

Project: Brand Research Advice

Client: Slovenia Tourist Board

Date: November / December 2005

In November 2005, TEAM was approached by the Slovenia Tourist Board to assist in developing a questionnaire for a large, multi-national research project.

The research was designed to provide a benchmark to determine knowledge of, attitudes towards, and detailed perceptions of, Slovenia as a holiday destination. The research findings would also be used as guidance for the development of a brand strategy for Slovenia as part of a new Marketing Strategy to be commissioned in 2006.

A draft questionnaire was developed against tight deadlines. At this point, the Government of Slovenia reviewed their priorities and placed the project on hold.