

Brand Development Application and Rollout

The Charlotte Harbor Visitor & Convention Bureau

Agenda

- What we set out to do
- Need for Branding
- Process used
- Conclusions and Recommendations
- Conclusions Testing
- Brand application suggestions
- Brand rollout suggestions / Long-term considerations

What we set out to do

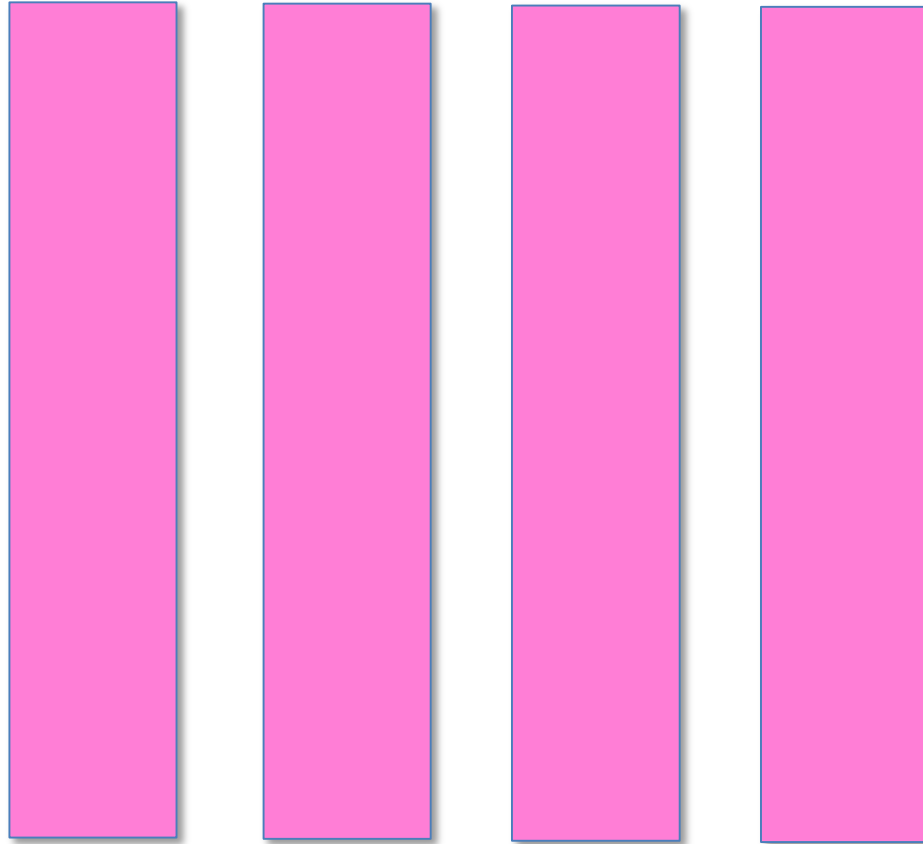
- Consider Branding the destination
- Determine unique, competitive positions in state
- Develop Brand and Its Components of Expression
 - *Message components*
 - *Graphic Look*
 - *Logo*
 - *Tagline*

What we set out to do

- Consider Branding the destination
- Determine unique, competitive positions in state
- Develop Brand and Its Components of Expression
- Recommend application and use
- Consider market adoption

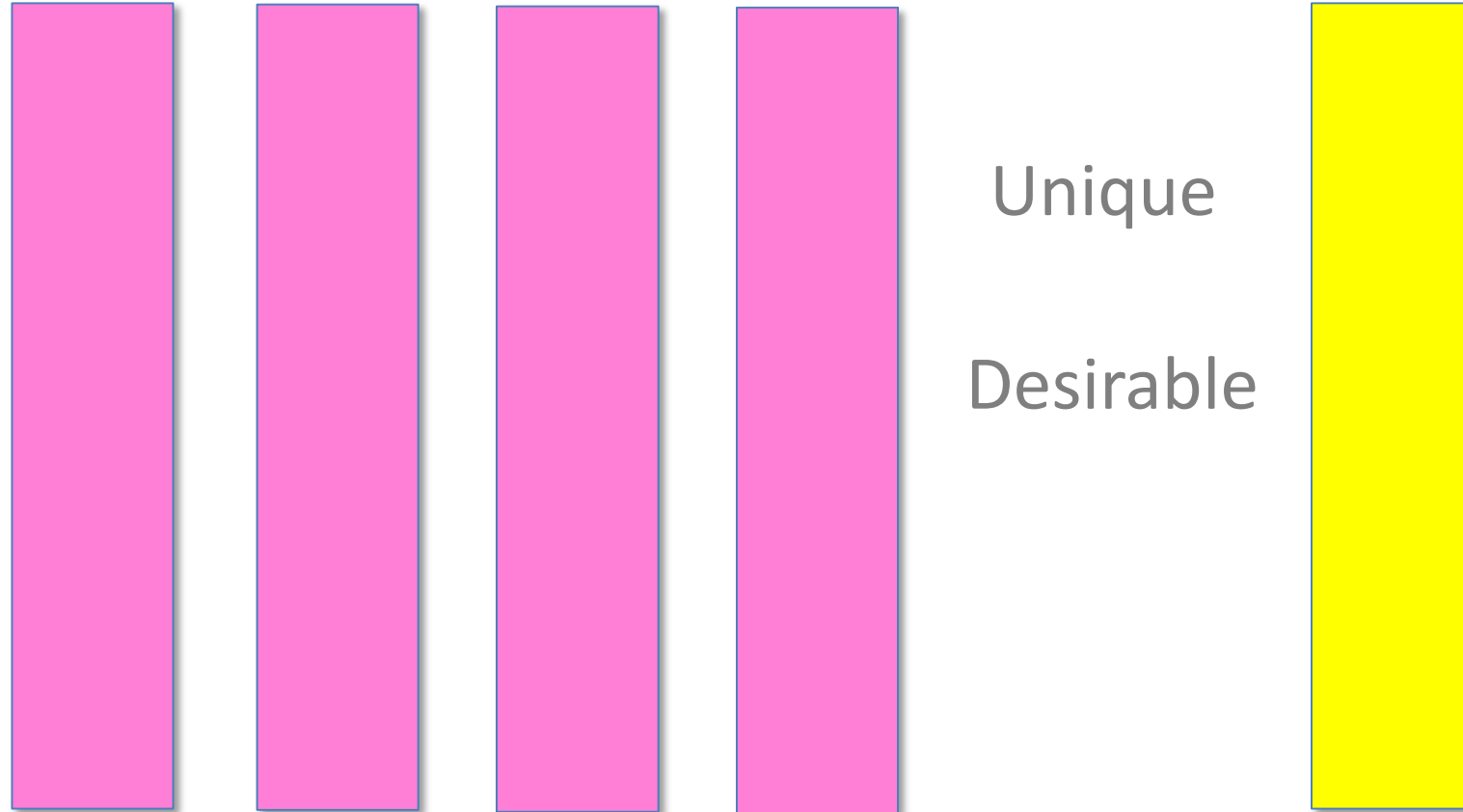
The Need for Branding

- What it is



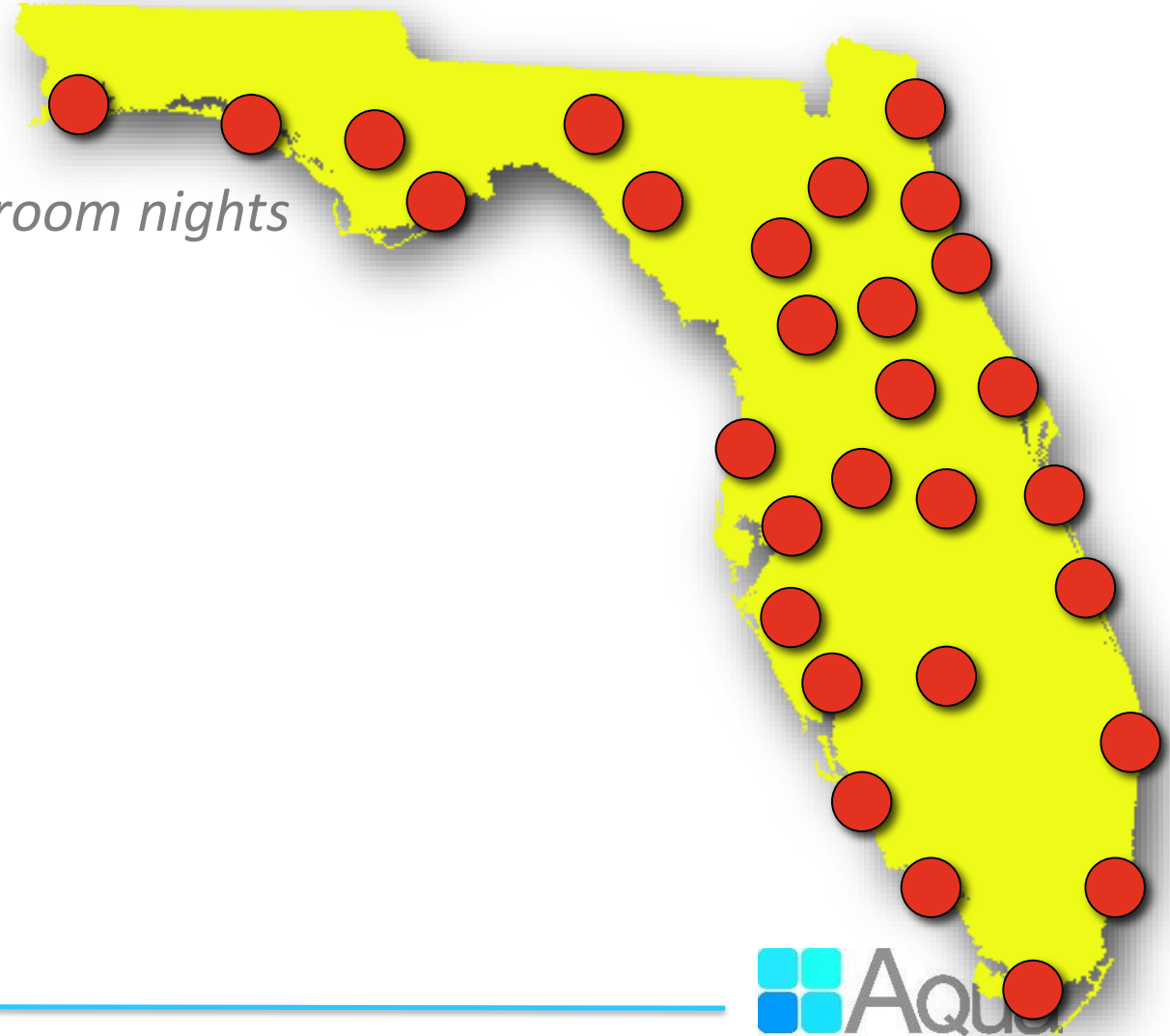
The Need for Branding

- What it is



The Need for Branding

- Why destinations brand
 - *To distinctively define to compete for room nights*

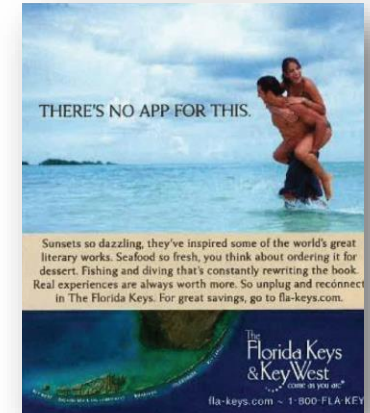
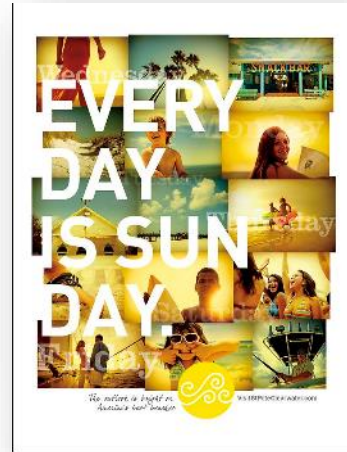


The Need for Branding

- Why destinations brand
 - *To distinctively define to compete for room nights*



The Need for Branding

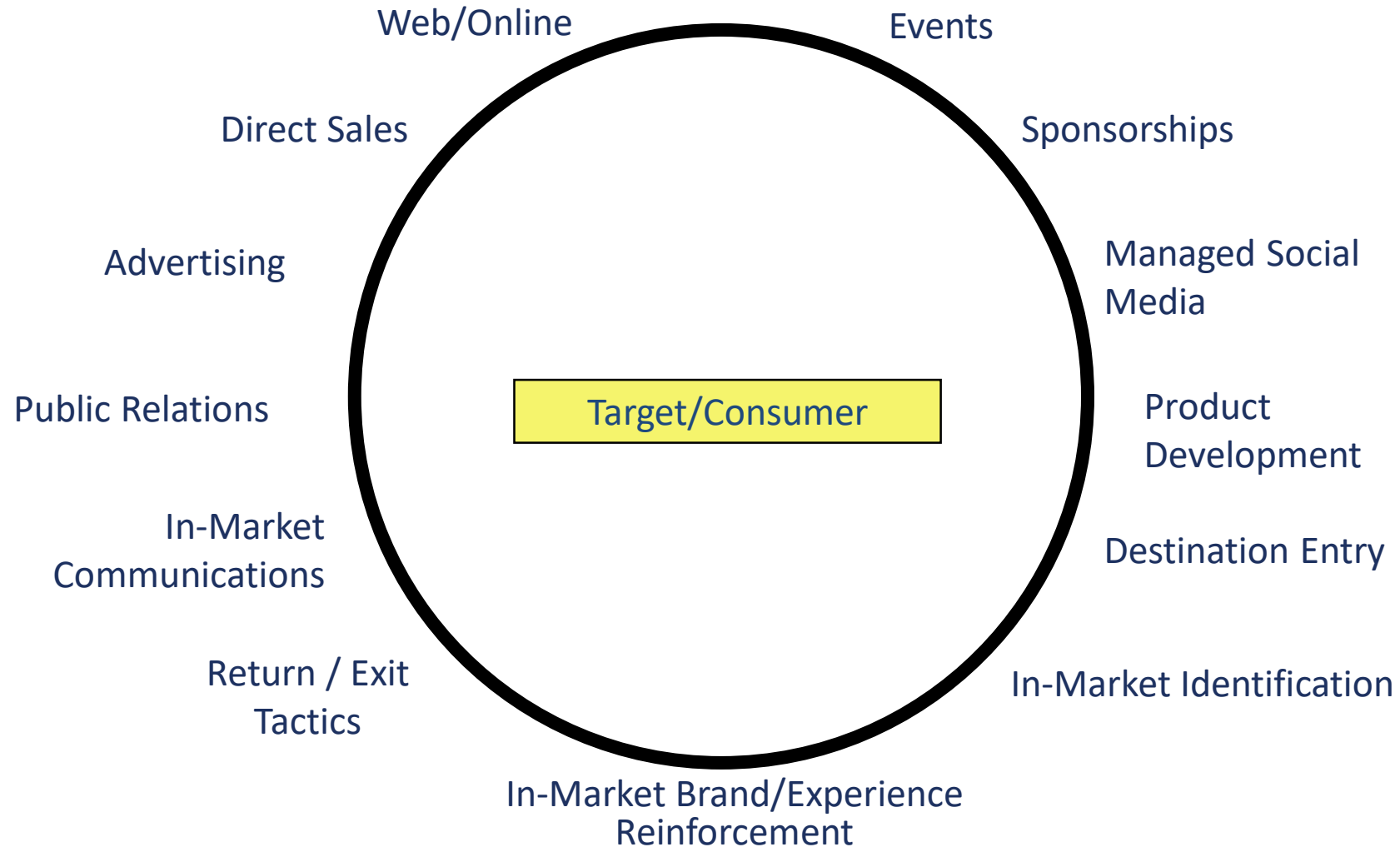


The Need for Branding

- Why destinations brand
 - *To distinctively define to compete for room nights*
 - *Marketing efficiency*



The Need for Branding



The Need for Branding

- Other destinations are doing it

Virginia 
is for Lovers[®]

israel


 THE ISLANDS OF THE
bahamas
 TEXAS

Jump into
Ireland 

 COSTA RICA

ORLANDO
MAKES ME SMILESM

CHICAGO
CONVENTION AND TOURISM BUREAU

definitely
Dubai

NYCTM
nycgo.com

ARUBA


 Turkey

 ESPAÑA

Nashville[®]
MUSIC CITY

 Aqua

The Need for Branding

- Other destinations are doing it



The Need for Branding

- Other destinations are doing it



The Need for Branding

- Other destinations are doing it
- No brand in place for Charlotte County
 - *Logo, but no documented Brand explanation*
 - *Tagline previously developed, but unused*
 - *Questions as to whether logo symbolically communicates destination*
 - *Questions as to whether it was clear and understandable*
 - *Questions as whether name was specific, clear and best*



The Process Used

- Review of current Brand
 - Use
 - Development History



The Process Used

- Review of current Brand
- Attributes/Assets assessment



The Process Used

- *Fishermen's Village*
- *Englewood and Englewood Beach*
- *Dearborn Street, Englewood*
- *Manasota Key*
- *Babcock Ranch Adventures*
- *Boca Grande/Gasparilla Island*
- *Gasparilla Island State Park*
- *Little Gasparilla Island*
- *Placida*
- *Cape Haze*
- *Don Pedro Island*
- *Rotonda*
- *Port Charlotte*
- *Port Charlotte Town Center*
- *Punta Gorda Airport*
- *Punta Gorda Visual Arts Center*
- *Charlotte Sports Park*
- *Stump Pass Beach State Park*
- *Florida Track and Trails*
- *Muscle Car City*
- *Charlotte Civic Center*
- *Bayshore Live Oak Park*
- *Port Charlotte Beach Part*
- *Palm Island Resort*
- *Hatch Gallery*
- *Kingfisher Fleet*
- *Laishley Park*
- *Scoops & Bites*
- *Albritton Gallery*
- *Peace River Wildlife Center*
- *Ponce deLeon Park*
- *A Better Scoop*
- *Captain's Table*
- *Laishley's Crab House*
- *River City Grill*
- *Turtle Club*
- *Dean's South of The Border*
- *Dockside Grill*
- *Farlow's on the Water*
- *Harpoon Harry's*
- *Jack's on Marion*
- *JD's Bistro and Grill*
- *LeRoy's Southern Kitchen*
- *Peace River Seafood*
- *The Perfect Caper*
- *Leverock's*
- *Stump Pass Grille and Tiki Bar*
- *The Captain's Table*
- *Hurricane Charlie's The Fishery*
- *TT's Tiki Bar*
- *The Wyvern Hotel*
- *The Four Points by Sheraton*
- *Weston's WannaB Inn*
- *Punta Gorda Waterfront Hotel*

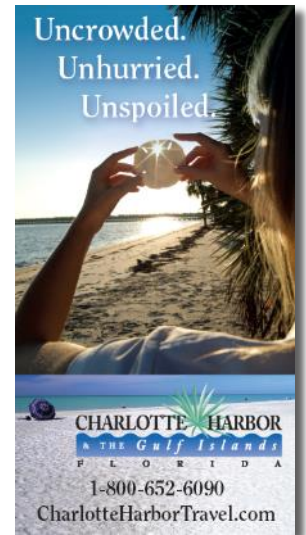
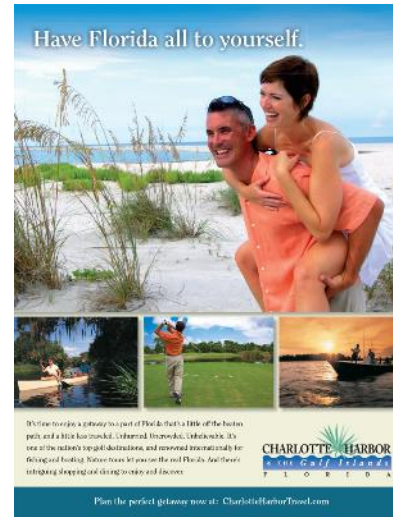
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Activities
Attractions



The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History



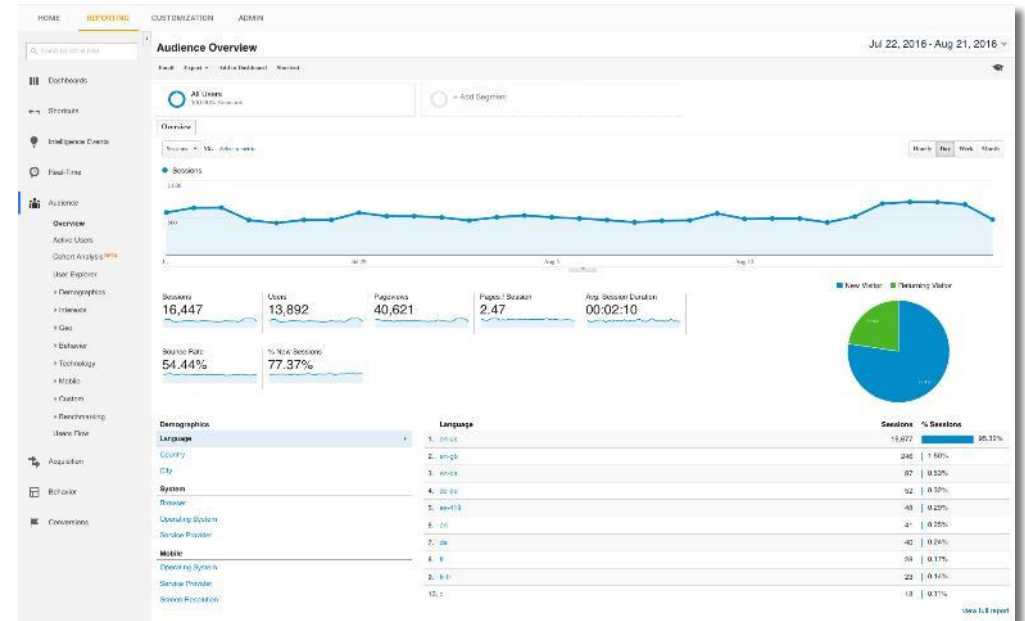
The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation



The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review



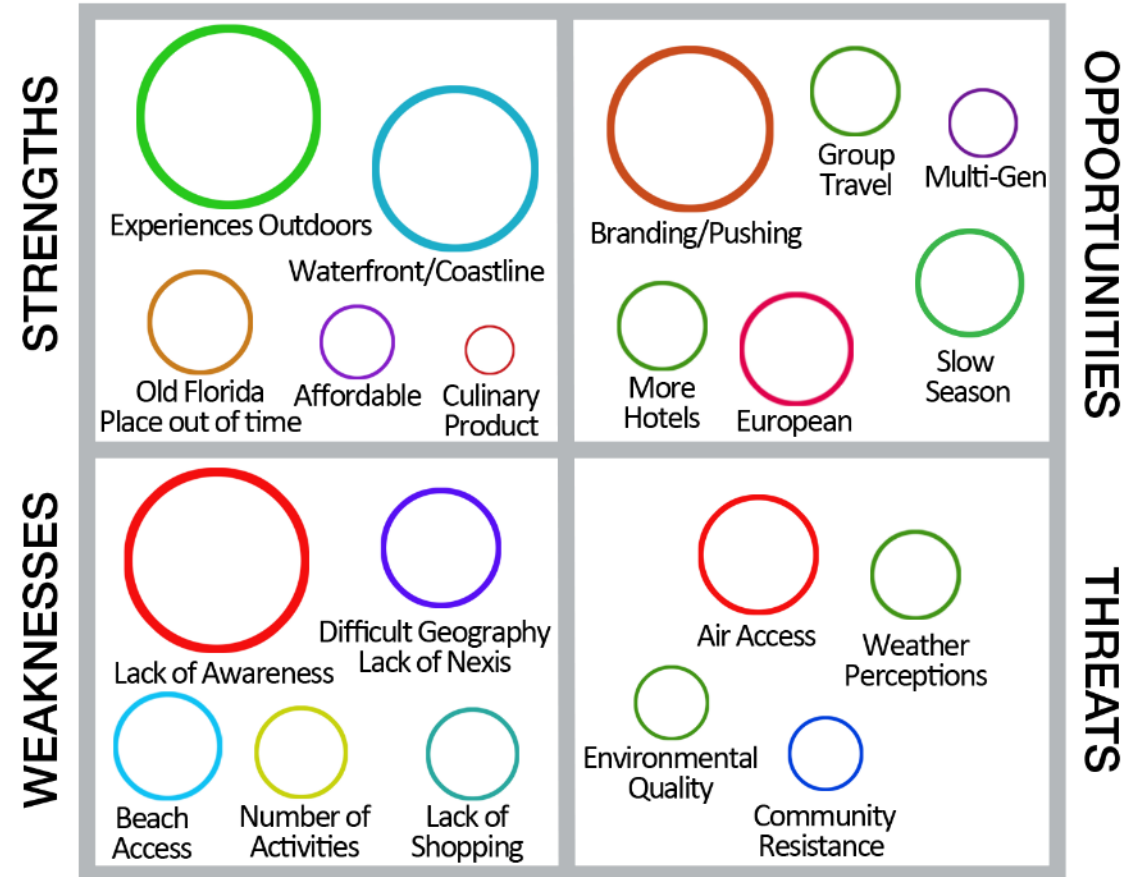
The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input

- *Ed Hill, Englewood Chamber of Commerce*
- *Ken Stead, Cape Haze Marina, Waterfest Chairman*
- *Laurie Farlow, Farlow's on the Water*
- *Robin Madden, Islander Properties*
- *Hazel Crouch, Place in the Sun*
- *Patti Allen, Fishermen's Village*
- *Julie Mathis, Charlotte County Chamber*
- *Kim Devine, City of Punta Gorda, Charlotte TDC*
- *Rachel Keesling, City of Punta Gorda, Charlotte TDC*
- *Della Booth, TIME Realty Services*
- *Craig Holt, The Four Points by Sheraton, Punta Gorda*
- *John Wright, Punta Gorda Chamber of Commerce*
- *Gary Quill, Punta Gorda Airport*
- *Nick Nemec, FunkFest/Big Crush Distributors*

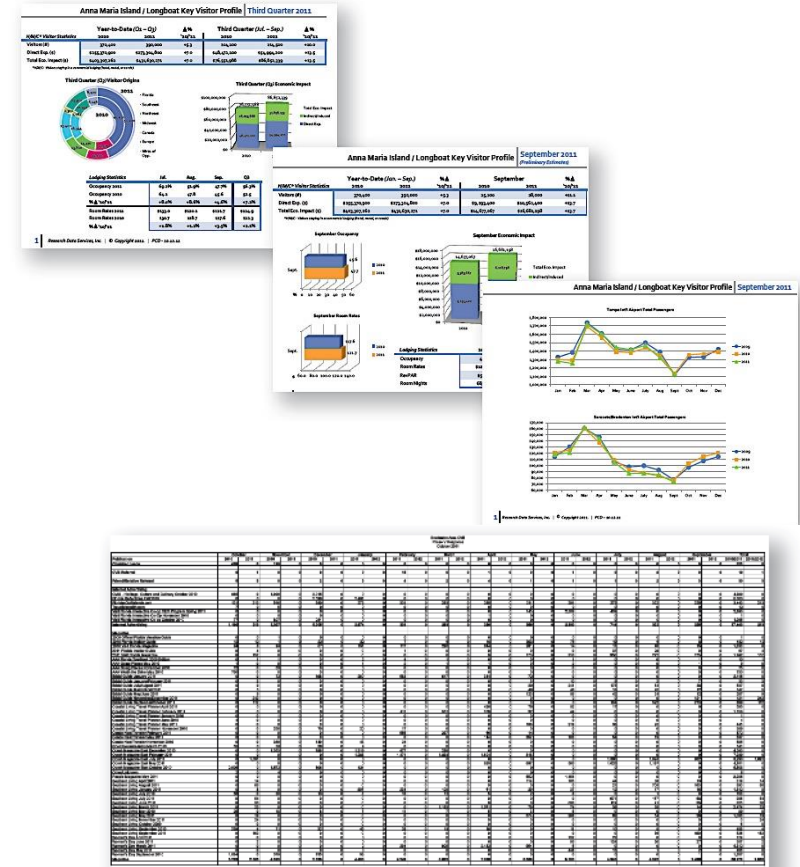
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The Process Used

- Review of current Brand
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- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input
- Past Target Research / Visitation Patterns



The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input
- Past Target Research / Visitation Patterns
- Competitive Review and Analysis



The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input
- Past Target Research / Visitation Patterns
- Competitive Review and Analysis
- Primary Market Research



The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input
- Past Target Research / Visitation Patterns
- Competitive Review and Analysis
- Primary Market Research
- Brand Strategy, Development, Naming

The Process Used

- Review of current Brand
- Attributes/Assets assessment
- Promotional History
- Review of Partner Participation
- Inquiry fulfilment review
- Stakeholder input
- Past Target Research / Visitation Patterns
- Competitive Review and Analysis
- Primary Market Research
- Brand Strategy, Development, Naming
- Market testing

The Process Used



The Process Used

Attributes:

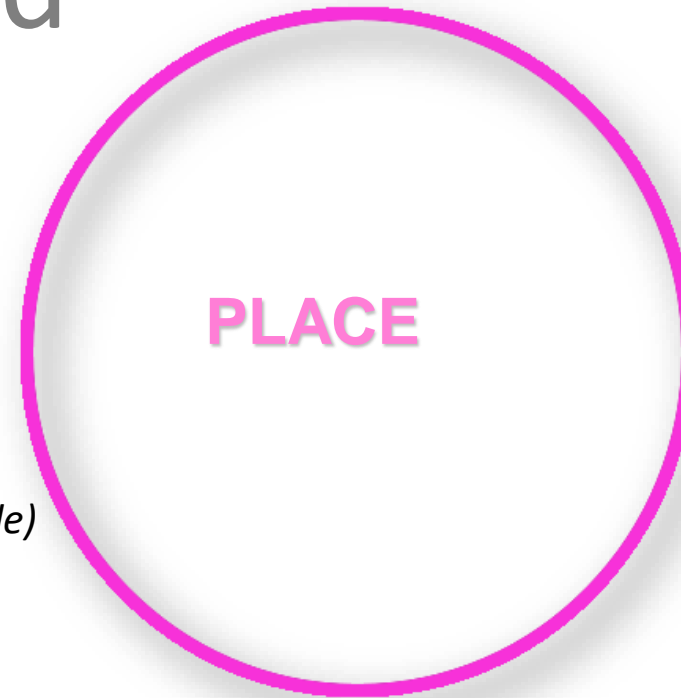
- *Florida*
- *Beaches*
- *Shelling*
- *Islands (remote & natural)*
- *Boating*
- *Sightseeing cruises*
- *Fishing*
- *Nature/hiking*
- *Nature/observation*
- *Kayaking/Canoeing*
- *Stand up paddle boarding*
- *Track & Trails/Off Road*
- *Biking*
- *Baseball*
- *Culinary*
- *Events & Entertainment*
- *Arts & Culture*



The Process Used

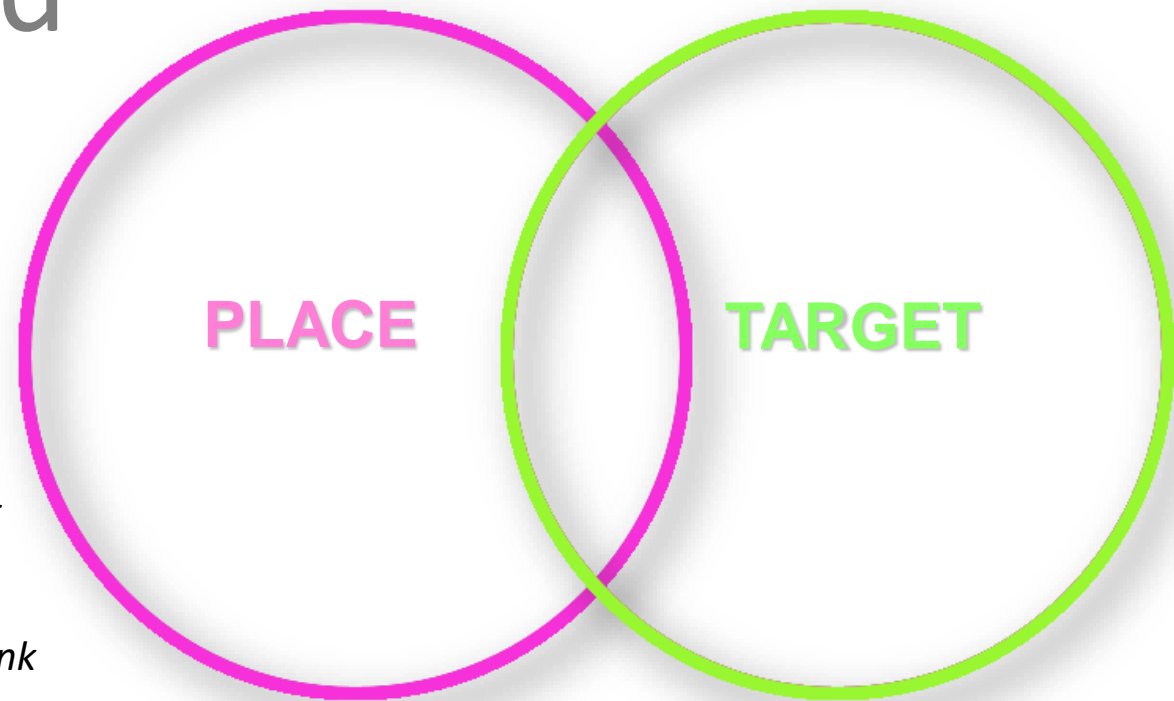
Characteristics:

- *Year-round visitation w/high winter*
- *Geographically low density*
- *Difficult logistics*
- *Expansive and disjointed*
- *Competitive intrusion (Lee County/Boca Grande)*
- *Broad range of properties*
- *Good properties*
- *Access issues (Local airport isn't primary. Distance from Interstate.)*
- *Beach access difficult, but beaches more secluded and pristine*
- *No spectacular shopping*
- *Lack of in-door and "rainy day" activities*



The Process Used

- *Seasonal shifts in origin*
- *In-state*
- *Upper Midwest*
- *Northeast*
- *Far less international*
- *Potentially more inclusive of male involvement in destination decision/choice*
- *Motivations: Beach, weather, relax, food & drink*
- *Lack of destination awareness*
- *Not necessarily seasonally driven*
- *Couple or family*
- *Currently skewing older*



The Process Used

Primary:

- *Ft. Myers/Sanibel/Captiva*
- *Sarasota/Siesta Key*

Secondary:

- *St. Petersburg/Clearwater*
- *Anna Maria Island/Bradenton Beach*
- *Venice*

Tertiary:

- *Naples*
- *The Florida Keys and Key West*



Conclusions

- No perceived brand that needs reconsideration or enforcement
- Needed to consider destination's assets relative to comp. Set
- Needed to consider presentations of the comp. Set
- Needed to consider visitor needs and expectations
 - *Weather*
 - *Relaxation/Escape*
 - *Beach*
 - *Food and Drink*

Conclusions

- No perceived brand that needs reconsideration or enforcement
- Needed to consider destination's assets relative to comp. Set
- Needed to consider presentations of the comp. Set
- Needed to consider visitor needs and expectations
- Assets are primarily outdoor/outside experiences

Conclusions

Attributes:

- *Florida*
- *Beaches*
- *Shelling*
- *Islands (remote & natural)*
- *Boating*
- *Sightseeing cruises*
- *Fishing*
- *Nature/hiking*
- *Nature/observation*
- *Kayaking/Canoeing*
- *Stand up paddle boarding*
- *Track & Trails/Off Road*
- *Biking*
- *Baseball*
- *Culinary*
- *Events & Entertainment*
- *Arts & Culture*



Conclusions

- No perceived brand that needs reconsideration or enforcement
- Will need to consider destination's assets relative to comp. Set
- Will need to consider presentations of the comp. Set
- Need to consider visitor needs and expectations
- Assets are primarily outdoor/outside experiences
- May be a stronger male consideration than other destinations

Recommendations

Position

- *No perceived brand that needs reconsideration or enforcement*
- *Will need to consider destination's assets relative to comp. set*
- *Will need to consider presentations of the comp. Set*
- *Need to consider visitor needs and expectations*
- *Need to engage both male and female*
- *Need to consider younger and international*
- *Assets are primarily outdoor/outside experiences*

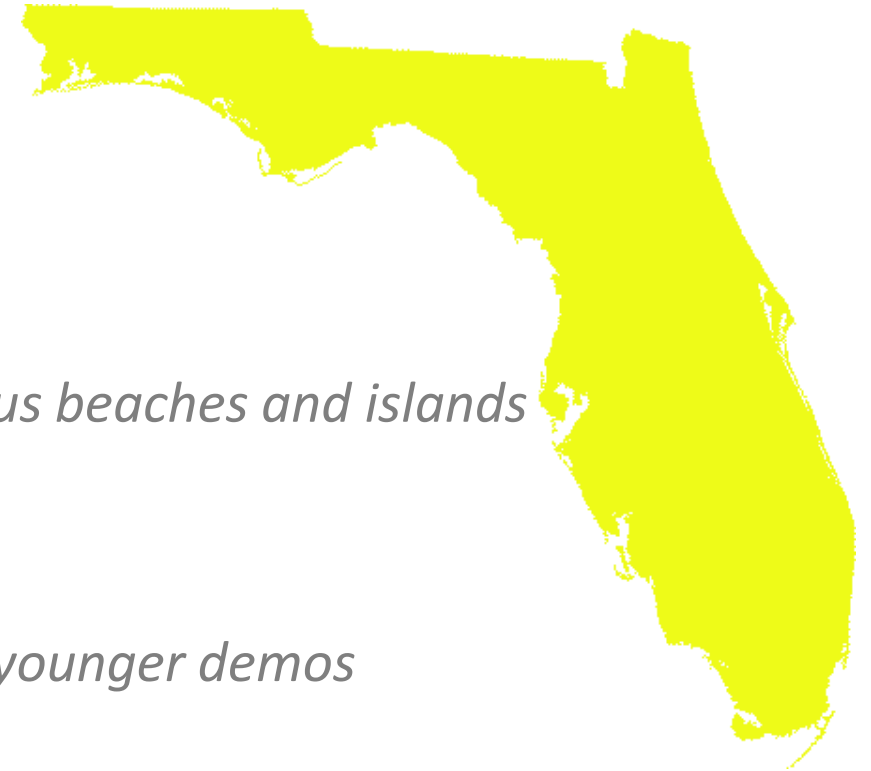


Recommendations

Position

Florida's "Outdoor/Outside" destination

- *Not taken by competitive set or others in the state*
- *Broad enough to include eco/nature, historic attractions, plus beaches and islands*
- *Meets expectations of potential visitor*
- *Attractive to international*
- *Authentic, Off-the-Beaten-Path, less branded, attractive to younger demos*
- *Works for both male and female targets*
- *Balances potential negatives of lack of shopping and rainy day*
- *Works for Group and Sports*
- *Has to include dining*



Recommendations

Naming

- *Less awareness provides clean slate*
- *“County” never resonates*
- *Needs “Google-ability.” Specific place names. Consider what’s already drawing traffic.*
- *“Charlotte Harbor” is a body of water. One general area, not specific areas. Far from Englewood*
- *Can’t ignore the role of the airport*
- *Port Charlotte not strong, marketable visitation area*
- *Needs to reflect what anchors the area geographically, and best sells the area*
- *Need to claim “beach”*
- *Need to leverage the power of “islands”*
- *Consider how other destinations’ naming decisions*

Recommendations

Naming



Recommendations

Naming

- *Less awareness provides clean slate*
- *“County” never resonates*
- *Needs “Google-ability.” Specific place names. Consider what’s already drawing traffic.*
- *“Charlotte Harbor” is a body of water. One general area, not specific areas. Far from Englewood*
- *Confusion with Charlotte, North Carolina*
- *Can’t ignore the roll of the airport*
- *Port Charlotte not strong, marketable visitation area*
- *Needs to reflect what anchors the area geographically, and best sells the area*
- *Need to claim “beach”*
- *Need to leverage the power of “islands”*
- *Consider how other destinations’ naming decisions*
- *Needs to aid geographic location of the destination*

Recommendations

Naming Recommendation:

“Punta Gorda / Englewood Beach”

- *Ties both ends of the county, providing define the area geographically*
- *Allows for cross promotion between the areas, across the county*
- *Research respondents didn't attach a name to the area*
- *Reflects the area's two major tourism areas*
- *Allows the use of “beach” – A primary draw, plus Englewood an easier point of access*
- *Reflects Punta Gorda's size, concentration of visitor assets, access to assets outside of core*
- *Reinforces airport*

Recommendations

Naming Recommendation:

“Punta Gorda / Englewood Beach”

Secondary Description:

“Charlotte Harbor and the Gulf Island Coast”

- *Further aids geographic location within the state*
- *Specific as to where the gulf islands are on the gulf coast*
- *Allows for inclusion of the concept of “islands”*
- *Provides for a bridge from current name, in a sense not losing current name*

NOTE: The name "Florida" will be shown in conjunction with the name in various applications.

Recommendations

Naming Recommendation:

Punta Gorda / Englewood Beach

Charlotte Harbor and the Gulf Island Coast

Recommendations

Brand Recommendation

- *Positioning Statement*
- *Brand Description*
- *Brand Promise*
- *Key Brand Words and Phrases*

Recommendations

Brand Recommendation

Positioning Statement:

“The Punta Gorda/Englewood Beach area is the one Florida destination that provides all the best of Florida’s coveted outdoor activities all in one place.”

Recommendations

Brand Recommendation:

Brand Description:

“Punta Gorda / Englewood Beach is a relaxing, more secluded Florida destination that offers all the best of Florida’s wonderful outdoor experiences and lifestyle. From beaches to boating, hiking to harbor tours, fishing to nature discovery; to sun, shelling and shark’s teeth, Punta Gorda & Englewood Beach offer visitors more of what they come to Florida for: relaxation and discovery in an outdoor vacationland.”

Recommendations

Brand Recommendation:

Brand Promise:

“Punta Gorda / Englewood Beach promises more of and easy access to the primary reason people want to come to Florida – to relax and enjoy Florida – ‘outside.’”

Recommendations

Brand Recommendation:

Key Brand Words and Phrases:

- *Water*
- *Relaxed*
- *“Old Florida” (less built up and commercialized)*
- *More remote, more pristine, less traveled*
- *Beach*
- *Island*
- *Casual*
- *Florida, as it once was*
- *Fun*
- *All to yourself*

Brand Development

- *Color Palette*
- *Logo*
- *Tagline*
- *Message and Visual Presentation*

Brand Development

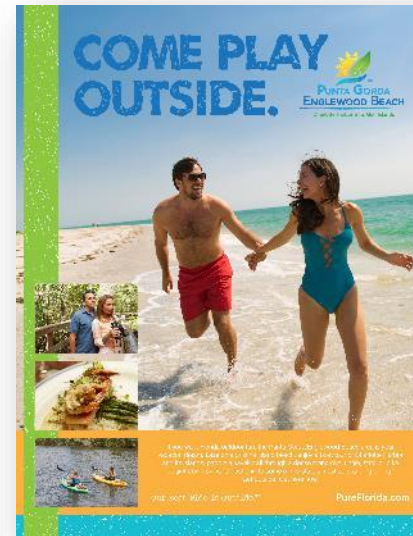
Considered:

- *All information from Discovery process*
- *Translation of the Brand as described*
- *Competitive set's Brand/Message presentations*
- *Utilization through all marketing communications channels*

Brand Development



Brand Development



Brand Development



Brand Development



Brand Development

Taglines:

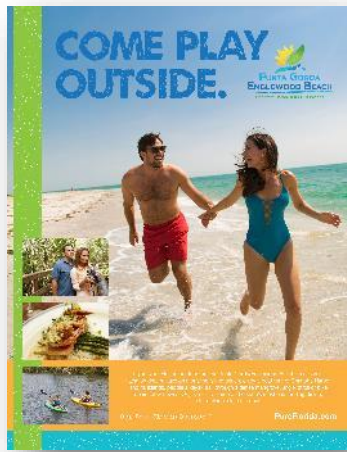
- *Come Out and Play*
- *Florida's Outdoor Adventure*
- *Florida's Outdoor Playground*
- *Florida. Fun. Outdoors.*
- *The Outside is our Best Side*
- *How to get the most out of Florida*
- *Where Florida Outdoor Fun Begins*
- *Florida's More Fun Outdoors*
- *Come Play Outside*
- *Our Best Side is Outside*
- *Step into the Sunshine.*
- *More Sun. More Fun.*
- *Let Yourself Out.*
- *The Florida yet to be discovered.*

Conclusions Testing

- Methodology similar as intake
 - *Tampa, Chicago, Indianapolis*
 - *Tested new Brand and expressions against comp. set*
 - *Tested range of Brand expressions and elements*

Conclusions Testing

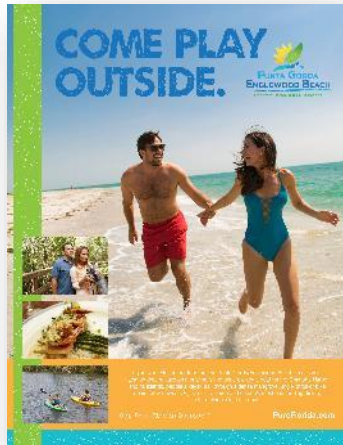
- Tampa
 - *Quick selection of lead Brand presentation vis-à-vis comp.*
 - *Able to explain why it would draw them*
 - *Stark difference from apathetic intake*



“Let Yourself Out.”

Conclusions Testing

- Chicago
 - *Diverse, less unified, argumentative*
 - *Generalized Florida, but had specific favorite destinations*
 - *Bias for known destinations, against unknown*
 - *Males matching profile gravitated positively to Brand*
 - *Suggested text be specific to the Brand message. Include food.*

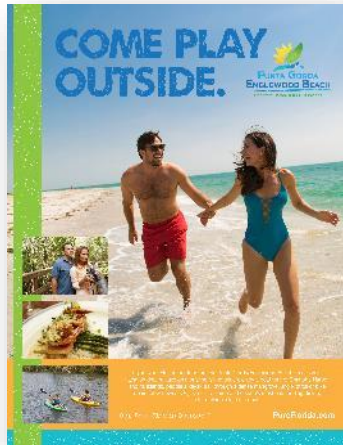


*"Our Best Side is
Outside"*

Conclusions Testing

■ Indianapolis

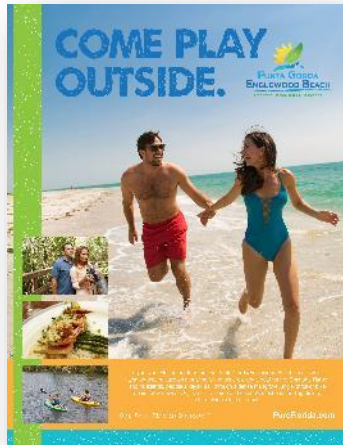
- *As with Tampa, quickly embraced Brand*
- *Diverse in opinions, but gravitated to new Brand*
- *Demonstrated inclination to visit destination as result*
- *Males matching profile gravitated positively to Brand*



*"Our Best Side is
Outside"*

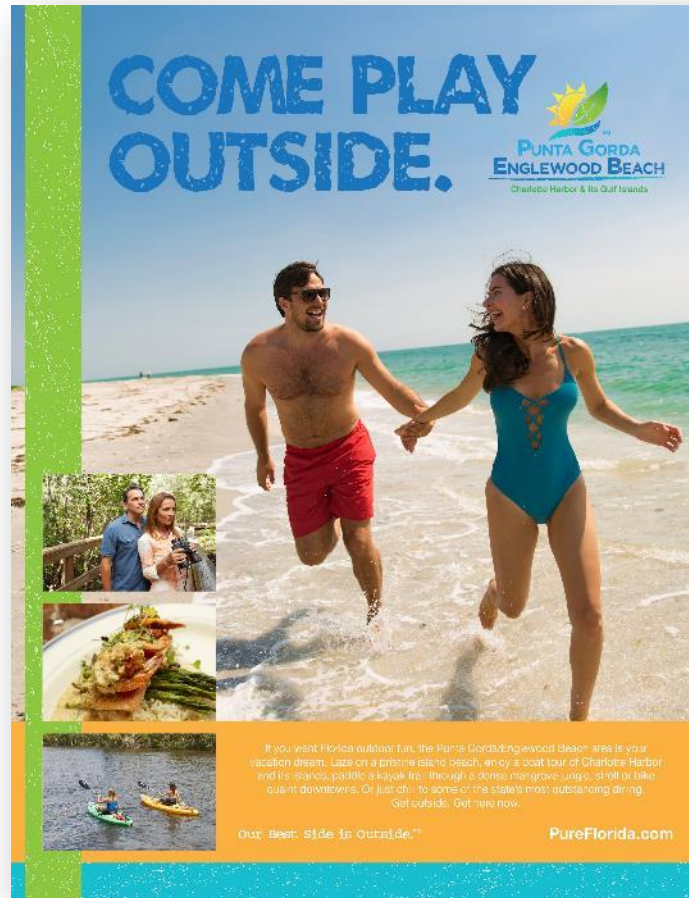
Conclusion

- Awareness primary concern
- *New Brand should resonate and encourage consideration*
- *Proceed with Brand, logo, tagline*
- *Adjust text/messaging to be specific to Brand*
- *Include food*



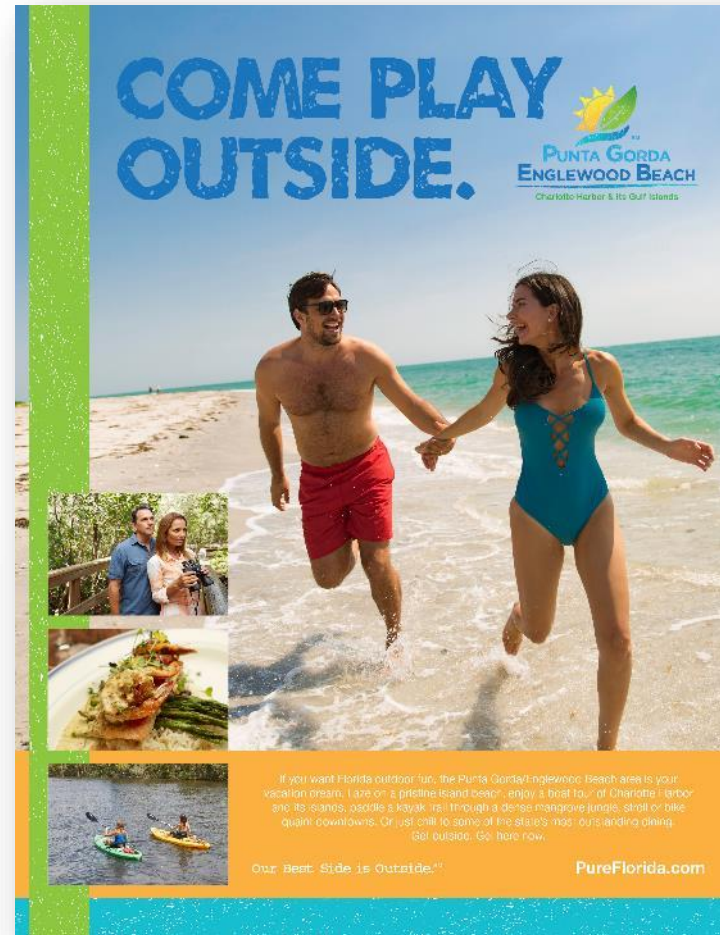
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Conclusion

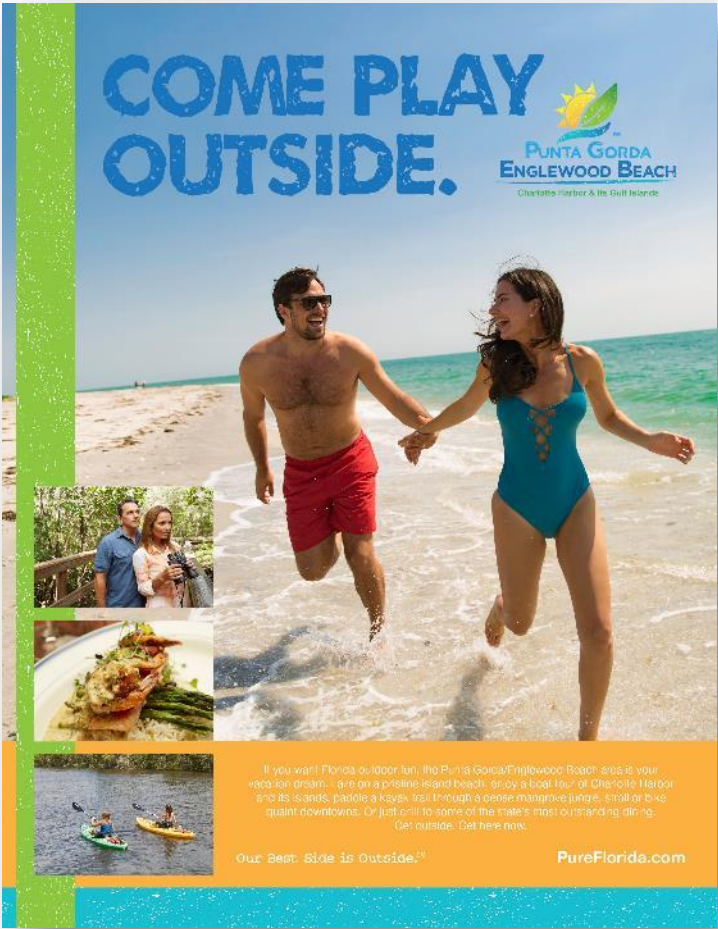


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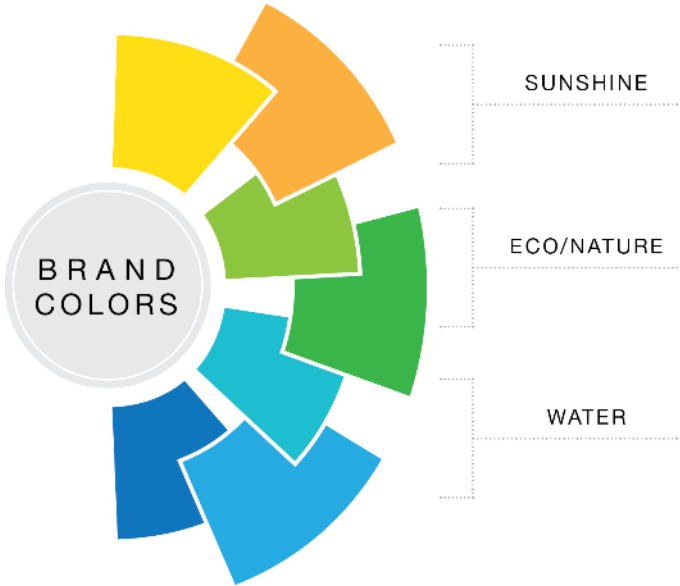
Conclusion



Brand Application Suggestions

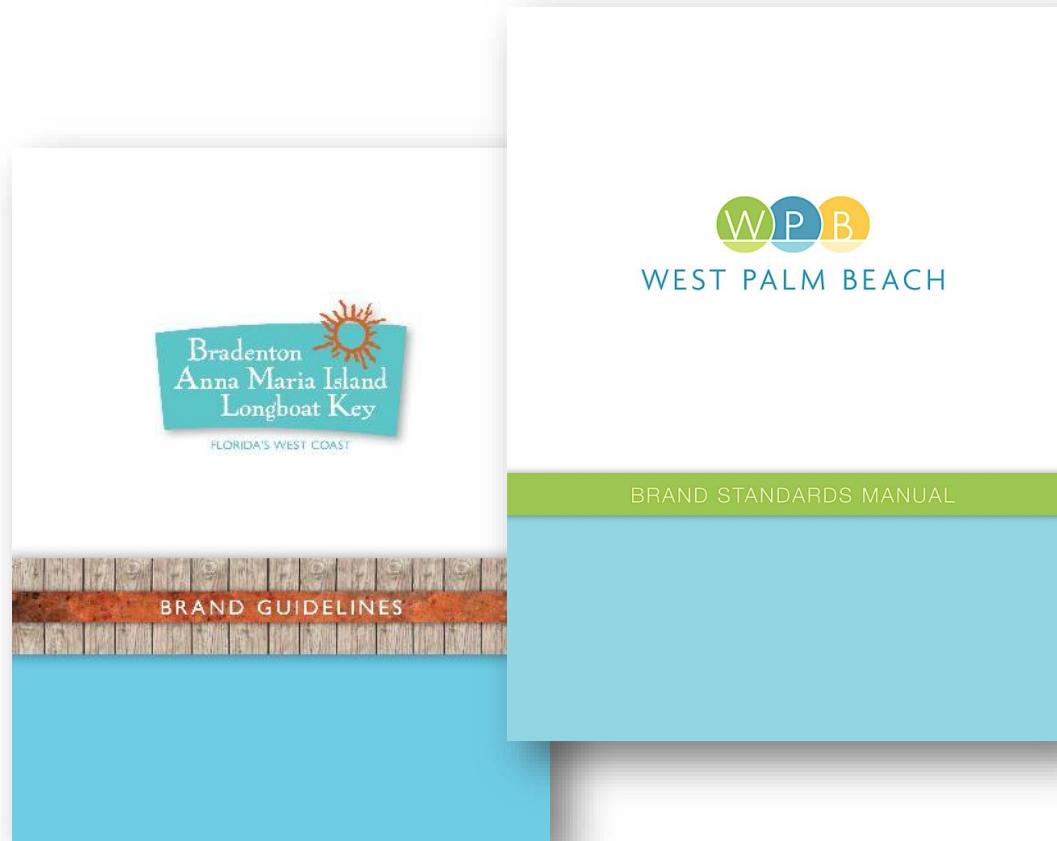


"Our Best Side is Outside"

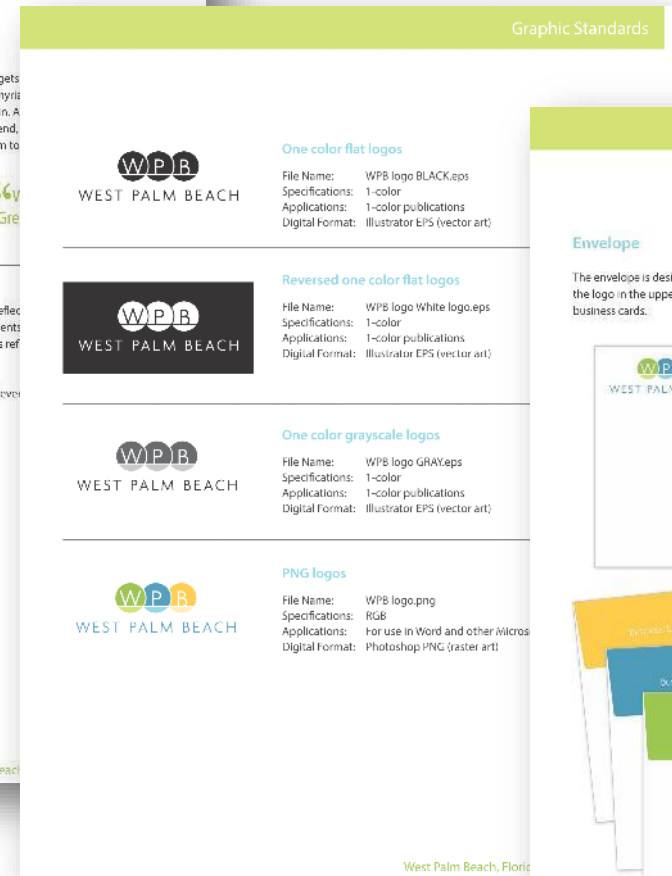
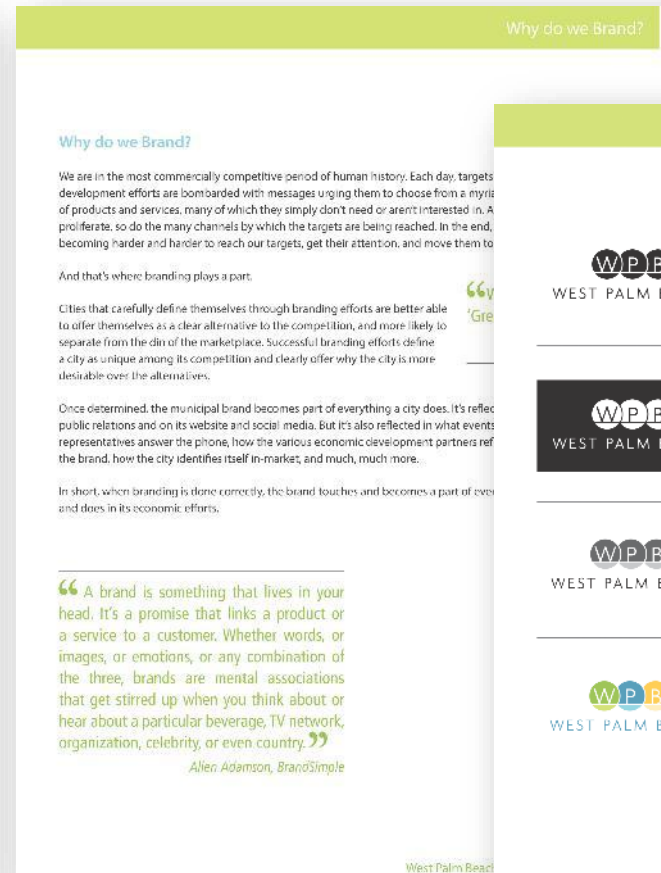
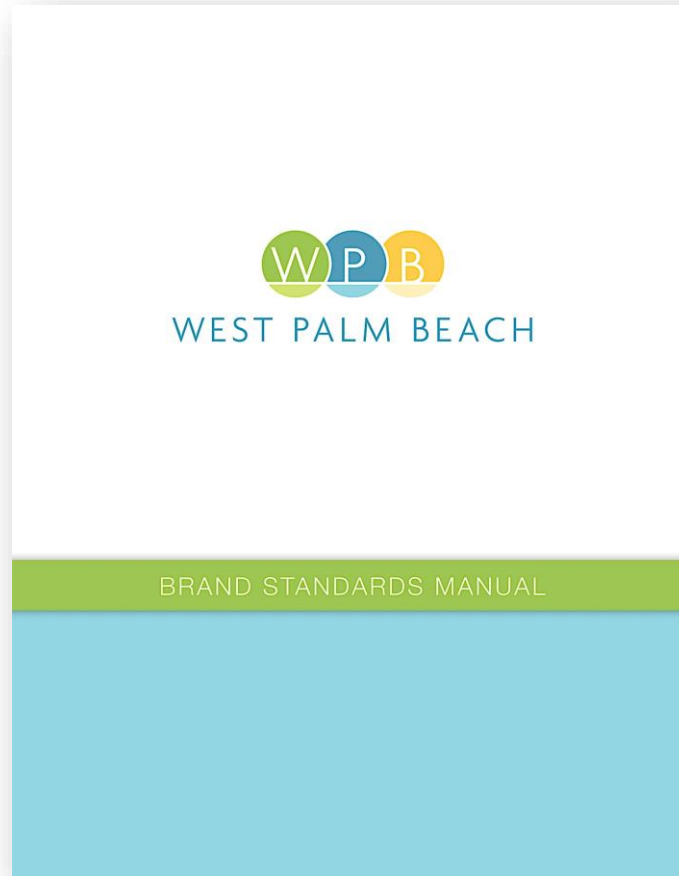


DISTRESSED
TEXTURE

Brand Application Suggestions



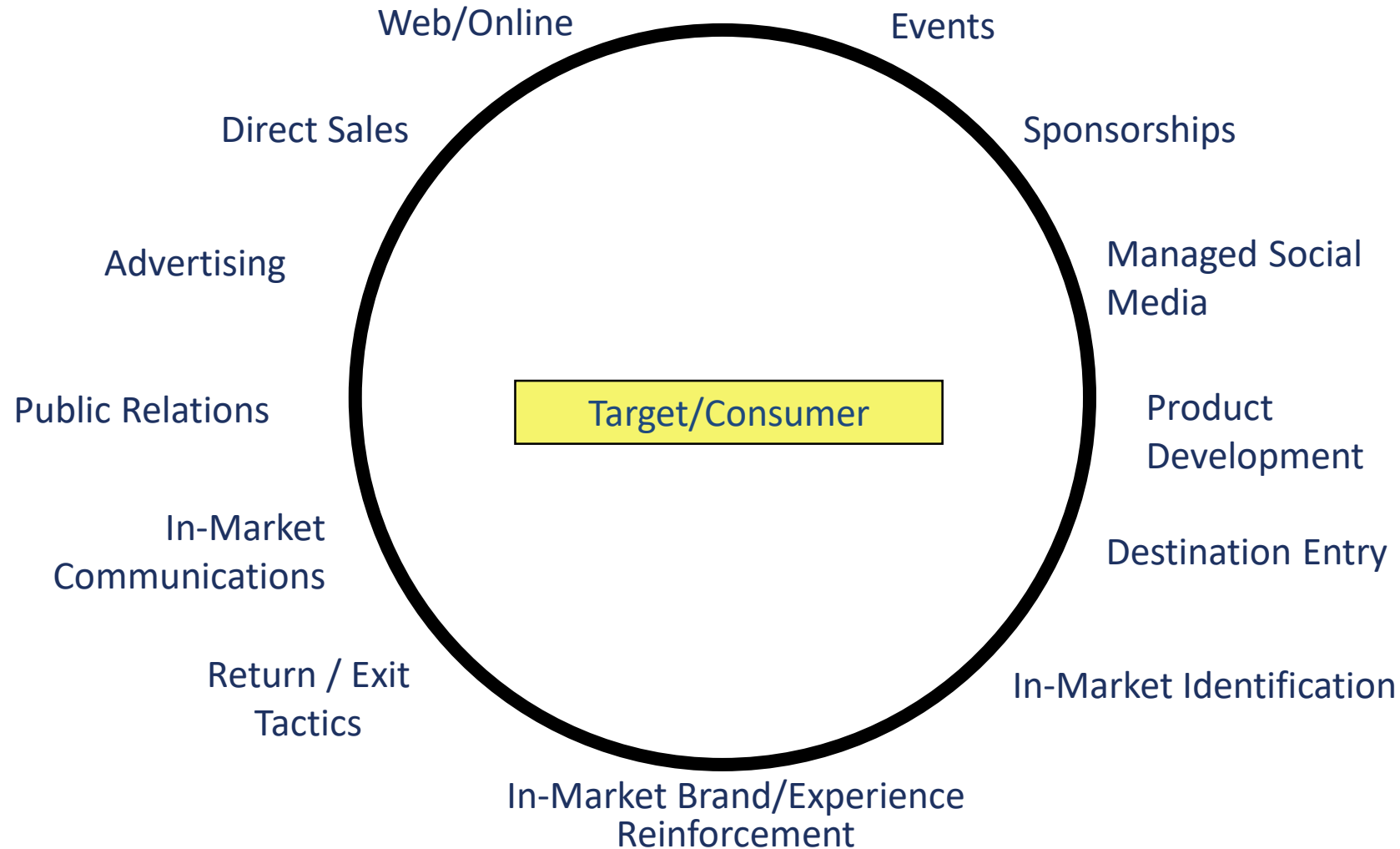
Brand Application Suggestions



Brand Application Suggestions

- *How will we apply the Brand?*
- *How will we get others to adopt and help reflect?*
- *How will we ensure continuity and avoid "Brand drift"?*

Brand Application Suggestions



Brand Application Suggestions

How we might apply the Brand

- *Brand is more than logo, taglines and design – at its heart, it's about meaning.*
- *Proclaimed through all channels – but actually proven when doing so.*
- *Beyond consistent design, it's the selection of lead branding image(s), consistent verbiage, consistent actions at all times*

Brand Application Suggestions

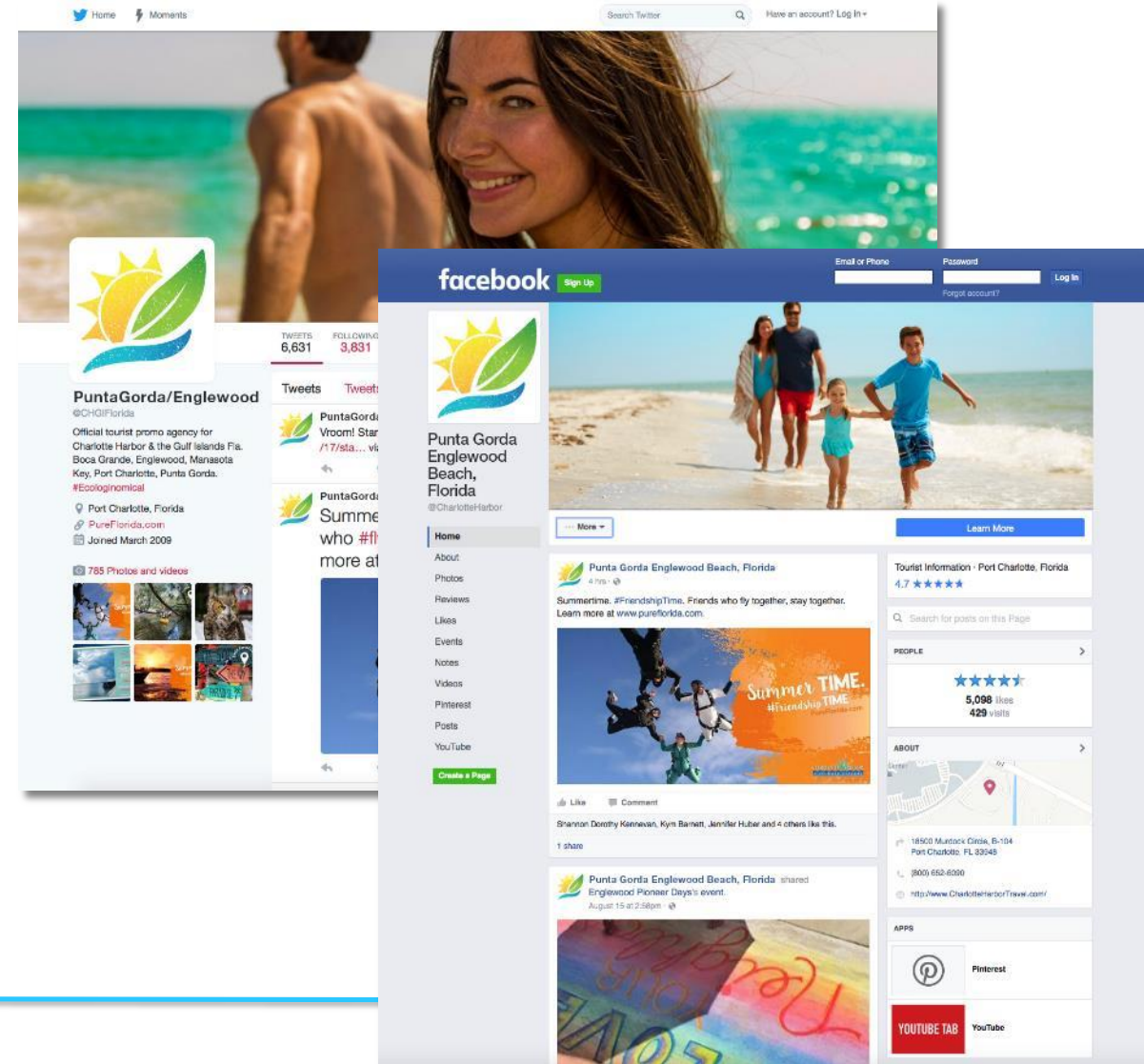
How we might apply the Brand

- *Website*
 - *Visual application of presentation*
 - *Sections/text on:*
 - *Exclusive claim of outdoor/outside position*
 - *Clear offering of activities related to outdoor/outside*
 - *Itineraries to let you get it all in*
 - *Visitor testimonials extolling the brand experience*
 - *Each section or area of the site bolstered to proclaim the position*

Brand Application Suggestions

How we might apply the Brand

- *Website*
- *Social Media*
 - *Great opportunity to prove the Brand*
 - *Concentration on posts, etc. that claim and support the brand*
 - *“Discovery words” should infuse text*
 - *Artwork for “Greetings” postcard*
 - *Descriptions of referral / reputation sites*



Brand Application Suggestions

How we might apply the Brand

- *Website*
- *Social Media*
- *Staff email signatures*
- *Office identification*
- *New info centers*
- *Public Relations*
 - *Best if those tactics are exercised through the “Brand lens”*
 - *Provides the “of what” of awareness*
 - *Consistently consider the Brand in all efforts*
 - *Provide ways to prove the Brand’s claims*
 - *Bring to life the destination’s “Brand Words and Phrases”*

Brand Application Suggestions

How we might apply the Brand

- *Website*
- *Social Media*
- *Staff email signatures*
- *Office identification*
- *New info centers*
- *Public Relations*
- *In-Market visitor touchpoints*
 - *Points of destination entry and arrival – Gateways/PGD*
 - *All area partners*
 - *In-room*
 - *Areas of visitor activity or congregation*

Brand Application Suggestions

How we might apply the Brand

- *Website*
- *Social Media*
- *Staff email signatures*
- *Office identification*
- *New info centers*
- *Public Relations*
- *In-Market visitor touchpoints*
- *Visit Florida*
 - *Online description*
 - *Welcome Center duratrans, V.G.*

Brand Application Suggestions

How we might apply the Brand

- *Website*
- *Social Media*
- *Staff email signatures*
- *Office identification*
- *New info centers*
- *Public Relations*
- *In-Market visitor touchpoints*
- *Visit Florida*
- *Tradeshow presentation*

Adoption and Dissemination

Unleashing the Power of Stakeholders

1. *Identify the Stakeholders*
2. *Present the Brand and its benefits to those Stakeholders*
3. *Provide the materials, support and/or incentive to embrace and disseminate the Brand*
4. *Continue to remind Stakeholders of and involve them with the Brand*
5. *Repeat*

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 1: Identify*

Who needs to know and understand the destination Brand?

Who needs to provide support for the Brand?

Who can be a partner in disseminating the Brand?

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 1: Identify*

- *County Commissioners*
- *County administrative staff*
- *Tourism Development Council members*
- *Area Chambers of Commerce*
- *Airport*
- *State tourism marketing organizations (Visit Florida)*
- *Area property Owners, Managers and Directors of Sales*
- *Area activity vendors, including:*
 - *Recreational vendors*
 - *Sight-seeing/tour vendors*
 - *Shopping*
 - *Dining*
- *Various local economic development interests*

Adoption and Dissemination

Unleashing the Power of Stakeholders – Step 2 – Present

Each should receive a tailored presentation explaining the Brand, its development, and their particular role in Brand support.

Internal

One-on-One

Groups

Adoption and Dissemination

Unleashing the Power of Stakeholders – Step 3 – Provide

Identify their unique role

Provide tools to engage their role

Incentives to participate and provide their support

Adoption and Dissemination

Unleashing the Power of Stakeholders – Step 3 – Provide

- **VCB marketing partners** – Provision of the Brand Guidelines, logo files or other key materials once developed for their use in their activities.
- **VCB Staff** – Provision of Brand Guidelines, logowear and other personal items to help personally appropriate the Brand.
- **County Commissioners** – Key Brand points (Brand “cheat sheet”) along with key sound bites supporting the Brand and area visitation. If permissible, logowear or other items to remind Commissioners of VCB efforts and encourage their personal promotion of the Brand.

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

- **Tourist Development Council members** –
 - Key Brand points (Brand “cheat sheet”)
 - Logowear or other items to remind them of Brand and encourage their personal involvement.
 - The TDC may also be encouraged to formally adopt the Brand or move to “accept” the new Brand direction.
 - TDC members may be asked to become “Brand Champions” and find ways to promote and disseminate the Brand through their own businesses.
- **Group presentation to County administrative staff** – Presentation of Key Brand points, discussion of how the various departments can benefit from the destination Brand and the initial coordination of how various, appropriate departments may incorporate the Brand.

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

County PIO staff – Clarifying their understanding of the Brand, and discussion as to the role PIO may play in the Brand/Use of coordination with County government TV.

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

One-on-one presentations to key Property Owners, General Managers and Directors of Sales :

Program could include:

- **Incentivized program** encouraging their dissemination of the Brand
- **Destination “Partner Pack”** empowering properties to promote the Brand

Adoption and Dissemination

Unleashing the Power of Stakeholders – Step 3 – Provide

One-on-one presentations to key Property Owners, General Managers and Directors of Sales :

Program could include:

- **On-site materials** for in-market identification with the Brand
 - Door/window clings
 - Counter cards
 - In-room materials
 - Destination video for guest television system



Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

Group presentation to area Lodging, Restaurant or other industry associations –

- Explaining the importance and power of destination Branding
- What the destination Brand is
- Materials allowing them to leverage the increased Brand awareness the VCB will provide.
- As with properties, association members could be provided materials allowing them to associate with or display the Brand.
- Incentivize their use and dissemination.
- Possibly include in co-op plan



Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide* **One-on-One presentations to Directors of local Chambers**

- Explaining new brand
- Encouraging adoption and display
- How Brand can be configured onsite

One-on-One presentations with key activity providers

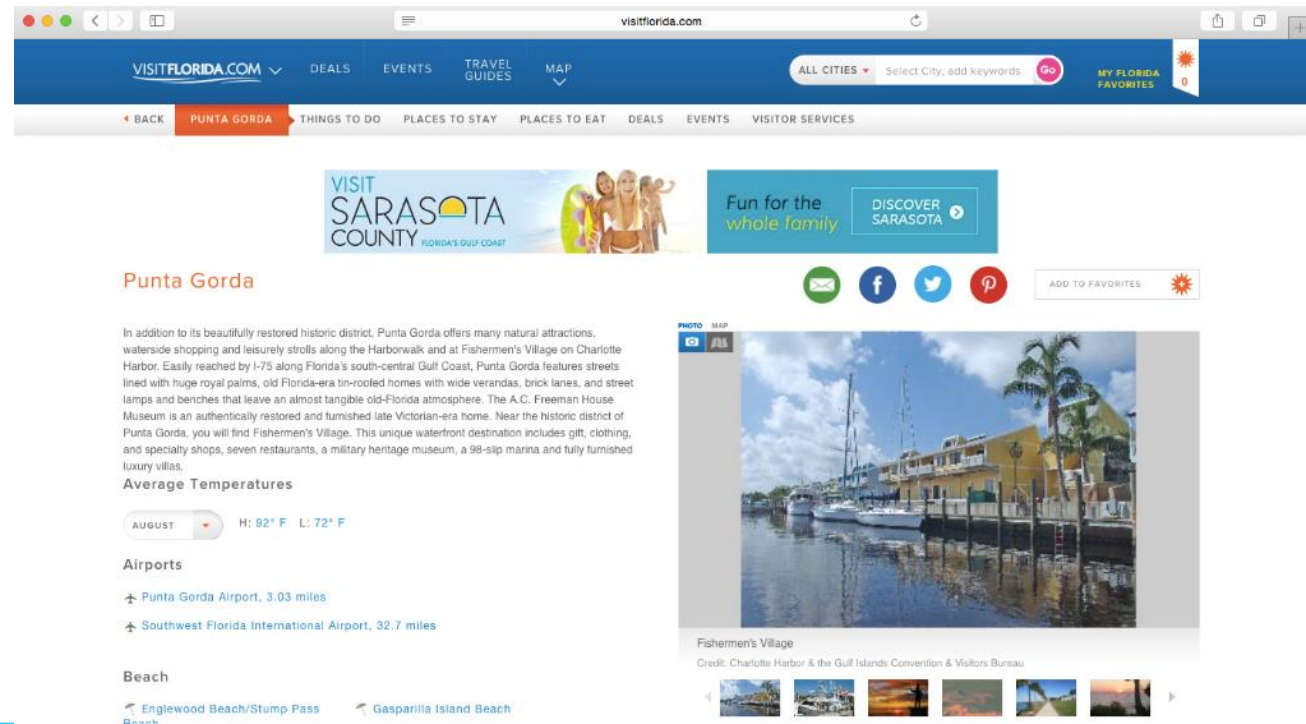
- Explaining new brand
- As with properties, provide materials for adoption and display on/off line
- Inclusions in in-market deals promotion as incentive

Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

Contact with Visit Florida

- Discussion to bring their mentions of area into alignment with Brand



Adoption and Dissemination

Unleashing the Power of Stakeholders – *Step 3 – Provide*

Community-wide Brand rollout

- Attendees should come away with tangible items allowing them to embrace, display and appropriate the Brand. The event should give them every reason to do so.
- A reminder of the benefits of visitation and the strong role the VCB plays in this vital economic activity

Long-Term Considerations

Unleashing the Power of Stakeholders – *Step 4 – Remind & Involve*

1. Continuously remind key Stakeholders of the Brand's importance
2. Demonstrate and demand effective use
3. Demonstrate a need for the market to continue to embrace the Brand

Long-Term Considerations

Examples:

- Consistent, ubiquitous use of the Brand (colors, logo, etc.), by the VCB:
 - *All email signatures*
 - *All forms and materials coming from the department*
 - *All stationery, cards and other identification*
 - *Use and embrace of logowear*
 - *All presentations and PowerPoint templates displaying Brand*
 - *In-office display of Brand and branding (such as in-office décor and design)*
 - *Use of Brand name and taglines on voicemail or other message systems*

Long-Term Considerations

Examples:

- Consistent, ubiquitous use of the Brand (colors, logo, etc.), by the VCB:
- Inclusion and recognition of Brand during/through Tourism Week
- Consider an annual VCB award for best “Brand Ambassador”
- Strong inclusion/reminder during annual co-op – urge inclusion in their own efforts
- On-going in-market partners’ e-newsletter reflecting brand and continuing to encourage use and engagement
- Consider select retailers merchandising the brand through approved items

Long-Term Considerations

Brands tend to stand the test of time better if Brand Guardians repeatedly re-engage Brand adoption actions over time.

- *Meeting with and presenting to new County Commissioners and TDC members unfamiliar with the Brand or how it was established.*
- *Meeting with new General Managers or property Sales Directors to explain the Brand, its background and benefits. Re-supply the property with any Branding materials initially provided to help the property extoll and disseminate the brand.*
- *Provide new VCB staff members with a review of the Brand, how it was established, and their role in branding the area.*

Long-Term Considerations

Brands tend to stand the test of time better if Brand Guardians repeatedly re-engage Brand adoption actions over time.

- Be certain to review the Brand with new marketing partners, ensuring that they understand the Brand, their role in defining and conveying the Brand and are familiar with Brand Guidelines.
- Annually, formally re-present and remind the TDC and VCB staff of the Brand, its meaning and use.
- Devote a period of the VCB Annual Planning Retreat to review the Brand with the VCB's marketing partners, and discuss destination branding in general.
- Require Brand considerations in the annual VCB plan reinforcing and defining the Brand, but also seeking new ways to convey and disseminate the Brand.

Long-Term Considerations

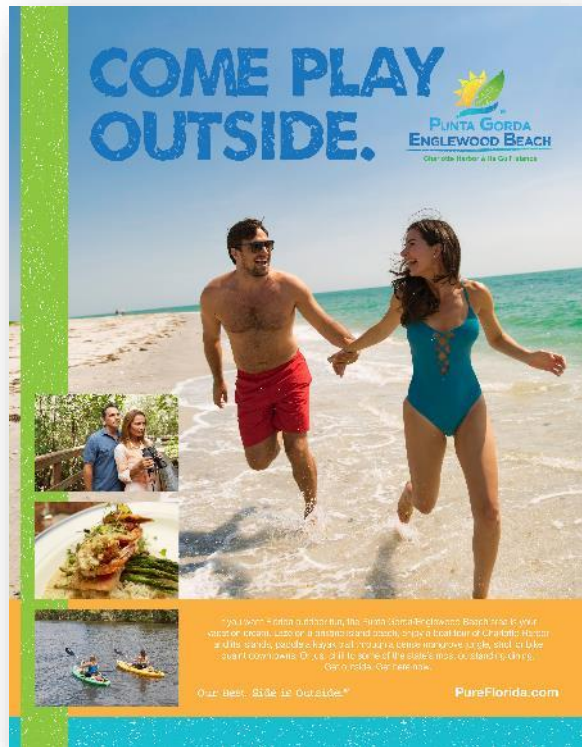
Check periodically to see if it's working...

- Through ongoing VCB consumer research, testing “brand resonance” with the target, how it’s perceived, and how competitive it may be against the competition.
- An annual review of the competitive set, its use of branding and any changes in their directional approach.
- A formal review of all VCB efforts and materials, checking for Brand consistency and complete integration.

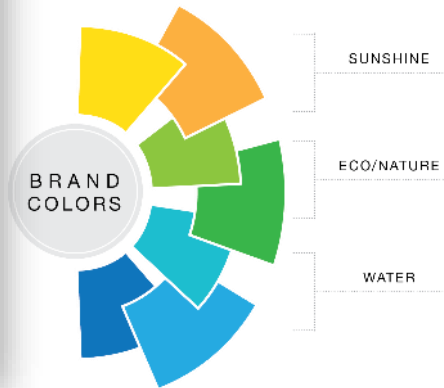
Agency Next Steps

- *Create Brand Guidelines for review*
- *Meet with Key Stakeholders in advance of TDC*
- *Plan TDC presentation*
- *Determine initial Brand applications and develop*
- *Finalize rollout plan beyond TDC*

The Charlotte County Tourism Brand



"Our Best Side is Outside"



DISTRESSED
TEXTURE

Community Entry
Sign showing
Branding
To Come

