

## WCVB Board Meeting

**Meeting:** January 8, 2020

**Item:** Brand Approval

### Overview:

The WCVB secured the Marketing Platform Development Grant from the Missouri Division of Tourism for \$4,375 to create a destination branding strategy (evaluate the current WCVB brand's effectiveness and the creation of a new brand). This is a matching 50/50 reimbursement grant.

Carr Strategies and OA Marketing (now known as TREO Marketing) was awarded the project. As per the grant's requirements, they did not start working on the project until August. Three focus groups were held to evaluate the current brand's effectiveness and to learn of the community's brand attributes. A Google survey was also created and distributed.

Carr Strategies held a conference call and a in-person meeting with the WCVB marketing committee throughout the project. Emily Crawford with TREO Marketing presented concept proofs at the WCVB December meeting.

Following the board meeting with the board's feedback, Emily revised the logo.

Potential visitors for their insight on the brand being proposed. The visitor's feedback was very positive. The link to the results is included under the Additional Resources section. One noted confusion regarding heart vs. soul. The brand message, "Nestled in between the here and there, we are small in size, but big in \_\_\_\_\_ (heart or soul). The logo tagline needs to match.

### *Example:*

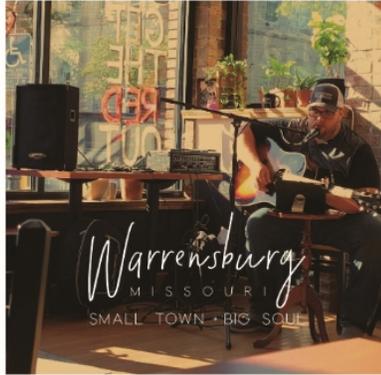
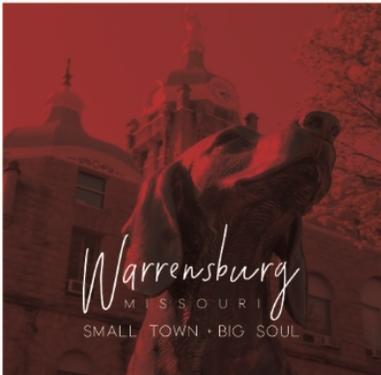
Option A: "Nestled in between the here and there, we are small in size, but big in heart. Warrensburg, Missouri Small Town + Big Heart"

Option B: "Nestled in between the here and there, we are small in size, but big in soul. Warrensburg, Missouri Small Town + Big Soul"

### *Emily's Notes:*

*The word "heart" is easier to digest and understand but is, in my opinion, overdone and saturated in the tourism market. Soul has a more powerful/profound feeling. If you use soul, perhaps we add a few words around the word in the brand message to better define what "soul" or "soulful" in this case means as it relates to Warrensburg.*

**Ad Concepts:**



**Logo:**

Warrensburg  
MISSOURI  
SMALL TOWN + BIG SOUL

**Additional Resources:**

Potential Visitor Feedback: <https://www.surveymonkey.com/stories/SM-MHQZJM67/>

Feedback printout is attached.

**Staff Recommendation:**

Staff recommends the board approve the proposed brand using Option A (Small Town + Big Soul).