



Rebranding Initiative

Mythic Presentation
FACVB Board of Directors Meeting

April 27, 2022

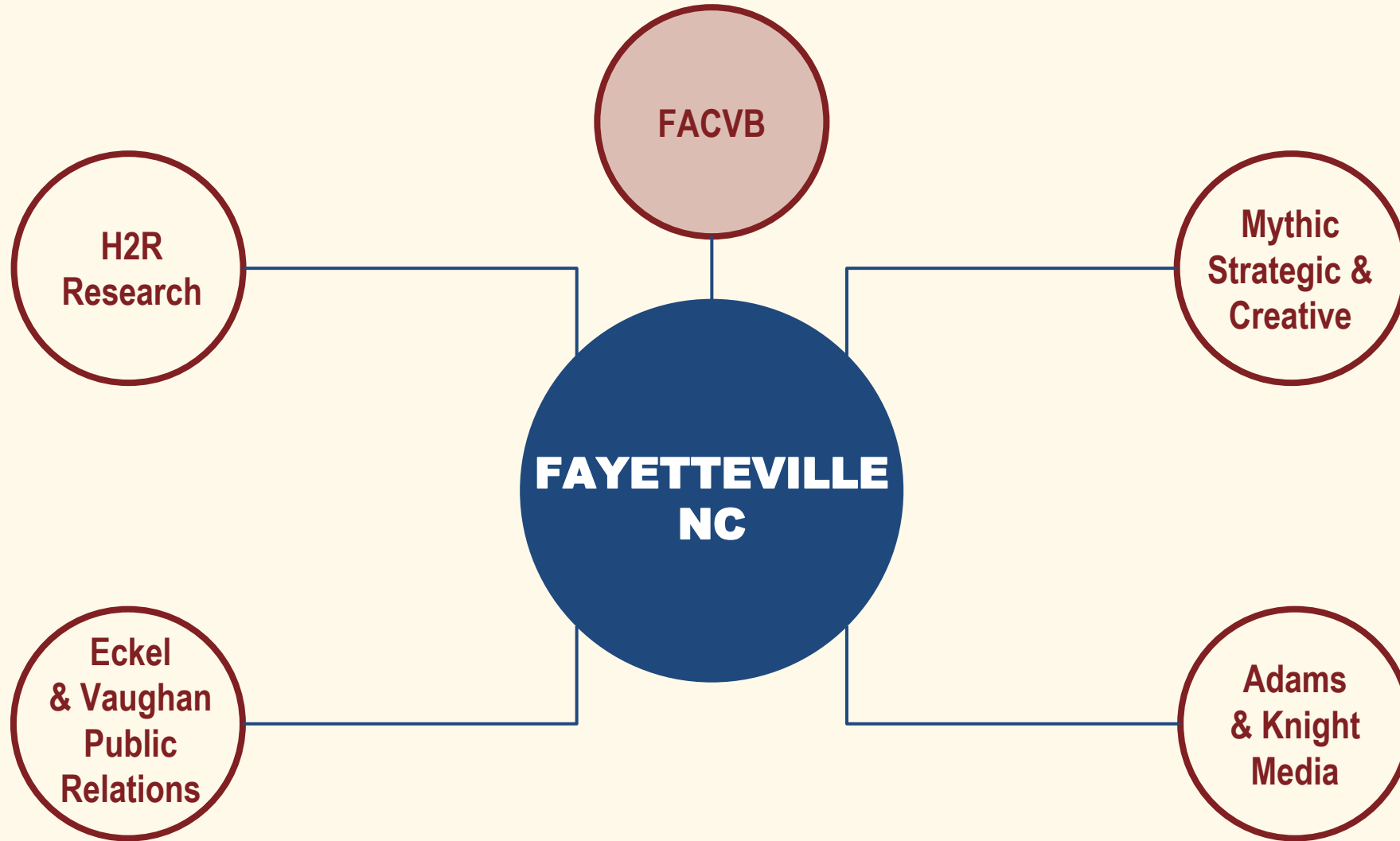
CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA
CONVENTION AND VISITORS BUREAU

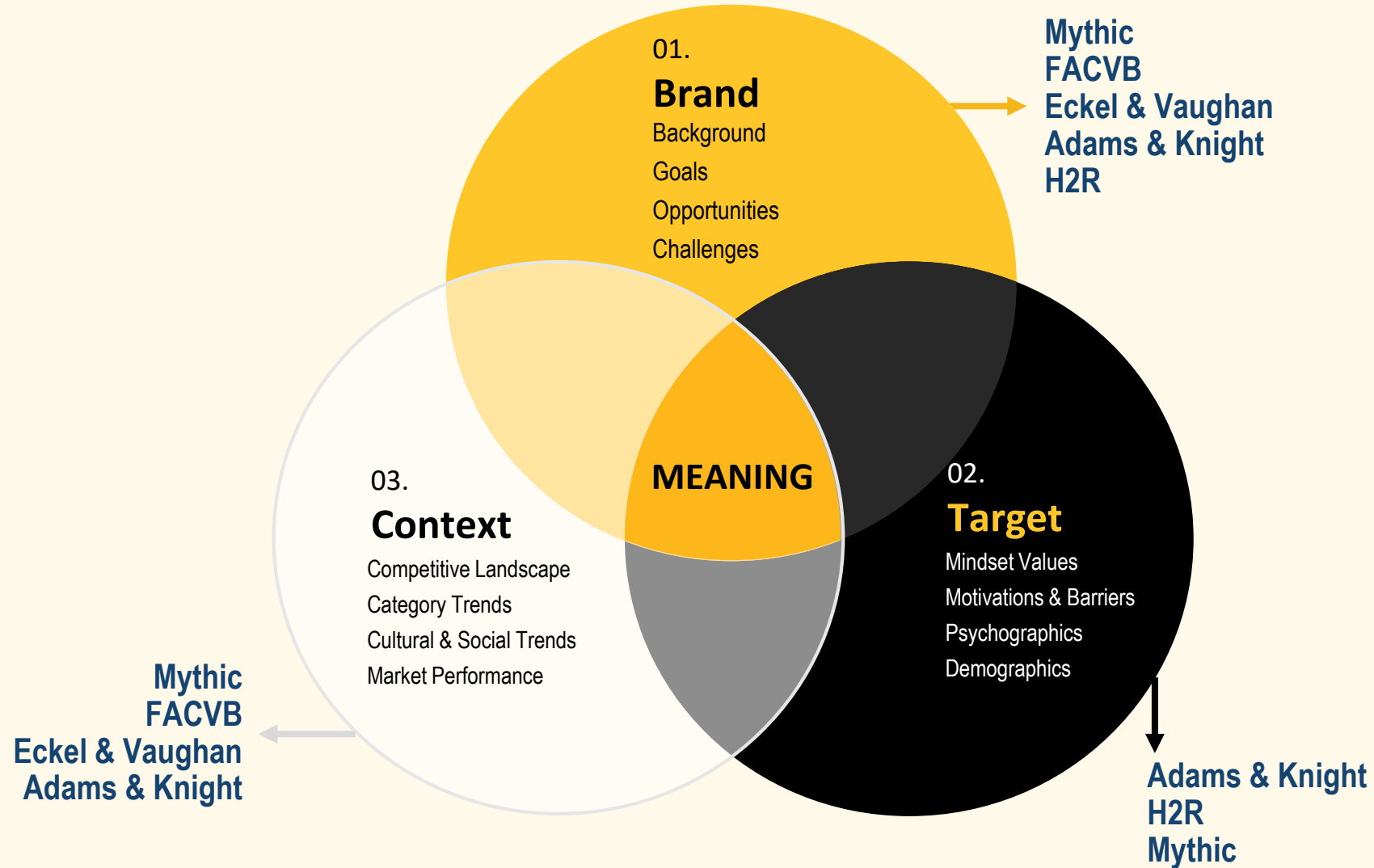


Integrated Team





Building the Foundation





What is a Brand?



The most powerful brands

- Have a clear focus/meaning
- Know their target audience
- Have defined their mission and values
- Are consistent with their voice and how they tell their story

A brand is much more than a tagline or any on execution.



What is a Positioning Statement?



A positioning statement is a **brand's guiding light**.

It should define the place a brand occupies in the minds of its audiences and is the foundation for all communication.

It is not a tagline or slogan. Rather, the positioning statement is intended to be an internal statement that shapes and guides all brand and marketing decisions.



Why do this for a Destination?



Branding creates an opportunity for:

- Visitors/meeting & event planners: Answer the question “why here?”
- Local Community: Claim control of our narrative and the Fayetteville story.
- FACVB Team Members and the Board: Inspire, excite and unite,



How? Approach & Process



PHASE 1

Get Smart:

- Dive deep into the current brand and surrounding location competition and trends.

PHASE 2

Build the Foundation:

- Develop the brand framework including:
 - key brand elements
 - positioning
 - values
 - voice/tone
 - reflect the longer-term vision

PHASE 3

Execute & Launch:

- Develop the creative campaign
- Active PR pitching
- Launch in the market



Testing Positioning Statements



Determine how the statements compare in the consumers' mind, what consumers are taking away from the statements, and whether or not it makes them feel good about Fayetteville.

Is the statement:

- ✓ Relevant & meaningful
- ✓ Ownable
- ✓ Clear
- ✓ Works for our organization and our location
- ✓ True to who we are and our vision for the future



Testing Positioning Statements



OPTION A: There's electricity in the air here. Here, where history meets history in the making. Where different backgrounds create a blended, vibrant community. Where new experiences stimulate fresh perspectives and powerful connections. **You won't know the Fayetteville area until you feel the spark for yourself.**

OPTION B: Historic charm, meet modern flair. Unexpected thrills, meet unexpected respite. Here, radically different experiences create one eclectic destination. Discover why it all works in the Fayetteville Area.



H2R Positioning Summary



Both brand positioning statements scored well among regional travelers.

- Majority of respondents found each statement to be likeable, relevant, easy to understand, increase the appeal of Fayetteville, differentiated, fit the brand, credible and capable of generating demand.

Evaluating results across 9 different key performance indicators, “B” won by a nose.

- Statement B earned an indexed value of 53.9 while Statement A earned a 52.7.
- Statement B edged Statement A in areas of Appeal, RELEVANCE, Impact on Appeal of Fayetteville, Credible and Lift.
- Statement B also edged Statement A in the sequential comparison, 51% vs 49%.
- Statement A edged Statement B in areas of Ease of Understanding and Brand Fit. None were statistically significant.

Statement B also appealed to a larger number of travel niches.

- Statement B also took overarching honors among Overall, Lapsed Visitors, Non-Visitors, Panel, Residents and Tourists.
- Statement A earned higher ratings among Recent Visitors and the House List.

Results were so close that either brand statement could be pursued with confidence.

- H2R recommends convening creative partners and go with the one they collectively feel they could deliver upon the best.
- Recommendation is to pursue the direction with the strongest creative potential





What are Next Steps?



- Mid-Quarter Board Session to update on:
 - Positioning & Branding
 - Naming & Identity