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Redefining “The D”

Detroit’s Marketing Success Story

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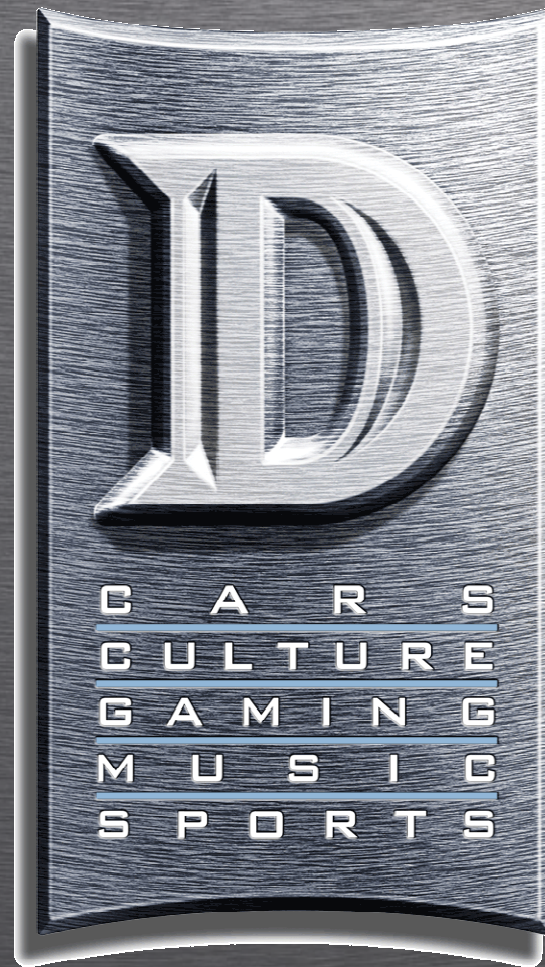
Creating a New Brand Position for Detroit

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- Detroit started a year long project to develop a new brand position in early 2006.
- The Detroit Metro Convention & Visitors Bureau brought together our executive staff, brand consultants, marketing partners, politicians, business leaders, customers and prospects – all our interested shareholders – as part of the process.
- Research revealed that our best prospective leisure market is 21-34 year olds within a five hour drive radius: They think Detroit is cool and authentic and don't carry the negative baggage of many Baby Boomers.
- The Brand Positioning that resonated with this audience is that “Detroit is Where Cool Comes From.” This is not a slogan or tagline. It's our “Brand DNA.”
- Decided not to create a slogan: lightning rod for criticism. Five brand attributes we do as well or better than other Midwest destinations: Cars, Culture, Gaming, Music and Sports.
- Since we represent a large geographic area (Wayne, Oakland and Macomb counties, in addition to the city of Detroit), we designed a proprietary “D” as our new symbol.

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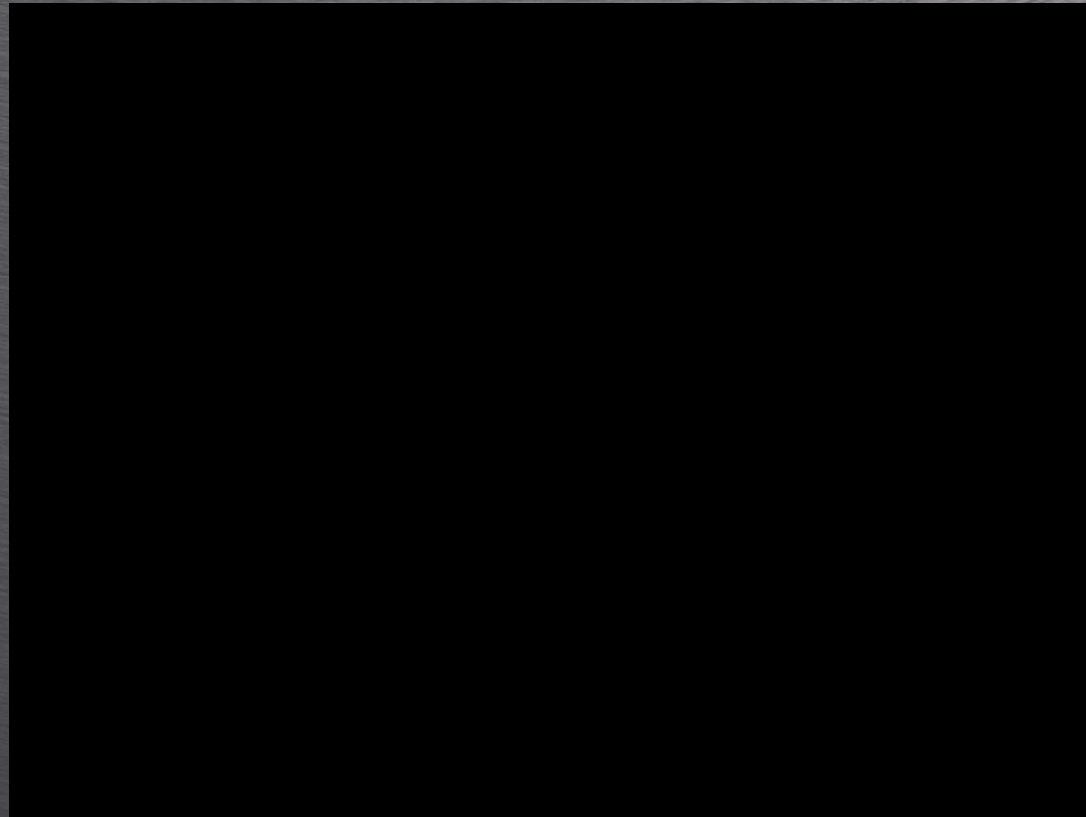
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- Our ad agency, Berline of Bloomfield Hills, was challenged to submit work they didn't think we would approve. This led to our highly successful regional TV campaign (Cleveland, Columbus, Pittsburgh) that generated \$68 million+ in incremental leisure business, in the first year.



Escaping the “Rut” of Traditional Advertising

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- When our Meeting & Convention Sales Department booked the Mensa Annual Meeting, we knew we had our new ad campaign for the meeting segment. (And leads increased 40%, with 50% more definite citywide conventions during the first year it ran.)

Who's The
Genius
Who Picked?
Detroit?

THE BOARD OF DIRECTORS OF MENSA, FOR THEIR 2010 ANNUAL CONFERENCE

If the smarter 2% of the world's population chose Detroit for their next open meeting, what's your excuse?

Mensa is a leading international organization of high IQ individuals. In 2010, the organization will be celebrating its 50th anniversary. The organization is looking for a city to host its annual conference. The organization is looking for a city that is a world-class destination for its members and their families. The organization is looking for a city that is a world-class destination for its members and their families.

impressive event space, top-notch accommodations, and a variety of entertainment options. The organization is looking for a city that is a world-class destination for its members and their families.



What if you don't think that's big enough?

What if you don't think that's big enough? The organization is looking for a city that is a world-class destination for its members and their families. The organization is looking for a city that is a world-class destination for its members and their families.

the Henry Ford

THE ACCESSIBLE, AFFORDABLE ALTERNATIVE



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For more information, please contact the Detroit Convention Bureau at 313-452-1928.

AA Is Bringing
50,000
Members
To Detroit?

I Need A
Double ...

CARAMEL MACCHIATO WITH A SHOT OF RASPBERRY & SOME WHIPPED CREAM.

If Alcohol is not enough, essentially make the foreign love of The D to feel 2010 from a small Central City, MI. Here for your association to connect, love and on the ground, we get too?

Whether in Detroit is a small town, even if you are a nation of 18. We now have over 200 million in our own country, and it's a great time to be here. We'll be at meetings, conventions and more.

Over 2000 new hotels, more than 100 new restaurants, and more than 100 new hotels are being built in downtown Detroit. And Detroit is not the only city in the world that is growing so fast. It's a great time to be here. We'll be at meetings, conventions and more.

Detroit is a great time to be here. We'll be at meetings, conventions and more. We'll be at meetings, conventions and more.



Whether in Detroit is a small town, even if you are a nation of 18. We now have over 200 million in our own country, and it's a great time to be here. We'll be at meetings, conventions and more.

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To help us decide if being part of our team is right for you, please contact us at 313.224.1658, call 1.800.877.8469, or visit our website at visitdetroit.com.

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- When Michigan launched the most aggressive film and TV production incentive in the country, we knew we needed to speak in a direct, creative way to Hollywood and New York.

detroit.
WE'RE CHEAP AND EASY.

Cheap 'cause we're ready to wheel and deal. Work with us and the State of Michigan will give you up to 42% cash rebate. You'll make a steal on production costs. And you'll grab access to a metro area with dynamic, breathtaking, sometimes even shocking visual references.

Easy 'cause Film Detroit will use our connections to get you through the red tape. No B.S. We'll help book up your crew with dles while in town, and we'll show you the sweet spots to film — whether you're into the heat down or the brand new, inner city or outer suburbia, industrial or inspirational — whatever. We'll help.

For more information, contact Film Detroit at 877.476.7883 or visit www.FilmDetroit.com.

42% incentive

THE STATE OF MICHIGAN NOW OFFERS THE BEST FILM INCENTIVE IN THE U.S. — UP TO 42% CASH REBATE!

- 40% cash rebate with a spending threshold of \$25,000
- Plus an extra 2% if you film in one of Michigan's 100 Cine Communities

To apply, and for complete details, visit www.michigan.gov/filmoffice

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- We received the U.S. Travel Association/National Geographic Traveler Odyssey Award for “Best Domestic Advertising Campaign” in 2008.

Proactive PR . . . And Placements That Matter

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- We realized the reason so many people had a negative perception about Detroit was that we weren't effectively counterbalancing the media's tendency to promote negative stories with an effective barrage about the positive realities of 21st century Detroit.
- We stopped counting column inches and focused instead on "Big Hits". Articles and broadcast segments in key national, regional and international markets that reached the "right" audience to change long held negative perceptions.
- We were true to our brand and focused on story angles built upon the most unique attributes of The D: Cars, Culture, Gaming, Music, Sports.
- We did less fam trips and more individual media tours to forge a more personal relationship with writers, editors and video crews.
- We believe that people do believe what they are told . . . with enough repetition, compelling facts and visual support.

Major PR “Big Hits” in 2008

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The New York Times: “53 Places to Visit in 2008,”
Wall Street Journal, USA Today, The Sporting News, Car & Driver, Newsweek,
Country Living, W, Traditional Home, The Washington Post,
Travel Weekly, Midwest Living, Travel & Leisure, New York Post,
ESPN . . . And every major newspaper in the Midwest.

Five Lessons Learned

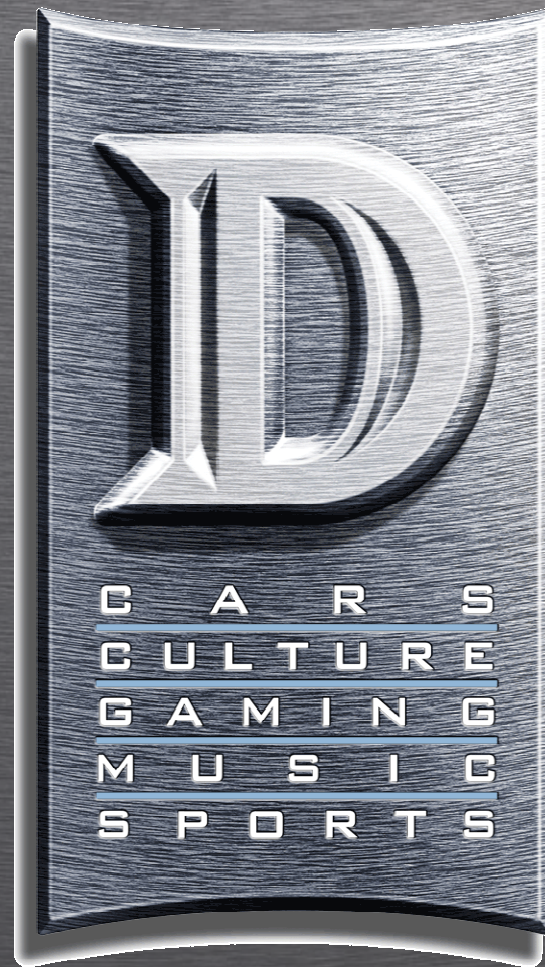
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1. Be sure to gather input from your stakeholders.
2. Take chances and listen to your instincts.
3. Limit decision-making to One or Two people.
4. Do fewer, more important things, better.
5. People believe what they are (repeatedly) told.

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