

Destination Branding Quiz

Forward looking cities and regions are adopting destination branding strategies to provide themselves with the focus and distinctive edge to attract more visitors, income, and talent.

Here is a quick quiz to see how the brand building of your destination may compare with some of the leaders.

- 1. Target Markets:** Is your brand based on thorough insights into the perceptions and motivations of target audiences? ____
- 2. Positioning I:** Do you have a positioning statement and brand promise that you use as a beacon to guide all of your marketing and tourism development resources? ____
- 3. Positioning II:** Is your brand based on well researched positioning that is meaningful to customers and cannot be easily matched by competitors? ____
- 4. Emotional Benefits:** Do your marketing messages convey strong emotional benefits? ____
- 5. Brand Experiences:** Have you defined the core experiences that are essential to the delivery of your brand promise? ____
- 6. Brand Identity:** Do you have a distinctive logo, color pallet and graphic style, as well as key words and phrases that reflect brand are correctly and consistently used in all communications? ____
- 7. Alignment:** Are all marketing actions by staff and partners aligned with your brand strategy? ____
- 8. Architecture:** Does your brand take into account the needs and objectives of partner organizations engaged in economic development, trade, recruitment, film locations, education, etc.? ____
- 9. Adoption Plan:** Do you have a plan to encourage support and adoption of your brand strategy by key stakeholders and partners? ____
- 10. Brand Manual:** Have you documented your brand strategy include benefits, brand essence, associations, personality, visual and verbal identity, experiences, brand symbols and guidelines encourage on-brand behavior in order to deliver your Destination Promise™? ____

Rate yourself using the following rating guidelines:

1 = No 3 = Somewhat 5 = Yes

TOTAL SCORE _____

Scoring Scale

44-50 Brand Guru

Your destination is well on its way to winning visitor's hearts and minds wherever you choose to promote it. You have a well-crafted strategy and have probably gained the support of key stakeholders and partners. Your competitors increasingly find it almost impossible to compete with you. The challenge is to stay ahead of them.

35-43 Brand Star

You're doing a good job. You may have established a strong market position, but may not have developed the other components needed for true branding success. You are vulnerable to those destinations that are Banding Gurus. Beware, they are out to win over your best customers.

25-35 Sales Star

Your destination is possibly caught as one of a group of undifferentiated competitors in which you have to rely on your sales skills, enthusiasm and great service to attract business. You have not yet crafted a compelling value proposition and the brand personality that will clearly differentiate you from competitors. A Destination Branding Blueprint will provide the insight and directions to elevate you above the Brand Stars.

< 25 "The Plain Brown Wrapper"

Your destination seems to be the tourism version of a generic brand. Your programs do not currently embrace the brand building strategies, discipline or techniques that may turbo-charge your marketing by presenting compelling propositions to your best customers and engaging the support of your key stakeholders. It is never too late to start a branding strategy and it does not require a huge budget.

We Can Help You Improve Your Score

If you would like to know more about Total Destination Management and discuss ways to improve the tourism performance of your community, please phone 503 692 4603 (9-5 Pacific Time)

www.DestinationBranding.com

