don'ts

Bold

Inspired and adventurous voice inviting exploration and personal growth.

- Use energetic and dynamic language to spark curiosity.
- Encourage audiences to embrace challenges and new experiences.
- Incorporate authentic storytelling to foster genuine connections.
- Celebrate diversity and the beauty of nature in messaging.
- Maintain a bold and optimistic tone in all communications.

- Avoid overly formal or rigid language that stifles adventure.
- Do not use negative or discouraging language that undermines exploration.
- Steer clear of clichés that dilute the sense of authenticity.
- Do not ignore the importance of inclusivity in messaging.
- Avoid being overly technical or complex, which can alienate the audience.

Brand Keywords

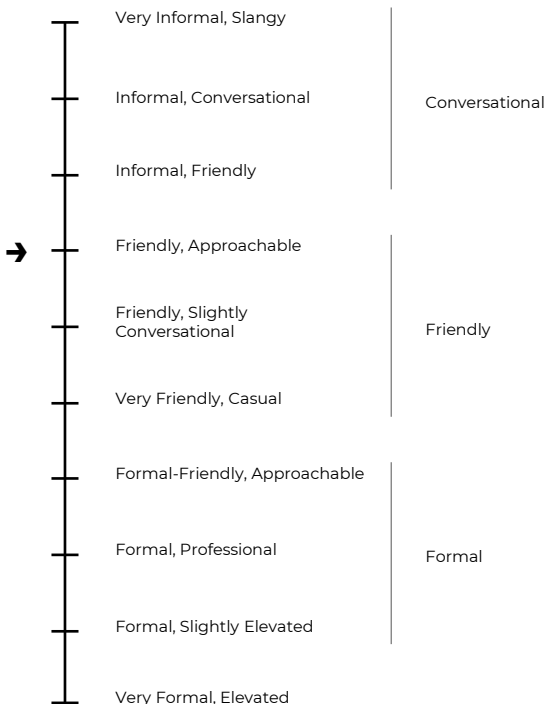
Using these keywords across all brand verbal touchpoints effectively conveys the brand identity.



Brand Tone

How do we talk?

The selected tone traits of 'Friendly, Approachable, Informal, Friendly, Informal, Conversational' reflect a brand that prioritizes genuine connections with its audience. This tone fosters an inviting atmosphere, encouraging individuals to engage and explore without feeling intimidated. By using casual language and a conversational style, the brand communicates its adventurous spirit while making its messages relatable and accessible. This approach resonates with the Explorer archetype, inspiring curiosity and inviting audiences to embrace new experiences with enthusiasm and openness.



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