

# Efteling:

## How to balance technological innovation, brand authenticity and customer expectations?



- 1. Build everything for eternity, from real materials**  
Keep the changing context and consumer needs in mind
- 2. Make it look like it has been around forever**  
Immerse the guests in the magical world of the Efteling
- 3. Highlight a fragment of a story**  
Use implicit storytelling to trigger the imagination of the guests
- 4. Look for it in the little things too**  
Beautiful finishing and details are important
- 5. Strive for perfection**  
Have a consistent Efteling style throughout all innovations
- 6. Use organic forms: think in curved lines**  
Stimulate wondering and exploring, in a Pieck style
- 7. Use well-known fairy tales and stories**  
Create an experience that triggers nostalgia
- 8. Let technology facilitate the story**  
Technology should be purposeful and easy for the guests
- 9. Guard the heritage**  
Be inspired by the founders Pieck and Reijnders