



# The *JOURNEY* Continues...

## Mid-Session Board Meeting

### Purpose of the Mid-Session Board Meeting

Continue the spirit of transparency and collaboration as we redefine the FACVB internally, in our community, and beyond. In this session, you can expect to see the result of the last 6 months of work from our Team Members and Partner Agencies. We are proud to share work in progress across media learnings, Public Relations efforts, the Bureau rebranding, and the Fayetteville consumer campaign. We look forward to hearing your unique perspective on behalf of our community.

#### 1. FACVB Welcome

Thank you for taking the time out of your busy schedules to be a part of this vitally important FACVB Board Session. This Session will continue *"The Journey"* we began over a year ago, to build and rebuild the FACVB as a professional, transparent, and data-driven DMO.

As Board members, you have been at the forefront, in the trenches, with the FACVB Team to make sure our organization is one that is vital and relevant in increasing the economic health of Fayetteville and Cumberland County.

Thank you for your leadership and continued support, as we strive to enhance our community's growth and development through conventions, meetings, sporting events, and leisure travel. The FACVB Team thanks you and is looking forward to *"Continuing the Journey"*, with you.

#### 2. Media Overview and Learning

- Teams have begun deploying our "bridge" media strategy which allows for an evergreen media presence while our larger brand campaign is being developed. Current tactics in the market include paid Search Engine Marketing (SEM), paid social media marketing, and promotion of content through programmatic (targeted by audience) advertising.
- Based on research about key audiences most likely to travel to Fayetteville, we have tested media channels and tactics that will be likely leveraged to launch the larger brand media campaign in late '22 through '23.
- Social media and SEM efforts have driven immediate positive results, including nearly 2.4M impressions and an additional 25.2K clicks to the website. These efforts have also generated significant engagement from our target audiences — in fact, from 30-40% above the industry benchmark.

#### 3. PR Efforts

We have developed and employed a PR strategy focused on highlighting the region and stimulating broad awareness of all the Fayetteville area has to offer.

- Strategic overview
- Coverage to date
- Learning to date

#### 4. Rebranding

We have embarked on an exploration to simplify, improve, and update our organization's name and logo. The goal here is to find an intuitive and clear name. One that better communicates who we are, what we do, and what the FACVB stands for to our audience.

- Strategic path to naming
- Logo and brand identity options
- Input and path forward
- Website status

#### 5. Creative Campaign

When considering the assignment that a new creative campaign must overcome, there are two challenges that stand out: low awareness and a lack of understanding about who we are and what we have to offer. Our challenge is to create a campaign that redefines Fayetteville, NC by educating and inspiring audiences. And do this while also building a sense of pride and community among residents and local businesses.

- Strategic foundation
- Distinct creative campaign options
- Input and path forward

## **FINAL BRAND POSITIONING**

Here, history meets history in the making. Where Southern charm meets modern flair. Unexpected thrills bring unexpected respite. And radically different experiences create one distinct destination. Discover why it all works in the Fayetteville Area.