



• PROPOSAL •

BALUCHISTAN REBRAND

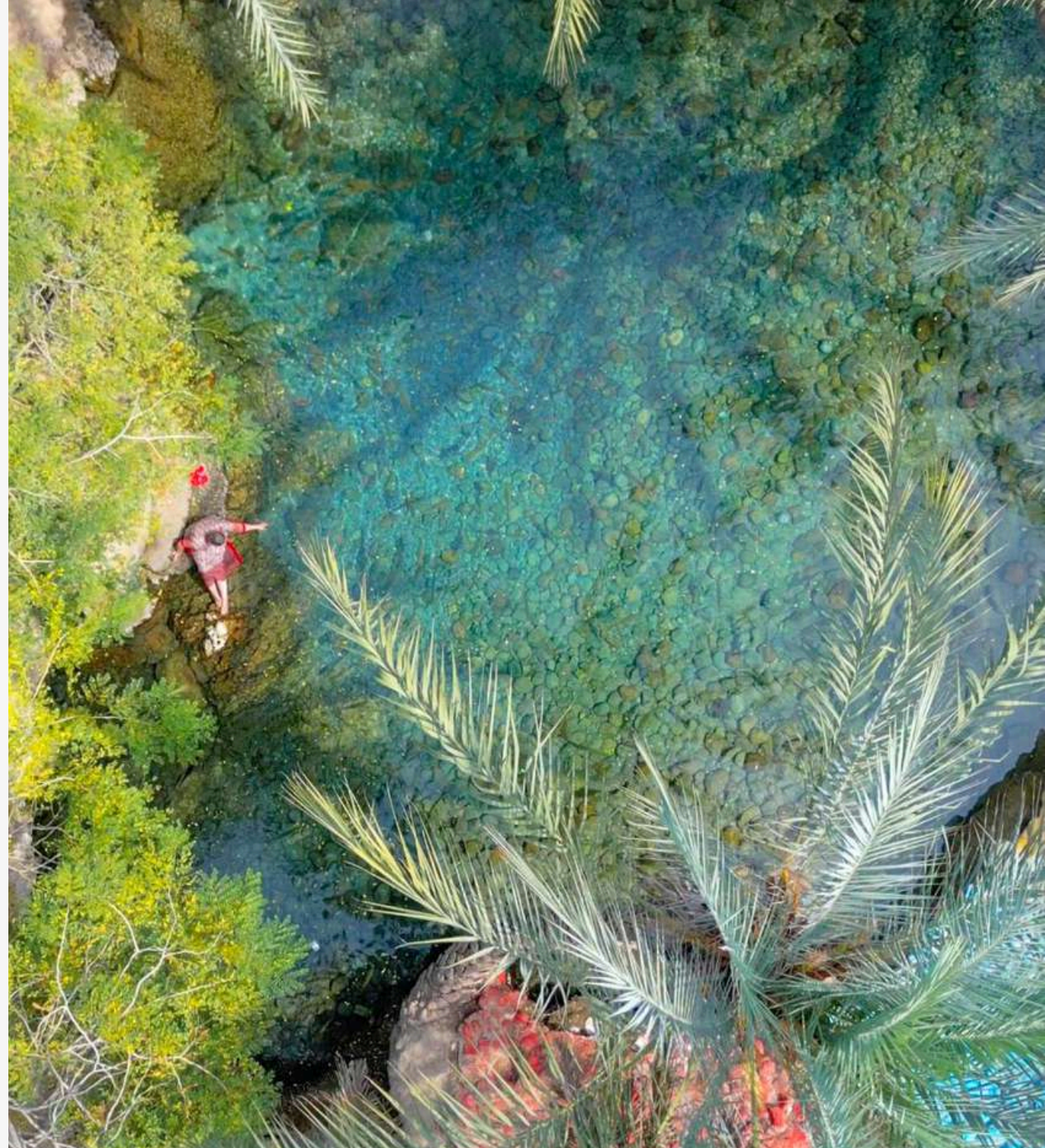
Position Balochistan as an emerging
destination for inbound foreign tourists

by Angela Carson

February 2025



for Kabeer Zarkoon, CEO



• PLEASE NOTE •

This is a
FUNDING REQUEST

**This Balochistan Rebranding project
has been APPROVED by PTDC.**

****personally approved for Angela Carson to
proceed as consultant and lead the project by
[REDACTED], Managing Director PTDC.**

ANGELA CARSON

Passion for helping brands grow since 1996

BACKGROUND

- 13 years of tourism marketing experience
- Travel & hospitality website expert
- 28 years in branding & digital marketing
- Social media & branding trainer
- Content & video creator

About Angela (loves drones & travel)



Angela Carson

- Believes that branding is the #1 key to growing
- Personally solo travelled 10 districts in Balochistan for 72 days
- Has approval by Home Dept. to open tours to new districts
- Contributor to Condé Nast Traveller, MAXIM, Esquire, Lite FM



Step 1: Create the brand

GOAL IS TO APPEAL TO

- Potential foreign trade partners & investors
- Luxury & budget travellers
- Eco & adventure travellers
- Scuba diving enthusiasts

CREATE THE 'BRAND KIT'

- Design world-class logo
see folder [sample tourism logos]
- Define fonts, colours & "voice"
- Designed by expert foreign team

MANAGEMENT OF THE BRAND IMAGE ONLINE

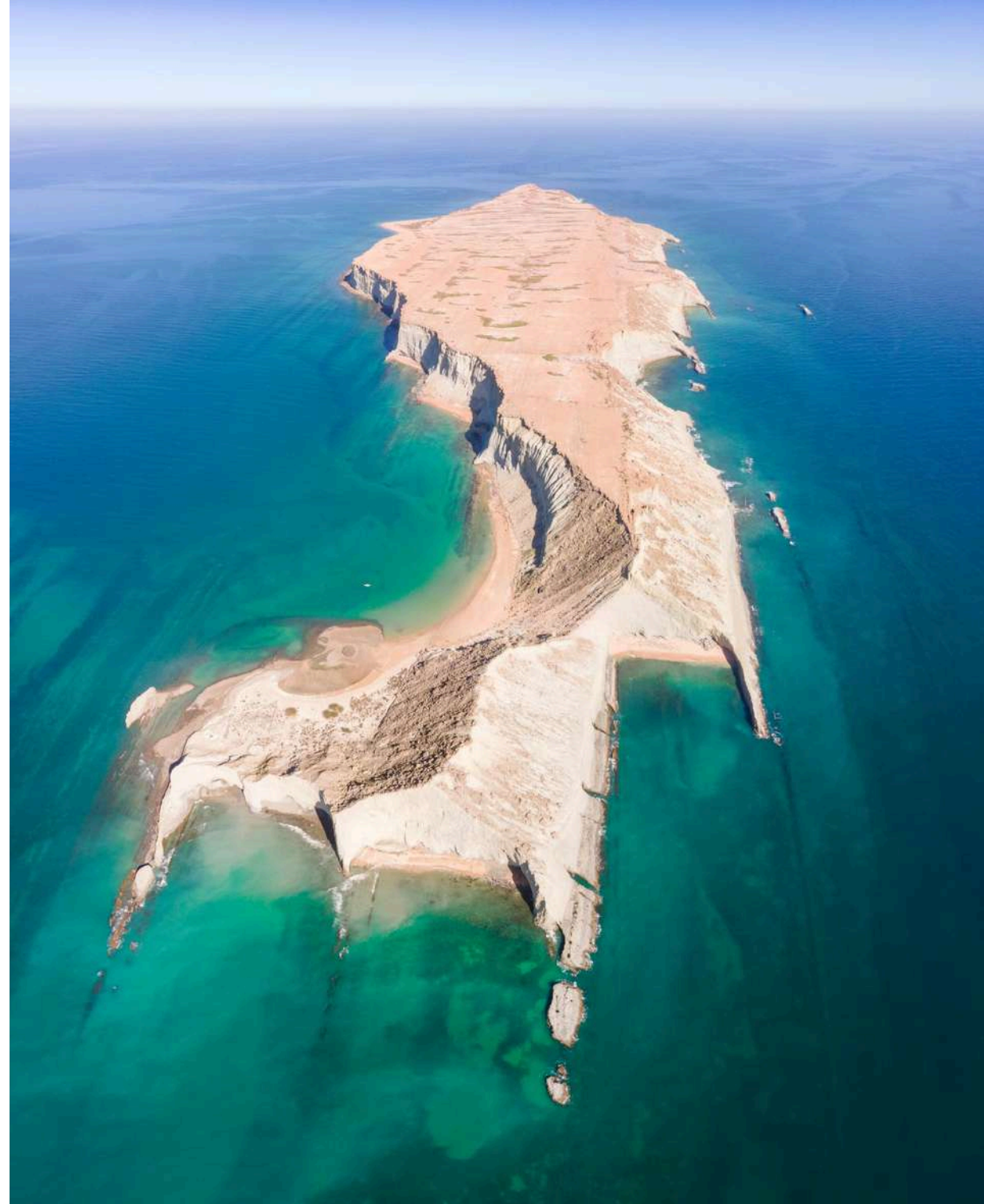
- Angela & team will manage the brand & channel, with advance strategy & content approval

Step 1: Create Memorable Logo



Alternate Tourism Brand Ideas

- Naturally Balochistan
- Balochistan - follow your heart
- Balochistan - come explore
- Beautiful Balochistan
- Visit Balochistan
- Balochistan - like nothing else
- Balochistan - for explorers
- Balochistan - like a dream



Step 2: Social Media

INSPIRE TRUST & AWE WITH

- Nature & heritage
- FOMO experiences
- Where to stay
- Wildlife & marine life

CONTENT STRATEGY

- Instagramable places & "moments", special hotels, and F&B are the **#1 content to attract foreigners** (not local life & culture)
- Only districts OK'd by Home Dept for foreigners
- Influencer content — local & foreign
- Pinned post answering FAQs about travelling Balochistan



STRATEGY for Social Media

NEVER NEVER SHARE

- Text-heavy graphics
- Government propaganda-style content like politicians shaking hands, meetings, ribbon-cutting
- Any form of “internal” content
- Promotions for hospitality or commercial brands unless part of an official campaign

tone of voice

- Friendly, trustworthy & informative
- Facts only, no fluffy opinions
- **Always end posts with 1) location and 2) tips on 'how to visit'**

CONTENT

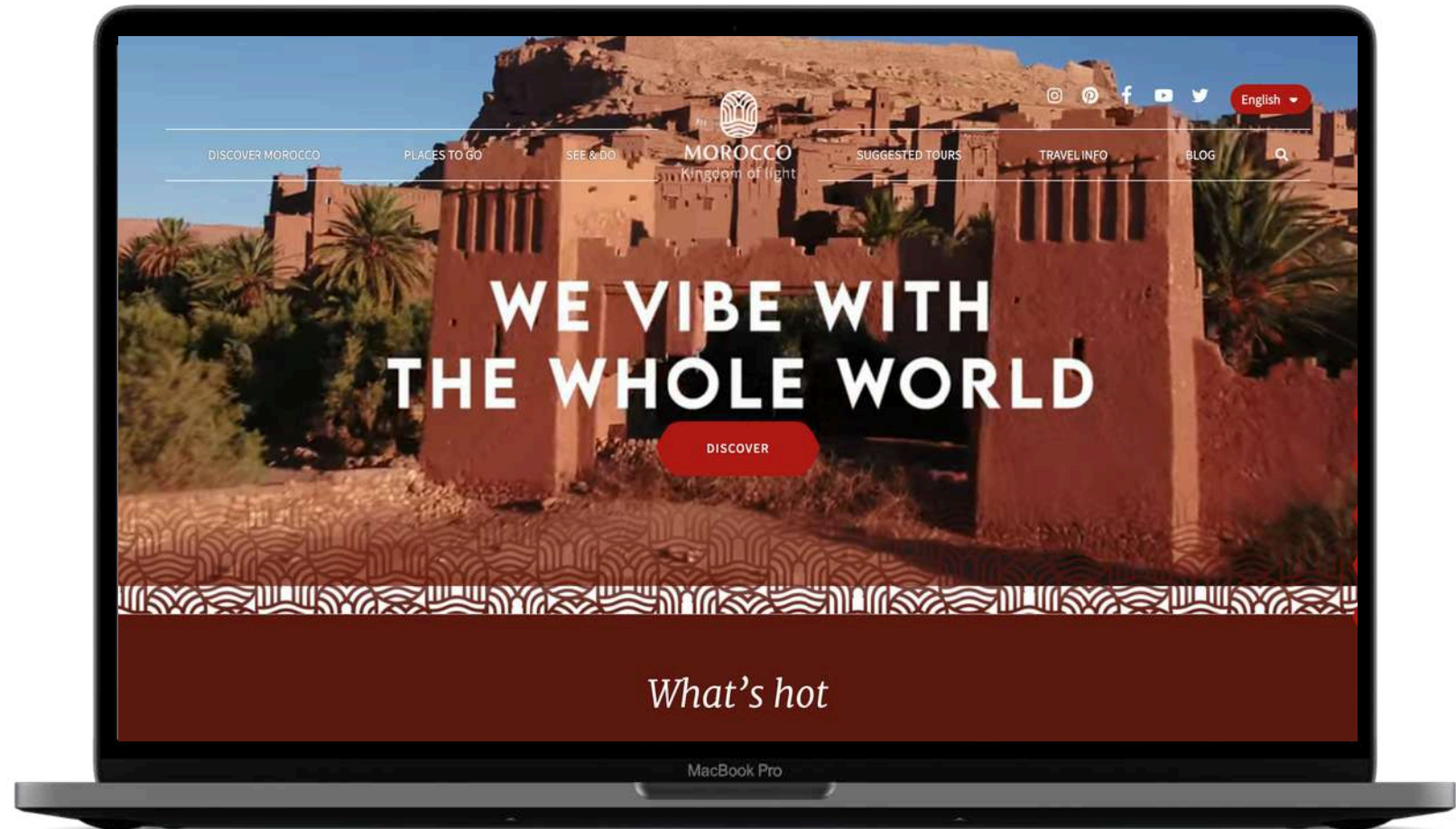
- 3 posts per week
- Unique IG Stories
- English (phase 1) & Chinese (phase 2)

PLATFORMS (phase 1)

- Instagram
- TikTok
- Facebook (least-used platform globally)
- Phase 2: Chinese language / apps in alliance with CPEC

Step 3: Tourism Website

- Inspire trade partners to explore Balochistan beyond Quetta!
- Recommend itineraries & routes
- Where to stay & eat + reststops
- Searchable list of registered tour companies providing legal tours & authorisation letters for foreigners
- Modern domain ideas:
naturallybalochistan.gov.pk or
visitbalochistan.gov.pk





Step 4: PR & Marketing

GOALS

- Contribute monthly articles & interviews to media and blogs
- **Foreign Journalists & Influencers** — host 1x month from different countries

KEY MESSAGING

- Feel like an explorer
- Explore the unexplored
- **Beauty, culture & warm people**
- New areas open to foreigners
- Easier than ever to travel to Balochistan

TARGET AUDIENCE

- Foreign — social media, print magazine & online media
- Local — TV & newspaper

Investment | Timeline

Brand Kit

- 2 weeks to complete
- Brand Kit = logo, stationery, fonts, colours & brand voice
- All-inclusive Rs. 280,000
- 50% due upon start, 50% upon completion

Monthly Social Media

- 3x per week
- Strategy & management personally by Angela
- Rs. 210,000 / month
- Paid at start of each month

Website Design & Development

- Trustworthy, modern, interactive
- Find important info in 2-clicks
- Inspiration: mix of the best of Morocco, Jordan & Dubai
- Price Rs. 700k
- 50% at start, 50% when done

PR & Marketing

- Influencer campaigns
- Media FAM trips
- TBD (on project basis)
- 50% due upon start, 50% upon completion





Branding, Social Media, PR, Marketing & Websites

www.that-wow.com

