

# CATCH DES MOINES.



NEW BRAND CAMPAIGN 2019-2020



**CATCH**  
**DES MOINES**



IT STARTED AS A SIMPLE PIECE OF COPY  
IN ANOTHER AD:

For in the middle of it all is the Midwest's  
fastest-growing and most vibrant city,  
**Des Moines. The Ss are silent. The city**  
**is anything but.**

Arts. Crafts. Sports. Spontaneity.

IN DES MOINES ART CENTER.

...any's not on the farm anymore.

French ... for fun.



IT WAS FUN, INSIGHTFUL LANGUAGE.

**The city is often mispronounced**, even from people who live nearby.

We're almost providing a public service.

But then we realized **IT WAS A BIGGER IDEA.**

While **the Ss are silent...**

OUR NIGHTLIFE ISN'T.

OUR ARTISTS AREN'T.

OUR ENTERTAINMENT ISN'T.

OUR MOVERS AND SHAKERS AREN'T.

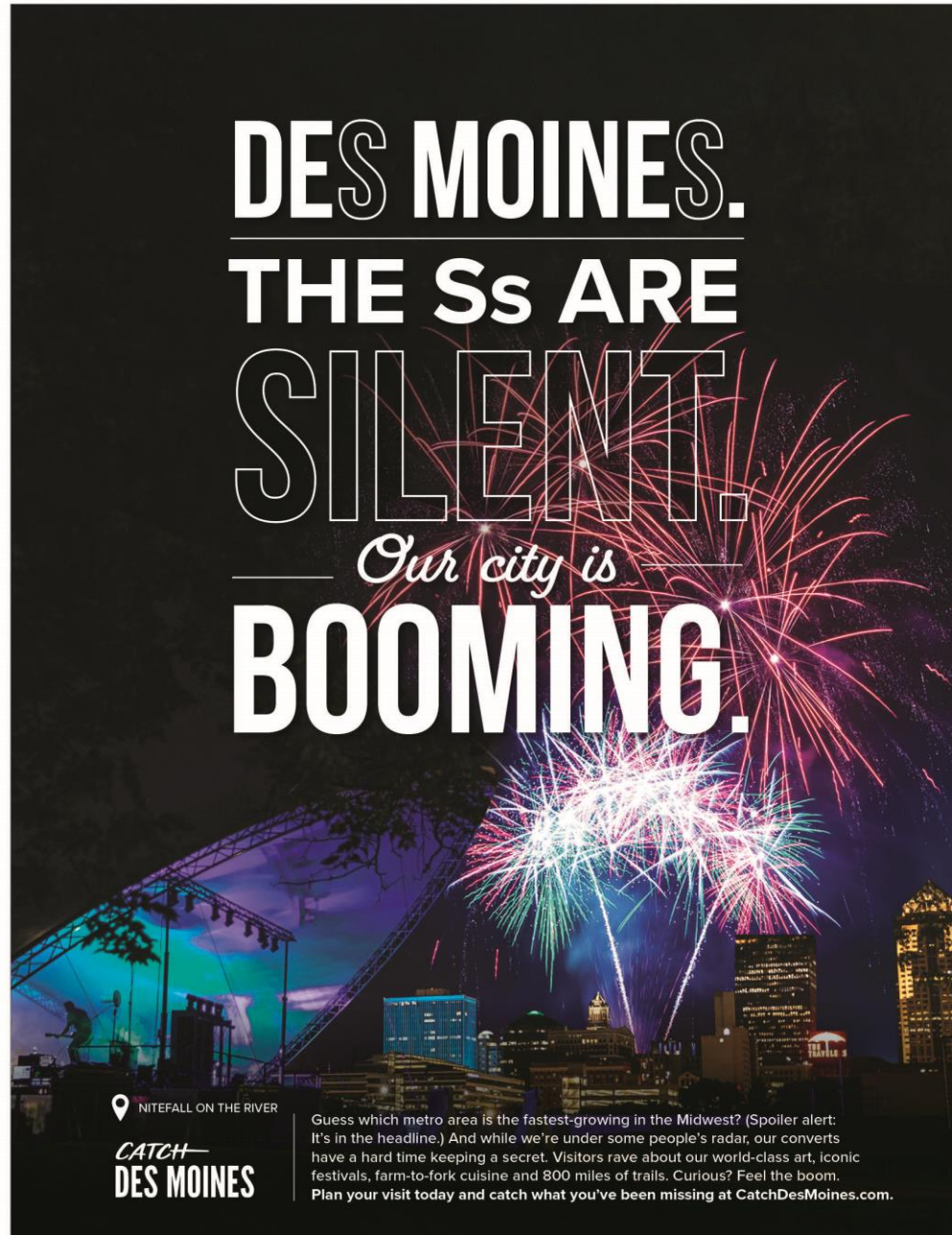
**DES MOINES is NOT A QUIET CITY at all.**  
**It is a vibrant metropolis, buzzing with fun and adventure.**

So a nice contrast was born.

# The **Ss** are **Sensational**.

- **No other city in America can say this.** So no travel advertising will sound like this.
- **A rallying cry for sales, business leaders and more.** We're a city making impact.
- **Good way to isolate and highlight** all the things that make Des Moines the ultimate destination.
- **A source of pride for locals.** A cheeky, fun, ownable identity.





# DES MOINES. THE Ss ARE SILENT. *Our city is* BOOMING.

📍 NITEFALL ON THE RIVER

**CATCH—  
DES MOINES**

Guess which metro area is the fastest-growing in the Midwest? (Spoiler alert: It's in the headline.) And while we're under some people's radar, our converts have a hard time keeping a secret. Visitors rave about our world-class art, iconic festivals, farm-to-fork cuisine and 800 miles of trails. Curious? Feel the boom. Plan your visit today and catch what you've been missing at [CatchDesMoines.com](http://CatchDesMoines.com).

# DES MOINES. THE Ss ARE SILENT. *Our art* SPRINGS TO LIFE.



📍 PAPPALOHN  
SCULPTURE PARK

**CATCH—  
DES MOINES**

Des Moines as an art destination in the Midwest? You bet. Whether by two feet or two wheels, take a tour of our world-renowned art, from downtown murals, architecture and gardens to the 4.4-acre collection at Pappajohn Sculpture Park. Because sometimes the best art doesn't fit in a frame. **Plan your visit at [CatchDesMoines.com](https://www.catchdesmoines.com).**



DES MOINES. THE Ss ARE SILENT.

Our fans

GET WILD.



Bankers Trust  
Member FDIC

RETIREMENT  
PROTECTORS, INC.  
5-992-5000  
etireProtected.com


WELLS FARGO ARENA

CATCH  
DES MOINES

What makes Des Moines America's #1 minor league sports market? See, we don't just love sports. We live sports. Whether you catch a rising star—or a T-shirt—at an Iowa Wild game or you catch marquee events like the NCAA March Madness, Drake Relays or an IRONMAN triathlon, you can always bring home a W in Des Moines.

Catch what you've been missing at [CatchDesMoines.com](http://CatchDesMoines.com).





**DES MOINES.**  
**THE Ss ARE**  
**SILENT.**  
*Our*  
**SPORTS FANS GET**  
**LOUD.**

📍 USATF OUTDOOR CHAMPIONSHIPS  
**CATCH  
DES MOINES**

What makes Des Moines America's #1 minor league sports market? We don't just love sports, we live sports. If we can accommodate the NCAA Tournament, USATF Outdoor Championships, IRONMAN triathlon, Solheim Cup and more, we can exceed your expectations too. Plan your next sporting event in Des Moines. And bring home the W. **Catch what you've been missing at [CatchDesMoines.com](http://CatchDesMoines.com).**



DES MOINES.

THE Ss ARE

SILENT.

Our events

ROCK

CATCH  
DES MOINES

Whether it's our iconic state fair, world renowned art festival, nationally recognized farmers' market or the famed Drake Relays, Des Moines knows how to play host. With a centralized location, 13,000 hotel rooms, 20+ direct flights, a state-of-the-art event center, four-mile skywalk and a walkable downtown, we're where functional meets aspirational. Come see why Greater Des Moines is the fastest growing metro in the Midwest.

Plan your event today and catch what you've been missing at [catchdesmoines.com](https://catchdesmoines.com)





# DES MOINES. THE Ss ARE SILENT. *Our events earn* APPLAUSE.

**CATCH—  
DES MOINES**

Events are kind of our thing. An award-winning arts festival. A nationally known state fair. The #2 best farmers' market in America. The Drake Relays. Whether you're hosting techies or Trekkies, athletes or ag leaders, take advantage of our state-of-the-art events center or choose from our one-of-a-kind meeting spots. **See what all the buzz is about. Request our free planner guide at [CatchDesMoines.com/planners](http://CatchDesMoines.com/planners) today.**





DES MOINES.

THE Ss ARE

SILENT.

*The planners are*

SINGING

OUR PRAISES.

CATCH  
DES MOINES


Ask your fellow planners about holding an event in Greater Des Moines and you'll hear praise like, "no shortage of things to do." Or that Des Moines is a "friendly, walkable and safe city with art around every corner." We can host your event in a state-of-the-art events center—or in a garden, on a farm, in a temple or at any number of architectural masterpieces. Let us be your muse. Request our free planner guide at [CatchDesMoines.com/planners](http://CatchDesMoines.com/planners) today.



DES MOINES.  
THE Ss ARE SILENT.

— *Life gets* —

LOUD  
AFTER 5 P.M.

 BELLHOP

*CATCH*  
DES MOINES

Discover Greater Des Moines, where award-winning restaurants and a thriving craft brewery and cocktail scene are the perfect ending—beginning?—to a day of meetings. **Catch what you've been missing at [CatchDesMoines.com](http://CatchDesMoines.com).**





DES MOINES. THE Ss ARE SILENT.  
— *The fun gets* —  
**LOUD AFTER 5 P.M.**

 Bellhop

**PLAN YOUR EVENT**

*CATCH*  
**DES MOINES**



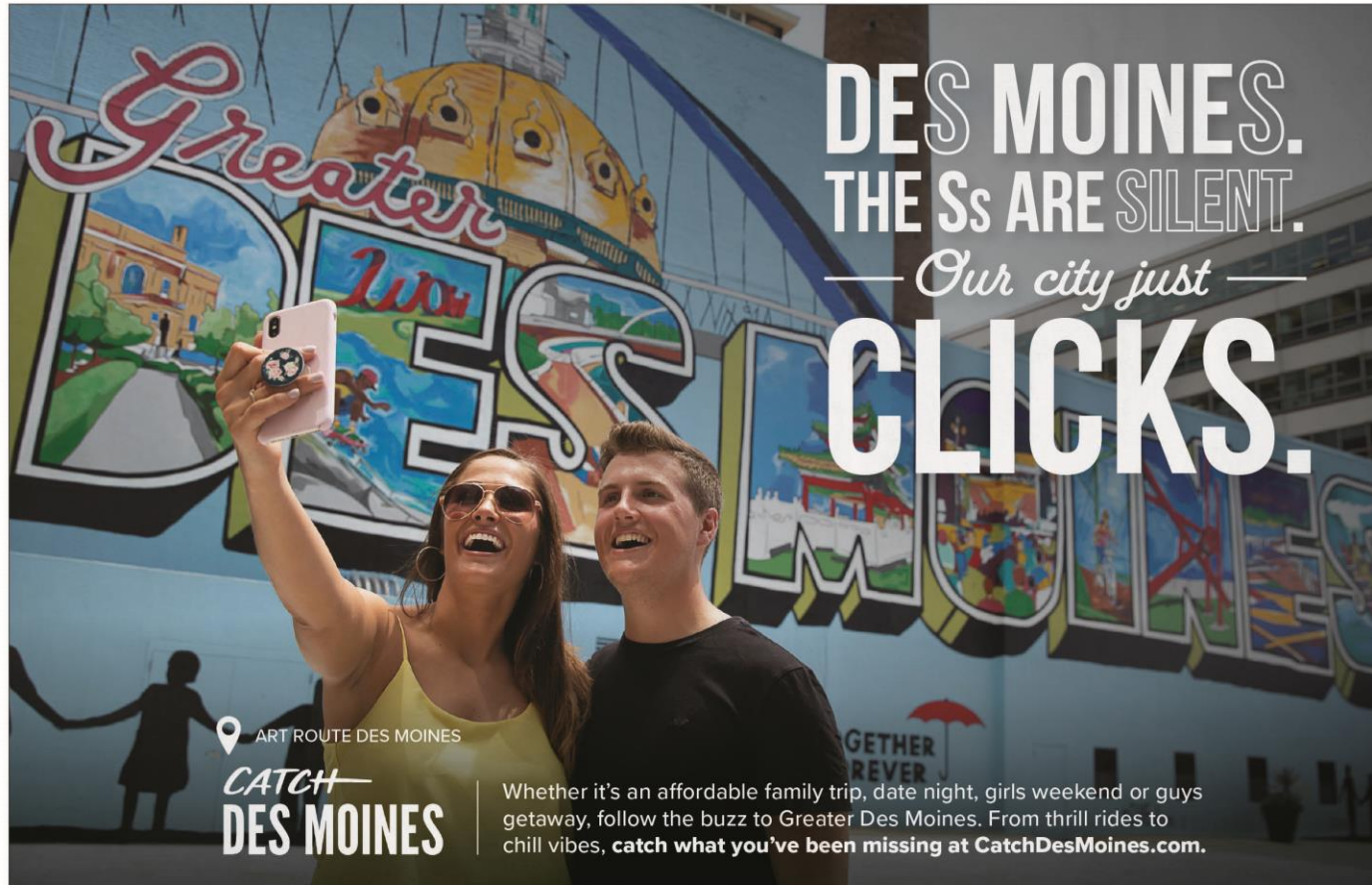
DES MOINES. THE Ss ARE SILENT.  
— *Our meeting spaces* —  
**ARE WORTH SHOUTING ABOUT.**

 World Food Prize  
Hall of Laureates

**PLAN YOUR EVENT**

*CATCH*  
**DES MOINES**



A woman with long brown hair, wearing sunglasses and a yellow tank top, is holding a white smartphone to take a selfie. A man with short brown hair, wearing a black t-shirt, is standing next to her, smiling. They are in front of a large, colorful mural. The mural features the word "Greater" in a red script font at the top left, and "Des Moines" in large, stylized, multi-colored block letters. The letters contain various illustrations of local landmarks and activities. A yellow dome, likely the Old Capitol, is visible in the background. The overall scene is bright and cheerful.

**DES MOINES.**  
**THE Ss ARE SILENT.**  
*— Our city just —*  
**CLICKS.**

ART ROUTE DES MOINES

**CATCH**  
**DES MOINES**

Whether it's an affordable family trip, date night, girls weekend or guys getaway, follow the buzz to Greater Des Moines. From thrill rides to chill vibes, **catch what you've been missing at [CatchDesMoines.com](http://CatchDesMoines.com).**

DIGITAL



**DES MOINES.**  
**THE Ss ARE SILENT.**  
— *Nature says* —  
**“HELLO.”**

 Greater Des Moines Botanical Garden

**PLAN YOUR VISIT**

*CATCH—*  
**DES MOINES**



DIGITAL

DES MOINES. THE Ss ARE SILENT.  
— *Our art* —  
WALKS ON 8 LEGS.



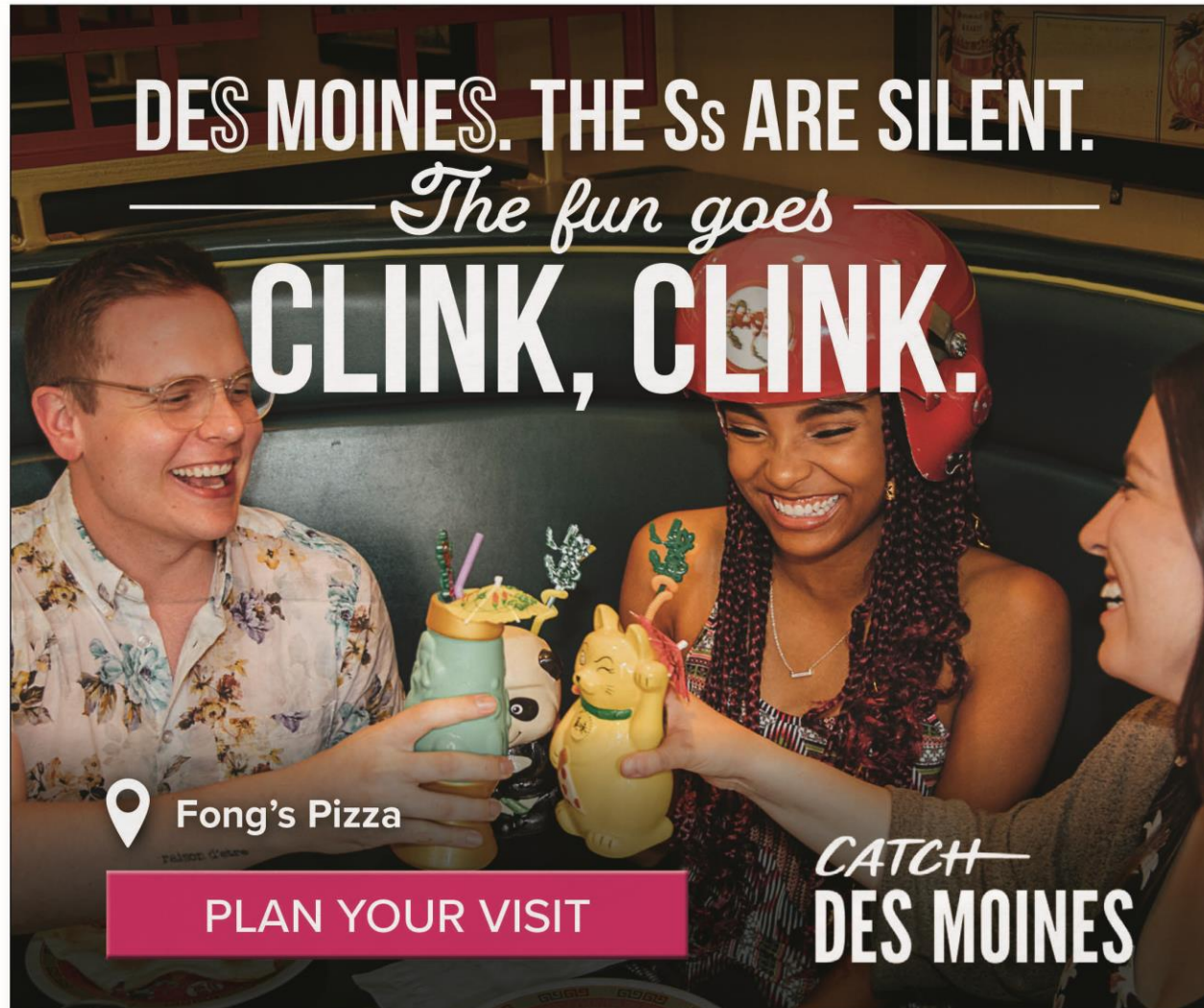
Pappajohn Sculpture Park

PLAN YOUR VISIT

*CATCH*  
DES MOINES




DIGITAL

A promotional image for Des Moines featuring three people at a table. A man on the left, wearing glasses and a floral shirt, is smiling. A woman in the center, wearing a red helmet and a patterned top, is also smiling. A woman on the right is partially visible, smiling. They are holding drinks and a yellow cat figurine. The background is a dark, possibly indoor setting.

DES MOINES. THE Ss ARE SILENT.

— *The fun goes* —

CLINK, CLINK.

 Fong's Pizza

PLAN YOUR VISIT

*CATCH*  
DES MOINES

# Videos

- The S's Are Silent :30 commercial
- The S's Are Silent – Things to Do
- The S's Are Silent – Food and Drink
- Des Best – Raygun

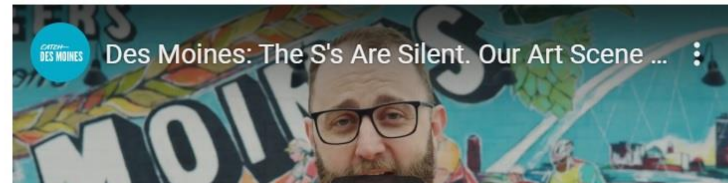
## FOOD & DRINK

From food on a stick to James Beard-nominated chefs, we put the “farm” in farm-to-table. Usually with a side of ranch.

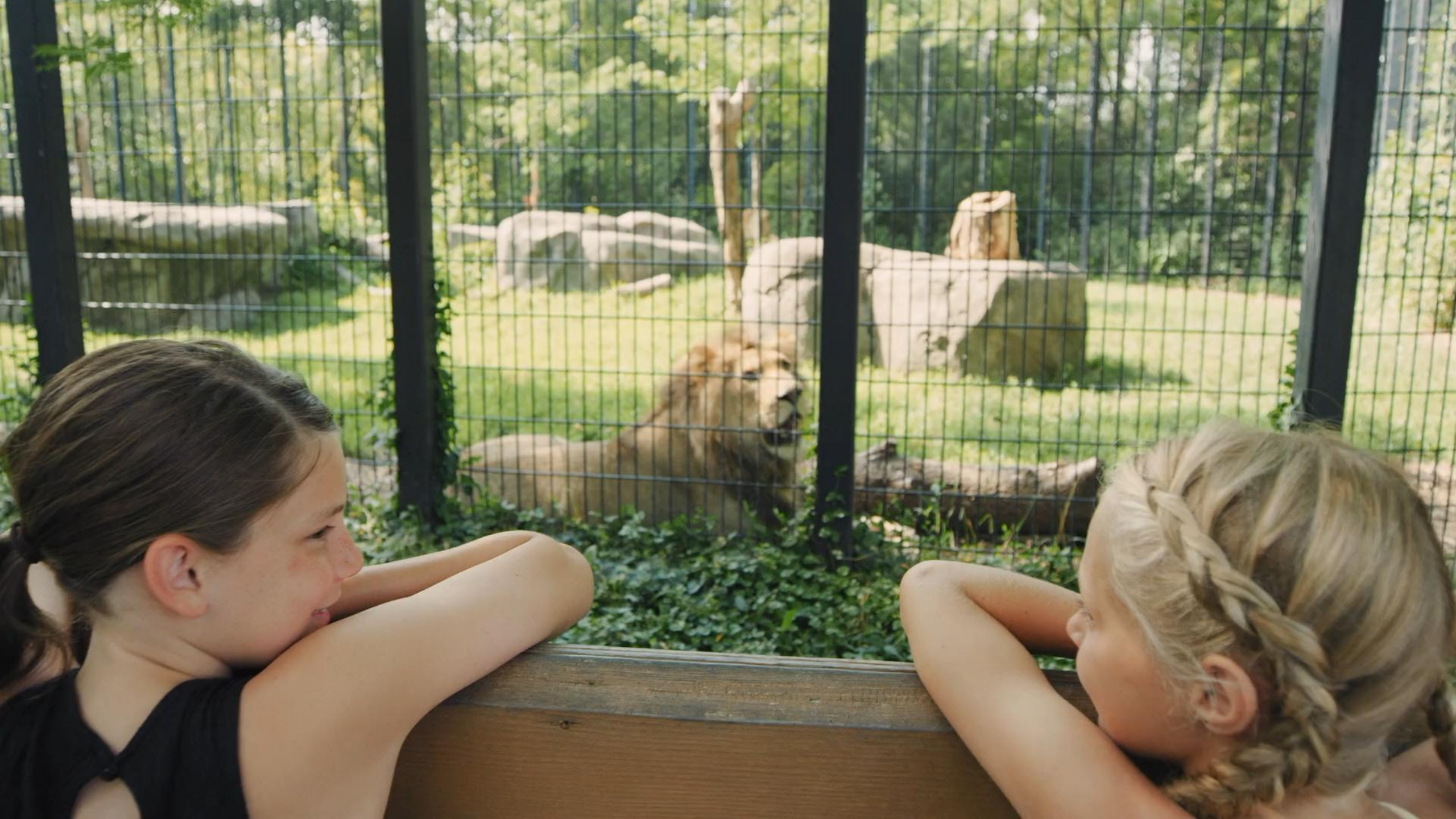


## ARTS & CULTURE

Believe it or not, our art extends beyond the Iowa State Fair butter cow. We have plenty of non-dairy art too.











FRESH INGREDIENTS  
MADE TO ORDER

Shen's Famous Fried Taco \$8  
Jumbo Walking Taco Boat \$8  
Mozzarella Sticks \$6

JUST  
TRYING TO  
GET SOME  
RANCH<sup>®</sup>

klickle  
A Little Love Goes A Long Way  
Love Us, Love Our Food & Truck  
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ST. LOUIS IS  
THE GREATEST  
CITY  
IN THE  
UNIVERSE!

STATE LAW  
YIELD TO PEDESTRIANS

# Discussion

- Creative Feedback
  - Print
  - Digital
  - Video
- Mediums and Messaging
  - Messaging – functional vs aspirational
  - Different mediums
    - Digital display/banner
    - Print
    - TV/pre-roll
    - Email marketing
    - Social
    - Mailers
    - Earned media

