



Tacoma, WA

Surrounded by the natural beauty of the bays of Puget Sound and towering Mount Rainier, Tacoma offers a variety of cultural, historic and natural attractions.

Undeservedly, Tacoma had been regarded as an uninteresting industrial city for decades.

The city has undergone a renaissance in its downtown and has opened two new major art museums, very much in contrast to the pervading image even its residents and neighbors had held. TDM created a brand strategy and a marketing strategy to reposition the city as a leader in cultural tourism. The strategy recommended a name change for the CVB, new designs, integrated co-operative marketing strategies, and restructuring of the CVB to better support the brand proposition.

"Bill Baker quickly determined our strengths after doing thorough research. He came back to us with a detailed, easy-to-follow integrated Marketing and Branding Blueprint that addressed our needs. We were impressed with his enthusiastic commitment to our project and can recommend Bill as a very wise "investment" of marketing dollars."

Ruthie Reinert

Former Executive Director

Tacoma Regional Convention & Visitors Bureau, WA