



CONTENT STRATEGY

February 4, 2016

Agenda



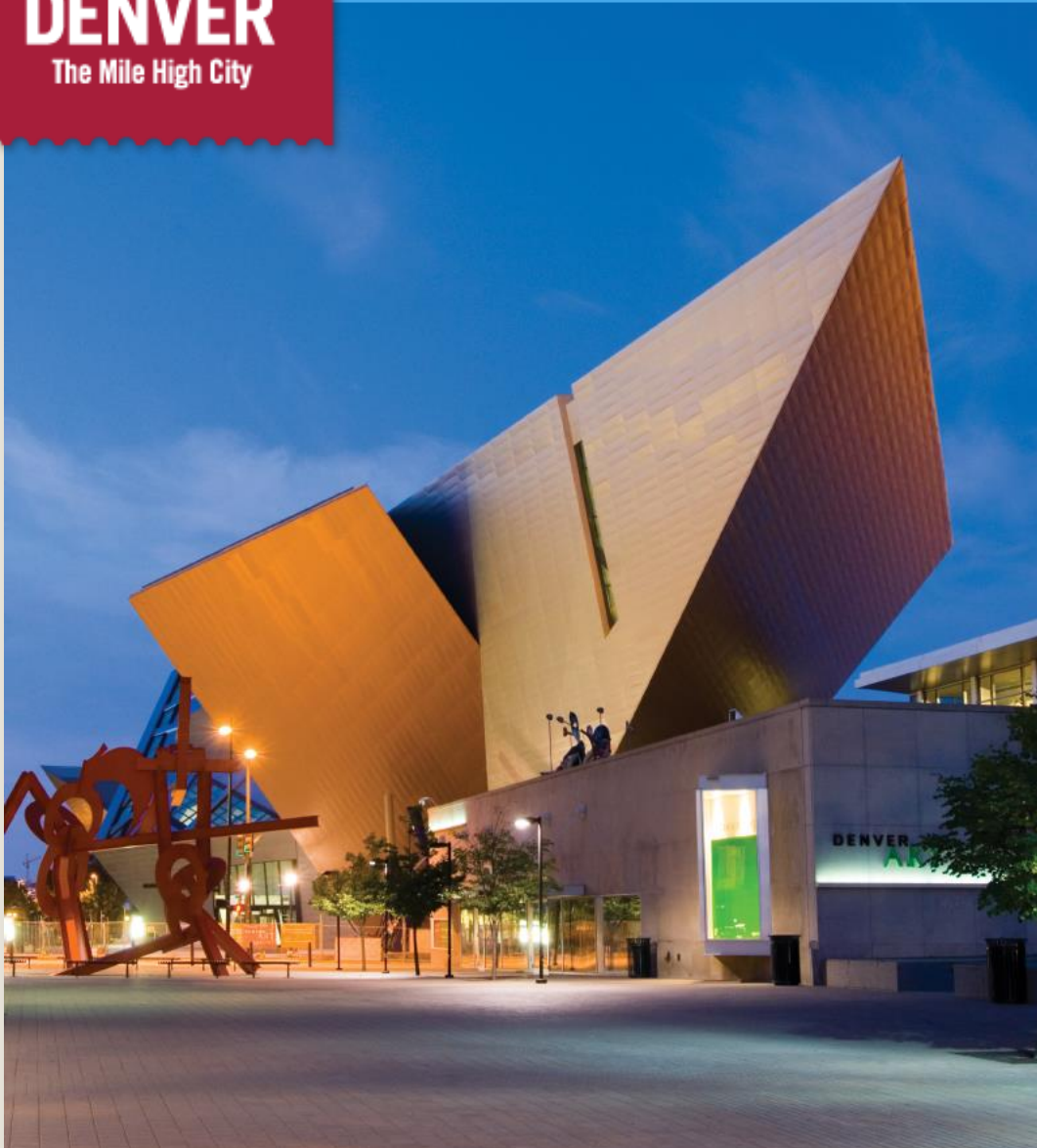
- Content definitions
- Content approach
- Content & the marketing funnel
- Content channels
- Brand, pillars, voice & flow
- Examples

Content Definitions



- One thing to sell: Denver
- One brand
- Many supporting pillars
- One voice
- Many channels
- So...everything is content
- Website editorial
- Press releases
- Newspaper articles
- Television ads
- Billboards
- Social media posts
- Search ads
- OVG

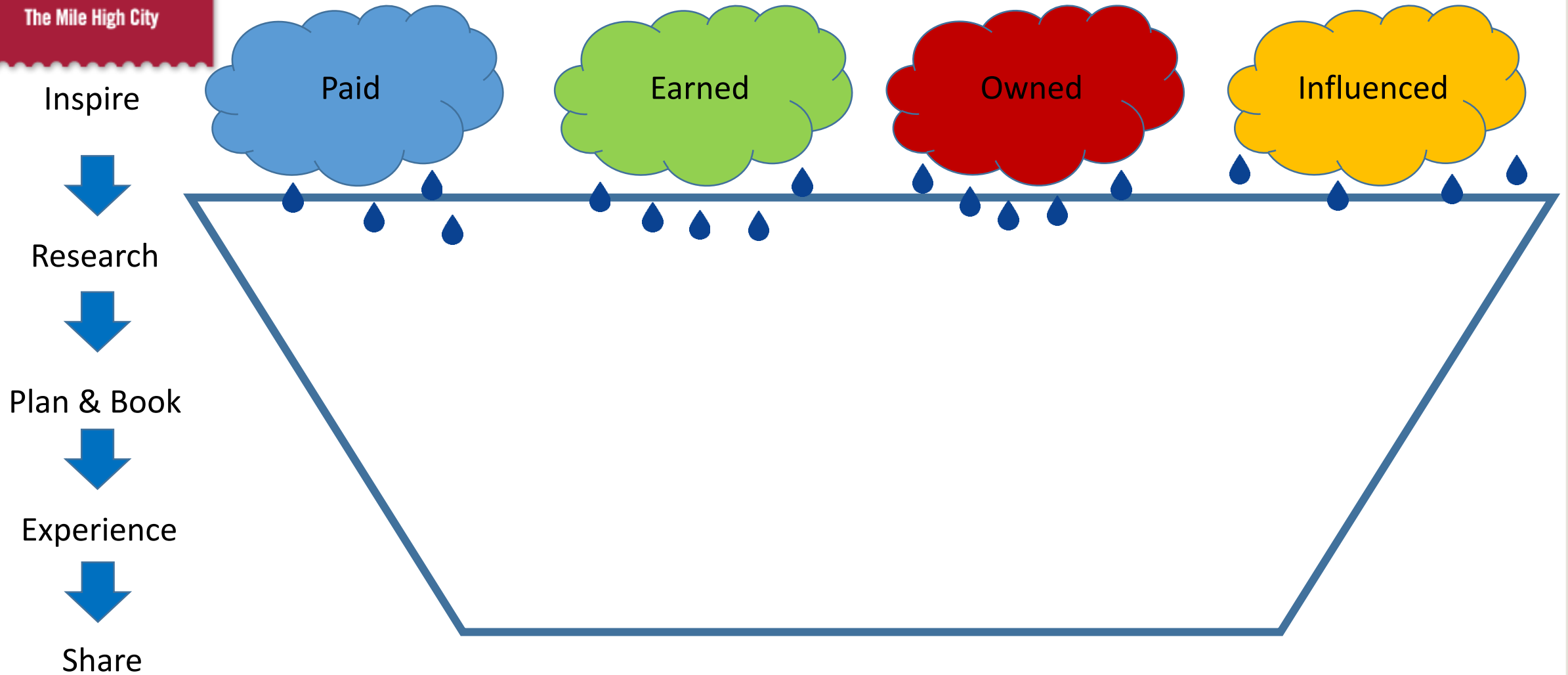
Content Approach



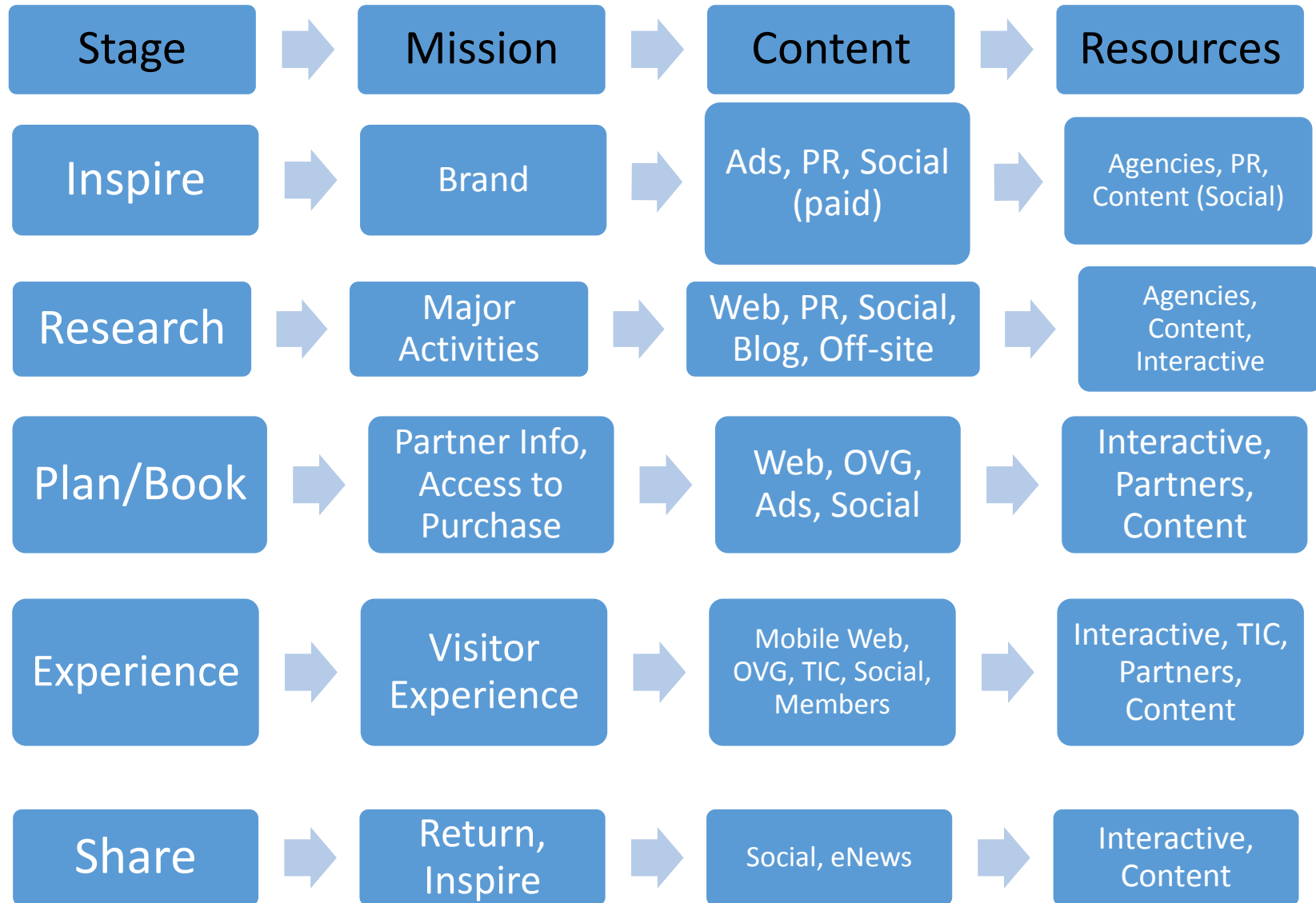
1) Align the appropriate message via the most appropriate channel(s) at the time a consumer will most likely want that message and be most receptive to it.

2) Do it in a manner and voice that reflects on the Denver brand, highlights our partners and that uses the strengths of the particular medium for maximum impact.

Content + The Marketing Funnel



Content Channels





Brand Positioning

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





Brand Pillars

BRAND PILLARS REFRESH: FUNCTIONAL MESSAGING SUPPORT

Vibrant, innovative and hip urban atmosphere with a casual and contemporary vibe

Unrivaled natural beauty with clean mountain air and 300+ days of sunshine

Friendly, open-minded community that embraces visitors

Impressive range of arts, entertainment, cultural attractions and activities

Creative, contemporary dining scene (including fine dining, "foodie" hangouts, microbreweries)

Walkable, safe environment encourages exploration and discovery

Outdoor activities and sports, both in Denver and in the nearby mountain playground

DENVER



Brand Messaging Recommendations

To deliver on the Denver brand promise, communications must **connect on an emotional level.**

The brand evolution demands moving away from listing “things” and toward **evocative concepts that convey experiences** and create richer, more unique Denver brand.

Things

- Urban center + mountains
- Fine dining, world-class museums, arts & culture
- Blue skies, mild climate, fresh air
- Microbreweries, festivals, neighborhoods
- Diversity
- Abundant attractions, amenities

Experiences

- Refreshing, simulating, invigorating atmosphere = possibilities
- Vibrant & alive, exciting
- Relax & refresh
- Cultural immersion, hip/contemporary
- Be myself, feel welcome
- Explore and personalize

BALANCE

Social Media Strategy (90octane)



IS

- Friendly, Kind, Open
- Helpful, Personable
- Authoritative
- Inspired, Passionate
- Approachable
- Positive, Optimistic

IS NOT

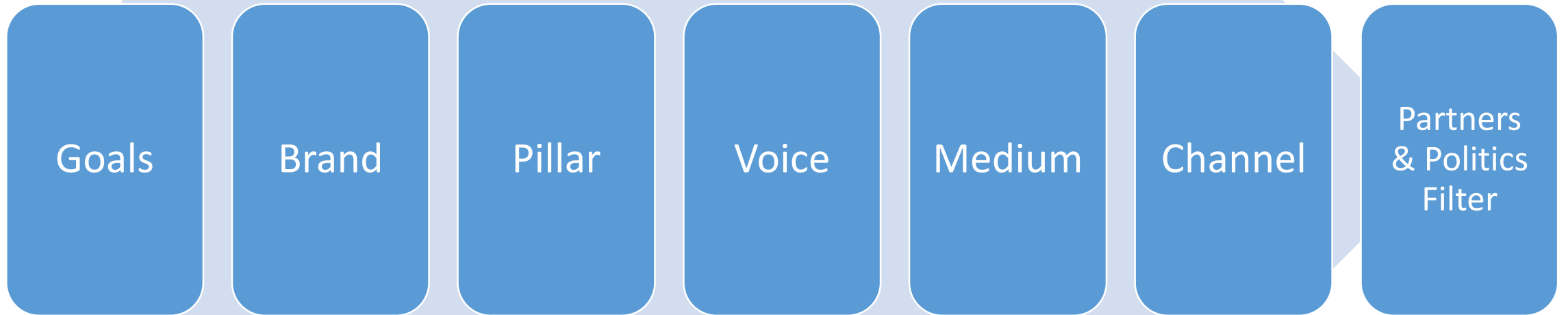
- Pretentious, Snooty
- All-knowing, Cocky
- Argumentative
- Defensive
- Exclusive, Unattainable

Brand Positioning (BrandJuice)



- Youthful attitude (transcends age), vibrancy
- Welcoming, warm, authentic
- Enthusiastic, adventurous
- Innovative, contemporary, creative
- Encouraging, confident, intrepid
- Slightly irreverent, laid back, informal

Content Flow



Inspire: Paid Ads



New Year
ADVENTURES

With all the special events happening in Denver, one night is not enough.
Hotel rates from \$99 thru April

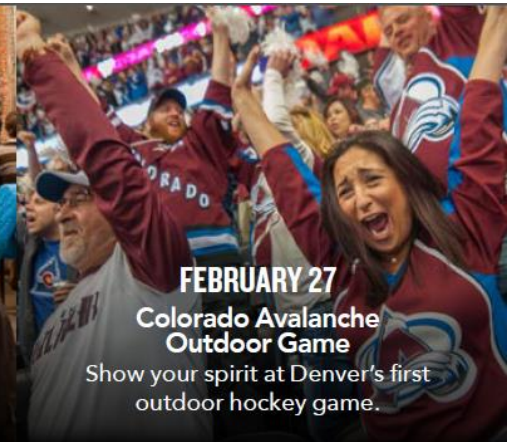
Plan your Mile High Getaway at
VISITDENVER.COM



FEBRUARY 12 - MAY 8
Chocolate: The Exhibition
Engage all your senses at the Denver Museum of Nature & Science.



FEBRUARY 26 - MARCH 6
Denver Restaurant Week
Check out multi-course meals at top restaurants.



FEBRUARY 27
Colorado Avalanche Outdoor Game
Show your spirit at Denver's first outdoor hockey game.



The Convention & Visitors Bureau

New Year Brings New Denver Adventures for a Mile High Getaway

The first months of 2016 heat up in The Mile High City with multiple blockbuster events, arts and culture openings and national sporting events.

DENVER (January 15, 2016) – One night is not enough to experience everything going on in the Mile High City this season. Featuring national exhibition openings at some of the city's top attractions, inaugural outdoor sporting events, and citywide celebrations of the culinary and cultural scenes, the first few months of 2016 have something for everyone's ideal getaway.

"There is so much to see and do between January and April," says Richard Scharf, president of VISIT DENVER, The Convention & Visitors Bureau. "Our exceptional arts and culture scene is just getting started."

Mile High Sports

2016 Coors Light NHL Stadium Series™

WHEN: Feb. 27 at 8 p.m. ET/6 p.m. MT

WHERE: Coors Field, 2001 Blake St.

The Colorado Avalanche will play host to the Detroit Red Wings at Coors Field as part of the 2016 Coors Light NHL Stadium Series™. This game will be the first outdoor game ever for the Colorado Avalanche, fittingly against their long-time rival Red Wings. Additionally, two teams of notable alumni from the Avalanche and Red Wings will play a special game at Coors Field on **Friday, Feb. 26** featuring many of the players who competed for those organizations from 1996-2002 when the teams faced each other in the Stanley Cup® Playoffs five times, and combined to win five Stanley Cup® championships.

University of Denver vs. Colorado College "Battle on Blake"

WHEN: Feb. 20

Inspire: Paid Social



VISIT DENVER

Sponsored · 

Tickets go on sale Tuesday, Oct. 27 for the NHL Stadium Series™ game at Coors Field!



It's Face-Off Time!

Cheer on the Avs on February 27 at Coors Field as part of this year's Coors Light NHL Stadium Series™!

WWW.DENVER.ORG

[Learn More](#)



Research: eNewsletters

It's a new year! Explore new adventures in Denver!

[View this email in your browser](#)



JANUARY 2016



An Epic Hockey Game on Outdoor Ice

Witness hockey history in the making on Feb. 27 as the Colorado Avalanche play the Detroit Red Wings on an outdoor ice rink at Coors Field. Also, don't miss the exciting alumni game on Feb. 26, a contest of notable former rivals.



[READ MORE](#)

VISIT DENVER
@visitdenver

Join the @Avalanche, @DetroitRedWings & thousands of @NHL fans in #Denver! Tix now on sale: denv.co/NHLStadiumSeri...



RETWEETS 4 LIKES 6



12:07 PM - 30 Oct 2015

Colorado Avalanche, Detroit Red Wings, NHL and Coors Light

VISIT DENVER
@visitdenver

Just add ice. Setup at Coors Field for 2016 #StadiumSeries #Avalanche vs. #RedWings



RETWEETS 8 LIKES 14



VISIT DENVER
January 27, 2015 ·

The Colorado Avalanche will face off against the Detroit Red Wings next February at Coors Field! Who's going?! #GOAVSGO



Avalanche To Host Outdoor Game In 2016

The Colorado Avalanche will host an outdoor game during the 2015-16 season as part of the Coors Light NHL Stadium Series, it was announced today by the League.

AVALANCHE.NHL.COM

50,528 people reached

View Results

1.7k Likes 83 Comments 159 Shares



Plan & Book: PPC Ads

Side ad

Stadium Series in Denver
www.denver.org/2016
See the Best of Denver This Year!
Get NHL Stadium Series Details.

Top ad

Stadium Series in Denver - See the B
www.denver.org/2016
Get NHL Stadium Series Details.

Side ad

NHL Stadium Series 2/27
www.denver.org/2016
New Adventures to be Had in Denver!
Enjoy the Stadium Series & More.

Top ad

NHL Stadium Series 2/27 - New Adventures to be Had in Den
www.denver.org/2016
Enjoy the Stadium Series & More.

Side ad

Outdoor Hockey in Denver
www.denver.org/2016
New Adventures to be Had in Denver!
Experience the NHL Stadium Series.


Top ad

Outdoor Hockey in Denver - New Adventures to be Had in Denver
www.denver.org/2016
Experience the NHL Stadium Series.

DENVER
THINGS TO DO | EVENTS | HOTELS | RESTAURANTS | ABOUT DENVER

THINGS TO DO

- Denver
- Denver Golf Courses
- Fly Fishing in Denver, Colorado
- Get Fit in Denver
- Major League Baseball at Coors Field
- National Western Stock Show
- 2016 NHL Stadium Series
- NCAA Basketball Championship
- Pro Sports
- Rocky Mountain Showdown
- Scenic Jogging Paths
- Urban Adventures in Denver
- [100 Best Experiences](#)



2016 Coors Light NHL Stadium Series & Alumni Game | Coors Field, Denver, CO | Feb 26 - 27, 2016

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[Pinterest](#)

2016 Coors Light NHL Stadium Series™

COLORADO AVALANCHE VS. DETROIT RED WINGS

In January, the NHL® announced that the Colorado Avalanche will play host to the Detroit Red Wings at Coors Field on Saturday, Feb. 27 at 8 p.m. ET/6 p.m. MT as part of the 2016 Coors Light NHL Stadium Series™. The game will be broadcast in primetime live in the U.S. on NBC and in Canada on Hockey Night in Canada and TVA Sports at 8 p.m. ET/6 p.m. MT.

The Alumni Game


Two teams comprised of notable alumni from the Avalanche and Red Wings will play a special game at Coors Field on Friday, Feb. 26, at 7 p.m. ET/5 p.m. MT. The alumni game will feature many of the Avalanche and Red Wings players who competed for those organizations from 1996-2002 when the teams faced each other in the Stanley Cup® Playoffs five times, and combined to win five Stanley Cup® championships.

Tickets

Ticket packages for the 2016 Coors Light NHL Stadium Series™ in Colorado consist of one ticket to the 2016 Coors Light NHL Stadium Series™ game on Saturday, Feb. 27 and one ticket for the Feb. 26 alumni game, both to be held at Coors Field. Tickets will be in the same seat location for each game. This opportunity is available on a first-come, first-served basis, while supplies last. For all NHL events every person is required to have a ticket for admission, regardless of age. Tickets to the Feb. 27 Red Wings vs. Avalanche match-up and the special alumni game between the two franchises on Feb. 26 at Coors Field will be available for purchase via www.ticketmaster.com/nhl and www.ticketmaster.ca/nhl, the official ticket marketplace of the NHL®, beginning at 10 a.m. MT on Tuesday, Oct. 27.


BUY TICKETS

More to See and Do




PRO SPORTS

If you're a pro sports fan, The Mile High City has it all. [More >](#)




MUST SEE DENVER

Visit some of Denver's Mile High Must-Sees. [More >](#)



DENVER RESTAURANT WEEK

Enjoy hundreds of restaurants offering multi-




FEATURED PARTNER

Sheraton Denver Downtown Hotel

Enjoy exclusive savings and packages for stays in downtown Denver with Sheraton.

[LEARN MORE >](#)




FEATURED PROPERTY

Grand Hyatt Denver

Stay in the newly redesigned quiet rooms one block from the 16th Street Mall.

[BOOK NOW >](#)



FEATURED PROPERTY

Stay in the Heart of Denver

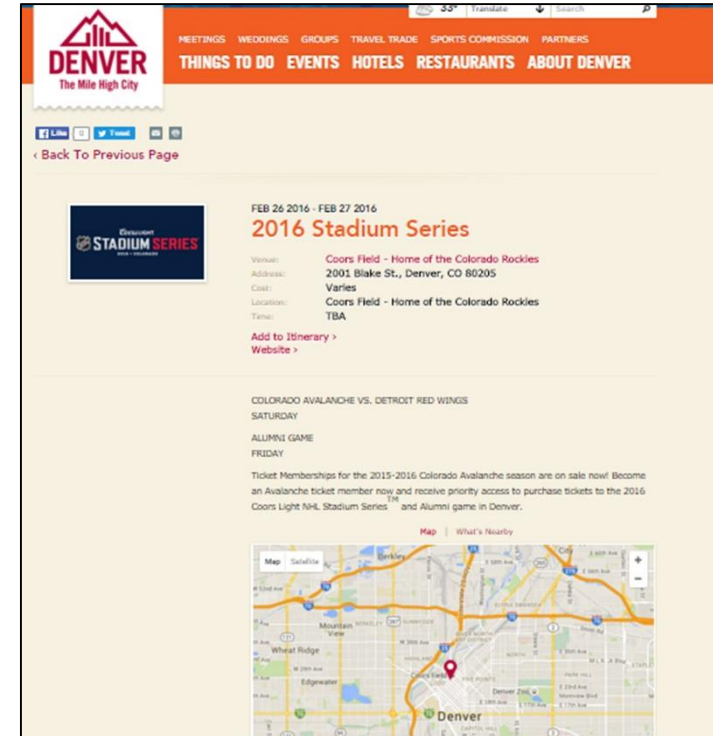
Hyatt Regency at the Colorado Convention Center: refreshed guest rooms, free WiFi, near it all.

[BOOK NOW >](#)



NHL OUTDOOR GAME, FEBRUARY 27

The Colorado Avalanche will take on the Detroit Red Wings at the first-ever NHL outdoor game in the state of Colorado. Come witness the action and cheer on your favorite team at Coors Field. avalanche.nhl.com



DENVER
The Mile High City

MEETINGS WEDDINGS GROUPS TRAVEL TRADE SPORTS COMMISSION PARTNERS
THINGS TO DO EVENTS HOTELS RESTAURANTS ABOUT DENVER

Facebook Like Twitter Tweet

[Back To Previous Page](#)

2016 Stadium Series

FEB 26 2016 - FEB 27 2016


VENUE: Coors Field - Home of the Colorado Rockies
ADDRESS: 2001 Blake St., Denver, CO 80205
CITY: Varies
LOCATION: Coors Field - Home of the Colorado Rockies
TIME: TBA

[Add to Itinerary >](#)
[Website >](#)

COLORADO AVALANCHE VS. DETROIT RED WINGS
SATURDAY
ALUMNI GAME
FRIDAY

Ticket Memberships for the 2015-2016 Colorado Avalanche season are on sale now! Become an Avalanche ticket member now and receive priority access to purchase tickets to the 2016 Coors Light NHL Stadium Series™ and Alumni game in Denver.

Map | What's Nearby



Summer Tourism - Ads



Summer Tourism - Website Pages



Top 10 Dining & Craft Beer Experiences in Denver

1. GO LOCAL



Long before "farm-to-table" became a cliché Denver chefs have used locally-sourced ingredients. Look out for lamb, mushrooms, goat cheese, and, of course, those famous Palisade peaches – your taste buds will thank you!

2. NAVIGATE THE DENVER BEER TRAIL



The best way to experience Denver's beer scene is to hop on the Denver Beer Trail, pick your route and get tasting! Order a tray of samplers and - just a hint - always drink from light to dark!

30 FREE THINGS TO DO IN DENVER THIS SUMMER!

Sign up to receive our newsletter packed with Denver dining ideas AND get your copy of 30 Free Things To Do in Denver this Summer.

Email *

Zip Code *

SIGN ME UP



3. SHAKE IT UP



Denver's love of craft libations doesn't stop with beer. Try an Infinite Monkey Theorem canned wine or head to Williams & Graham for a delicious concoction made with Leopold Bro's Rocky Mountain Blackberry Whiskey and (if you're lucky!) shaken by American Bartender of the Year, Sean Kenyon.

4. HOP ON BOARD AT UNION STATION



Fresh oysters at Stoic & Genuine and martinis at the Cooper Lounge make for a classy evening at the Beaux Arts train station. If casual is more your style, slide up to the former ticket booth – now Terminal Bar – and order a local brew.

5. DINE ON DENVER'S OLDEST STREET



As the trendiest, tastiest, and arguably prettiest block in The Mile High City, Larimer Square is a must for any foodies in town. Try the Flash Seared Hamachi (topped off with Pop Rocks) at TAG or the housemade burrata at Osteria Marco that you won't want to share.

8. EXPLORE THE 'HOODS!



Denver is a city of neighborhoods each with own distinct and delicious flavors. With so many places to try, fortunately you can walk or B-cycle from 'hood to 'hood as you eat your way around the city!

9. GO TO MARKET



Markets in Denver aren't just about stocking up on groceries. Live music, art and family-friendly activities ensure weekly farmers markets are lively events. Meanwhile artisanal markets, like RiNo's The Source, are where to go to sample Colorado's finest foods!

10. SATISFY YOUR SWEET TOOTH



Denver may be one of the fittest cities in the nation, but Denverites devour sweet treats such as Salted Caramel Peanut Butter Cup ice cream from Little Miss Ice Cream (how can you resist ice cream served out of a gigantic milk jug?) and Palisade Peach Cobbler from Wednesday's Pie Shop at Green Russell in Larimer Square.

More Dining and Beer Experiences...



Denver Summer Highlights



Must-Try Restaurants



The Denver Beer Triangle



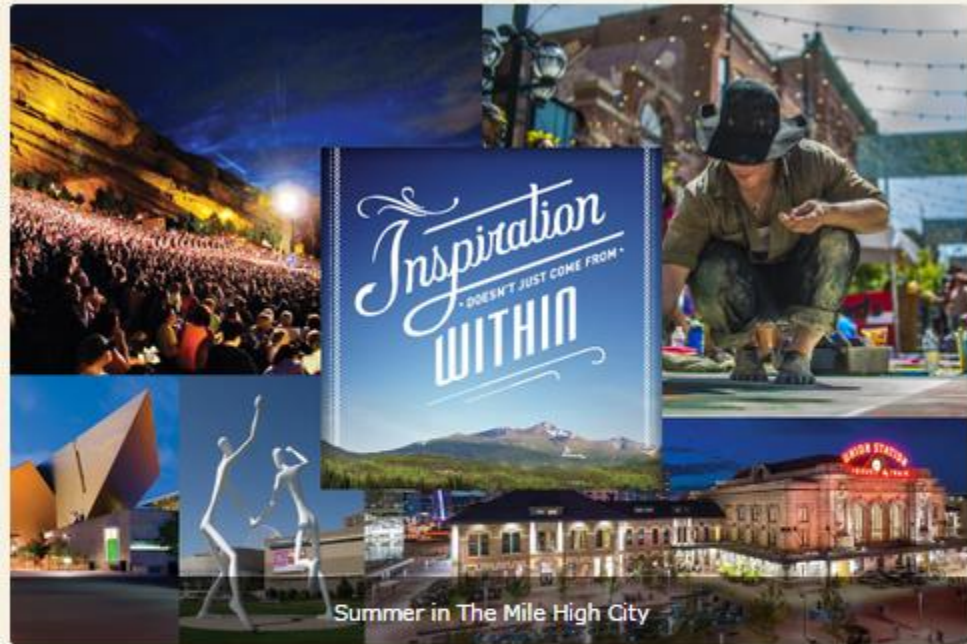
Coors Brewery Tour



See More Top 10 Lists



Hotel Deals



Like 32 Tweet 24

Denver Summer Highlights

Discover the best of Denver during the Summer of 2015 and explore our lists of the [Top 10 things to do in The Mile High City!](#)

Summer Events



Denver Highlight

7 Attractions. 5 Days. 1 Price. Admission to some of Denver's best attractions for the "Mile High" price of \$52.80 [More >](#)



See this renowned artist's life-sized cast sculptures of horses placed amid the ... [More >](#)



The Power of Poison uses models, objects, interactives, and live animals to expl... [More >](#)

Summer Family Fun



Where to see the amazing animals who call Denver home. [More >](#)



Denver is a year-round playground for families. [More >](#)

Summer Arts & Culture



Why Denver is the place to be for all things artsy. [More >](#)



Find the pulse of Denver's vibrant creative community. [More >](#)



The Denver Art Museum is a world-class center for art through the ages. [More >](#)

Summer Music & Nightlife



Get out on the town! [More >](#)



The Mile High City's best local talent. [More >](#)

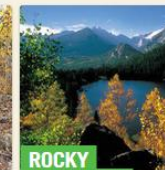


A guide to romance in The Mile High City. [More >](#)

Summer Outdoor Activities



Head for the mountains and fill your senses with national parks, historic mining... [More >](#)



Explore one of the greatest outdoor attractions in the world, just 70 miles from...



APRIL 2015



Delicious Denver

The Denver foodie scene is booming, and these neighborhood favorites are helping lead the way.

DISCOVER DENVER'S DINING SCENE

Brewery Tours

Get behind-the-scenes looks at Denver and Colorado's thriving beer scene, including the largest single-site brewery in the world, as well as specialty microbreweries.



LEARN MORE

The Best of Denver

Wondering where to start planning your Denver adventure? Here are some of Denver's Mile High Must-Sees – the best of the best!

SEE DENVER'S MUST-SEES



The BEST Denver Day Trips

Denver's big backyard - the spectacular Rocky Mountains - is filled with scenic drives, historic mining towns, awe-inspiring natural beauty and plenty of adventure in the great outdoors.



EXPLORE DENVER DAY TRIPS



Plan Your Trip

Whether you're planning a family vacation, a guys' weekend or a girlfriends' getaway, there's a great hotel deal just for you. [Find great rates now!](#)



APRIL 2015



Denver Hotel Deals

The Mile High City is more affordable than ever before! Wondering where to stay? Search no further. Discover great travel deals and discounted hotel packages.

[SEE DENVER HOTEL DEALS NOW](#)

Denver 365

No matter when you are in Denver, there's always something fun going on! Check out our event calendar to learn about events happening during your visit.

[FIND EVENTS](#)



Mile High Culture Pass

The best way to explore some of the city's most fascinating attractions is for the bargain "Mile High" price of \$52.80 for five attractions (a savings of \$25) or three attractions for \$25.

[GET THE PASS](#)



Free Visitors Guide

Our FREE Denver & Colorado Official Visitors Guide is your best resource on how to navigate the Mile High City, with maps and info on attractions, hotels, dining and more!

[ORDER YOUR FREE GUIDE NOW!](#)



Summer Tourism - Social Media Support



VISIT DENVER

Published by VISIT DENVER [?] · June 1 · 🌐

From chalk art in Larimer Square to dragon boats on Sloan's Lake, Denver has a little something for everyone. Here's a list of our favorite festivals to help plan the perfect summer vacation!



Denver Summer Festivals 2015

DENVER.ORG

41,824 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

Gary Rose, Hope Cross and 458 others like this.

Top Comments ▾

287 shares



VISIT DENVER

Published by VISIT DENVER [?] · May 4 · 🌐

Summer concerts are calling. Will you answer?



Outdoor Summer Music Concerts 2015

Enjoy outdoor summer concerts in Denver all summer. From Red Rocks Summer Concert Series to music festivals, there is something for everyone in Denver.

DENVER.ORG

62,272 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

VISIT DENVER, Loretta Alty Murphy, Alex Ziolkowski, Cody Toohey and 1,016 others like this.

265 shares



QUESTIONS?

