

*Strategy Development*  
**Brand Platform: Positioning & Essence**

**Pagosa Springs  
Town Tourism Committee**

**November 24, 2008**

## A Brand Definition

- Reflects the perceptual “place” that a destination occupies within a defined market space
- Exhibits characteristics that are both important and differentiating to visitors/potential visitors
- Implies exclusivity – “best,” “only,” “leading”

# Creating Brand Platform & Essence

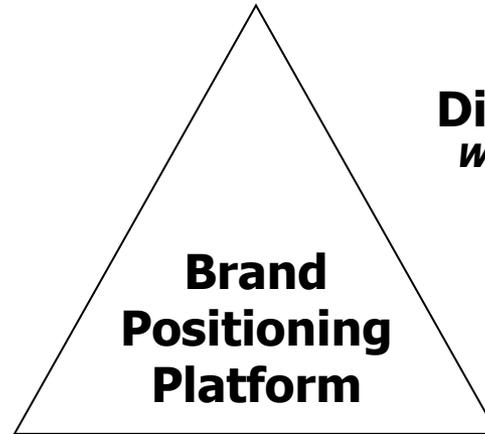
## ***Brand Positioning***

- What the brand ***does for*** audiences
- Defines the brand relative to its competitive set
- Tends to focus on perceived benefits/differentiators

## ***Brand Essence***

- What the brand ***means to*** audiences
- Defines the brand relative to its consumers - in the consumers' voice
- Establishes an emotional tie with the brand

**Brand Attributes**  
*What do they experience?*  
*(The features / the means)*

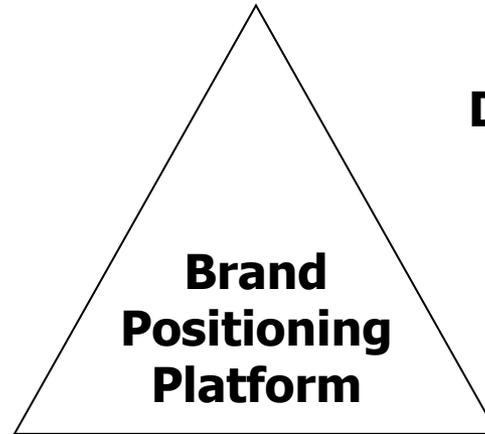


**Differentiators/Uniqueness**  
*What is different about Pagosa Springs  
that makes it unique to visitors?*

**Desired Outcomes**  
*What are the outcomes  
people are looking for when  
considering visiting Pagosa?*  
*(The benefits / the ends)*

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*Escape to the comfort of the mountains*

*Escape from stressful life*

*Spend more time with family*

*Experiment with new places/things*

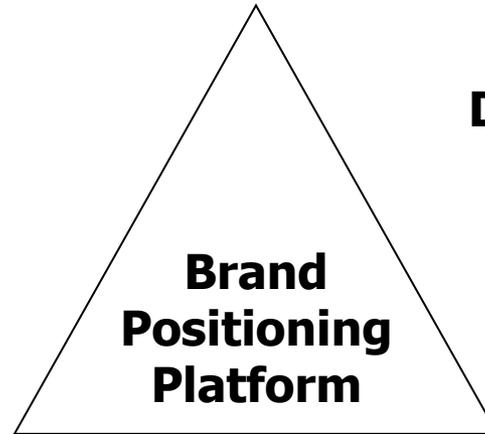
*Re-energize, recharge*

*Peace and quiet*

*A new adventure*

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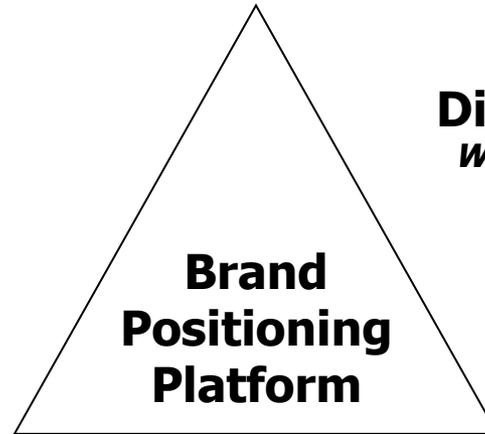
*A new adventure*

**A refreshing respite  
in a mountain  
setting**

## Brand Attributes

*What do they experience?  
(The features / the means)*

*Mountains  
Wildlife  
Panoramic vistas  
Environment  
Vistas  
Quaint, small town  
Fresh, clean air  
Starry nights  
Rambling rivers  
Outdoor recreation  
Natural environment  
Slower pace*



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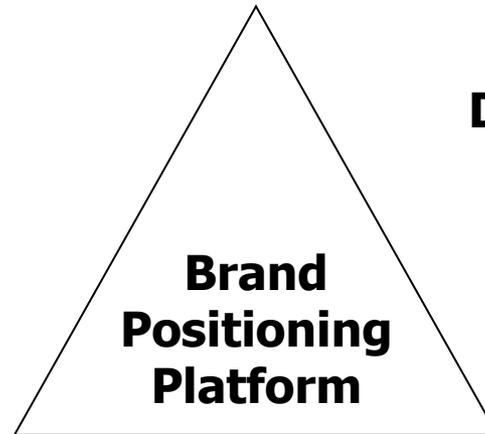
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*Natural environment*

*Slower pace*

**Historic Colorado  
Mountain**

**Town**



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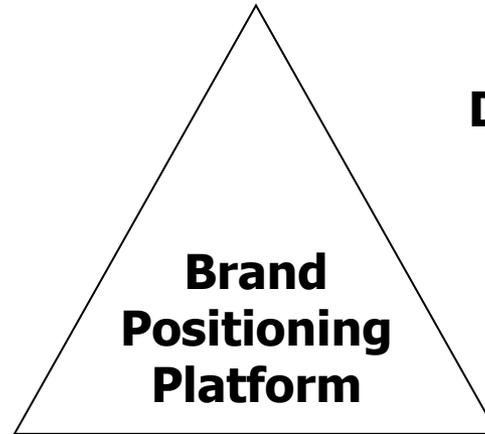
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## Differentiators/Uniqueness

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*Hot springs*

*“Rough around the  
edges”*

*Genuine*

*Unpretentious*

*“Hasn’t sold out”*

*Not “cookie cutter”*

*Not contrived*

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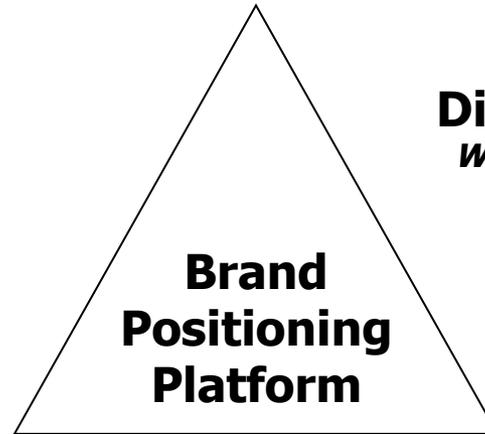
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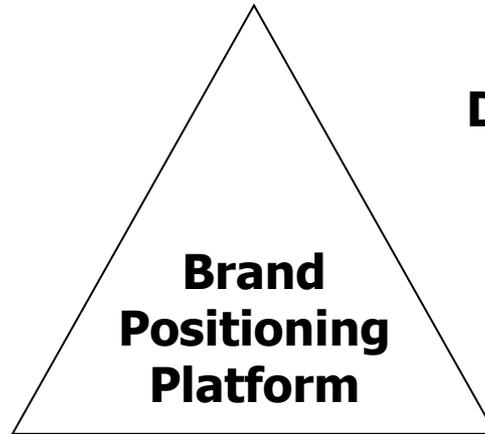
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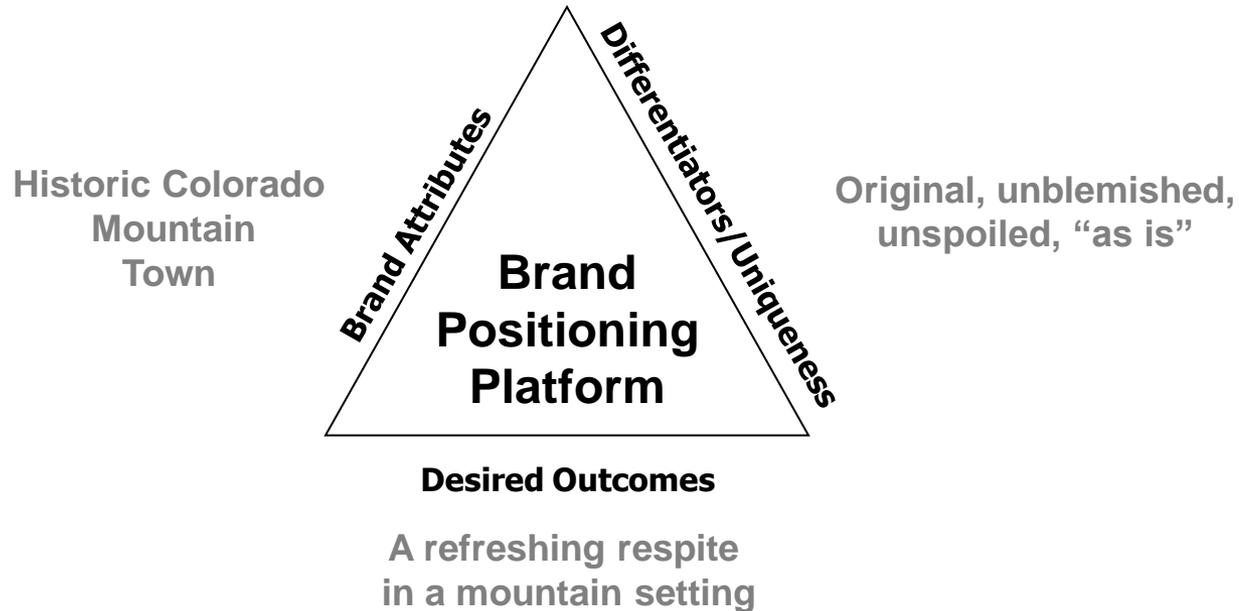
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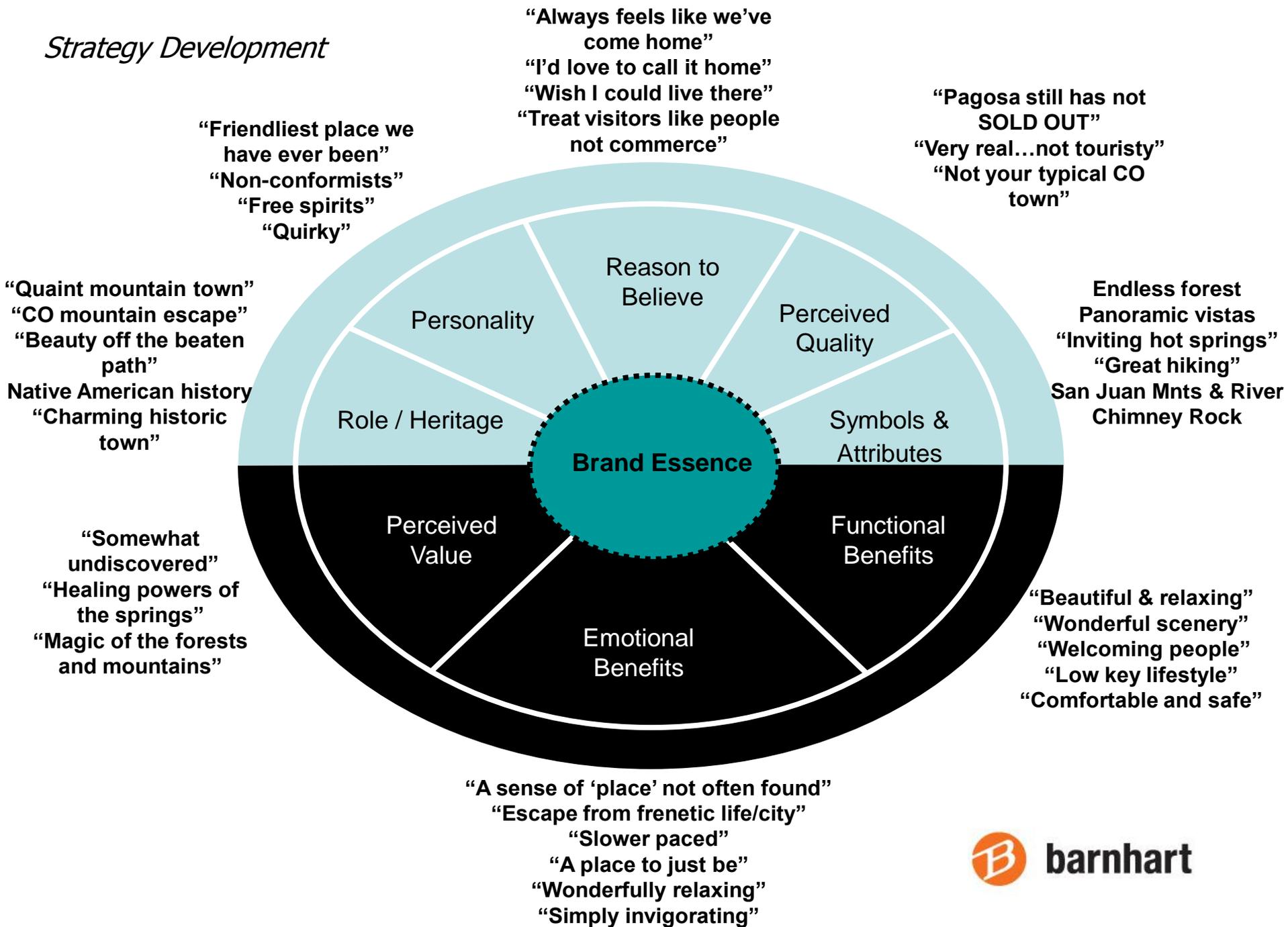
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## Strategy Development



***Pagosa Springs,***  
**where soothing hot springs and**  
**exhilarating outdoor adventure rejuvenate the soul,**  
***is Colorado's most natural mountain escape.***

# Strategy Development



# Questions/Next Steps

- Approval of brand platform
- Development of creative brief
- Creative execution(s)