



VISIT DENVER BRAND REVITALIZATION

positioning & communications

MARCH 10, 2014

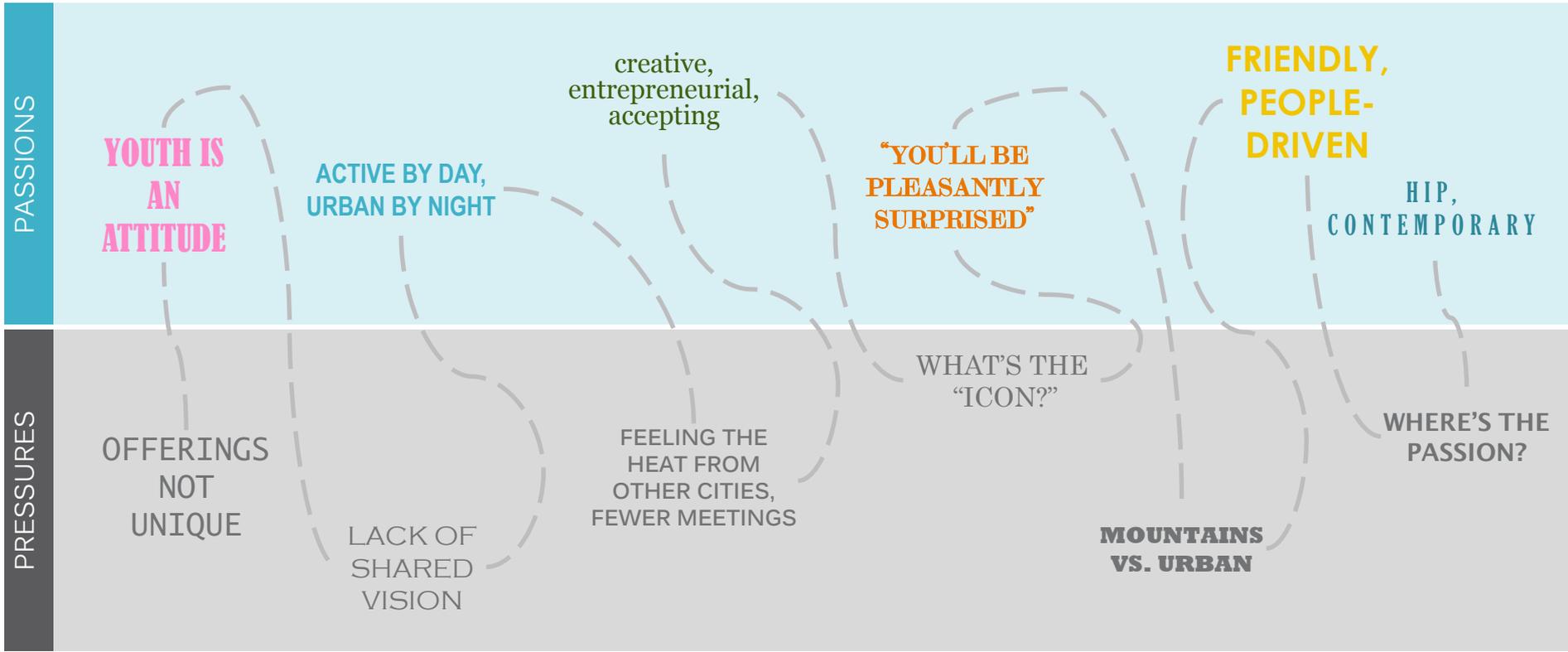
GOALS & IMPERATIVES

You miss **100%**
of the shots
you don't take
-Wayne Gretzky

To succeed, VISIT DENVER must own a differentiated brand positioning that:

- **stands out** from the competition with a meaningful story and a bold, singular vision;
- articulates the brand's unique assets (urban interest + outdoors) in a **distinctive, persuasive** way that is compelling to visitors;
- drives an **emotional connection** among target audiences across all segments
- **leverages Denver's intrinsic appeal** of place and personality, rising above and beyond its many features and amenities

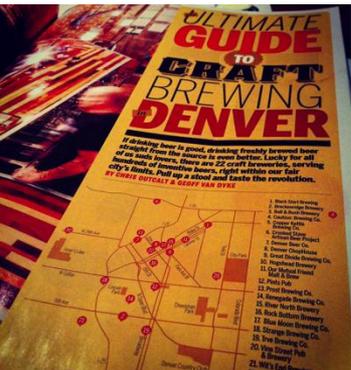
INTERNAL STAKEHOLDERS PASSIONS & PRESSURES



INTERNAL STAKEHOLDERS DENVER SURPRISES AND EXCITES



Hijinks



INTERNAL STAKEHOLDER SUMMARY

SHARE THE PASSION

- The Denver brand is much more than the sum of its parts
 - The everyday natural beauty and openness—of spaces and spirit—[shape attitudes and outlook](#)
 - It's a [sophisticated, layered](#) urban experience with many quality experiences that rival bigger cities
 - The [people](#) are a big part of its appeal, as is the freedom to do your own thing and create your own story
 - The [progressive](#) attitudes foster [creativity](#) in the arts and in business, and encourage personal expression
- The challenge is to link the passion that stakeholders (and residents) feel to the brand—igniting the way it is communicated to the world

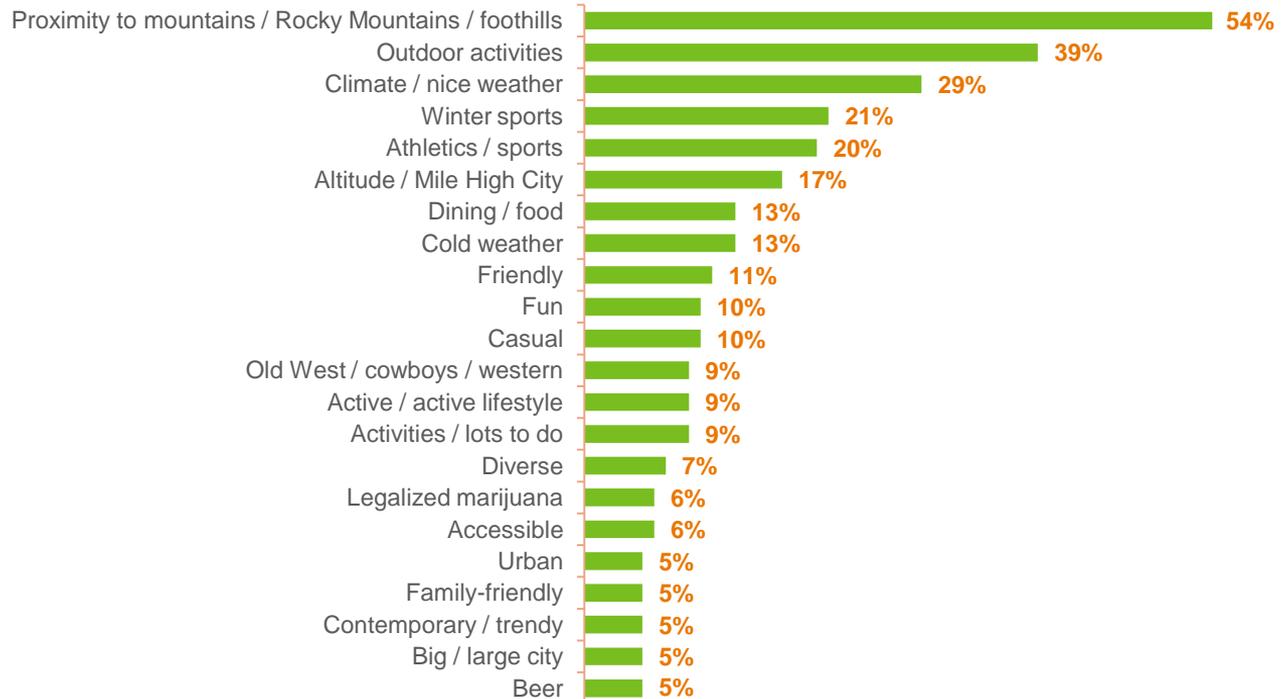


EXTERNAL RESEARCH (QUANTITATIVE)

DENVER'S ASSETS

Words or Phrases That Best Describe Denver

(Mentions of 5% or More)



Q: In the spaces below, please list the top five words or phrases you personally think best describe Denver. [OPEN END] Base: All respondents (n=702)

EXTERNAL RESEARCH (QUALITATIVE)

“SURVEY SAYS...”

Hip, open-minded



- ✓ **Quirky, fun, trendy** and indie, but still knows how to be high-class
- ✓ Denver doesn't come off as boring
- ✓ The city is **very hip**. I enjoy the shopping and good food
- ✓ **Open-minded, green,** hip urban atmosphere

Friendly



- ✓ Midwest **friendliness** with an **urban** feel
- ✓ Outgoing and welcoming; **friendly**
- ✓ Beautiful, **full of life**

Vibrant, adventurous



- ✓ Good food and drink; lots of walking and **exploring**
- ✓ Relaxed, at ease, **ready to take on any adventure**
- ✓ Young and **vibrant** spirit, but it's also laid back
- ✓ **Clean air**, a relaxed feel to it—no one rushing around

Awakens, refreshes



- ✓ It just feels better for your **well-being** (almost for your balance or inner peace or something) and just **begs you to try new things** to better yourself
- ✓ The views are incredible, which **does wonders for your entire being**
- ✓ The **outdoors and sunshine** always make me feel refreshed
- ✓ I find it to be very clean and the air seems **refreshing**
- ✓ it just breaths freshness into you and **energizes you** with its everything
- ✓ It's more about being **authentic**, eating well, but also healthy

2005 POSITIONING

Within the survey, respondents were exposed to VISIT DENVER's current (2005) positioning statement:

“Denver is a stimulating, world-class city that awakens the senses. The Mile High City’s natural beauty, crisp mountain air, warm sun and blue skies leave you feeling energized and ready to try new things.”

EXTERNAL RESEARCH (COMBINED) CORE ATTRIBUTES EVOLUTION

2005

- Energizing
- Stimulating/Invigorating
- Appealing
- Refreshing
- Friendly
- Diverse

today

- Energized, refreshing
- Stimulating, invigorating, vibrant, exciting
- Friendly, fun
- Natural, fresh, green
- Urban, contemporary
- Relaxing, casual, laid-back
- Open-minded, progressive, tolerant

VISIT DENVER POSITIONING REFRESH

Denver is an energizing and vibrant outdoor city that **awakens the spirit of urban adventure.**

