2nd Biennial Conference of the Belize Marine Fund





Commission for UNESCO



BELIZE TOURISM BOAI



Branding for Change: Enhancing National and International Awareness of the Belize Barrier Reef Reserve System WHS

Nadia Bood World Wildlife Fund

BELIZE TOURISM INDUSTRY ASSOCIATION

ESPONSIBLE TRAVEL

ENTER FOR



Branding for Change

Objective 1: Enabling environment for branding and marketing of BBRRS WHS

Objective 2: Implement the WHS Branding and Marketing Strategy

Objective 4: Fundraise for strategy implementation



PROTECTED AREAS

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Together, these seven place not only encapsulate the beauty and ampularity of Beller's marine assets, Bud they also underscore the role the entire met place is supporting below's theiring tourism and falling industries. They also ensure this valuable inscuring is protected for future generations of beloware and visitors alike to enjoy





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Target Audiences and Approach



Target Audiences

- Existing and future international tourists to Belize
- Belizean public
- Domestic fishing industry

Focused on a scalable, largely organic marketing strategy leveraging partnerships with NGOs, MPA managers, government agencies, Belize Tourism Board and other tourism industry stakeholders

Process



- Dozens of interviews
- Domestic and international stakeholder workshops
- Desk and competitor research
- Branding committee made up of professionals from the BTB, WWF, Ministry of the Blue Economy, PACT, Fisheries Department, and the BTIA



Brand Values

- We live in the Blue Economy
- We foster sustainable tourism
- We support responsible consumption of legal fish
- We support local education
- We are aligned with the mission of UNESCO's WH Marine Programme



Brand Logo and Brand Strategy

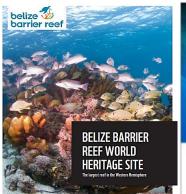


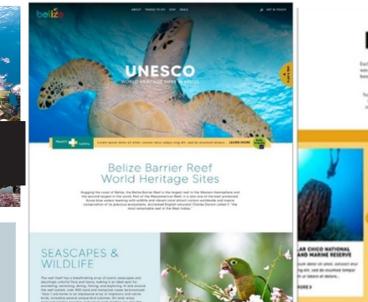
A UNESCO World Heritage Site



Marketing and Communication Strategy + Action Plan

- Marketing and Communication Strategy
- 1 Yr Action Plan
- Microsite on Travelbelize.org (https://www.travelbelize.org/unesco/)
- 9 articles on BTB website





PROTECTED AREAS

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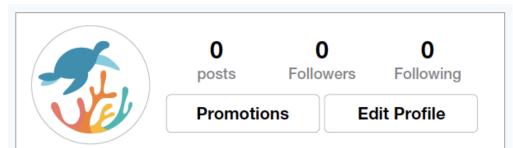


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Marketing Channels



Belize Barrier Reef

Official Instagram of Belize Barrier Reef a UNESCO World Heritage Site for more information visit www.belizebarrierreef.com

Oceans	Marine Life	Our Reef	Culture	Fishing
Call	Email Address		Directions	
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- New website for the BBRRS
- Rebrand existing Facebook page \checkmark
- A new Instagram account \checkmark
- A new Twitter account
- Marketing partnership with Belize Tourism Board \checkmark
- Signage at each of the seven sites with new branding
- Email marketing
- Event marketing partnership with Belize's Reef Wk \checkmark
- Public relations **√**ongoing
- Educational outreach **√**ongoing

10,000th Birthday of Belize Barrier Reef



#10000yearsyoung

Thank you! Questions?

nbood@wwfca.org







The Belize National Commission for UNESCO Protected Areas Conservation Trust









BELIZE TOURISM INDUSTRY ASSOCIATION



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