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