

SYNERGIA

Kancelaria Doradcza



## The Big Challenge

Brasov, 21.10.2013

# Key points of Carpathia brand identity

What makes the brand unique?



Authenticity

Wings of freedom



Multiculturalism  
experience

Humility to nature



# Key points of Carpathia brand identity

**Mystic expanse**

**The brand essence**



# Key points of Carpathia brand identity

## TASTES

- zioła
- winne piwnice
- stare drewno
- łąki
- wpał węgla drzewnego
- ropa naftowa

## PICTURES

- połoniny we mgle
- architektura drewniana (cerkwie i chyże)
- rękodzieło (ikony)
- małomiasteczkowe rynki
- jesienne buki



## Brand senses

- palinka
- sało
- sery
- wino
- baranina

## AROMAS

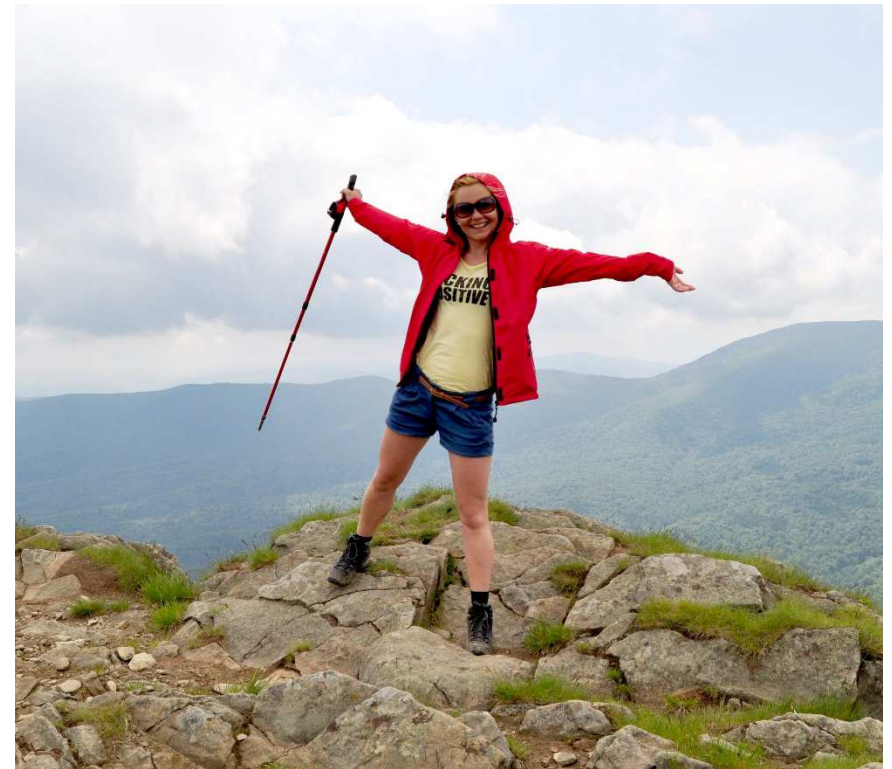
- szum traw
- śpiew derkacza
- czardasz
- dźwięk trombit
- cisza

## SOUNDS

# Key points of Carpathia brand identity

## The brand promise What brand delivers

- emotional reset (magic button)
- kindness invoker  
(makes you open for people)
- freedom gift
- full acceptance of who you are
- discover need impact





# Key points of Carpathia brand identity

## Character

Independent, exploring, brave

## Basic meaning

Mission, challenge, self knowledge

## Explorer – brand archetype



# Success factors

- Experience not communication
- Customer insight
- Patience
- Brand salience



**Thanks for the attention**

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