**CREATIVE BRIEF FOR LOGO / VISUAL IDENTITY**

**Park Name:** DUBAI SAFARI PARK

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**Brief (I out of V):** Develop a new logo for our Brand

**Deadline:** 01/07/ 2018

**Business background**

* 1. **Visitors situation: objectives 2019-2020**

Dubai Safari Park was opened in december 2017 and re-closed for renovation on March 15th 2018. Reopening is scheduled on October 1st 2018.

* 1. **Brand current Situation and Perception**

We have no survey figures from the first opening period in 2017-18.

Nevertheless, the reputation and e-reputation is not good. Main reproaches are not enough animals, too long queues.

* 1. **Brand Meanings, Key drivers, Barriers**

Main Strengths:

* Brand-new place with modern infrastructures and beautiful landscape.
* Unique in Dubai’s leisure offer.
* Interesting animal collection, huge landscaped enclosures, still growing.
* High-end clinic, soon EAZA and WAZA => quality in terms of animal care, conservation and research. Perfectly in-line with Dubai Municipality’s report « Sustainable Dubai »
* Low entrance fee, gratuity for seniors, disabled, children under 3y.
* An outstanding venue for education + entertainment = edutainment for children and adults.

Main Weaknesses:

* Young product, still « unknown ».
* Unsatisfying e-reputation following the first 5 months of operation.
* Relatively far from other attractions and hotels.
  1. **Positioning**

Objective: provide the unique experiences that connects people with nature and inspires conservation of the natural world, while sharing experiences and fun with family or friends.

Dubai Safari is an animal park of 50 ha divided in thematic areas: Arabian, Asian and African village, the Safari areal, the children’s farm and the adventure village.

A huge and diverse collection of animals from all over the world. We house common and endangered species; some are even close to extinction in the wild.

**Dubai Safari Parks tends to be one of the leading zoos of the world!!**

**Dubai Safari Park gives a unique visitor experience!**

WHAT does Dubai Safari?

DSP is a destination offering leisure and education through unique experiences for every single visitor, independently of origin, age and purpose of visiting.

DSP is a veterinarian institution, taking care of animal welfare for our hosts and private owned pets.

DSP is actively implicated in conservation and breeding programs, in situ and ex-situ. We act and witness.

DSP is engaged in the local community and tends to be much more in their lives then a place where a family goes once per life….

WHY ?

 because our global world is threatened: climate changes, natural habitats and resources disappear. Awareness is the first step to sustainable development.

 because one wants to protect what he loves. And he can only love what we knows…

 because today’s children will govern tomorrow’s world!

**2. Communication Targets:**

* Resident families with children from 3 – 14: visit (a global experience for the entire family, without mínimum and maximum age or size), revisit, annual pass, private events, Ambassador, interaction, engagement…
* Tourists / families: visit (authentic experience of arabian wildlife and tradition), have a walk in green and colourful landscaped garden, discovery and adventure (animal encounters, safari), education
* Schools and nurseries (education - adapted program to each curriculum and age range- and leisure)
* Companies/institutions: corporate meetings, conferences, product launches, gala dinners, teambuildings, other events.

**- Brand Values we want to reinforce**

We are professional passionates about animal welfare, biodiversity, nature conservation and sustainability.

Our visitors get engaged in our movement, become part of the family and actively contribute to achieving our common goals.

**Conservation & education in the service of sustainability; unique experiences for every single visitor.**