

27 April, 2011 **The Tongan tourism industry took an important step forward last Wednesday at the Fa'onelua Convention Centre with the appointment of New Zealand's BCG2 as the advertising agency to represent the Ministry of Tourism. The agency is tasked with finalising the development of a new brand for Tonga, and developing an integrated campaign to roll-out the brand.**

After a 3 month selection process, The Ministry of Tourism, in consultation with the tourism industry, appointed the Auckland agency to develop the major marketing campaign which will cover advertising, communications (PR, media and visiting journalists), joint ventures with wholesalers and airlines, and the internet (web and social media).

Eight agencies from Australia, New Zealand and Tonga submitted proposals to the brief, which was put together by members of the Ministry of and the Private Sector, and the final two, BCG2 and BBDO - Clemenger of Wellington, were invited to Tonga to present their ideas a panel of over 20 industry representatives.

Both presentations were of an exceptionally high standard and included a new brand concept and logo, online, print and TV advertising strategies as well as joint ventures and Rugby World Cup initiatives. The final decision was made after a vote was taken from the industry representatives and BCG2 was selected. BCG2 then presented to the greater tourism industry at a presentation on Thursday.

The re-branding campaign is in line with the findings of the National Tourism Forum which took place at the convention centre in June 2010, from which a National Tourism Development Plan was created. Other successfully implemented strategies from the plan include the formulation of a National Marketing Working Group, a National Events Committee and the recently launched Rugby World Cup tourism campaign. Ministry CEO, Sakopo Lolohea said that the appointment of BCG2 was a win for the whole industry "We are very excited about the appointment of such a creative and forward thinking agency. We look forward to working with them over the next few months on the crucial development of a brand which will represent the Kingdom's tourism offerings in an increasingly competitive global market" he said.

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