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

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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
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

belize barrier reef
A UNESCO World Heritage Site

Brand Book
Marketing and Communication Strategy + Action Plan

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

- New website for the BBRRS
- Rebrand existing Facebook page ✔
- A new Instagram account ✔
- A new Twitter account
- Marketing partnership with Belize Tourism Board ✔
- Signage at each of the seven sites with new branding
- Email marketing
- Event marketing partnership with Belize’s Reef Wk ✔
- Public relations ✔ ongoing
- Educational outreach ✔ ongoing
10,000th Birthday of Belize Barrier Reef

Coral reefs represent some of the world’s most spectacular beauty spots, but they are also the foundation of marine life; without them many of the sea’s most exquisite species will not survive.

– Sheherazade Goldsmith

#10000yearsyoung
Thank you!

Questions?

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