



Visual Strategy Guide

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Contents



Introduction

In this part, we introduce Discovery, including brand description, brand timeline, and the brand's future. Aiming to help reader understand the brand statement.

- Brand Description
- Brand Timeline
- Mission Statement
- Rebranding Objective
- Keywords



Who We Are

Discovery

Discovery is a channel that mainly broadcasts popular science, technology, history, archeology, and nature documentaries. Discovery covers more than 160 countries and provides local subtitle and dubbing in different countries. In addition to focusing on realistic programs, Asia Discovery Channel also broadcasts cultural programs, such as series introducing Chinese and Japanese culture.

Discovery History Timeline

010



The channel debuted an annual programming stunt called Shark Week and gained in popularity during the 1990s.

1988

Discovery Channel was launched in 1995 in India and Canada.

1995



In 2005, Discovery changed its programming focus to include more popular science and historical themes.

2005



Discovery Channel's top series included the Emmy Award and Peabody Award winning *Planet Earth*, *Dirty Jobs*, *MythBusters*, and *Deadliest Catch*.

2007

Discovery Communications launched its TV Everywhere service, Discovery Go and eight of its sister networks.

2015

1985

The Discovery Channel began broadcasting on June 17, 1985.



1989

Discovery Channel (Europe) was launched from the UK in 1989. It launched on the Astra satellite in 1993.

2000

The channel began to shift its focus in the early 2000s to attract a broader audience, by incorporating more reality-based series



2006

The network was nominated for seven Primetime Emmy Awards that year for shows including *The Flight that Fought Back* and *Deadliest Catch*.



2012

Discovery Channel was the third most widely distributed subscription channel in the United States. It is available in 409 million households worldwide.

Present



Discover the World

Our Mission

We provide amazing adventure, education and experiences for people to evoke their desire to explore the world that they can engage in deeper and create one of a kind experiences.



Our New Concept

Our current mission is a single line—from Discovery to audiences. However, the end of the line shouldn't be our audience, it could be nature, science, or culture. To come back to our soul, we want to bring our audiences to the world. The new Discovery will keep increasing their motivation to discover and help them achieve their desire for the world.

Adventure

Discovery focuses on inspiring adventure and encourages people to step out of their comfort zones and explore the world.

Education

Discovery values the power of knowledge and is committed to providing a friendly and safe educational environment for people of all ages.

Experience

Discovery motivates people to explore their curiosities firsthand, encouraging them to experience and create memorable moments.



02

Audience Members

In this part, we explore our potential audiences. We create six who identify with our brand and two who don't identify with it. Every persona would have three areas they concern and two traits two of each area. The traits should include the reason why that happens in our personas.

Areas of Concern

Members

Areas of concern

- A. Starting explore—Their motivate to explore
- B. Finding new—The way they explore
- C. Getting diverse—The result and experiences they explored

Audience Members

Diipa Sharma

Female | 30 | Computer Engineer | Sunnyvale, CA

- A. She is looking for a place to travel **because** she has a long break this month and she doesn't want to stay at home.
- A. She is interest in Europe heritages now **because** her parents just went there and had great memories.
- B. She listens to podcasts about history when she takes a shower **so that** she can use time more efficiently.
- B. She used to buy e-books **so that** she could reads travel books on her phone when she traveling somewhere.
- C. She believe information from travel books instead of online **because** photos on Instagram are unreal and editable.
- C. She searches reviews before she goes to the restaurants and tour spots **to ensure that** she won't get a bad experience.



- A. Starting explore
- B. Finding new
- C. Getting diverse

Bethany Mota

Female | 67 | Fashion Designer | Newark, NY

- A. She goes art museum every week **to** improve her sense of beauty.
- A. She wants go to China to visit the Palace museum **because** she is interest in the craft of Chinese embroidery.
- B. Her retirement is coming **so that** she joins two senior classes about calligraphy and mandarin in her retire life.
- B. She is learning mandarin from Duolingo **because** she is going to China next year.
- C. She is worry about the trip to China **because** she is worry about the communicate between two language.
- C. She goes to art museums with her grandchildren **so that** they can see various artworks in person.



- A. Starting explore
- B. Finding new
- C. Getting diverse

Audience Members

Taj Porter

Male | 18 | College Freshmen | Salt Lake City, UT

- A. He can't wait to explore the new place in this city **because** he just came here one month ago.
- A. He is missing his mother's homemade pizza **so that** he is looking for a good pizza place to try.
- B. He is working in a school cafe **because** he wants to get a car to drive to travel around the Utah state.
- B. He usually goes hiking with his baseball teammates on the weekend **because** they hold a training group.
- C. Some traits are too easy for him **so that** he wants to find some good traits for himself.
- C. He likes Salt Lake City so much **because** the weather is similar to his hometown.

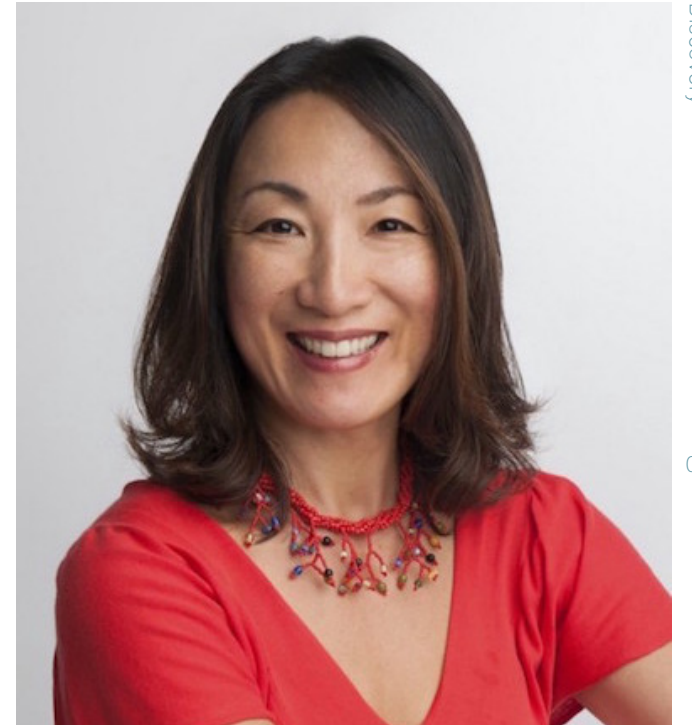


- A. Starting explore
- B. Finding new
- C. Getting diverse

Fumi Matsu

Female | 44 | Writer | Los Angeles, CA

- A. She travels all around the Mediterranean Sea **because** she is writing a novel about the Roman Empire.
- A. She loves watching dramas from different countries **because** she thinks that helps her broaden her eyes.
- B. She travels with her friends who can speak English **so that** she can communicate with local people.
- B. She owns a Japanese passport **so that** she doesn't worry about visa when she goes through immigration.
- C. She does hard work before she starts the trip **because** she has a limited budget and time.
- C. She had a bad experience in Philippine **because** she got a Dengue fever there.



- A. Starting explore
- B. Finding new
- C. Getting diverse

Audience Members

Rachel Smith

Female | 42 | Geography Educator | San Diego, CA

- A. She takes her children to travel abroad in their summer and winter break **because** she wants them contact with different cultures.
- A. She believes knowledge can keep her brain sharp **so that** she is open mind to learn new things.
- B. She likes nature **so that** she drives 6 hours to go camping with her friends once a month.
- B. She earns points from her credit card **so that** she can get free flight tickets to travel around.
- C. She limited her children's phone usage **because** she wanted them to go out and play with other kids.
- C. She obsessed with Japanese castles after she went to Osaka with her husband 5 years ago **because** the history of castle is attractive.



- A. Starting explore
- B. Finding new
- C. Getting diverse

James Wu

Male | 13 | Junior School Student | Houston, TX

- A. He joins the summer science campus **because** he wants to meet someone interested in science like him.
- A. He reads lots of books from different areas **because** haven't know what he is going to do in the future.
- B. He wants to learn more knowledge about robots **so that** he takes a robotics lesson after school.
- B. He registers as a public library member **because** it is close to his house and it's free.
- C. His parents subscribe to science magazines but that is too difficult for him **so that** he doesn't want to read it.
- C. He writes down notes and book names when he reads the book **so that** he can consult his teacher and parents.



- A. Starting explore
- B. Finding new
- C. Getting diverse

Audience Members

Profiles that exist outside of the audience.

Tiarra Willis

Female | 26 | Banker | Chicago, IL

- A. She has been to Korea several times **because** she loves K-pop so much and she went there for concert.
- A. She likes to try on different cloth styles **because** it gives her freshness in her daily life.
- B. She registers Naver (Korean internet forum) members **so that** she can get first-hand K-pop news.
- B. She has studied Korean for a year to **be sure that** she can read articles on Naver and watch Korean shows.
- C. She spends a lot of time on Naver **because** there is some fake news in there.
- C. She usually shops online **because** it is convenient to get new clothing although she had received defective shirts before.



- A. Starting explore
- B. Finding new
- C. Getting diverse

Pedro Torres

Male | 31 | Supermarket Cashier | Pittsburgh, PA

- A. He loves cooking **so that** he searches for new recipe ideas or ingredients for his experimental cooking.
- A. He is a veteran gamer, he usually reads the background story before he starts a game **because** he can more engage in the game.
- B. He buys low-price expired food in supermarkets to save money **so that** he can buy more new games and consoles.
- B. He usually stays up to play games **because** he spends too much time cooking after work.
- C. He writes game experience articles after he finishes the game **to ensure** other gamers can get the right game.
- C. He never plays mobile games **because** he believes the home console and computer are the best platform for any games.



- A. Starting explore
- B. Finding new
- C. Getting diverse



03

Brand Visualization

We create two brand grid for current brand visualization and future brand visualization. These two brand grid represent how the brand has changed and how the brand would like to be seen in the future.

Where We From

Discovery is a TV channel that programs the world widely. It offers various content to people from kids to adults. People could observe the wildlife and evolve in science experiments through digital media. Discovery nonstop offering captivating documentaries and reality programs. It showcases diverse subjects, from wild-life and science to history and technology. The brand images are about observing, receiving, and steady.



Our Future Imagery

Discovery is known for its informative content and thrilling adventures, Discovery Channel appeals to curious minds worldwide. It continues to inspire exploration and understanding of the world around people. Discovery will still keep our core in the future and move forward to help people experience in person. The images become positive, experience, and expedition.



List the brand competitors with three parts, current competitors, adjacent competitors, and aspirational competitors that depend on the current point of view and brand direction.

Current Competitors

Adjacent Competitors

Aspirational Competitors

Brand Attributes

Brand Competitors

04

Discovery is a brand that provides educational things to people popular science, culture, and nature documentaries.

The current competitor would be similar or overlap some areas Discovery provides. List 10 competitors that compete with current Discovery's business directly.

National Geographic



National Geographic is a educational channel that provides documentary and series from nature, science and culture.

NASA TV



NASA TV hold by NASA that programing contents about space exploration and other educational videos like, live coverage of an array of crewed missions.

BBC Earth



BBC Earth is a TV channel that programs documentary and program about wild, nature and environment issue.

History Channel



History is a channel that provides historic documentary. It has multiple versions around the world, and some of them programs on human history, military history, etc.

PBS World Channel



World Channel provides some shows about different culture and educational content that produced by independent producers.

ABC



ABC is a television network with wide range of programming that include some historic and educational documentaries.

NBC



NBC provides various shows and sometimes programs educational programmings in specials or series.

Npr



Npr is a non-profit media network that provides news, talks, and cultural programming. It also provides educational content with educational institutions.

CBS



CBS produces some fun educational shows for kids and programing in daytime and morning in the weekend.

CNN



CNN produces and provides various documentary about history, politics, and current events.

Discovery's adjacent competitors are those who provide some educational and various programming. No matter what kind of devices, platform, and content they connect to their audiences.

Science

Science

Science provides science knowledge to people from atoms to galaxies with various mediums such as websites, magazines, and podcast.

Scientific American

SCIENTIFIC AMERICAN

Scientific American includes exciting research, idea, and knowledge in science, technology, environment, and society. They provides their content with website, publications and podcast.

Nature Journal

nature

Nature Journal is a scientific publications that mostly includes research articles. It was known for high research standers.

American Documentary



American Documentary is a non-profit media art organization. It produces and provides documentaries with various topics.

HowStuffWorks Science

howstuffworks

HowStuffWorks Science website provides uncomplicated articles and videos with various topic that includes physics, biology, and chemistry, etc.

YouTube

YouTube

YouTube is a platform that everyone can upload video on it. There are many educational channel and video from different reliable resource and producers.

Hulu

hulu

Hulu is a streaming service that offers various movies, shows and original content. On Hulu, there are some documentaries about science and history.

Netflix

NETFLIX

Netflix is a streaming service that offers various movies, shows and original content. There are some documentaries on Netflix, like Tiger King: Murder, Mayhem and Madness.

The Why Files: Operation Podcast



The Why Files is a podcast show that explores scientific phenomena. It tells stories and interviews experts to answer questions from audiences.

Ologies with Alie Ward



Ologies with Alie Ward is a podcast that hosted by Alie Ward. She interview scientists about their stories and knowledge. From biology to geography it provides various scientific topics.

Discovery's future competitors are those who provide in-person experiences that people could participate in. There is no specific brand that provides content broadly and helps them get into it. However, we could still find some brands competing for the part of Discovery's new mission.

Outward Bound



Outward Bound offers adventure and experimental programs to people. The expeditions divided by different ages, from middle school to adults.

Expedia Group



Expedia is a company that own many travel brand such as Trivago, Expedia, and Hotels.com. People could find over 500 airlines and book million hotels on its websites.

Wilderness Inquiry



Wilderness Inquiry is a non-profit organization that offers outdoor activities and trips. It connect people with different gender, ages, and abilities in nature.

REI



REI provides equipment rental service for various outdoor activities. It also offers guided trips, adventure travel, and classes to their customers.

Exodus Travels



Exodus Travels is a travel agency that provides people adventure travels abroad. It focus on adventure trips and deep culture discover with local guides.

American Museum of Natural History



American Museum of Natural History located in Manhattan, New York. It focus on astronomy, earth sciences, anthropology, paleontology, biology.

California Science Center



California Science Center is the largest Science institution in the west coast. It offers various exhibitions in different areas to people.

The Museum of Science and Industry



The Museum of Science and Industry located in Chicago that is the oldest science museum in the US.

Exploratorium



Exploratorium is a museum of science, art, and human perception. It offers interactive exhibitions and educational activities.

Academy of Science



Academy of science is know for natural history museum and research institution. There are exhibitions about aquarium, rain-forest, and planetarium, etc.

Brand Attributes

Relevant/Good/Positive

- Explicit
- Comprehensive
- Absorbing
- Knowledgeable
- Decent

Bankrupt/Stale/Negative

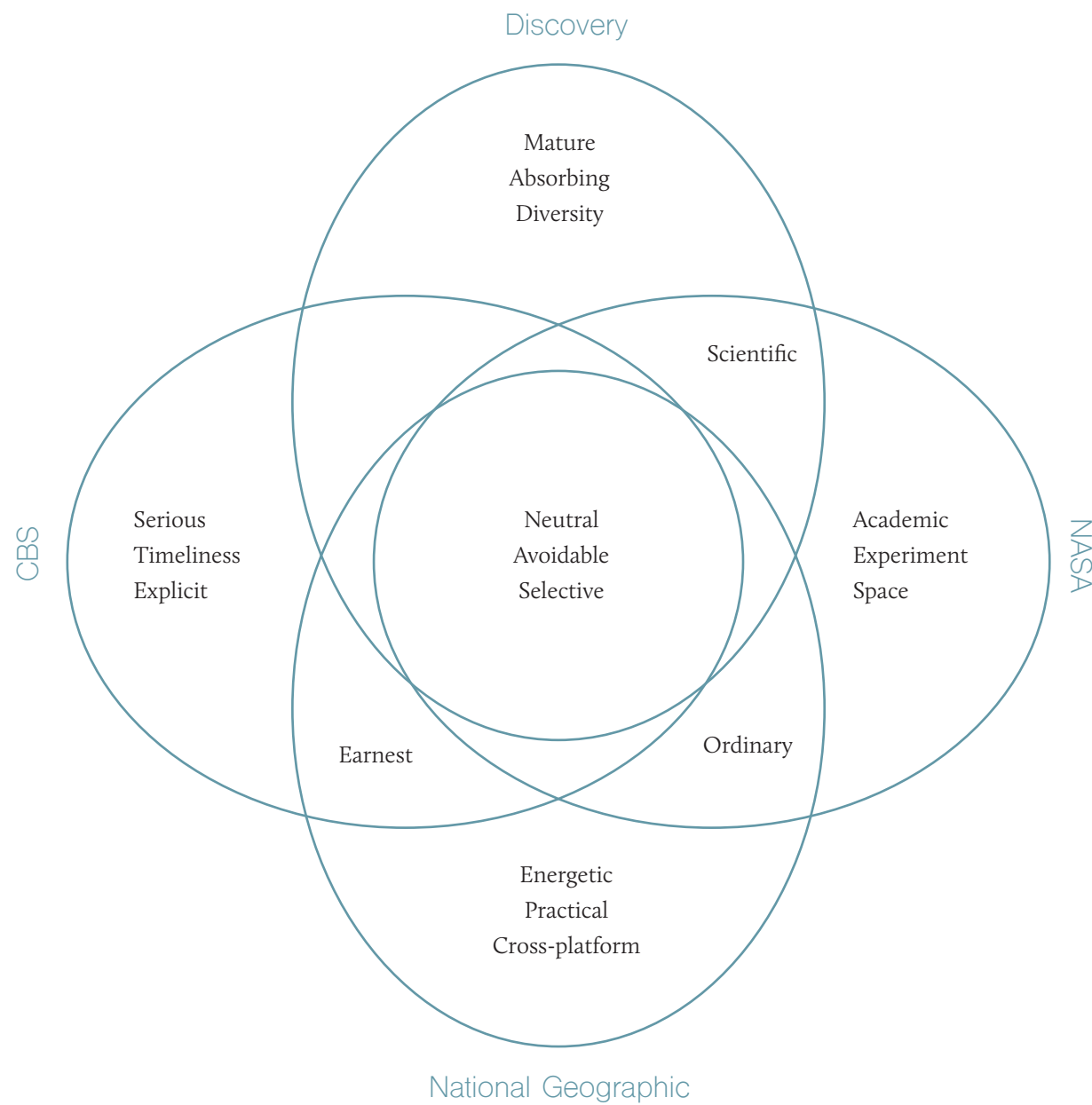
- Serious
- Selective
- Avoidable
- Multeity
- Simulated

Neutral

- Educational
- Natural
- Reliable
- Ample
- Development

Brand hopes to own

- Sustainable
- Inclusivity
- Expedition
- Enlightenment
- Authentic



Disclaimer

This is a fictional re-branding case done as a student project. No parts of this project were used commercially except for academic purposes. This project is in no way intended to represent the parent brand.

Typography

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