

# BRANDING WORKSHEET

## IDENTIFYING YOUR BRAND

3-5 attractions/locations/events your DMO/CVB are most proud of.

*Might be a unique thing or just something you do really well.*

What's the best time of year to visit?

How do you WANT someone to feel when they are visiting your DMO/CVB?

*ex. energized, relaxed, part of the family, chill*

What's something you can say about your DMO/CVB that no one else can say?

*ex. We are the only town where a former president was born.*

**IDENTIFYING YOUR PERSONALITY & AUDIENCE**

What persona is your destination trying to embody?

What values do you strive for?

Who are you talking to?

THE BIG QUESTIONS

How would you describe your town so that it stands out?

What is your DMO/CVB like when it's at its absolute best?

PUTTING IT ALL TOGETHER	
(DMO/CVB) IS A GREAT PLACE	
FOR (WHO)	
LOOKING FOR (PERSONA)	
THAT IS (VALUE), (VALUE), AND (VALUE)	
BECAUSE (DMO/CVB) IS THE ONLY PLACE THAT OFFERS (WHAT).	





OSBORN  
BARR  
PARAMORE