

STRATEGIC PLAN FY 07



Strategic Objective # 3

- **Increase Name and Brand Awareness of the Area by 5%**

What Is Our Brand ?



Positioning Our Brand

- **One Single Destination, Not Three Separate**
 - **Naples, Marco Island & The Everglades**
The Paradise Coast
- **Each Ad, Promotion, PR Release Mentions Attributes of Each Part of Destination**
- **We Promote Activities and Experience Rather Than Place**
- **Three Years of Consistent Brand Messaging Has Produced Great Results**
 - **Still a “Young” Brand**

Measuring Brand Awareness

- **Face to Face Interviews**
 - **Post Visitation Surveys From Inquiries**
 - **E-mail and Phone Panels**
 - **Focus Groups**
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What Do We Ask Respondents?

- **Have You Seen, Read or Heard Collier Marketing Message?**
- **What Are Your Perceptions of Area From That Message ?**

Brand Attribute Perceptions

<u>Attributes</u>	<u>2004</u>	<u>2006</u>
<u>Composite Attribute Awareness</u>	<u>66.7%</u>	<u>74.9%</u>
Complete Relaxation	85.3%	92.4%
White, Sandy Beaches	82.3%	89.2%
Sunning on the Beach	77.6%	87.7%
Clean, Unspoiled Environ.	85.3%	85.7%
Upscale Accommodations	70.5%	84.7%
Good Dining Out	69.1%	74.0%
Shopping	39.7%	49.8%
Boating & Fishing	23.6%	35.7%

Brand & Name Awareness

- **Comparing 2004 with 2006**
 - **Achieved Objective of Increasing Name and Brand Awareness by 5%**
 - **Brand Messaging Has Definitely Improved Brand Perception**

The Next Step

- **Discussion by TDC Members**
 - **Comments, Suggestions, Changes**
 - **Direction to Staff**
 - **Report Back at Future Meeting**

Discussion & Questions

