

CÔTE d'AZUR

FRANCE

Press Kit

LAUNCH OF THE

CÔTE d'AZUR FRANCE BRAND

www.marque-cotedazurfrance.com

COMITÉ RÉGIONAL DU **TOURISME**
CÔTE d'AZUR



**DÉPARTEMENT
DES ALPES-MARITIMES**



Long live CÔTE d'AZUR FRANCE!

As initially announced a year ago during the 1ères Rencontres Départementales du Tourisme Azuréen, a regional tourism meeting, we're proud to introduce our new brand strategy, and encourage you to share it as widely as possible.

For the very first time, a regional brand is adding the 'France' tag to its name!

Why "CÔTE d'AZUR FRANCE"?

Because crisis ought to be seen as an opportunity to reinvent and regenerate.

Because a brand is unique and cannot be translated!

Because French culture lies at the heart of the Côte d'Azur brand.

Because resilience starts with waving goodbye to France-bashing and Côte d'Azur-negging, this propensity for self-derision and putting ourselves down that remains all too widespread.

Because our brand must hold on to its timeless identity (our traditions), an identity we ought to be proud of.

Because our brand should be helping us create the conditions we need to push ourselves further, based on our three core pillars of openness, innovation and agility.

And finally, because we need to stay focussed on our clients while co-existing under a shared umbrella, a space where there's room for all the powerful brands that make up the Côte d'Azur France to succeed!

Since November 2015, we've been working with the Côte d'Azur Regional Tourism Committee (CRT in French), the Conseil Départemental des Alpes-Maritimes' muscle when it comes to promoting tourism, in an innovative approach to boosting tourism via sports, cultural and professional events: all the ingredients that make up the essence of the Côte d'Azur as a destination that hosts 6,000 events a year.

As with all the initiatives carried out in 2016 by the Côte d'Azur Regional Tourism Committee (MICE and Sport & Tourism Côte d'Azur Cluster), the "Côte d'Azur, Terre d'Événements" (Côte d'Azur, Land of Events) contract with the French government and Atout France is based on an exemplary working relationship between the public and private sectors, bringing together socio-professionals and their representatives as well as tourism-promoting bodies and the major tourism destinations.

Thanks to the appointed CRT team working on the project, who we'd like to take this opportunity to thank, we also received backing from the State to the tune of €1m to promote the new Côte d'Azur France brand via Atout France. This is a real first that will see €2.3m being allocated to promoting the French Riviera region.

These funds will help boost promotional campaigns that have been led by our regional partners since summer 2016 via #CotedAzurNow (*département*, region, chamber of commerce and industry, hospitality unions), resulting in new joint initiatives to be rolled out throughout 2017, and which we'll be showcasing through these pages.

As you'll see for yourselves, these many partners from both public institutions and private companies, are putting in the work to bring the Côte d'Azur France brand to life, energising what is an internationally-renowned events destination.

We should feel proud to be coming together to protect our destination and thus contribute to France as a brand.

Long live CÔTE d'AZUR FRANCE!

Eric CIOTTI
President of the Alpes-Maritimes *Département*

David LISNARD
President of the Côte d'Azur Tourism Board

THE CÔTE D'AZUR FRANCE BRAND STRATEGY IN THREE SIMPLE POINTS

MANAGING THE CÔTE D'AZUR FRANCE BRAND

Management of the brand falls under the remit of the CRT Côte d'Azur steering committee, in accordance with the organisational structure of the three branded sectors of the Provence-Alpes-Côte d'Azur Region under the new regional tourism development framework (SRDT in French).

The CÔTE D'AZUR FRANCE relaunch division was born of summer 2016's crisis division, and will now be tasked with support consultancy for the brand strategy and Ambassador network development.

Launching a new general public CÔTE D'AZUR FRANCE website

Redesigned to improve the client and user experience, this brand-new destination website will be rebuilt in accordance with a "Greater Côte d'Azur region" marketing approach drawing on the APIDAE database. This will allow for agile management of the entire Côte d'Azur sector and will offer an appealing platform that matches the flavour of the brand: leisure, MICE, events and stays.

This platform will allow us to share collaborative and social media content sourced from the Côte d'Azur 2.0 communities and will also enable us to pool French Riviera video content via crowdsourced web TV. We'll be uploading this new digital content along with digital media campaigns and close collaboration with Côte d'Azur ambassadors and influencers.

Social Media Management Côte d'Azur 2017: capitalise on crowdsourcing and collaboration

#CotedAzurNow

The Côte d'Azur social media management strategy will naturally be boosted and repositioned to match the brand's values and codes via Facebook, Twitter, Instagram, Snapchat, Weibo and We Chat: accounting for a total of over 480,000 subscribers to date.

The strategy will make the most of the crowdsourcing and collaborative aspects promoted in the #CotedAzurNow campaign and will allow us to offer year-round features open to partnership and sponsoring opportunities for French Riviera stakeholders.

"Grand Concours Côte d'Azur"

When it comes to the CÔTE D'AZUR FRANCE brand going viral, the Côte d'Azur destination will be launching a "Mega Competition" in 2017, aimed at the general public in France and abroad, the end-goal of which will be to recruit an imaginative, curious-minded influencer with high impact on social media networks to promote the Côte d'Azur's activities, events and regions season after season. The competition will enable the winner to experience the many facets of the Côte d'Azur through an exclusive lens, dipping into the region's authentic, glamorous, festive, cultural and sporty sides.

Brand campaign: a range of different key themes based on the 'SUBLIME' message. These messages will be rolled out across different multimedia platforms to promote our offer and products: events, stays, sports, business tourism positioning, leisure activities, etc.

Our media action plan is currently a work in progress and will be locked down with the core members of the relaunch division.

BRAND STYLE GUIDE

The guidelines provide information on using and sharing the CÔTE d'AZUR FRANCE brand and will be shared widely by the CRT with all potential partners so they feel comfortable using and becoming a part of the umbrella brand.

Building and going live with the CÔTE d'AZUR FRANCE brand official site

www.marque-cotedazurfrance.com

This official website will feature information on:

- . The brand's essence: what is the **CÔTE D'AZUR FRANCE brand**? What are its values? Its goals?
- . The brand's style guide: using the brand, its logo and its colour schemes.
- . The "Côte d'Azur France Ambassadors" strategy.
- . Brand-related news.
- . Users can create an account to access downloads of the brand's style guide and graphic charter.

CO-BRANDING AND LICENSING STRATEGY

A new sales strategy has been drawn up around the new CÔTE d'AZUR FRANCE brand to match the brand's values and personality as well as the strategy outlined by the CRT. This sales strategy was developed with the support of licensing agency Arboresens. This approach will allow us to draw on two new areas of development:

. **co-branding**, with a view to honing the Côte d'Azur's image and reputation.

Because we're aiming to broaden our target market and profile by capitalising on the legitimacy of another brand, the goal is to win over a younger audience and meet the expectations of international and national tourists.

. **licenses** aim to generate visibility and private funding, to be reinvested back into promotional initiatives for the coming years. The action plan involves setting up a medium- and long-term programme of high-quality, innovative action items that draw on local expertise.

Setting up a CÔTE d'AZUR FRANCE online store to consolidate the brand's online presence. This store will enable us to sell the licensed products we develop to the CÔTE d'AZUR FRANCE brand's target market. This feature will be supplemented with a pop-up travelling store rolled out during 2017's major events.



WHAT DOES THIS REGIONAL MARKETING PLAN INVOLVE?

Four core objectives:

Bring the Côte d'Azur brand into alignment with the realities
of the region

Stand out from competitor regions in the long term

Refresh and heighten pride in belonging to the region

Refresh and broaden our target audiences

There are many different ways of making a destination appealing. The real challenge lies in major projects, infrastructure, transport, and areas of excellence. But in this new age of media and communication, there is another, growing factor.

The factor in question is that of a region's image and reputation: how is a destination perceived? What images and ideas are associated with it? And most importantly of all, what are people saying about it? This is where a region's brand image comes into the equation.

Regional marketing is increasingly essential because it involves honing a region's image in the long term, coming up with the best ways of using the many new tools available (social media, the web, events, promotional offers, etc.) and quickly generating heightened visibility of our offer among a relevant target audience.

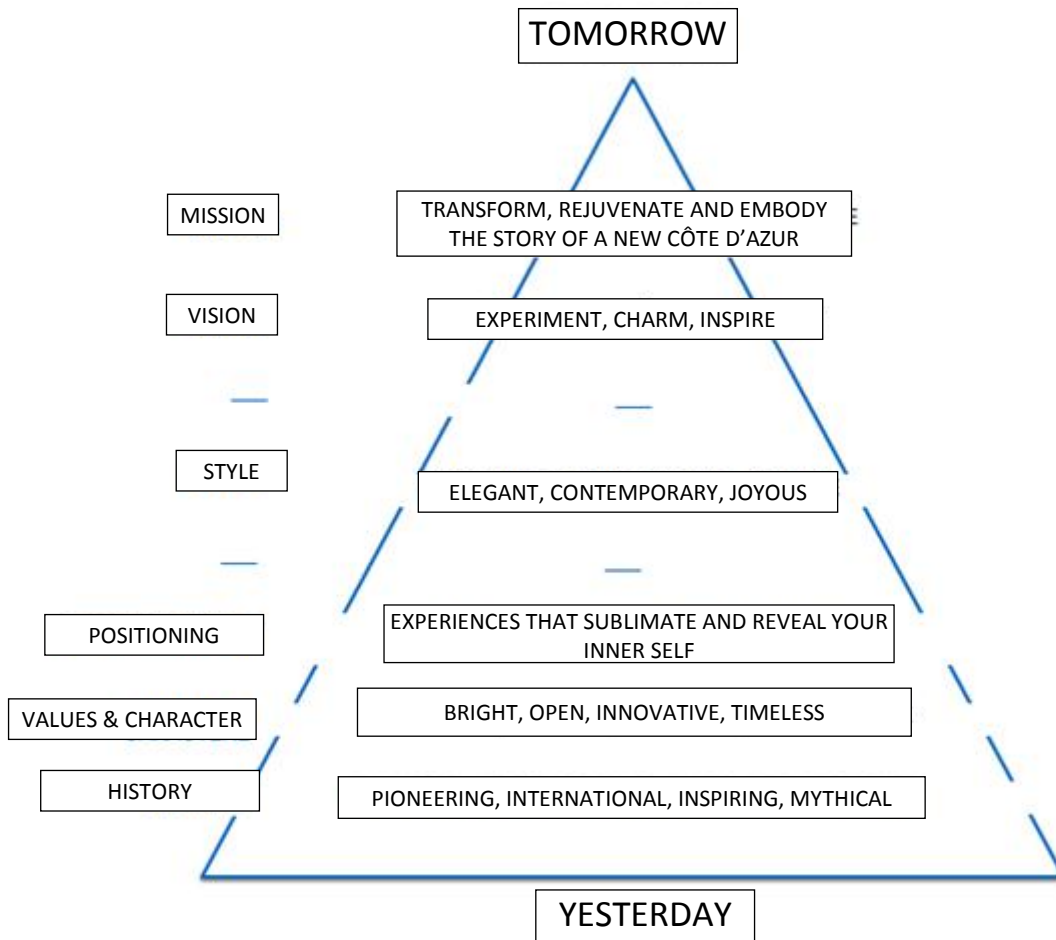
All of the regions that have implemented this kind of strategy are aiming for a very simple result: to generate internal growth by attracting companies, tourists, major events and any business sector capable of boosting the local economy, and particularly tourism.

Brand image, the ability to attract entrepreneurs, employees, events organisers and big companies, lies at the heart of our regional, tourism, residential and economic development strategies.

It is also a powerful source of pride for local residents and stakeholders, the primary ambassadors for our region to the outside world.

By working on our brand image and the steps required to implement it, we hope to bring the region greater visibility and readability, to stand out from the crowd, to attract by enriching and updating our image.

BRAND PLATFORM



VALUES & CHARACTER A BRIGHT, OPEN, VIBRANT AND TIMELESS FEEL

The core concepts and values behind the new Côte d'Azur are in sync with our times. The new Côte d'Azur is:

BRIGHT AND RADIANT

Sun-drenched, joyous, regenerating, colourful, beautiful, sensual, a treat for the senses. It embodies the idea of fantasy and elegance.

OPEN AND WELCOMING

Warm, friendly, international.

INNOVATIVE AND CREATIVE

Ever-shifting, vibrant, active, creative, multi-faceted. Unexpected, quirky.

TIMELESS

Proud of its southern traditions, its heritage, its history, anchored in its cultural, culinary and linguistic roots that withstand the tests of time and the whims of trends.

POSITIONING: THE ABILITY TO ENHANCE & THE EXPERIENCE

"Life-enhancing experiences that bring out the best in you. "

The Côte d'Azur's unique strength lies in its characteristic light, colours, beauty and often rare experiences. It is a life-enhancing destination for those who choose to experience it. It heightens a sense of well-being. It awakens the senses and reveals new experiences.

Once the world's top destination, today it continues to offer up a life-changing and -enhancing experience. The Côte d'Azur is an experience that enhances everyone who stumbles upon its shores.

STYLISH ELEGANT CONTEMPORARY UPLIFTING



The Côte d'Azur brand is timeless. Drawing on its **solid, pioneering roots**, it must nevertheless stay ahead of the times and trends to remain a pioneer, consolidate its status as an avant-garde destination brand by shaping the tourism of tomorrow.

The Côte d'Azur needs to redevelop some aspects of its idyllic nature, and will be: **Experience-based and immersive**. The region is putting experience and action at the heart of what it has to offer (landscapes, stories, poetry). This will be translated through testimonials, human presence, optimising uses and action, calling on bloggers and influencers, using social media and video as our primary tools...

INSPIRATIONAL AND "PERSONAL"

It creates added value for its target audiences and knows how to align with their expectations and habits: close, human, welcoming, warm, open...

This will be translated through: promoting powerful values, personal benefits, the idea of personalised experience, the unexpected, the human touch, testimonials

INSPIRATIONAL AND CONNECTED

The region must stimulate a desire to "do" and be able to provide ideas to enrich visitors' stays. It forges a tie between places, habits, transport, accommodation, special offers and deals, etc.

This will be translated through the way in which the region is presented and offers that combine all aspects inherent to a stay.

Leisure



Nature



Sport



Culture



THE BRAND'S COMPONENTS

A BRAND TO CONSOLIDATE THE DESTINATION'S STATUS AND HEIGHTEN PRIDE IN BELONGING TO THE REGION

It consolidates the timeless aspect and sense of belonging to the Côte d'Azur brand.

It stays true to its roots and intends to play a lead role in the development of the France brand. It capitalises on its elegant connotations, as one of several of the world's leading brand names.

It puts the Côte d'Azur on the map.

But it is also...

An internationally-renowned brand.

A brand well-suited to licensing.

A brand that's built to last.

DO YOU SPEAK CÔTE d'AZUR ?

01_ LOGO



02_ TYPO



03_ COULEURS



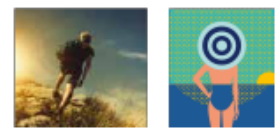
04_ TRAMES



05_ CONSTRUCTION



06_ ICONO



AN ELEGANT, TIMELESS GRAPHIC CHARTER

The new Côte d'Azur style is based on its positive connotations, reinterpreting and modernising them. It draws on the destination's many solid roots.

It offers up an elegant, visually appealing and contemporary vision to align with the destination's timeless image.

This brand allows us to consolidate the Côte d'Azur brand.

MORE THAN A LOGO: A GRAPHIC LANGUAGE THROUGH WHICH TO EXPRESS ALL THE PERSONALITY OF THE CÔTE D'AZUR

All materials must be taken as stand-alone design projects.

All materials are designs that draw on one or several of the components that make up the region's language.

BRAND ARCHITECTURE

The CÔTE D'AZUR FRANCE brand will be displayed according to different uses, all of which comply with different rules and priorities: **Ambassadors, partners or events**: the use of the brand is subject to conditions and is overseen by a Brand Committee.

1 umbrella brand - regional marketing

Designed to promote the region as a whole.

1 institutional brand – CRT Côte d'Azur

1 commercial" licensing and co-branding" brand - Association with the umbrella brand

1 brand to belong to - Association with the umbrella brand

Gives partners, towns/cities and local stakeholders guidelines and simple ready-to-use guidance they can incorporate into their own communication materials when they want to showcase the brand.

This brand name/trademark has been designed for use in communications and cannot be placed on products.



AMBASSADORS & PARTNERS

Designed as an umbrella brand for all the region's stakeholders, this brand will exist through and for tourism companies and the French Riviera economy generally every step of the way: They contribute to building the brand and have been well-versed in the ideas inherent to the messages to be shared.

Thanks to the brand tools provided (film, brochure, presentations, goodies, etc.), they can choose to become ambassadors and everyday users as part of a give-and-take relationship: as an example, a company attending a Chinese trade fair can use the brand tools to show off its region, values and attachment to a recognised, appealing regional image. In return, the brand can draw on this same company or its director, using them to lend credibility to its rhetoric, as an embodiment of its values and experience, or even for producing content (video, profile, interview) to feed back on to the various platforms.

Individuals to promote our brand image:

The Ambassadors

Deciders and influencers rooted in the region.

Their role: share brand news, promote its image and become spokespeople for the brand's everyday activity, whether professional or personal.

Celebrities to a greater or larger extent, all of whom embody this new image of the Côte d'Azur and its values.

Their role: lend their image to the brand and region, share their experience and high profile or image to boost the brand.

Companies, events and professionals to become partners:

The Partners

Companies, associations and institutions in the region that want to promote the region and brand image freely to display their belonging and pride.

Unlimited in number, they must nevertheless sign up on the brand's dedicated website and sign the brand's charter.

The brand can use their image as proof of its successes and values and lend tangible shape to its rhetoric.

These must be approved by a Brand Committee overseen by the CRT.

Licensees

They use the brand name on a commercial level and must be approved by the Brand Committee and sign a licensing charter.



LICENSING: A FINANCIAL PARTNERSHIP BETWEEN THE PUBLIC AND PRIVATE SECTORS

Public funding needs to be better adjusted to match the marketing strategies implemented by tourism companies and stakeholders. The sharing economy has taken off on the Côte d'Azur, including in the world of finance, where brands need to be better positioned to invest more and take part in the greater Côte d'Azur region's economy to **boost its national and international visibility** via essential crossover partnerships.

A natural extension of this regional marketing approach is licensing, which allows private companies to use the brand and all its appeal in the medium term to develop their own products and services that embody our values and our 'New Côte d'Azur' mindset.

In return, royalties will be paid to the CRT Côte d'Azur tasked with overseeing the brand, and these funds ploughed back into our overall communications strategy.

CO-BRANDING

HONING THE COTE D'AZUR'S IMAGE AND REPUTATION

GOALS: Re-energise and modernise the Côte d'Azur's image.
Broaden our target audiences and region. Stand out.
Aim to be bold and innovative.
Make the most of another brand's legitimacy (such as a deli or sun business).

TARGETS: Win over a younger target audience.
Play on residents' attachment to their region and turn them into ambassadors. Meet the expectations of tourists from France and abroad.

LICENCES

GENERATE REVENUE AND VISIBILITY

GOALS: Consolidate the Côte d'Azur's values.
Implement a high-quality medium- and long-term plan. Promote local expertise.
Generate revenue and visibility.

TARGETS: Meet the expectations of tourists from France and abroad.

LICENSEE DISTRIBUTION NETWORK

Licensed or co-branded product distribution will be carried out by partners in their own networks or via retailers:

Specialist stores

Department stores

Online stores

The partners' own network of stores

Airport or train station stores

No wholesale

ONLINE AND POP-UP STORE

To consolidate the brand's position and quickly distribute licensed products among the brand's target audience, we're developing a CÔTE d'AZUR FRANCE online and pop-up store.

The pop-up store will be an opportunity to introduce the brand and sell its products during the region's key (sports and cultural) events, where local and tourist visitor numbers are at their highest.

GROUPE **complus**

PARIS - MONACO - LYON - SHANGHAI

Founded in 1996, Complus is a communications agency specialising in the tourism sector.

Boasting a national and international network that spans Monaco, Paris, Lyon and Shanghai, it advises tourism bodies and companies on their digital communications strategies and offer appeal.

The agency works for several international clients: Monaco, Starwood Hotels, Nice Airport, Air Corsica, Partouche Group, the Jin Jiang Group, etc.



- souple / hop!

Souple is an agency that focuses on regional marketing. Established in 2008 and based in Paris, it advises regional stakeholders (local municipalities and their representatives, tourism and economic development directors, developers and planners, etc.) on their communications and appeal targets: positioning, image, brand, content creating and 360° materials/platforms. This multi-award-winning agency works for many clients, and particularly for the Basque Country, the US Tourism Office and the Nevada Tourism Office, as well as close to 50 local authorities in France.



Arboresens is an agency specialising in brand licensing and partnership initiatives, and has been helping brands hone their long-term strategies since 2011. The agency makes a point of remaining close to its clients and their objectives, and helps brands stand out and flourish, expressing themselves in new arenas and reaching out to new targets based on a financial model that yields results.

Arboresens supports institutional clients such as Paris City Council, the French Museum of Natural History, the French Air Force with its iconic Patrouille de France, Paris Sorbonne University, Paris Musées museums, and private sector brands such as Le Belem, Jacadi and Okaidi.



Plan d'actions 2017

A BRAND GALVANISED BY CLOSE TO 40 NATIONAL AND INTERNATIONAL PROMOTIONAL CAMPAIGNS RELAUNCH PLANS WITH ATOUT FRANCE

1 – Relaunch plan with Atout France

In an **exclusive first**, the government has pledged €1m to the Côte d'Azur's relaunch programme. This backing will be ploughed back in [via Atout France](#) and is a first that will enable us to allocate a total of €2.3m to the Côte d'Azur region.

The goal is to heighten the promotional campaigns that Côte d'Azur partners have been running since summer 2016 using #CotedAzurNow, via new joint initiatives led with Atout France, throughout 2017.

A total of 15-odd campaigns will be honed and finalised very soon with members of the relaunch division and Atout France before details are published.

- We'll be a part of Atout France's FEEL FRANCE online and offline global brand **communications campaign**, rolled out across Europe's three major markets: **The UK, Germany and the Netherlands**. The **FEEL COTE D'AZUR campaign** based on the new **CÔTE d'AZUR FRANCE** brand and the destination's products will be triggered.
- The Côte d'Azur will have its own area at the **Rendez-Vous en France event in Rouen** (28 and 29 March), the world's biggest trade fair for French tourism offers (800 tour operators from 60 countries).
- **Promotion on the neighbouring European markets: four workshops will be held (B-to-B and press)** under the **CÔTE d'AZUR FRANCE** banner, in collaboration with Antibes, Cannes and Nice in Frankfurt/Berlin, London, Milan and Paris (March 2017).
- **Three CÔTE d'AZUR FRANCE campaigns** to be rolled out: one in **Scandinavia** (April), one in the **States and Canada** in partnership with Provence (May) and one in **South-East Asia**, including **Singapore** and **China** (October).
- **Capitalising on the theme of golf and the Ryder Cup France 2018**: hosting the major tour operators responsible for golf programmes during the **IGTM**, due to take place in Cannes from 11 to 15 December 2017.
- Several **educational tours** (including two pre-tours at the **Rendez-Vous en France** in late March) and hosting European influencers to promote **festivities in Paris** and the **Côte d'Azur** in a bid to attract young client bases once more (early May 2017).

2. SPORT & TOURISM CÔTE D'AZUR CLUSTER

Nine sports and outdoor promotional campaigns

ITB BERLIN: 8-12 March 2017. German market.

One of the biggest B-to-B fairs. Nature-themed initiative currently being organised with partner towns/cities.

TOUR STAGE (BRIANÇON): 16 July 2017. All markets.

One of the biggest Tour de France-style non-pro cycling races. Initiative rolled out with a cycling gear business.

ROC D'AZUR (ST-RAPHAËL-FRÉJUS): October 2017. All markets.

The ultimate unmissable mountain-biking event with over 20,000 competitors and 150,000 visitors to the village. Initiative rolled out with the *Var département* and the Estérel Côte d'Azur tourism development agency.

RUNNING EVENT (to be defined): November 2017. UK market.

Workshop initiative or presence at the London Marathon to be decided to tap into this huge European market in terms of sporty client base.

FRENCH TRAVEL WORKSHOP (TEL-AVIV): November 2017. Israeli market.

Around a hundred travel agencies and tour operators to meet with French advisers. Rolling out a campaign specifically aimed at nature and sports.

4 SPECIALISED MULTI-MARKET EDUCATIONAL TOURS:

Hosting the Wikinger tour operator's major advisers: April 2017. German market. 'Outdoor nature' hosting & workshop in partnership with the CRT PACA: mid-June 2017.

Hosting for the "La Grande Traversée du Mercantour": June 2017. Hosting for the "Côte d'Azur Nice Cannes" Marathon: November 2017.

3. MICE CÔTE D'AZUR CLUSTER

Ten promotional campaigns in partnership with Provence Côte d'Azur Events:

MICE PLACE MÉDITERRANÉE - MARSEILLE: 23 and 24 January 2017.

SÉMINAIRES BUSINESS EVENTS - LYON: 9 and 10 February. 1,100 top buyers, 130 exhibitors.

WORKSHOP MUNICH: 6 March 2017. Germany – B-to-B event & networking evening.

HEAVENT MEETING SUD - CANNES: 19 and 20 April. 500 top buyers, 390 exhibitors, 6,000 pre-scheduled events.

IMEX FRANKFURT: From 16 to 18 May. One of two of the biggest international MICE fairs: 3,952 hosted buyers from 78 countries, 3,500 exhibitors, 65,000 pre-scheduled events.

WORKSHOP BRUSSELS: late June 2017. Belgium – B-to-B event & networking evening.

SEPTEMBER/OCTOBER 2017 - Germany - Agency.

"Car launch" specialist expert panel inspection site.

DÉMARCHAGE EUROPE: October - B-to-B events with hosted buyers.

IBTM BARCELONA: 28 to 30 November - 3,700 hosted buyers from 23 countries, 3,000 exhibitors, 76,100 pre-scheduled events.

WORKSHOP Provence Côte d'Azur Events: association/agency initiative lunch - Paris: December - Corporate, Agencies & Associations.

4. THE COTE D'AZUR GARDEN FESTIVAL

Drawing on the exclusive natural and architectural heritage of the Côte d'Azur's gardens, 2016 and 2017 ushers in the JARDIVAL European inter-regional programme aimed at protecting and showcasing this heritage.

In addition to display and perfecting work, the Conseil Départemental des Alpes-Maritimes is organising **the very first Côte d'Azur Garden Festival from 1 April to 1 May 2017...**

Ten pop-up gardens will be planted in five municipalities. This will be a fantastic opportunity to promote the 80-odd other gardens and parks open to the public across the Côte d'Azur, thus generating tourism.

Members of the public will enjoy holiday offers throughout the year. When it comes to the professional/industry side, press/influencer/multi-market garden industry hosting will be rolled out.

STRONG MEDIA VISIBILITY

Press conference in Paris on 9 November and in Milan on 17 November 2016.

The French Association of Garden and Horticulture Journalists encompasses 300 members, including journalists as well as representatives from the garden industry (places and sites, product companies, material/equipment companies, manufacturers and growers, garden centre brands, distributors, etc.).

2017 is set to be a very special year as the association turns 50. This is an opportunity for 100-odd members to take part in the association's traditional yearly special days on the Côte d'Azur and be a part of the very first Côte d'Azur Garden Festival.

CÔTE d'AZUR

FRANCE

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