

# Branding Monterey





Cramer-Krasselt

What is a **brand**?

What a **brand** is not

*a logo/tagline*



What a **brand** is not  
*a TV Commercial*



A **brand** is

The emotional connection  
between the consumer and  
the thing/place/service.



	STRESSED
	FEAR
	NERVOUS
	MIXED EMOTIONS
	NORMALE
	RELAXED
	CALM
	COOL
	LOVABLE
	ROMANCE
	PASSION
	VERY HAPPY



**Brand = Experience**

# Brand Challenge

*Express your brand in 2-3 words*



**expect more. pay less.®**

Brand  
*"Cheap Chic"*

# Destination **Branding**

The emotional connection between our destination and our visitors.

## Our challenge

Convey the wide and diverse collection of amazing **experiences** in Monterey through one ownable, emotionally charged, compelling and simple brand statement.

Then

Articulate the **brand** promise through unique, powerful and consistent messaging.

Then

**Deliver.**

## Destination Attributes

Scenic Beauty  
Wine  
World Class Golf  
Marine Experiences  
Outdoor Adventures  
World Class Resorts  
Intimate Inns  
Culture & History  
Spas  
Incredible Events  
Eco / Sustainability/Wellness

Agri-tourism  
Culinary  
Family Fun  
Weddings  
Incentive Trips  
Ocean Experiences  
Corporate Meetings  
Racing Action  
Wildlife  
Shopping  
And more...

**3,000**

Travelers *we have*

Travelers *we want*

Meeting Planners

Meeting Attendees

Industry Partners

YOU

## Owning an Emotion





## Brand Formula

$$\begin{aligned} L &= \frac{32 \cdot \pi^6 k^4 G^2 M^2}{15 \cdot h^3 c^6} \cdot T^4 = \frac{32 \cdot \pi^6 k^4 G^2 M^2}{15 \cdot h^3 c^6} \cdot \left( \frac{h \cdot c^3}{16\pi^2 \cdot k \cdot G \cdot M} \right)^4 \\ &= \frac{32 \cdot \pi^6 k^4 G^2 M^2}{15 \cdot h^3 c^6} \cdot \left( \frac{h^4 \cdot c^{12}}{16^4 \pi^8 \cdot k^4 \cdot G^4 \cdot M^4} \right) = \frac{h c^6}{30720 \cdot \pi^2 \cdot G^2 M^2} \\ L &= \frac{h c^6}{30720 \cdot \pi^2 \cdot G^2 M^2} \approx \frac{3.568 \cdot 10^{32}}{M^2} W kg^2 \end{aligned}$$

## **Brand** Formula

Talk to the customers you have and  
the customers you want

Round 1 (April/May)

Brand Awareness/Perceptions

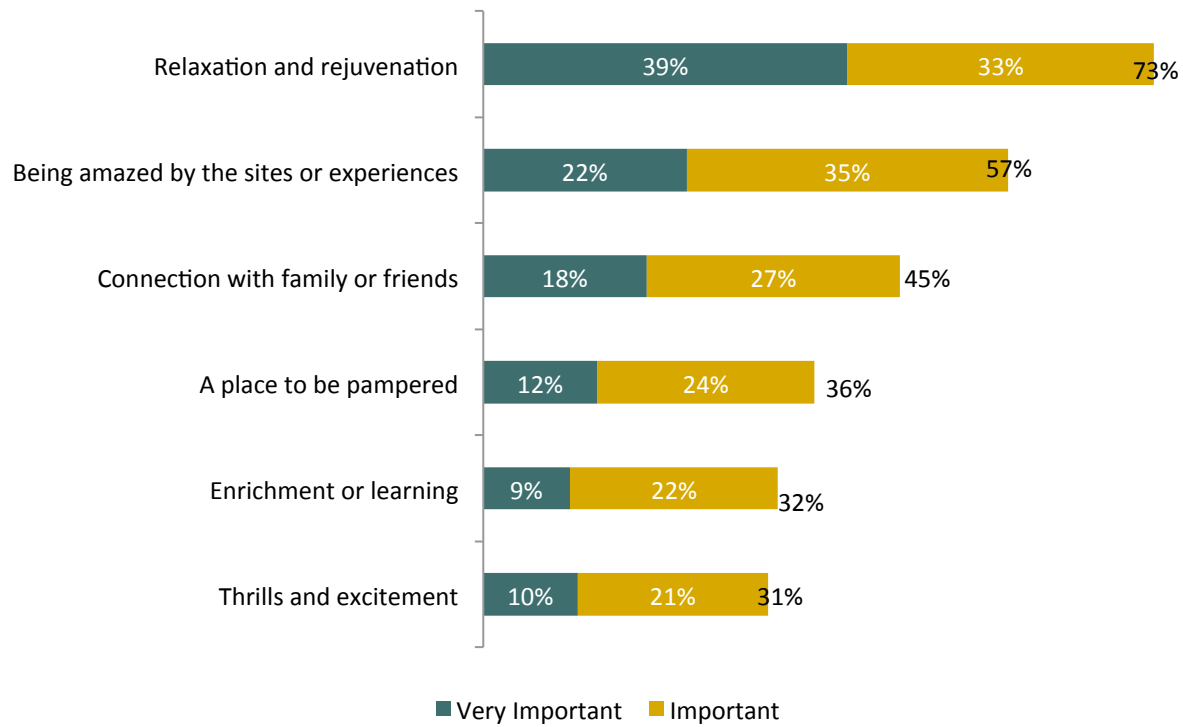
Round 2 (June/July)

Brand Positioning

Round 3 (August)

Brand/Creative Testing

### Importance when picking a destination for a *short getaway trip*



## Focus Group Insights

Enrichment

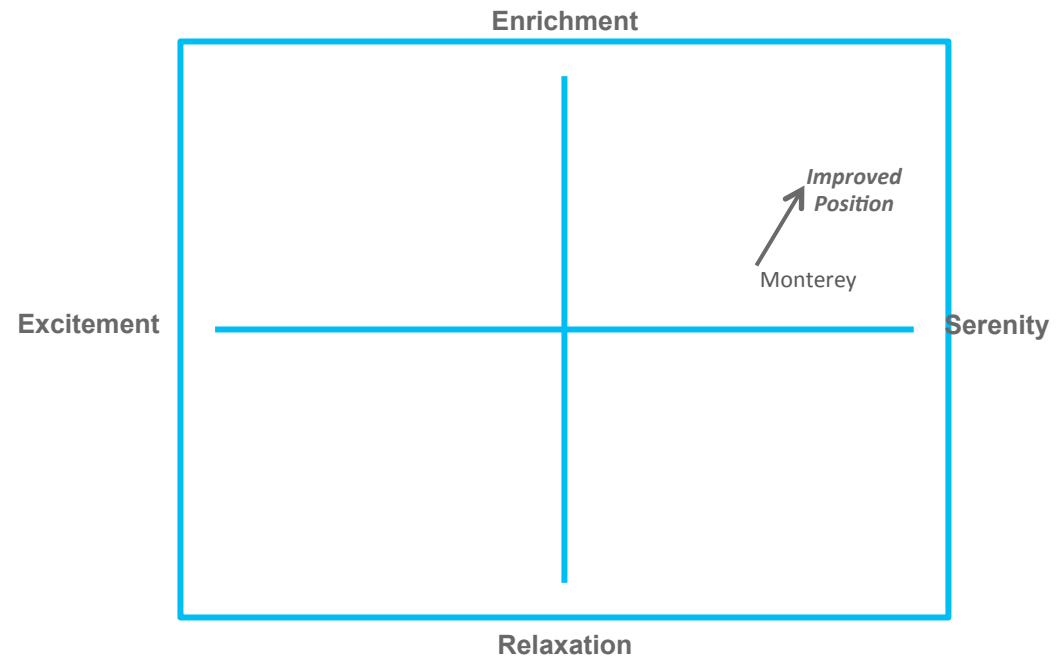
Adventure

Rejuvenation

Indulgence

Abundance

Meaningful

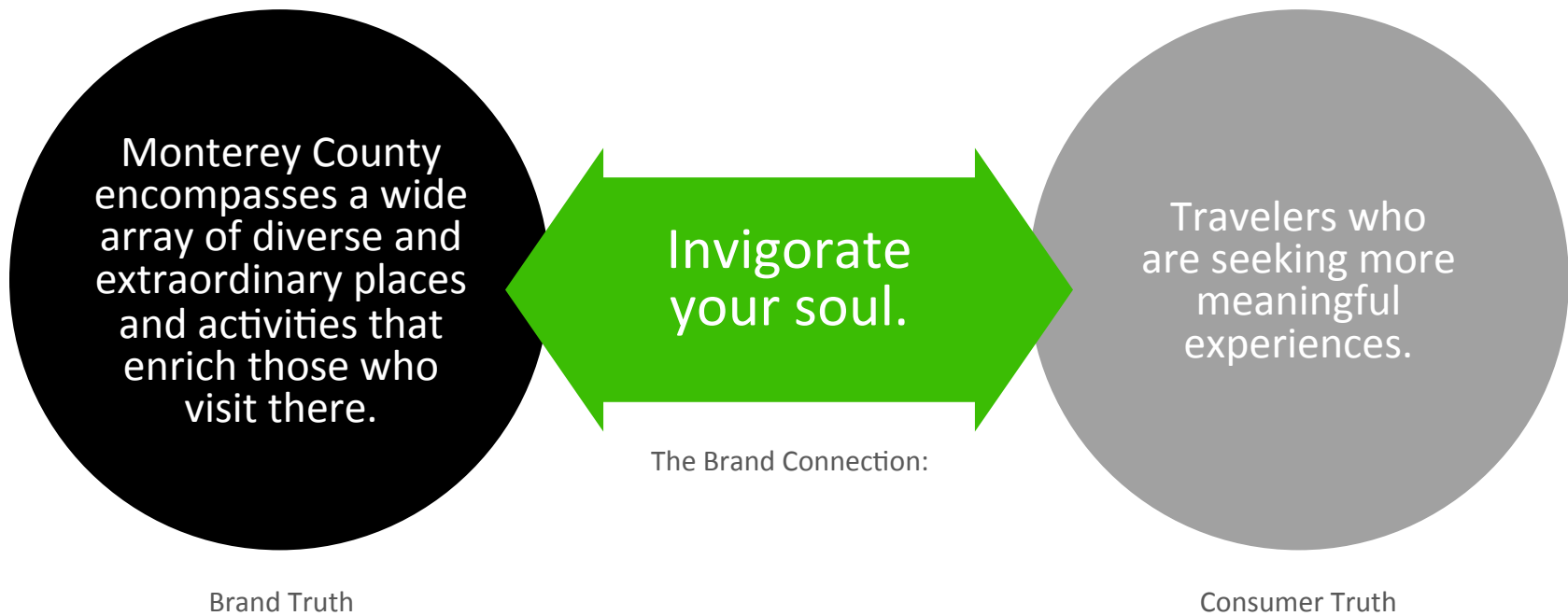


Attributes	Current Rating (5-point scale)	Improved Rating (5-point scale)
Puts me in a better state of mind	3.8	4.0
Makes me feel more relaxed and centered	3.8	4.0
Makes me feel more in touch with nature	3.8	4.0
Makes me feel that my life was enriched	3.6	4.0

**Brands** appeal to the Heart & Mind

**Monterey appeals to the Heart & Mind & Soul**

## Brand Bridge





*Invigorate Your Soul.*

Brand = Experience

Branding = Storytelling

How to **Invigorate Your Soul**



# GOOD LUCK TRYING TO FIT THIS INTO 140 CHARACTERS.

From Keyhole Rock at Pfeiffer Beach to the wineries of Carmel Valley,  
few places inspire you to make the most of every moment like Monterey.

**MONTEREY**  
Grab life by the moments.

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | DEL REY OAKS | MARTINA | MONTEREY | MOSS LANDING | PACIFIC GROVE | PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAND CITY | SEASTIDE

See [Monterey.com](http://Monterey.com)

#MontereyMoments

# MONTEREY

Grab life by the moments.™



*Launching October 2013*