

Oshkosh's Brand Revealed



Oshkosh Convention and Visitors Bureau
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Brand Need

The community of Oshkosh saw a need to better manage its reputation and image by revealing and implementing a community-wide brand.

By adopting a consistent brand, Oshkosh would be focusing on its resources and strengths; setting a strategic path for the future.

A group of community leaders and stakeholders came together to help set a strategic course for Oshkosh's future, including funding and coordinating the 2009 visioning process that was adopted May, 2010. This process was the precursor to discovering Oshkosh's differentiation.

With the visioning complete, the firm Total Destination Management began to research and facilitate a discovery process that would uncover Oshkosh's uniqueness and appeal—otherwise described as “a destination brand.”

A destination brand is the totality of perceptions that a customer holds about a place. It is not created, but revealed through a process based upon research.

The community leaders and stakeholders felt that a destination brand would provide Oshkosh:

- a compelling, competitive identity and persona.
- greater synergy among the partners marketing Oshkosh.
- increased awareness, respect and relevance for the city.
- clearer and more meaningful differentiation from competitors.
- a stronger connection with key audiences and partners.
- a unifying umbrella and decision-making framework for all involved in the marketing of Oshkosh.
- increased preference for Oshkosh as a place to visit.
- improved effectiveness and efficiency in all marketing programs.
- community-wide economic and social benefits.

Throughout the fall of 2009 and into May 2010, Total Destination Management worked to reveal Oshkosh's unique position within the State of Wisconsin and solidify a message that would be consistent for all community stakeholders to adopt and promote.



Brand Discovery



Total Destination Management, contracted through an RFP process and funded through a private–public partnership, began its discovery process with research, including:

- Face-to-face interviews
- Phone interviews
- Stakeholder workshops
- Community survey
- External visitor survey
- Review of previously conducted research

Nearly 500 individuals' perceptions and feedback were the foundation for Total Destination Management's ultimate branding recommendations.

Total Destination Management was responsible to the group of community leadership and stakeholders driving this project and who consisted of:

Mark Rohloff
City Manager, City of Oshkosh

John Fitzpatrick
Assistant City Manager,
City of Oshkosh

Kathryn Nichols
Foundation Director,
Lutheran Homes of Oshkosh

Vicki Schorse
Executive Director,
Mercy Health Foundation,
Affinity Health System

Wendy Hielsberg
Executive Director, Oshkosh
Convention & Visitors Bureau

Karlene Grabner
Propel

Stew Rieckman
GM/Executive Editor,
Oshkosh Northwestern

Eileen Connolly-Keesler
President, Oshkosh Area
Community Foundation

John Casper
President,
Oshkosh Chamber of Commerce

Richard Wells
Chancellor,
University of Wisconsin Oshkosh

Jeanette DeDiemar
Executive Director, Integrated
Marketing & Communications
University of Wisconsin Oshkosh

The final report from Total Destination Management was delivered in May 2010. Its recommendations showcased a shift from Oshkosh's previous geographic identity, to one that elicits great excitement and engagement from visitors and locals alike.

Brand Revealed

Oshkosh's Emotional Appeal

Closeness

Time spent in Oshkosh sparks closer personal connections that foster togetherness, camaraderie and romance.

Enrichment

Oshkosh provides opportunities that arouse the senses, stimulate learning, achieve goals and add richness to the lives of its community members and visitors.

Escape

Oshkosh is a perfect getaway from the everyday.

Excitement

People experience jaw-dropping thrills, exhilarating moments, hushed anticipation and the fulfillment of dreams in Oshkosh.

Relaxation

A few hours or a few days in Oshkosh provide relaxation and a new lease on life.

Success and Achievement

Goals and rewards can be achieved in Oshkosh, whether it's through sports, education, family, career or lifestyle.

The research revealed an underlying theme evident in Oshkosh's attributes and emotional appeal: Events—or more specifically, the sheer number of events, the variety of events, the excitement pertaining to events and the affordability of events. Events were a reoccurring theme that appeared in the conversations of all target audiences.

The general feedback was that Oshkosh:

- hosts events well and the community supports them. The events are organized, affordable and accessible.
- produces a lot of events for the size of the community.
- provides events that appeal to a wide range of audiences.

Oshkosh's Attributes

Aviation

Oshkosh is a Mecca for aviation enthusiasts attracted to EAA, AirVenture, the AirVenture Museum and aviation-related events.

Cultural Experiences

Oshkosh is a place to learn and has a variety of vibrant performing and visual arts opportunities.

Events

An outstanding variety of local, regional, national and international events have their home in Oshkosh.

Affordable

Visitor services, experiences and events are more affordable in Oshkosh than in many comparable Wisconsin cities.

Accessible

Oshkosh is centrally located, accessible by car or plane and easy to navigate as a community.

Downtown

Downtown Oshkosh's distinctive architecture, rich heritage and places to relax are in close proximity to the riverfront, university and events.

University of Wisconsin Oshkosh

Outstanding venues, programs and events are integral to the Oshkosh experience.

Venues

Oshkosh is flexible in the ways that it uses its skies, waterways, streets, university, cultural and sporting facilities, along with the variety of other places hosting events.

Water Recreation

A community surrounded by three connecting, major bodies of water, Oshkosh is a water sport and recreational hot spot.

The Oshkosh Brand

Total Destination Management suggests Oshkosh is “Wisconsin’s Event City” because of the extraordinary variety of affordable and accessible events that it hosts each year.

These events are one of the key elements in making Oshkosh a great place to live, work, study and visit. While many cities in Wisconsin and the Upper Midwest may lay claim to having very active calendars of events, Oshkosh stands apart hosting hundreds of events each year.

Adopted by the community leadership and stakeholders, **Oshkosh, Wisconsin’s Event City** is the official destination brand identity and strategic marketing direction.

To communicate this brand and to provide community members and visitors with a clear understanding of Oshkosh’s differentiation, key messages include:

- Oshkosh is Wisconsin’s event city.
- Oshkosh is the destination every aviation enthusiast dreams of.
- Events for every interest and passion are available in Oshkosh.
- Oshkosh provides the greatest variety of easily accessible and affordable events in Wisconsin.
- There’s something always happening in Oshkosh.
- Come for an Oshkosh event, stay for everything else.

Brand Audiences

The Oshkosh brand is designed to convey compelling thoughts, feelings and ideas that will reside in the hearts and minds of its audiences:

Leisure Tourism Audience

- Getaways – couples, families and friends

Business Travel Audience

- Meetings and conventions – organizers and planners
- Meetings and conventions – prospective delegates

Groups, Sports and Events Audience

- Event organizers and rights holders
- Participants, their families and friends, and spectators

Community Audience

- Local businesses, government, education, media and nonprofit organizations
- Residents, students and their visiting friends and relatives
- Local sporting event organizers



Brand Identity

When consistently applied, Oshkosh's visual identity will play an important role in building and maintaining the city's brand image as an exciting and fun place to live, work, play and visit.

The Oshkosh visual identity will enable us to achieve:

- a unified look for communications and messages.
- a distinctive visual identity to consistently showcase Oshkosh's strengths.
- a look that will enable Oshkosh to differentiate from the competition.

Logo Usage

The logo should always be produced showing the ™ symbol.



Stacked version. Preferred configuration.



Horizontal version for applications with little vertical space.



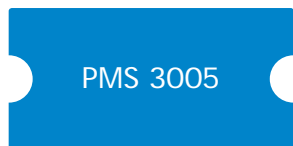
1-color version (PMS 3005)



Black and White version

Palette

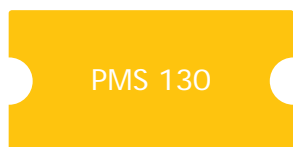
Primary Colors



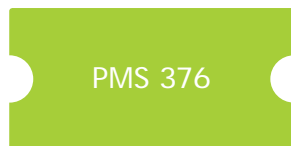
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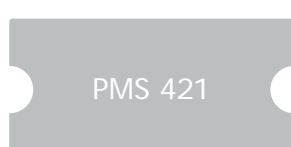
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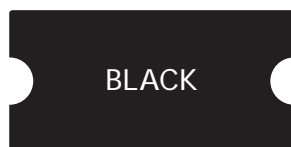
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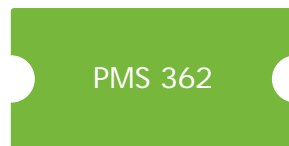
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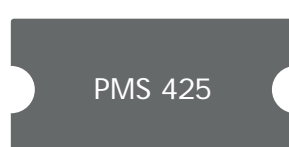
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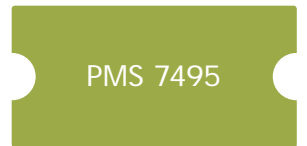


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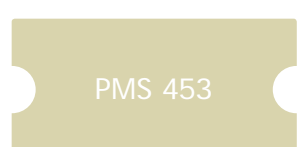


CMYK 5 3 5 70

Accent Colors



CMYK 23 0 80 27



CMYK 14 10 35 1

Continued >

Brand Identity (Continued)

Typography

Display/Advertising/Specialty

Courier Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Body Copy

Lucida Sans Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Lucida Sans Italic

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Lucida Sans Demibold Roman

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Copy Style

Copy is to be enticing and motivational, yet realistic and factual. Wherever possible it should describe experiences with action-oriented and evocative language. It must make readers feel as though they are already enjoying the sights, sounds, smells and sensations that Oshkosh has to offer.

- Friendly, relaxed, informative and engaging
- Customer-focused and from the customer's perspective
- Reinforcing Wisconsin's Event City
- Experience-based

Keywords

Words to describe Oshkosh:

- Affordable
- Accessible
- Captivating
- Convenient
- Engaging
- Enriching
- Exciting
- Fun
- Leisurely
- Memorable
- Relaxing
- Value-based



Brand Application

Brand ambassadors are persons or organizations that are passionate about adopting and promoting a message, product or service because they believe strongly in its value.

While the Oshkosh Convention and Visitors Bureau is responsible for overseeing the brand's identity launch, usage and long-term continuation on behalf of the community, it is through collaboration with brand ambassadors that the brand's adoption will be successful.

In the case of our community, brand ambassadors are those who are committed to marketing and communicating Oshkosh as Wisconsin's Event City.

More importantly, brand ambassadors live the brand through a sense of pride and action—helping Oshkosh continue to grow and develop strategically as Wisconsin's Event City.

On August 19, 2010, a comprehensive brand launch kick-off event will take place with a community-wide celebration. Following this event, promotion that includes billboard placement, social media efforts, website enhancements, television campaigns and more, is scheduled for the nine months following.

Brand ambassadors are asked to help lead this launch effort by becoming active participants in promoting the brand to their internal and external stakeholders. From adding the brand logo to websites and e-mail signatures, to incorporating key messages in correspondence and Oshkosh's emotional appeal in marketing materials, brand ambassadors will play an integral role in ensuring brand continuity, elevating our community's pride, enticing visitors and spurring economic growth.

Community-wide brand engagement and adoption is essential for Oshkosh to become synonymous with Wisconsin's Event City. It will take a host of efforts from our community and its leadership for our newly revealed identity to take root, grow and spread throughout our city and beyond, but that is the goal.

Oshkosh will be known as Wisconsin's Event City.

