



Challenge:

The **creation and distribution of valid and relevant content** for potential visitors to the islands forms the basis on which the **global marketing strategy** for the Canary Islands brand is built.

In order to manage and store such assets we needed to create a **tool** that will guarantee they would be used mainly for the tourist promotion of the islands, its destinations, its products and its services.

Solution:

The Canaries Tourism **BrandCentre** is a powerful, **high capacity and versatile** Internet application allowing the content generated to **multiply its value to the Canary Islands brand** via its publication on new media.

Thanks to this tool, all the brand material can be accessed in **real time, from anywhere in the world**, in formats for **high quality professional use**.

BENEFITS

ACCESS FROM ANYWHERE IN THE WORLD

- > Accomodation in Spanish and English
- > Content in multiple languages

IMMEDIACY

SIMPLICITY

- > Automatic Registration
- > Real time downloads
- > Search via themes, places, etc.

MULTI-FORMAT

- > Vídeos, Photos, Texts, Audio, Illustrations, Original

SERVING THE SECTOR

- > Travel companies
- > Media
- > Advertising agencies

