

Who is Involved in the Destination Brand Strategy?

Platinum Partners:

City of Gainesville
Council for Economic Outreach
Gainesville Area Chamber
of Commerce
Alachua County Visitors
and Convention Bureau

Silver Partners:

Gainesville Regional Airport
GRUCom
Star 99.5/Smooth Jazz 100.9

Partners:

AARP
Alachua County School Board
Alta Systems, Inc.
AmSouth Bank
Brice Business Group
Florida's Eden
Focused Communications
Florida Public Relations
Association
Front Porch Florida
Gainesville Alachua County
Association of Realtors
Gainesville Area Innovation
Network
Gainesville Auto Dealers
Association
Gainesville Downtown Owners
& Tenants Association
Historic Gainesville, Inc.
Junior League of Gainesville

Steering Committee:

Nickie Kortus (co-chair) -
The Gainesville Sun
Marilyn Tubb (co-chair) -
Shands HealthCare
Chris Brazda - University
of Florida Foundation
Florida Bridgewater-Alford -
University of Florida
Brent Christensen -
Gainesville Area Chamber of
Commerce/Council for
Economic Outreach
Barbara Lipscomb -
City of Gainesville
Roland Loog -
Visitors and Convention
Bureau

Gold Partners:

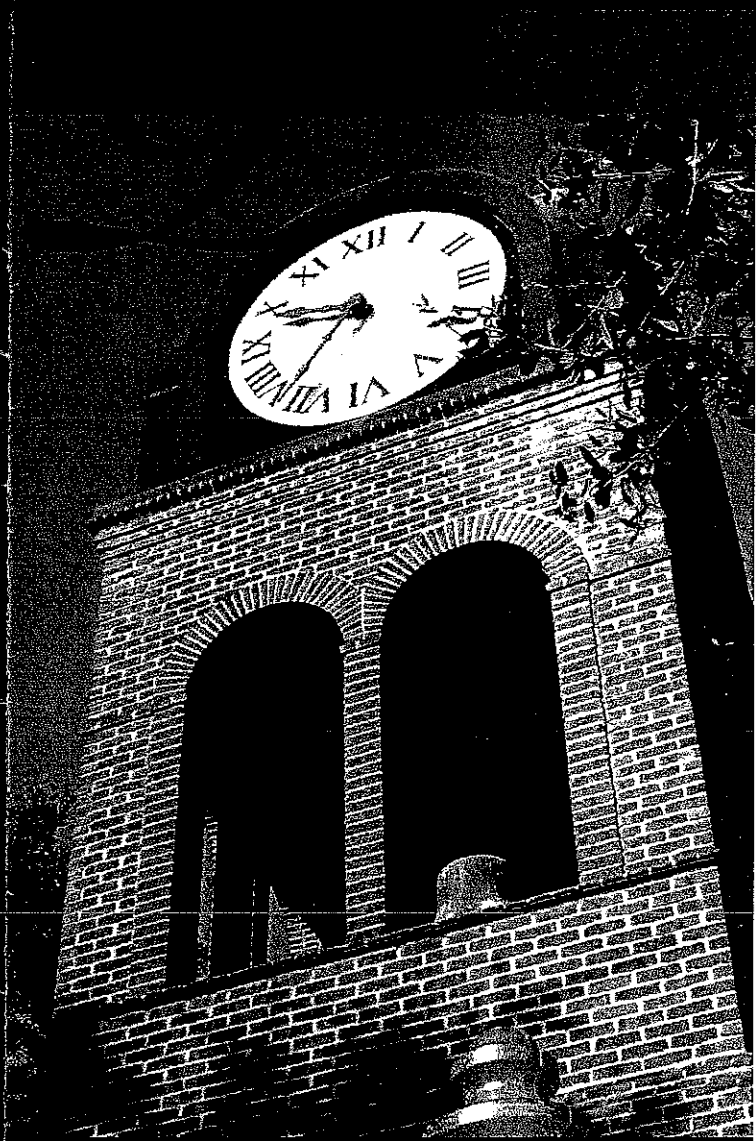
Alachua County
Alachua County Board
of Commissioners
Builders Association of
North Central Florida
Cox Communications
Gainesville Sports
Organizing Committee
The Gainesville Sun
and gainesville.com
North Florida Regional
Medical Center
Shands HealthCare
UF Athletic Association
University of Florida

Kiss 105.3
Alachua County Medical Society
NAACP
Neighborhood Housing &
Development Corporation
North Florida Arts Alliance
Oaks Mall Merchants Association
Palmstone Studio
Plan East Gainesville
PRO iNK
Prudential Gainesville
Quality Cleaners
North Central Florida
Restaurant Association
Santa Fe Community College
Sustainable Alachua County
The Meeting Planners
United Way of
North Central Florida
WCJB TV 20

Jane Muir -
Gainesville Area Innovation
Network
Elizabeth Reyes -
Focused Communications
Steve Shepherd -
Alta Systems, Inc.
Evan Stone -
Gainesville Alachua County
Association of Realtors
Terry Van Nortwick -
PRO iNK
Kathy Viehe -
Gainesville Regional Utilities
Bob Woods -
City of Gainesville

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*Branding is what you say or do
that makes people love you.
What makes people love Gainesville?*



Market Gainesville Partnership

050849

What is Destination Branding?

A destination brand conjures an image at the mere mention of the city's name. Its goal is clear: to appeal to and to entice visitors, residents, the creative class, economic development, the arts, a better education system—everything that makes a city profitable and desirable.

A brand is not a campaign theme, tag line, or slogan. It's an expression of a compelling, unique experience (tangible or intangible) that our city offers potential visitors, future residents, and prospective businesses as well as those who live there.

It manifests through a message or promise that is seen and heard through multiple channels of communications and direct sales. Ultimately, a destination brand concentrates on the experience in our city, and our ability to deliver on that promise.

Why is Destination Branding Important?

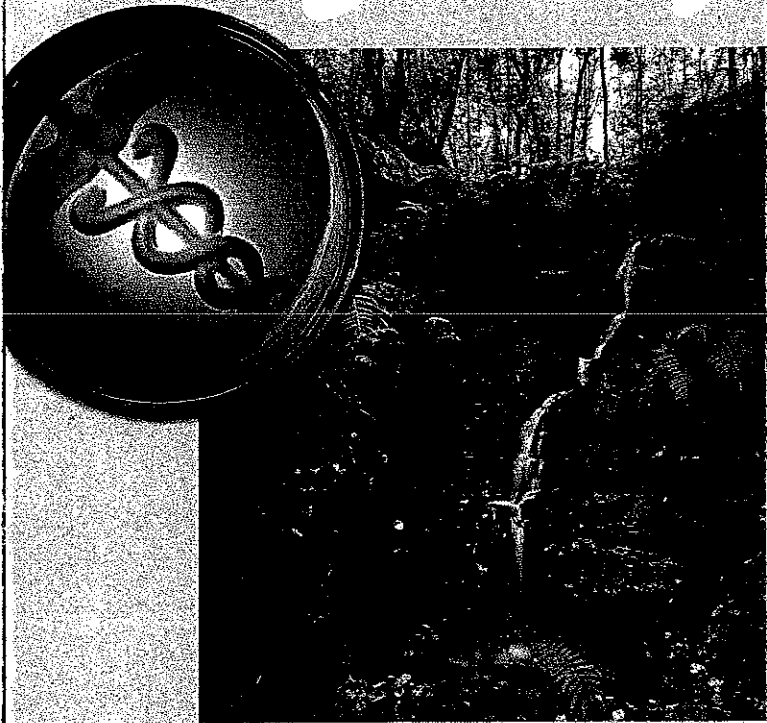
Business expansion, economic development and citizen attraction

Proactive, competitive communities must brand themselves to be distinctive. An effective integrated brand contributes to a stronger economic base, higher property values, more vital businesses and citizen attraction and retention.

Communities and regions are taking a page from the private sector in developing effective branding to stand out in the minds of prospective companies and residents. When our communicated message is backed by the real life experience, we will tap into the powerful force of economic development. This is integrated branding—the ability to communicate and keep a branding promise.

Tourism

Tourism is an economic engine for cities, counties, and regions. As more communities awaken to this fact, the competition for "mind share" and "wallet share" is growing more intense. More long weekends and fewer extended vacations are the trend for vacation travelers; and a "been there, done that" attitude is spurring the need for convention and visitors bureaus (CVBs) and local tourism marketing partnerships to differentiate - brand - their communities so that they stand out in the sea of competing brochures, ads, media stories, and Internet portals.



Devil's Millbopper Geological State Park © Allen Chevront

What is Involved in Developing and Launching a Brand?

Branding is not a one-size-fits-all process. Our city needs to entice tourists, the creative class and new business. Branding is more than a buzz word, more than a tagline or ad campaign. A strong brand conveys the best of our city and is a revenue-producing asset designed to compete and win.

Seven qualities of a successful destination brand:

1. Front-load total buy-in. Foremost, community leaders and stakeholders must believe wholeheartedly and enthusiastically in the approach, or the destination brand will fall short of its anticipated goals

2. It is NOT about advertising. A distinctive, one-of-a-kind destination brand wins the hearts and minds of visitors by applying an integrated strategic approach in its development. Advertising and promotion are important but only after the distinctive promise is developed

3. Adhere to a set of principles. Establish a set of brand values and principles to guide behavior

4. Stand out to stand apart. Build the destination brand platform on a set of attributes and factors that distinguish the city from its competitors from the perspectives of visitors, influencers and stakeholders

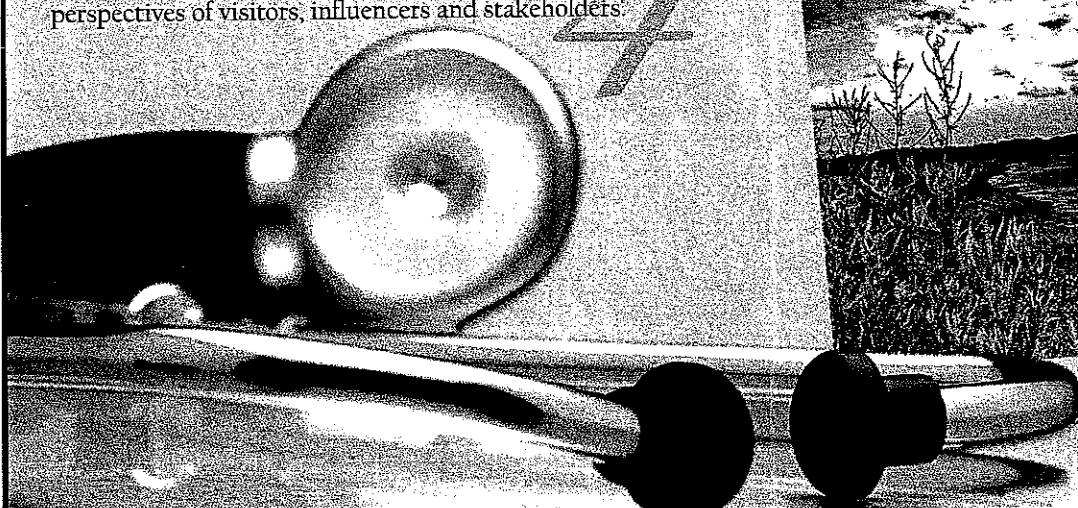
5. Brand evangelists are critical. To ensure total commitment and support, everyone throughout the community – from top leaders to those in community service – must be enthusiastic about the brand. No one person alone can champion the cause. It takes the team to ensure that all messages are aligned with the promise

6. Consistency, consistency, consistency. Stay true to the course by ensuring that actions and messages convey the destination brand

7. Live the promise. A destination brand is a pact with visitors. A successful brand keeps its commitment with visitors and enthusiastically delivers on its promise



*Dominick Martino
Paynes Prairie Preserve State Park*



RESEARCH

- Marketing audit
- Vision scope
- Area tour
- Travel research competitive report
- Hospitality development index
- Vision survey
- Inquiry mapping analysis
- Origin mapping analysis
- Who-What-Where report (Who are visitors/residents)
- Target audience perception interviews
- Perception of materials from non-users report

STRATEGY

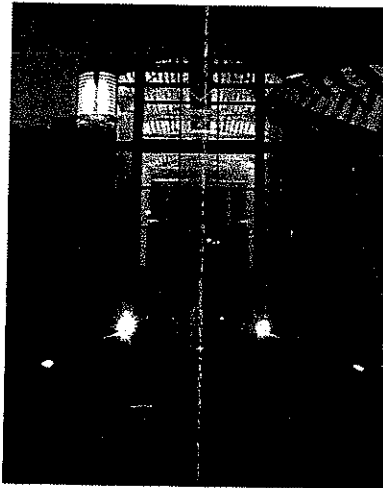
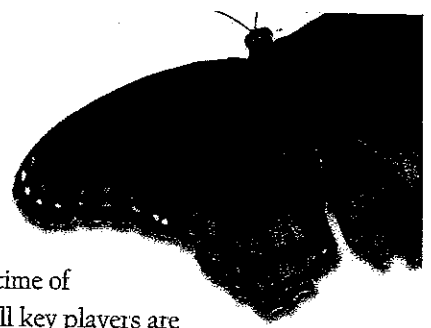
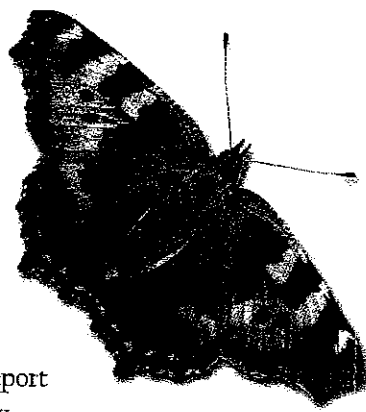
- Community situation brief
- Blue sky meeting
- Community strategic branding brief

CREATIVE

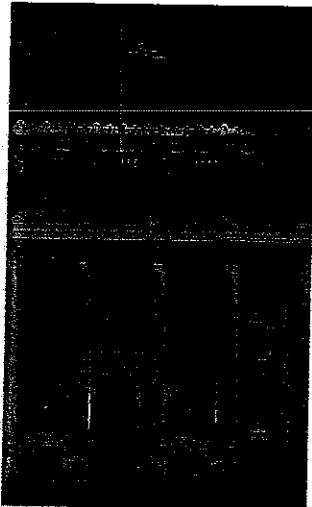
- Business building ideas
- Positioning lines
- Copy testing
- Foundation creative
- Follow up
- Accountability measures
- 3-year annual branding check-up

ROLL OUT

The roll-out process is a time of implementation - when all key players are exposed, indoctrinated and trained in the finely tuned beliefs, behaviors and ways of a destination brand. This phase will raise the level of brand awareness with a view toward improving the ability to 'live the promise.' Total commitment and support is critical. All levels of government, hospitality, economic development, and community service become spokespersons for the brand. A team effort is required to ensure that all messages are aligned with the promise.



*Harn Museum of Art,
Phillips Center for the Performing Arts
and baby alligator courtesy of Ray Carson,
University of Florida News Bureau*



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