



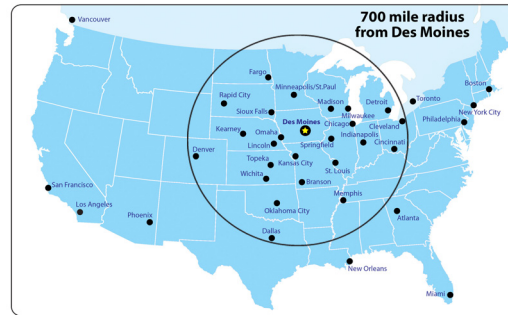
Brand Brief

ASSIGNMENT/CORE PURPOSE

Hired local agency and local research firm to help us identify:

- City & Region's Brand as a Destination
- Greater Des Moines Convention & Visitors Bureau/ Des Moines Area Sports Commission Brand

Develop a new identity for the city of Des Moines, the Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission to increase visitors to the community through meetings, events, conventions, sports, leisure travel and group tours. New visitor dollars flowing into the city improve quality of life for locals and create local economic prosperity.



COMMUNICATION

Everything the Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission communicate, all of the experiences we create, will be conveyed with the mood and tone of quick, friendly, fun – CITY MADE EASY!

- Focus on city
- Focus on color, vibrancy, photography
- Be surprising – be BOLD to stand out and be remembered.

ONE POWERFUL BRAND IDEA

What do we expect when we visit a city? A Broadway musical. Parmesan encrusted halibut. An outdoor rock concert. A comedy club. Championship sporting events. An IMAX Theatre. Boutique shops. Art galleries and museums. In other words, we expect a city of things to do.

Sure, Greater Des Moines has all of that. But we also offer what you don't expect from a city: Des Moines is easy. Easy to get around. Easy to get a table on short notice. It's safe and affordable. So it's easy to experience more. It's easy to catch more.

“Catch Des Moines” showcases how easy it is to enjoy more of the activities our city has to offer during one's stay here. In fact, visitors to Des Moines often find that it is the unexpected moments, experienced “outside the itinerary,” that will come to define their visit here. It is often what they “catch” spur of the moment that they'll remember most.

VALUE PROPOSITION – HEART, MIND & SOUL

“Des Moines surprises visitors with its big city attributes that are more accessible than a big city.”

We own this value proposition because our research shows Greater Des Moines wins in three areas.



RESEARCH/SURVEY AUDIENCES

Leisure Visitors	Conventions/Events/ Sports Planners	Chamber Leaders
Greater Des Moines Convention & Visitors Bureau Marketing Partners	Internal Staff Members	Board Members

- HEART: A place that's shockingly cool (i.e. = it is easy to get around, affordable, safe, gives you a feel-good about creating memories)
- MIND: A city of things to do (i.e. = museums, performing arts, restaurants, Adventureland, music, trails, etc.)
- SOUL: A fun and enriching experience (i.e. = entertaining, surprising, educational, relaxing)