

POSITIONING LEADERSHIP

Brand Strategy Pamphlet for Wheel the World

Created based on the Organizational Change Strategy: Boosting Leadership of Accessibility

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In partnership with Wheel the World / 2023 Production

This is a Brand Strategy plan designed for Wheel the World ("WTW", online travel agency for disabilities), to help them refine their brand position and image to align with their organizational change resulted from the Organizational Change Strategy we designed for them prior to this plan.

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CURRENT BRAND LANDSCAPE

Wheel the World (known as "WTW"), is an online travel agency focusing on accessibility for disabilities. It offers various accessible travel options to help disabilities obtain enjoyable accessible travel experience.

• Vision & Mission

Make the world accessible.

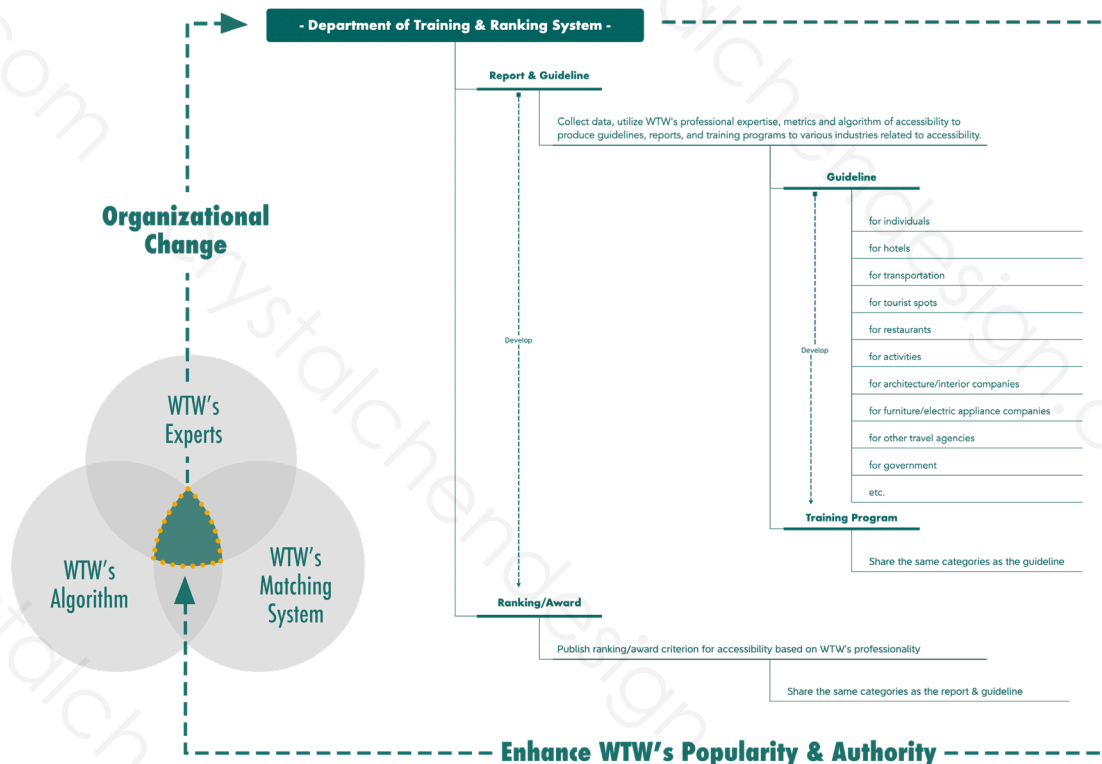
• Value

Passion, Positive, Collaboration, Humility, Disruptiveness



Organizational Change Strategy Overview

Based on our research, in the Organizational Change Strategy, we suggested WTW to set up an Expert Department to offer various professional guidelines, training programs and ranking criterions for the accessibility market. This change will build up WTW's authority and leadership in accessibility industry, and pave the way for WTW's future cooperation with various insitutions and agencies.



Service / Function Summary (after OCS)






Challenge Identification

How might we create a supportive Brand Strategy corresponding to the Organizational Change Strategy to help Wheel the World position themselves as the leader in the accessibility industry?

TARGET CUSTOMER ANALYSIS

Stakeholder Map

-  1st-tier priority target
-  2nd-tier priority target
-  3rd-tier priority target

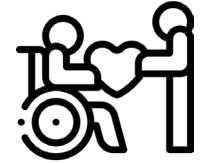


Main Target Customer

-  1st-tier priority target



People with Disabilities



Family/Community Member of Disability

-  2nd-tier priority target

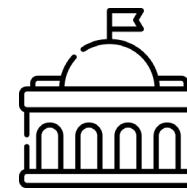


Hospitality Partners



Transportation Partners

3rd-tier priority target




Government / NGO Agencies



Investors

Main Target Customer Personas

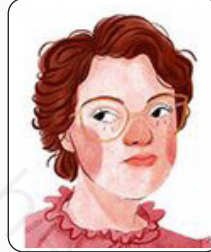
1st-tier priority target - People with Disability



John J.
Age: 42
Job: Engineer
Disability: Cripple

<p>Background / Characteristic</p> <p>A positive man who lost his legs in a car accident when he was 38. He has a supportive family that always encourage him to keep chasing what he wants.</p>	<p>Value/ Trust</p> <p>"Facing struggles with love and laugh."</p>
<p>Objective</p> <p>Try his best to retain a same life quality as he used to be with the able-body.</p>	<p>Frustration</p> <p>Lack of information and help while exploring the world, bringing more troubles to the family.</p>
<p>Desire</p> <p>An one-stop problem solver to help him gain high-quality experience and be more independent.</p>	


1st-tier priority target - People with Disability



Linda M.
Age: 28
Job: Translator
Disability: Blind

<p>Background / Characteristic</p> <p>An introverted girl who went blind when she was 3, due to an unexpected fever. She is trying her best to stay positive and curious to the world, but her disability is weakening her confidence and making her become more fragile.</p>	<p>Value / Trust</p> <p>"Things will go better when people can erase their stereotype and be more cohesive."</p>
<p>Objective</p> <p>Be more extroverted and confident, erase people's stereotype of disabilities.</p>	<p>Frustration</p> <p>Always feel hesitated and lonely while trying something new, no peer group to support each other.</p>
<p>Desire</p> <p>Access to a group where contains similar disabilities to support each other and explore the world together.</p>	

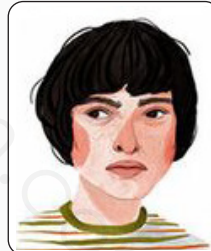
2nd-tier priority target - Hospitality Partner



James R.
Age: 37
Job: Hotel Manager
Disability: None

<p>Background / Characteristic</p> <p>A friendly, experienced hotel manager in a 5-star hotel. His job is requiring him to upgrade the accessibility details within the hotel to align with the 5-star standard. He is passionate with this job since he wants to offer more help to disabilities.</p>	<p>Value/ Trust</p> <p>"Helping others will bring more self-value and sense of achievement."</p>
<p>Objective</p> <p>Constantly manage the accessibility infrastructure in the hotel, expand awareness to support more people.</p>	<p>Frustration</p> <p>Some unchangable space barriers are obstacles in the upgrade; lack of professional channels for guidance.</p>
<p>Desire</p> <p>Professional agency with high awareness, to guide and expand our upgrade.</p>	

3rd-tier priority target - Investor



Rachel W.
Age: 38
Job: Investor
Disability: None

<p>Background / Characteristic</p> <p>An ambitious and socially-responsible financial investor. She aims to invest on organizations that are capable of helping minority groups and bringing positive impact to society. That's where her sense of achievement comes from.</p>	<p>Value/ Trust</p> <p>"I am born to be strong and smart enough to help those people who need help"</p>
<p>Objective</p> <p>Support and invest on organizations that help minority group and create positive impacts.</p>	<p>Frustration</p> <p>Most of those small organizations are not organized and profitably potential enough to get investment.</p>
<p>Desire</p> <p>Hopefully those organizations can offer persuasive package to make my investment process smoother.</p>	

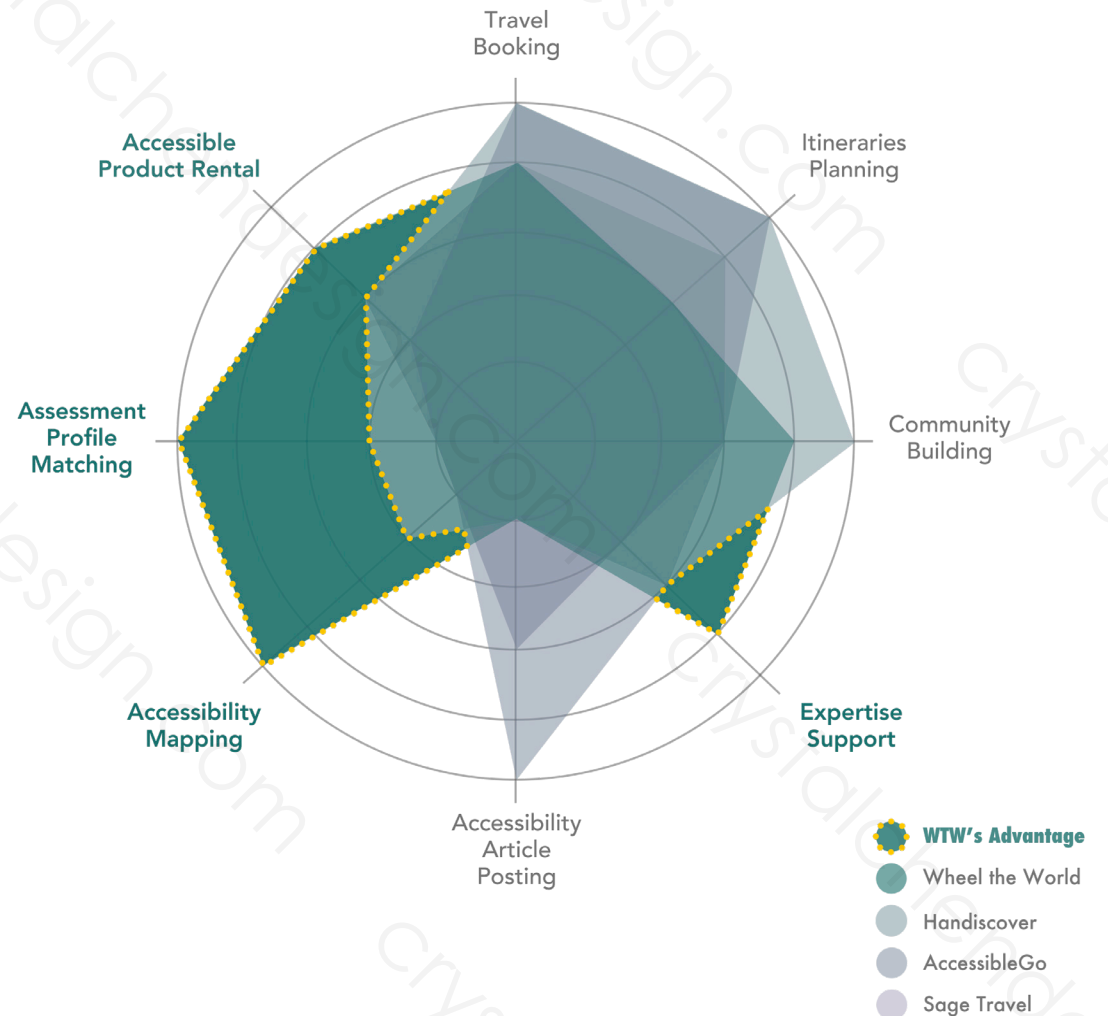
COMPETITORS ANALYSIS

Competitors Brand Strategy Brief

Brand	Target Customer	Vision	Mission	Value	Service
 Handiscover	People who has special needs on booking accommodations (mainly Europe market-oriented)	The first community-based holiday accommodation-booking website	Classification system that allow users to select accommodations based on their level of mobility	Done all the hard work for the users	- Accomodation booking - Community-building - Travel guide
 AccessibleGo	People with disabilities (US market-oriented)	The world's only hotel-booking site just for travelers with disabilities	Remove all barriers in accessible travel through Financial Accessibility, Information Accessibility, Community Review Share.	It's never too early to start dreaming	- Accomodation booking - Information gathering - Community-building - Travel guide
 Sage Traveling	People with disabilities in Europe	Deal-exclusively in Europe accessible travel	Provide customized, truly accessible holiday travel for disabled and elderly clients, mainly in Europe	Let us stress out your travel planning	- Accomodation booking - Customized travel plan - Community-building - Travel guide
 Other General OTA	People with travel demands	Boarder	Boarder	Boarder	Boarder, flight ticket purchase, hotel reserve, car rental...

Advantage Analysis / Opportunity Map

Demonstrating WTW's advantages in comparison to its competitors to help position the brand.



POSITIONING STRATEGY

Positioning Statement Details

Target Customer (Who this brand serves)	Disabled people and care givers/family/friends of disabled people, who want to explore the world.
Problems (Customer's unmet need that this brand solves)	Lack of authoritative information, professional guide and assistance, community-based emotional support, and worry-free travel plan package.
Category (The context in which this brand competes)	Similar online travel agency for disabilities, and general online travel agency with accessibility service.
Value Proposition (The unique benefit this brand provides)	<ul style="list-style-type: none"> - Strong assessment system to provide professional, and trust-worthy information; - Accurate profile matching algorithm with strong database; - Local expertise support.
Differentiation (What set this brand apart from competitors)	<ul style="list-style-type: none"> - Self-developed assessment system with accurate profile matching algorithm that helps customers find the experience options that suit their situation the most; - More professional and distributed expertise team.
Reason to Believe (One or two points providing why the benefit is true)	<ul style="list-style-type: none"> - The details of accessibility assessment results; - Background story of the expertise team.

Final Brand Positioning Statement

Wheel the World ("WTW") is a seasoned and empathetic online travel agency specializing in disability travel experiences.

Beyond fundamental functions like lodging reservations and ticket purchases, WTW provides authoritative accessibility assessment reports and a robust matching system powered by a comprehensive database and proprietary algorithm. The algorithm facilitates tailored experience options for individuals with disabilities, while the assessment reports offer guidance to service providers to enhance their offerings.

Backed by a proficient global expertise team and a vibrant disability community, **WTW stands as a steadfast ally for customers, eliminating both physical and emotional barriers that may arise during their travels.**



Core Characteristic (Brand Personality)



VISUAL IDENTITY SYSTEM

Brand Identity Suggestion / Refined Visual Language

Suggest a version using tone of voice "WTW" instead of "Wheel the World", making it more succinct, easy-to-remember, more inclusive to all types of disabilities, or even able-bodied people. Touchable material for the blinds is easier-applicable. Color identity is no need for big change.

Original Version
(clear but a little tedious, not applicable in all situation)

wheel  the world

Refined Version
(succinct & applicable on touchable material)

 **WTW**

Logo Sample



Suggested tone of voice "WTW" instead of "Wheel the World", applicable on touchable materials

Color Palette



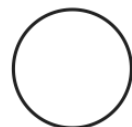
#376F6D



#F7EFD5



#1F2710



#FFFFFF

Logo on Color



#376F6D
#F7EFD5
#1F2710



#376F6D
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○ Hotel Accessibility Content

- Building Access
- Lobby
- Elevator
- Public Restroom
- Bar
- Restaurant
- Swimming Pool
- Fitness Center
- General Passage
- Furniture & Appliances

○ Hotel Accessibility Guideline

- Building Access
- Lobby
- Elevator
- Public Restroom
- Bar
- Restaurant
- Swimming Pool
- Fitness Center
- General Passage
- Furniture & Appliances
- Other Content

○ Accessibility Ranking Standard

- Ranking System Introduction
- Ranking Content
- Ranking Standard
- Ranking Council
- Improvement Guideline

○ Top5 Hotels in 2023

- Ranking Result
- Top5 Hotels List
- Top5 Hotels Introduction



TOP 1 Six Senses Bhutan, Thimphu

Chunimeding, Babesa, Chang Gewog, Thimphu, Bhutan

Six Senses hotel in Bhutan is committed to sustainability with a deep obligation to care for our environment, natural resources and communities, plus preserving and protecting the world's only carbon-negative country. It offers 82 spacious villas and suites, starting from 645 square feet for the suites and up to 3,681 square feet for the three-bedroom villas.

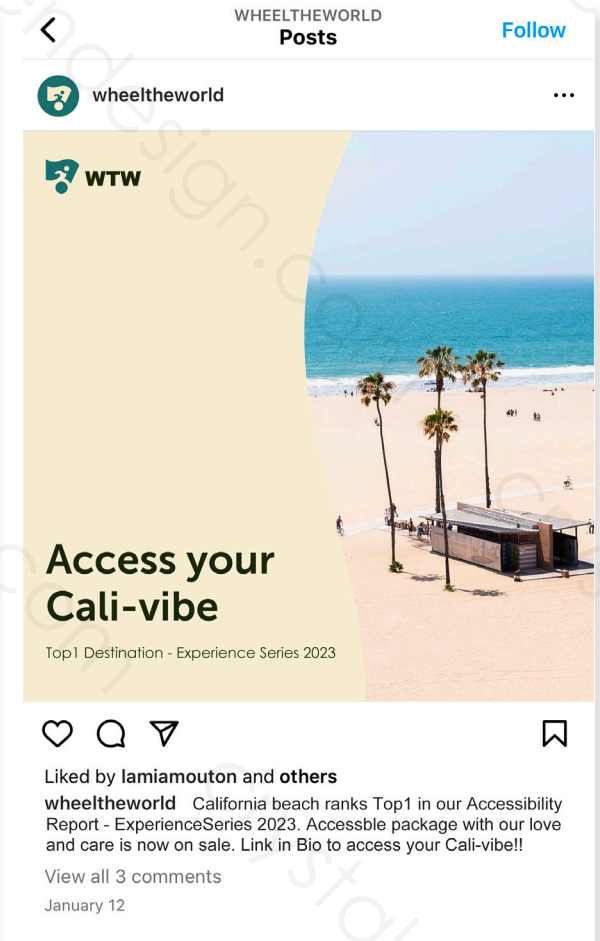
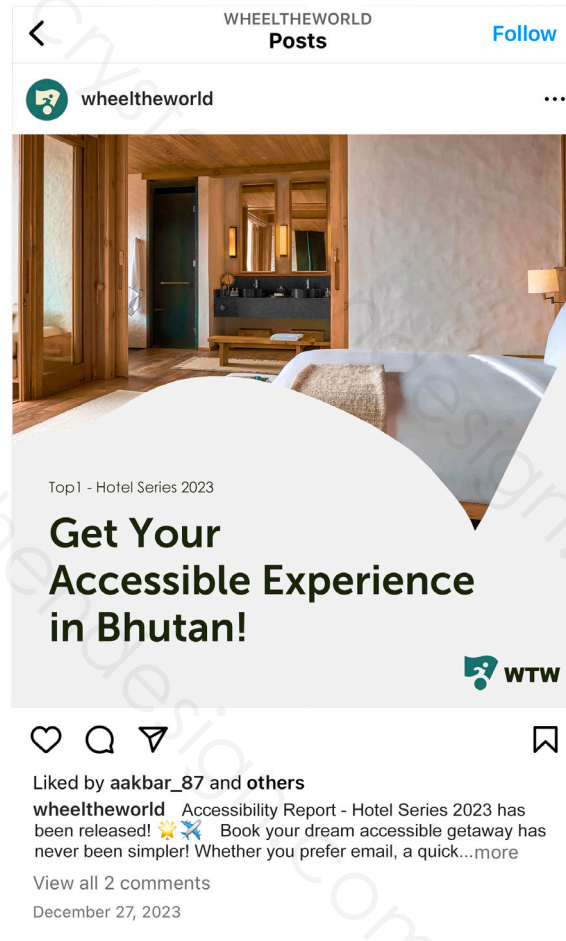
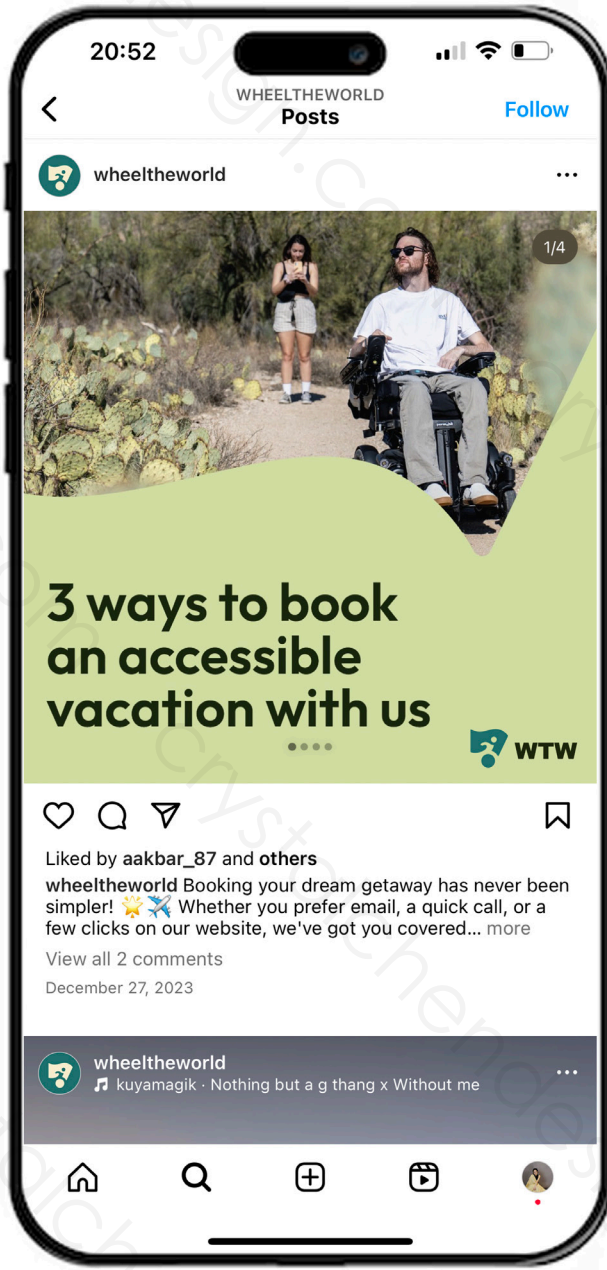
Accessibility Information

Entrance: ☆☆☆☆☆
 Toilet: ☆☆☆☆☆
 Shower: ☆☆☆☆☆

Room Amenity



Social Media Page



Infusing brand identity elements including logo, color, report content, community story, and etc., in WTW's social media post. Similar elements could also be implemented on the official website.

MERCHANDISE DESIGN

Touchable Logo Design Guide

More inclusive and unique way to make iconic and scalable merchandise product



Picture Merchandise

- Touchable design
- Package that tells WTW story



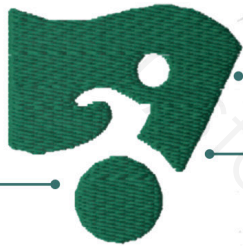
Guideline Rules

- Size limit of logo
- Brand story included in package not product



Techniques to make this happen

- Flat Embroidery
- Flocking
- Towel Chenille Embroidery
- etc.



Touchable Logo Sample on Clothes



Merchandise Mock-up Samples



crystalchendesign.com

