



Overview

Oklahoma City is a visionary city defined by its openness and enterprising nature. It embodies the Modern Frontier, which is more than a place; it's a call to your spirit. Rich with opportunity and seasoned with character. Refreshingly unbound by definition, yet confident in its place in the world.

We can't tell the story of Oklahoma City alone, but working together, we can tell Oklahoma City's story and shift perceptions through a more focused and aligned narrative. We'd love your help in giving our great city a unified voice. Discover Oklahoma City's voice, defining adjectives and sample social copy below. Questions? Interested in collaborating to create copy? Reach out to scallis@visitokc.com.

Voice

Down to earth – real, genuine, honest, authentic, integrity

Approachable – underdog, regular people

Welcoming – goodness, service, neighborly, kind, clean

Nostalgic – heritage, respectful of the past

Unified – community, relationships, togetherness, diversity, belonging

Driven – development, expansion, new, innovative, focused

Oklahoma City | Character Qualities

OPEN – Oklahoma City is authentic, welcoming and kind to others. We are a “yes” city where we actively make things happen and are open to the possibilities.

PIONEERING – Oklahoma City is dissatisfied with the status quo. We have a vision for something better, and we won't stop until we get there. We are innovators who apply diverse perspectives and resourcefulness to our challenges and make significant contributions to our community and the world.

COLLABORATIVE – Oklahoma City plays well with others. We know that change comes from within, and we rely on ourselves to solve some of our community's biggest problems.

ENERGETIC – There is an energy flowing through our streets, a buzz surrounding our growth and a playfulness to our new features and amenities. Oklahoma City is a city to watch, a city on the rise. Since 1993, Oklahoma City has invested more than \$5 billion in quality-of-life projects and improvements that have transformed the city.

Defining Adjectives for Oklahoma City

Authentic – We are true to our roots and authentically Oklahoman.

Kind – We treat each other with kindness and roll out the welcome mat to our guests.

Honest – We are honest in addressing both our shortcomings and our strengths.

Collaborative – We are stronger together and work collaboratively to move our city forward.

Resilient – We come together and lift each other up in times of adversity.

Diverse – We embrace and promote the cultural diversity of our unique city and past.

Daring – We are adventurers with an entrepreneurial spirit, daring to do the impossible.

Sample Social Copy

- Here in Oklahoma City, we embrace our roots while defining our own future and welcoming all. We're authentic. We're friendly. We're open. Welcome to the Modern Frontier.
- Resiliently authentic: Oklahoma City is the Modern Frontier.
- Oklahoma City is open for all. Discover the Modern Frontier.
- There's something for everyone in the Modern Frontier. Experience the energy, excitement and welcoming spirit of OKC.

We encourage you to use our hashtag, #SeeOKC in your social copy on Twitter and Instagram so we can see, share and engage with you. Thank you for helping us give Oklahoma City a voice!