

RESEARCH AUDIENCES – 341 Participants

INTERVIEWED, SURVEYED, HELD FOCUS GROUPS

- 210 Leisure Visitors (Ages 18-65, residents of Iowa (at least 60 miles outside Greater Des Moines), Illinois, Kansas, Minnesota, Missouri, Nebraska, Wisconsin. Some have and some have never visited Greater Des Moines.
- 30 Conventions/Events/Sports Planners
- 68 Greater Des Moines Convention & Visitors Bureau Marketing Partners
- 13 Chamber Leaders
- 16 Internal Staff Members
- 4 Board Members

DISCUSSION ITEMS

- Impressions of Greater Des Moines
- Likelihood to visit
- Relevance, Uniqueness, Believability
- Benefits of visiting Greater Des Moines
- Expectations
- Name of the organizations
- Planners discussion item: Core considerations for choosing a city

FINDINGS

- There is a gap in perception versus reality.
- People who've been here recently think of it as a city.
- People who have not been here think of it as an agricultural town, vanilla, boring.
- Vibe and fun are expected of a city; those that have been here know we have both.
- Art says Greater Des Moines is a city, and a city with culture – which is not expected.
- Phrases like “small town charm” are not viewed positively.
- Small town attributes, like “Midwestern friendly”, should not be promoted – but experienced. (i.e. People don't go to NYC because the people there are nice. They go for the city and experience.)
- Greater Des Moines is viewed as a city surging with pride.
- It is important to continue promoting the city as “Greater” Des Moines, especially in the organization name.
- Leave the name as Greater Des Moines Convention and Visitors Bureau as that's what planners are familiar. (Unlike national trend to change to Destination D.C., Experience Columbus, etc.)
- Tag line is needed to supplement long, bureaucratic name
- Naming to suggest truly learning the city
- Name to be positive, edgy, inspiring, fun
- “Create a bold name that is aggressive and confident.” – Board Member

TESTING PHASE

Additional 178 participants tested proposed new creative, website address, logo and tagline.

- Iowa residents that live more than 60 miles from Des Moines that have been to Greater Des Moines and those that have never been to Greater Des Moines.
- Non Residents from Illinois, Kansas, Minnesota, Missouri, Nebraska, Wisconsin that have been to Greater Des Moines and those that have never been to Greater Des Moines
- Conventions/Events/Sports Planners

LOGO DISCUSSIONS

- What is appealing
- What they would change
- What it says about Des Moines
- Expectations of Des Moines
- Rated each on:
 - Distinctiveness
 - Relevance
 - Creativity
 - Believability
 - Reflects positively on the city
 - Ranked favorite logo and why

MESSAGING/CONCEPT DISCUSSIONS

- Relevance
- Different and Unique
- Believability

WEBSITE DISCUSSIONS

- Thoughts on website address
- Ranked favorite website address and why

SELECTED CREATIVE/LOGO/TAGLINE THAT QUANTITATIVELY TESTED BEST

Interviewees said of the selected creative:

- “Visually shows more of Greater Des Moines - viewers know what to expect.”
- “Feels like a city on the move, fast paced, upbeat and fresh”
- “Growing, up and coming.”
- “Love the logo a softer edge to the abstract; more believable”.
- “This is an eye catching logo. The colors go well together and are not over powering. It is easily readable. Plus it gives you someplace to look for more information. The design and the color combination makes it easily visible without being too bright or bold that you don't want to look at it.”
- “It makes me think that Des Moines is a place full of excitement and a destination that is worth looking forward to.”

