



# Helpful Tips for Talking About the Brand

## EXPLAINING THE REBRAND

The purpose of the rebrand is to develop a new identity for the region, 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.

## MESSAGE STRATEGY

This new message and look are bold. It's unexpected. It's welcoming. It communicates the exciting vibe that we want visitors to feel and experience during a trip to Greater Des Moines.

Catch Des Moines was created to promote Greater Des Moines as a city with big city entertainment. Des Moines is a vibrant city with lots of fun things to do for people of all ages including attractions, arts and culture and nightlife. But what makes us shockingly cool is that all of this can be done with a small-town comfort. That's because Des Moines is easy to navigate, it's welcoming, safe and affordable. Therefore you can catch a play, catch a dinner table, catch a ballgame...catch anything you can in a big city, but with ease.

## VALUE PROPOSITION

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 these three areas:

- 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)

## 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

When writing or speaking about Des Moines, consider these words and phrases:

A city of things to do	Relaxing
Shockingly cool	Educational
A fun and enriching experience	Des Moines is easy
An artful vibe	Unexpected moments
Comfortable	Everything you want to find in a city
Fun	Everything you don't expect to find in a city
Safe and affordable	Vibe
Surprising	Feel-good memories

