Ayurveda, the performing arts including Kathakali, Koodiyattam, Theyyam, Mohiniattam and Thullal. BACKWATERS CALLING

In 'God's Own Country', all are equal. With an increasing number of unique experiences to offer, i.e. backwater cruises, houseboats and home stays, Kerala has fascinated many a foreign traveller to the extent that some have even stayed back and made Kerala their own.

Indian Tourism was in the eye of an unprecedented crisis back in 2001-02. A series of disastrous events-not least the attack on the World Trade Centre in New York—seemed to have stunted the growth of this sector, resulting in decline in tourist arrivals and foreign exchange. There was a yawning chasm between potential and performance, the reason being India lacked a strong identity in the global



market place. 'Incredible India' had but one agenda: to position India as an attractive tourist destination. The challenge remained how to brand a destination as rich and diverse as India without taking away its uniqueness. 'Incredible' was the only word that came close, and the campaign kicked off a mammoth exercise, involving ramping up of aviation,

infrastructure, hospitality, information technology and BPO industries. India had to deliver on its promise and the success story of Indian Tourism is there for everyone to see. Branding India: An Incredible Story By Amitabh Kant Published by Collins Business Price: Rs 499/-Images courtesy: Branding India: An Incredible Story

Tourism Branding

innovative way in which the symbol '!' is used in place of 'I' in Incredible India to create a distinct style that cuts across all communication lines

An inseparable part of the campaign is the











Multi Cuisine Restaurant | 24 Hours Coffee Shop | Gym & Fitness center | WiFi connectivity | Centrally Located | Travel desk | Oriental Cuisine | Caribbean Creole & Fusion | Poison the : Bar

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self-discovery. The Global Campaign 2006-07 saw the iconic '!' express every aspect of India,

not to mention its deeply spiritual quality. The campaign took one of India's special attributes and leveraged it to establish India's unique value proposition. Not surprisingly, it was the recipient of several prestigious awards. INDIA FLOORS NEW YORK In 2007, not only did India celebrate its 60th year of independence; it also made a grand entry on the world tourism scene. Indian Tourism, in association with the Confederation

of Indian Industry (CII), organised the four-day

'Incredible India@60' campaign in New York, to coincide with the United Nations General Assembly meeting. Brand India was unleashed in full force to the watching world in a dazzling display of culture, energy and intellect. Taxis, buses, bus shelters, billboards on Times Square, television and radio - all announced that India had arrived! LONDON DREAMS Also in 2007, the three-month long 'India Now' campaign in London celebrated Indian culture with festivals and events across the city. Bus shelters had images of India juxtaposed with names of London Underground stations.

All in all, nearly one million Londoners and visitors to the city participated in these events.

In a sense, 'God's Own Country' provided the

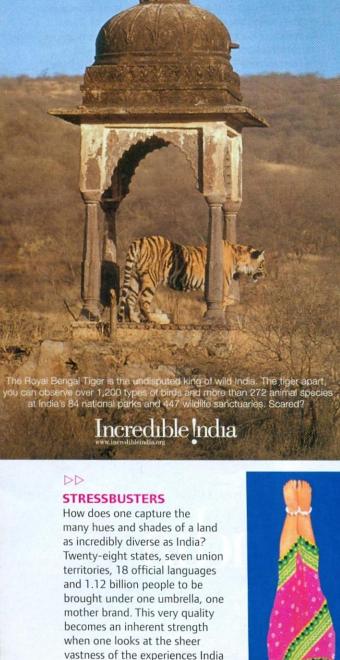
destination in the country. So much so that the

inspiration for the 'Incredible India' campaign. From being a non-entity in the mid-eighties, Kerala is today the most talked about tourist

GOD'S OWN COUNTRY

National Geographic Traveler, featured Kerala, as one of the fifty destinations of a lifetime the only Indian destination on the list. What were the winning ingredients of this incredible success story? For starters, doing away with redundant concepts and embracing products unique to Kerala's ethos, i.e. its backwaters,

hospitable and vegetarian.



has to offer to the world. We are the oldest civilisation in the world, albeit with a wild side...In Yoga, we

have the perfect solution for many of our modern day problems...

crowning glory, but look at the headline! It sets the tone for a bold new India - an India

TIGER GLORY "A brand must express itself not just in terms of a product benefit but in terms of a greater socio-economic truth." The Global Campaign 2006-07 uses the 'simple yet profound' exclamation mark to convey the uniquely Indian

that is aware of its position in the general order of things.

experience. Undisputedly, the

Royal Bengal Tiger is India's

Incredible India

Taxis, buses,

bus shelters,

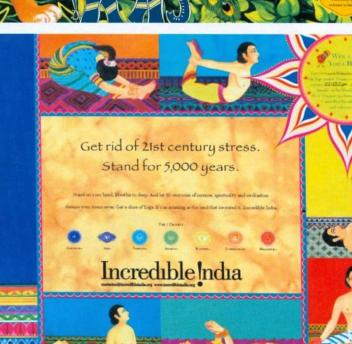
billboards on Times

Square, television

and radio - all

announced that

India had arrived!



on the world tourist map, weaving the rich tapestry that is India into one strong global identity which at

once differentiated it from the rest of the world. An

ways in which the symbol '!' is used in place of 'I' in Incredible India to create a distinct style that cuts across

all communication lines. Here, one of the minarets of the resplendent Taj Mahal merges with 'Incredible India'

to become part of the campaign.

STATE AND A PARTY OF

inseparable part of the campaign is the many innovative

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Tourism Branding

A first for Indian Tourism, the 'Incredible India'

campaign, conceptualised and implemented by Amitabh Kant, former Joint Secretary, Ministry of Tourism and

V. Sunil, Creative Director, O&M Delhi, kicked off in

desire to awaken the 'sleeping giant', the term most often used by the global tourism industry to describe

India until then. A brilliant destination-branding campaign, 'Incredible India' squarely placed India

October 2002. The campaign was born out of a strong

Incredible India An ode to eternal love, crafted in the finest marble known to man. Also, the most photographed monument on this planet. Do come for an experience that's truly incredible! www.incredibleindia.org. contactus@incredibleindia.org JetWings-July 2009-123 Branding India unleashed

THE WARM Amitabh Kant, the force behind Indian Tourism's 'Incredible India' campaign, which transformed India from a non-entity into a tourism juggernaut, tells the story, in his book

Branding India: An Incredible Story.