

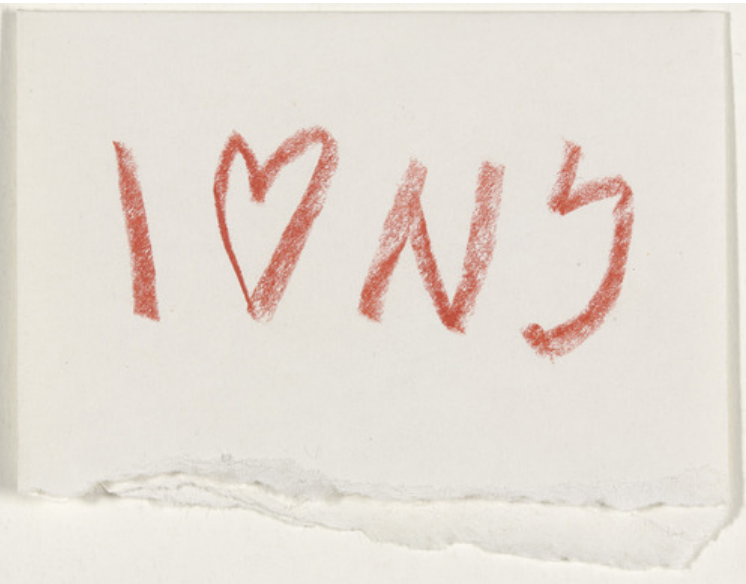
I ♥ Destination

An analysis of the linguistic composition of campaign slogans and their relevance for destination branding

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European Master in Tourism Management





Original sketch by Milton Glaser displayed at MoMA,
New York

- 1977: New York launches campaign with the new slogan ,I heart/love NY‘
- 2014: New York still uses it

Clever combination of words or
lucky shot?



Official logo and slogan trademarked shortly after its
launch

Table of Contents

‘What does the linguistic composition of campaign slogans reveal about their relevance for destination branding?’

- Literature Review
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Literature Review ,The Destination‘ (1/3)

- What is a brand?
‘name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.’
(AMA, 1995a)
 - Branding: the act of creating a brand by integrating communication tools and product differentiation
- What is a destination brand?
‘name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience.’ (Ritchie & Ritchie, 1998, p. 17)

Literature Review ‚The Tourist‘ (2/3)

- What is image?
‘the sum of beliefs, ideas, and impressions that a person has of a destination.’ (Crompton, 1979, p. 18)

Organic Image (Gunn, 1997)

already existing knowledge and attitudes towards the destination accumulating from

- past experiences
- sources of factual information (books or media)
- recommendations by family members or relatives

Induced Image (Gunn, 1997)

impressions influenced by marketing practices of the destination itself

Literature Review ‚The Slogan‘ (3/3)

- Brand elements

‘[...] trademarkable devices that serve to identify and differentiate the brand.’

(Keller, Apéria, & Georgson, 2012, p. 153)

- include visual, **verbal** and oral features that transmit the brand’s unique selling proposition

- Slogans, catchphrases, taglines

‘short phrases that communicate descriptive or persuasive information about a brand.’

(Keller, Apéria, & Georgson, 2012, p. 178)

- Length: 1-10 words (average 3-5 words)
- Position: next to the brand name
- creating a favorable image
- communicating the unique selling proposition
- contributing to differentiation from competing destinations

Methodology

- Content Analysis with Wordsmith 6.0
- Corpus: 522 slogans (2,671 words)
 - Publication between 1977 and 2013
 - Length: 1 - 10 words
 - In English
 - Branding of countries, states, islands and cities
 - Majority from USA, New Zealand, UK

Virginia is for lovers - Aruba is where happiness lives –
Cuba — peaceful, safe and healthy - Hong Kong — live it, love it! –
Jamaica — one love - Malta — welcome to the heart of the Mediterranean -
Mauritius — an invitation to paradise - Norway — a pure escape –
Discover South Africa - Enjoy Illinois - Explore Minnesota – Be Berlin –
The Town Without a Frown. Happy - Where History Never Gets Old.
Fredericksburg

Methodology

- Stoplist: 52 words

The	Are	England	Than
Of	Is	Florida	Austria
A	So	Hong	Kentucky
It	St	Kong	Scotland's
To	Carolina	Jersey	Singapore
In	Connecticut	Zealand	Scotland
And	Indonesia	Like	Conneticut
On	Ireland	Virginia	Belgium
With	Got	Dakota	Cyprus
S	Ve	Re	C
As	An	Wales	Alabama
All	Austria	From	Scotlands
At	That	Another	France

Methodology

N	Word	Freq.	%
1,00	YOU	34,00	1,27
2,00	WHERE	26,00	0,97
3,00	YOUR	26,00	0,97
4,00	CITY	24,00	0,90
5,00	NEW	24,00	0,90
6,00	DISCOVER	19,00	0,71
7,00	FOR	18,00	0,67
8,00	WORLD	16,00	0,60
9,00	COME	15,00	0,56
10,00	COUNTRY	15,00	0,56

Methodology

Hypotheses

- High number of pronouns (personal pronouns *'I'* and *'you'*)
- High number of verbs, nouns or adjectives (*'feel'* and *'love'*)
- Grammatical mood of verbs in the imperative form (*'come'*)

Results and Discussion/Hypothesis 1

N	Word	Freq.
1,00	YOU	34,00
3,00	YOUR	26,00
26,00	WE	9,00
50,00	I	6,00
60,00	MY	5,00
80,00	OUR	4,00

- **Personal and possessive**

- 'you' (34 instances)
- 'your' (26 instances)
- 'we' (9 instances).
- 'I' (6 instances)
- 'my' (5 instances)
- 'our' (4 instances)

Results and Discussion/Hypotheses 2 & 3

N	Word	Freq.
12,00	LOVE	15,00
14,00	LIFE	13,00
21,00	TIME	11,00
25,00	EXPERIENCE	9,00
39,00	HEART	7,00
41,00	NATURE	7,00
42,00	PARADISE	7,00
52,00	SPIRIT	6,00
53,00	ADVENTURE	5,00
71,00	BEAUTY	4,00
92,00	CULTURE	3,00
93,00	DIVERSITY	3,00
94,00	ESCAPE	3,00
98,00	FRIEND	3,00
100,00	FUN	3,00

Nouns

‘love’ (15 instances)

‘life’ (13 instances)

‘time’ (11 instances)

‘experience’ (9 instances)

‘heart’, ‘nature’ and ‘paradise’ (7 instances),

‘spirit’ (6 instances),

‘adventure’ (5 instances),

‘beauty’ (4 instances)

‘culture’, ‘diversity’, ‘friend’ and ‘fun’ (3 instances)

Results and Discussion/Hypotheses 2 & 3

N	Word	Freq.
6,00	DISCOVER	19,00
9,00	COME	15,00
12,00	LOVE	15,00
13,00	BE	14,00
19,00	LIVE	11,00
22,00	VISIT	11,00
33,00	WELCOME	8,00
48,00	EXPLORE	6,00
56,00	ENJOY	5,00
58,00	MAKE	5,00
63,00	SEE	5,00
73,00	GO	4,00
94,00	ESCAPE	3,00
97,00	FEEL	3,00

Verbs

‘discover’ (19 instances)

‘come’ (15 instances)

‘love’ (15 instances)

‘be’ (14 instances)

‘live’ and ‘visit’ (11 instances)

‘welcome’ (8 instances)

‘explore’ (6 instances)

‘enjoy’, ‘make’ and ‘see’ (5 instances)

‘go’ (4 instances)

‘escape’ and ‘feel’ (3 instances)

Results and Discussion/Hypotheses 2 & 3

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Verbs

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'live' and 'visit' (11 instances)

'welcome' (8 instances)

'explore' (6 instances)

'enjoy', 'make' and 'see' (5 instances)

'go' (4 instances)

'escape' and 'feel' (3 instances)

Results and Discussion/Hypotheses 2 & 3

N	Word	Freq.
5,00	NEW	24,00
23,00	BIG	10,00
28,00	BEAUTIFUL	8,00
30,00	GREAT	8,00
38,00	DIFFERENT	7,00
43,00	REAL	7,00
57,00	LITTLE	5,00
61,00	NATURAL	5,00
64,00	SPECIAL	5,00
82,00	PURE	4,00
88,00	WILD	4,00
99,00	FULL	3,00

N	Word	Freq.
31,00	MORE	8,00
35,00	BEST	7,00
36,00	BETTER	7,00
75,00	MOST	4,00

Adjectives

'new' (24 instances)

'big' (10 instances)

'beautiful' and 'great' (8 instances)

'different' and 'real' (7 instances)

'little', 'natural' and 'special' (5 instances)

'pure' and 'wild' (4 instances)

'full' (3 instances)

Superlatives

'more' (8 instances)

'most' (4 instances)

'better' (7 instances)

'best' (7 instances)

Conclusions & Implications (1/2)

- Emotion vs. Fact
- General vs. Specific
- Barriers to the perfect slogan:
 - Simplicity of branding efforts
 - Multidimensionality of destinations
 - Heterogeneity of target market

Conclusions & Implications (2/2)

- Tools for the perfect slogan:
 - Identification of the destination's uniqueness and organic image
 - Expertise in the area of destination branding
 - Integration of all available brand elements
 - Selection of appropriate communication channels
 - Research in the area of destination campaign slogans
 - Selection of different target groups



Limitations & Further Research

- English slogans only
- No stylistic devices
- No semantic relationships between words
- No temporal comparisons
- No comparative analyses between slogans
- No rating of success

Interrelation between destination slogans and tourists' willingness to visit

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Thank you for listening!