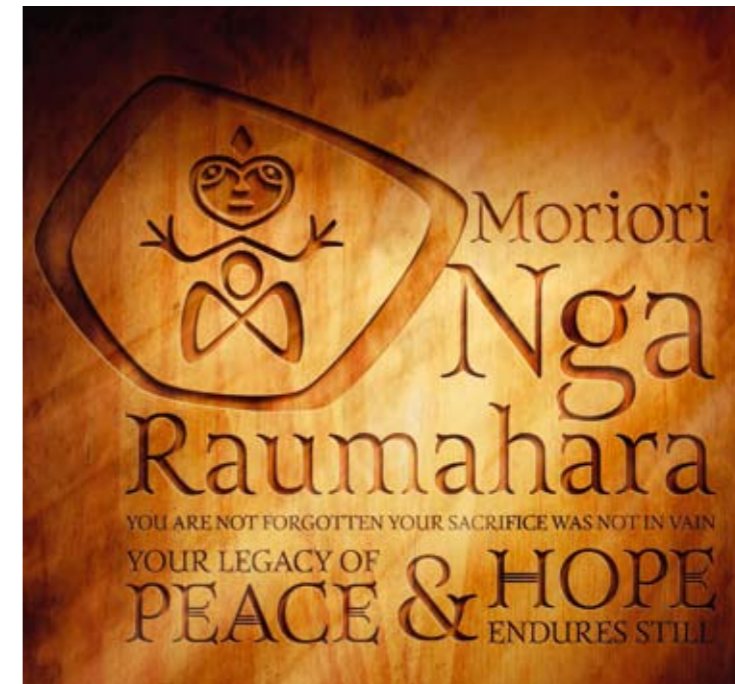


HOKOTEHI MORIORI TRUST

How do you develop business opportunities without abandoning your cultural values?

The Hokotehi Moriori Trust was established in 2001 with a vision of reconnecting and unifying Moriori people and establishing a strong cultural and economic base for the future. Its objective was also to promote Rekohu (The Chatham Islands) and communicate the uniqueness of the place, culture and people. The Trust believe they have untapped cultural and commercial assets which hold the key to future prosperity for Moriori and the people of the Chatham Islands.



Sometimes remoteness is a virtue. Sometimes independence is a cause: We have guided the brand and business strategy for the Moriori Development trust and allow them to use their culture for commercial differentiation. This was a journey of rediscovery and a renewed desire to take a forgotten culture and its ideas back to the rest of the world.

The Challenge

The challenge was to deliver a model for growth that meant you did not need to abandon cultural values when creating and growing business opportunities. The Trust engaged DNA to share the challenge of first designing a strategy for commercial and cultural growth, and then to deliver the brand and marketing frameworks that will allow future commercial differentiation and prosperity.

For DNA we needed to run the engagement within a tikanga process. This is very different from many of our other projects and requires a deeper engagement, following an even tighter process, showing greater respect and truly understanding peoples differing viewpoints. This means working in different ways and often at a different pace, it means being close – as well as still being able to bring the detached external challenge and perspective that is also required.

The additional challenge of unifying a large and diverse stakeholder group around a clearly differentiated strategy, brand platform and expression was central to the approach adopted by DNA. This meant time on the Island and a very collaborative and inclusive process.

The Solution

The Trust is deploying the principles of culture, design and business in a trinity of equal proportions as decisions and developments are made. The organisation has 3 sub brands that lead Moriori unity and development (Hokotehi), fishing and farming gifts from the land and sea (Hoko), and the indigenous Island experience and tourism offer (Rekohu). Each brand is tied together through the underlying iconry and messaging unique to the Island and its culture.

A bespoke typeface and iconic Dendroglyph were designed and then applied as core elements to the various deliverables. Four key arms of the identity have been developed. Rekohu (Chatham Islands) - Indigenous Island Experience, Hokotehi - Moriori Unity and Development, Kopi - Moriori Business Development and Hoko - Gifts of Rekohu. The brand and its expression across marketing, packaging and merchandise is assisting in identifying and in positioning the emerging businesses – and in fulfilling the vision of the Hokotehi Moriori Trust Board. The trust is successfully developing and rolling out businesses and selling products across all its identified areas of opportunity.

The Result

The trust is successfully developing and rolling out businesses and selling products across all its identified areas of opportunity. Using the brands and expression across marketing, packaging and merchandise is assisting in identifying and in positioning the emerging businesses.

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