

# Baring Your Community's Brand Soul

*Building destination business through value-based brand positioning*

## Presentation Executive Summary



### Background

The unrelenting and unpredictable nature of today's world has many people seeking greater meaning in their lives. Travel has long offered opportunities for self-discovery, and today's travelers are expanding their desire for more purposeful travel influenced by their values.

**“A community's values, goals and creative energy are the new competitive advantage”**

- Destinations International Strategic Road Map 2021

Travelers increasingly prefer to travel to destinations that reflect their own values, purpose, and identity. It's imperative for destinations to assess the values inherent to their community's identity and understand how these create and strengthen emotional connection with their visitors. Unlike values-based marketing which can be reactionary, too simplistic, and even perceived as inauthentic, **a value-based brand positioning strategy brings clarity to a destination's core purpose and value.** It essentially exposes the soul of the destination and when applied to its brand, allows for a deeper emotional connection with travelers over time.

To learn how to fully leverage the power of values by applying a value-based positioning strategy to your destination brand, please consider scheduling our complimentary presentation, **Baring Your Community's Brand Soul.**

### Our Offer

**Baring Your Community's Brand Soul** is an educational 1-hour virtual session where you'll gain a deep understanding of how your destination could benefit from a value-based brand positioning strategy to drive stronger business results over time. We'll provide an overview of our rigorous process for uncovering your destination's core value and take a deeper dive into how you can kick-start this process with a destination assessment. By attending our presentation, you will:

- Understand the difference between values-based marketing tactics and a value-based positioning strategy when applied to your destination brand.
- See examples of brands inside and outside the category utilizing a value-based positioning approach.
- Review the process and steps to discover your destination brand's core value and purpose.
- Learn how you can get started with a Destination Assessment Tool that maps and analyzes the values driving traveler emotional connection to your community in real time.
- Realize all the benefits of becoming a value-based destination brand.

For more information or to schedule this no-cost presentation, please contact:  
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