



# **2004-2008**

**Marketing Analysis**

**Marketing Strategy**

**Marketing Plan**

**Identity Guidelines**

Prepared by Brian Bibler

# Marketing Analysis

## Background

### Platte County, Missouri

Platte County, Missouri is located in the northwest section of metropolitan Kansas City. Platte County enjoys the convenience of I-29, I-35, I-435 and I-70 interstate highways. Centrally located in the county is Kansas City International Airport (KCI).

The majority of business and convention travelers utilize the airport as their entry point for downtown Kansas City, Missouri or Overland Park, Kansas. KCI also generates smaller business meetings and conventions for Platte County's 35 hotel properties (including 3 convention properties) with 3,800 guest rooms. Expanding Platte County's capacity to host meetings, conventions and tradeshow is the new 70,000 sq. ft. KCI Expo Center.

Platte County offers more than 200 restaurants and popular attractions that include the Argosy Riverside Casino, Harley-Davidson Final Assembly Plant, championship golf, historic river towns/shopping districts of Parkville and Weston, a winery, brewpub, Weston Bend State Park, antique malls, museums, (including the United Federation of Doll Clubs Museum and the American Historical Truck Museum), Park University, performing/cultural arts and the Lewis and Clark Trail. Platte County is also home to the Zona Rosa shopping mall.

Metropolitan Kansas City's newest attraction, the Kansas Speedway, and its surrounding retail/entertainment district, is located on I-435 just five minutes from Platte County.

Platte County is significantly impacted by Ft. Leavenworth in Kansas. Ft. Leavenworth's officer students and staff comprise the single largest group utilizing KCI. For Platte County, these students are "long-term" tourists. Platte County offers a short drive to a wide selection of restaurants and shopping.

Whether Kansas City is a destination or a "pass through" community, our strategic goal is to establish Platte County as Kansas City's Genuine Experience in the minds of travelers.

### Platte County Visitors Bureau

Formed in 1997, the Platte County Visitors Bureau exists to promote Platte County as the premier destination for visitors to the Kansas City area and to metropolitan Kansas City residents for day trip excursions. Staff members work directly for the County Commission and are accountable to a 22-member Board of Directors.

### PCVB Mission

To enhance the economic health of Platte County, Missouri, by promoting Platte County as the premier Kansas City area leisure destination for overnight and day trip visitors.

# Marketing Analysis

## Current Assessment

### Audience(s)

#### 1. Local Political Leaders

#### 2. Local Tourism Industry

#### 3. Local Residents and “Visiting Family and Friends”

#### 4. In-Bound Visitors

<b>Gender</b>	(target) Female (70%), Male (30%) (convention) Female (90%), Male (10%)
<b>Age</b>	(target) 25 – 45 (current) 50+
<b>Ethnicity</b>	(target) (5 yr.) 75% caucasian/ 25% non-caucasian (7 yr.) 60% caucasian/40% non-caucasian (current) 90% caucasian/ 10% non-caucasian
<b>Economic</b>	(target) \$70,000 – \$100,000 (current) (50% = \$50,000 or less)
<b>Geography</b>	500-mile radius of Platte County
<b>&gt; 250 miles</b>	(IA) Des Moines, (NE) Omaha, Lincoln, (MO) St. Louis, Springfield, (KS) Wichita, Topeka
<b>250-500 miles</b>	(MN) Minneapolis, (SD) Sioux Falls, (OK) Oklahoma City, Tulsa
<b>Demographic</b>	Business travelers – extended stay/ return trip with families Couples (adults 25-45), Families with children (adults 25-45) Group tours Local corporate retreat/event business

### Competitors

Surrounding entertainment districts, similar metropolitan retail, dining and lodging locations, other metropolitan entertainment industries, other highway corridors

**Overnight Getaways** Other Kansas City metro areas, St. Joseph, Omaha, Lincoln, Des Moines, Columbia, Springfield, Topeka, Wichita

**Day Trips** Other metro Kansas City areas (Downtown, Crown Center, Plaza, Overland Park), St Joseph, Atchison, Lexington, Jamesport, Ft. Scott, Lawrence, Topeka

# Marketing Analysis

## Current Assessment

(Continued)

### Expectations

- Of Platte County** Unique experiences, quality products, minimal congestion, safe/secure environment, fertile landscape, friendly people, historic locale
- Of PCVB** Consistent, accurate and timely information, educational and intriguing itineraries, strategic and effective marketing, tracking/research
- Of Customers** Loyalty, faithfulness, trust, satisfaction, appreciation

### Strengths

KCI Airport, KCI Expo, suburban location, Interstate highway infrastructure, care capacity, pro-active county government, convenient location, affordability, friendliness, safety, variety of inventory (amenities, activities and events), Ft. Leavenworth, credentialed staff, relationship marketing skills

### Limitations

KCI Airport, KCI Expo, funding, staffing level, web presence, relationship with hoteliers, insufficient night life, lack of awareness/brand, suburban location, accessibility of unique towns, lack of consumer diversity, limited PR relating to Visitors Bureau, no consumer county map, undeveloped I-29 (N) and I-435 (E/W) do not accurately portray the communities in spite of significant natural beauty, activities and attractions

### Opportunities

KCI Expo, New Bureau office facility, river town development, packaged trip/tours

### Threats

Economy, American Airlines overhaul base closure and subsequent decrease in number of daily flights, lack of brand/brand awareness, terrorism, ongoing unsatisfactory relationship with hoteliers, funding cuts

# Marketing Analysis

## Current Assessment

(Continued)

### Marketing Efforts

Web site

Visitors Guide

Calendar of Events

Group Tour Planner

Itineraries

Missouri Information Centers

Brochure Racks (for smaller communities)

Media Kit

Advertising:

**Publications:** Better Homes & Gardens, Midwest Living, Home & Away, Midwest Traveler, Woodall's Camping Directory, Parade Travel Planner, Bank Travel Mgmt., Group Travel Leader, Missouri Press Assn., Missouri Vacation Insert, Show Me Missouri

#### Radio

Media Releases (sent quarterly to 500 – 600 publications)

Newsletter

Trade Shows:

Jack Rabbit Tradeshow (Sioux Falls, SD), Family Motor Coach Assn. (FMCA) Tradeshow (Hutchinson, KS), Destined for Branson (Branson, MO), GLAMER (Omaha, NE)

Special Events

### Marketing Budget (2004)

\$150,000

# Marketing Strategy

## Building the Brand

### Core Values

When representing the Platte County/PCVB brand, always keep the following values in mind:

- Genuine** Platte County's unique experiences offer virtuous and sincere impressions personified by its traditional values and principles. It scrupulously provides a wholesome venue for commemoration, education, and inspiration.
- Devoted** Exceptional service begins and ends with the astuteness and foresight necessary to anticipate and discern consumer needs. PCVB's unyielding passion to exceed consumer expectation is a foundational belief that continues to raise industry standards.
- Committed** PCVB's dedication to fulfill consumer appeals, promote community services, nurture industry relationships, empower volunteers and provide remarkable resources defines its role as a county advocate and solidifies its reputation as a community catalyst.
- Dynamic** Platte County's propitious topography, unique adaptability and inherent cognizance of consumer needs provides opportunity for both exuberance and serenity while maintaining each community's distinctiveness. Its irrefutable potential for growth is nationally recognized and locally esteemed.
- Historic** Platte County and PCVB sustain a zealous responsibility to preserve its natural, architectural, sociological and interpersonal heritage. It dutifully offers its amenities for cultural enrichment, educational insight and historic edification.

### Design Values

The following design values direct conceptual thinking and define criteria for evaluating the correct usage of our brand:

- Clarity** Hierarchy of information is clear. Designs clearly differentiate the Platte County/PCVB brand.
- Simplicity** Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to the Platte County/PCVB identity.
- Flexibility** Designs express the Platte County/PCVB brand consistently, yet creatively and distinctively.
- Consistency** Communications are familial – with ties across internal and external audiences and to the brand.

# Marketing Strategy

## Building the Brand

(Continued)

<b>Logo</b>	<b>Assessment</b>	Not branded
	<b>Considerations</b>	Casual, affordable, fun, memorable, fashionable, colorful, eventful, enjoyable, freedom/choice, opportunity, cooperative, reflective, genuine, activity, friendly, motion/energy, unique shape
	<b>Conclusion</b>	New logo selected
<b>Tag Line</b>	<b>Current</b>	“Kansas City’s Best Address”
	<b>Assessment</b>	Not branded
	<b>Conclusion</b>	“A Genuine Experience”
<b>Colors</b>	<b>Current</b>	Blue (PMS 294)
	<b>Assessment</b>	Not branded
	<b>Conclusion</b>	Blue (PMS 2935) Green (PMS 361) Red (PMS 032) Black
<b>Typography</b>	<b>Current</b>	Varied
	<b>Assessment</b>	Not branded
	<b>Conclusion</b>	Garamond Optima
<b>Imagery</b>	<b>Current</b>	Varied
	<b>Assessment</b>	Not branded
	<b>Conclusion</b>	
	<b>Platte County/ PCVB</b>	Natural beauty, friendly, diverse experiences, quality craftsmanship, historic backdrop, a “get away”, traditional “family” lifestyle, reflective
	<b>Customer</b>	Age 25 – 45, single/couples/family, middle to upper-middle class, at leisure, satisfied, diverse, nurtured, sense of appeal, sense of actuality

# Marketing Plan

## Building Awareness

### Objectives

- ▶ Increase sales tax revenue in tourism industry sectors (customized Missouri Division of Tourism's/SIC funding sectors by 2% from FY03).
- ▶ Increase conversion rate from advertising leads from 44.63% to 47%.
- ▶ Implement systematic customer satisfaction measurement plan.
- ▶ Increase hotel occupancy rate by 2%.
- ▶ Increase conversion rate in the 25-45 age groups from 30.83% to 33%.
- ▶ Increase metropolitan residents' awareness of Platte County as Kansas City's best address for weddings, receptions, family/military reunions, romantic/family fun getaways and corporate retreats

### Branding

- ▶ Consistently implement a Platte County brand to increase awareness of Platte County as the premier leisure destination for visitors to metropolitan Kansas City
- ▶ Register/trademark new logo and tagline

### Advertising

- ▶ Continue to increase return on investment of media programs specifically targeting geographic markets 50+ miles away
- ▶ Utilize a strategic mix of media
- ▶ Search out partnership opportunities with communities and organizations both within and outside the county
- ▶ Work with Public Affairs Coordinator to reconstruct the county web site to increase usage and effectiveness of bureau's web presence
- ▶ Install web cams at local points of interest

### Sales

- ▶ Continue targeted tradeshow participation  
Destined for Branson (FAM only)  
Ft. Leavenworth PAIR Day
- ▶ Design and produce new tradeshow exhibit consistent with new brand
- ▶ Provide site visit assistance
- ▶ Develop and market packaged trips/tours
- ▶ Develop corporate relations program to encourage corporate retreat/event business
- ▶ Develop Platte County "Passport" program to increase revenue from VFR market



# Marketing Plan

## Building Awareness

(Continued)

### Public Relations

- ▶ Update media list
- ▶ Strategically target media resources
- ▶ Strengthen relationships with consumer/trade travel writers
- ▶ Develop a formal FAM Tour Policy and application form/process
- ▶ Establish a consistent 12-month media release program
- ▶ Establish a Speakers Bureau
- ▶ Pro-actively seek speaking engagements
- ▶ Continue to update photo library
- ▶ Schedule “Grand Opening” event for new facility
- ▶ Develop and promote “Paxton” awareness campaign
- ▶ Develop and implement ongoing PR strategy for PCVB

### Communications

- ▶ Continue publishing newsletter three times per year targeting Platte County tourism industry and community stakeholders
- ▶ Develop specific communication lists/tools to alert specific stakeholders (i.e. law enforcement, property management firms) of upcoming events/groups
- ▶ Research additional tradeshow:
  - Northland Regional Chamber of Commerce Business Fair
  - Park University Share Fair (school curriculum directors)
  - Platte County Senior Health Fairs
- ▶ Strengthen communications and relationships with Missouri Division of Tourism, Missouri Association of Convention and Visitors Bureaus, Convention and Visitors Bureau of Greater Kansas City, Mid-America Regional Council, other metro Kansas City bureaus, as well as Kansas bureaus
- ▶ Increase frequency and depth of communications with advisory board members
- ▶ Develop orientation materials for new board members
- ▶ Develop orientation materials for new city council members

# Marketing Plan

## Building Awareness

(Continued)

### Collateral Materials

- ▶ Provide a comprehensive information program to assist leisure travelers in planning itineraries and making travel decisions. (Updated to reflect new brand when reordered):
  - Visitors Guide
  - Points of Interest Map (with estimated travel times)
  - Annual Event Calendar (web only)
  - Consumer Tour Itineraries
  - Group Tour Planner with alternative meeting/event facility info
  - Escort Notes
  - Step-on-Guide Notes

### Visitor Services

- ▶ Provide a friendly, service-oriented environment at the PCVB
- ▶ Provide well-trained, knowledgeable volunteers (Trailblazers) to assist with front-desk visitor services
- ▶ Provide I-29 directional visitor information center signage
- ▶ Serve as an affiliate Missouri Tourism Information Center
- ▶ Fulfill information requests in a timely manner and with appropriate decision-driving materials
- ▶ Expand Trailblazer program to continue providing personally-answered toll free service
- ▶ Expand Trailblazer program to educate visitors on signage (promotional and directional)

### Industry Services

- ▶ Expand Trailblazer program to support group/event registration services for Platte County hotels and facilities
- ▶ Develop front-line training about Platte County attractions, facilities, communities, etc. in CD and/or web format for more consistent, convenient access by hoteliers
- ▶ Develop a “Memorable Welcome Program” available for hoteliers to book for group arrivals

# Marketing Plan

## Building Awareness

(Continued)

### Cooperative Partnerships

- ▶ Develop cooperative web agreement with local merchants to link to PCVB site (and vice versa)
- ▶ Develop cooperative marketing agreement with KCI Airport and/or Rental Car companies, Shuttles, Ambassador Club, Airlines, etc.
- ▶ Develop cooperative marketing agreement with Public Water utility
- ▶ Continue Cooperative Marketing Program with Missouri Division of Tourism
- ▶ Develop cooperative marketing agreement with local schools/districts (public/private) to offer field trip opportunities

### Outcome Measurement

- ▶ Continue to conduct Annual Conversion/Economic Impact Study to measure advertising effectiveness and ROI.
- ▶ Continue to refine evaluation/research program to measure effectiveness of PCVB marketing programs resulting in more effective future marketing programs.
- ▶ Conduct visitor profile study every two years
- ▶ Implement attraction visitation tracking program
- ▶ Expand reporting of economic impact data including:
  - Transient guest taxes
  - Direct tourism expenditures in Platte County
  - General sales tax revenues from tourism related industries
  - Conversion studies of public relations and paid media campaigns
  - Value tracking of public relations campaigns

# Identity Guidelines



Platte County Visitors Bureau places great value on how it's represented to the public. These guidelines have been produced to strengthen our identity and protect its value. Please follow these guidelines precisely. Changing any component dilutes the brand position and risks confusing the public.

## Core Values

The following core values reflect Platte County's vision: **to enhance the economic health of Platte County, Missouri, by promoting Platte County as the premier Kansas City area leisure destination for overnight and day trip visitors.** When representing our brand, always keep the following values in mind:

**Genuine:** Platte County's unique experiences offer virtuous and sincere impressions personified by its traditional values and principles. It scrupulously provides a wholesome venue for commemoration, education, and inspiration.

**Devoted:** Exceptional service begins and ends with the astuteness and foresight necessary to anticipate and discern consumer needs. PCVB's unyielding passion to exceed consumer expectation is a foundational belief that continues to raise industry standards.

**Committed:** PCVB's dedication to fulfill consumer appeals, promote community services, nurture industry relationships, empower volunteers and provide remarkable resources defines its role as a county advocate and solidifies its reputation as a community catalyst.

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**Historic:** Platte County and PCVB sustain a zealous responsibility to preserve its natural, architectural, sociological and interpersonal heritage. It dutifully offers its amenities for cultural enrichment, educational insight and historic edification.

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**Clarity:** Hierarchy of information is clear. Designs clearly differentiate our brand.

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**Consistency:** Communications are familial – with ties across internal and external audiences and to the brand.



1 1/8 inches

## The Logo

The logo is the core of our visual identity and solely represents the Platte County Visitors Bureau. It consists of five elements: the figure, the county and bureau logotype, the underscore and the radial tag line. The presentation of these elements have been created exclusively for Platte County Visitors Bureau and should not be redrawn or altered in any way. **All usage of the PCVB logo must be reproduced using original art.**

## Usage

Always maintain a staging area that is at least the width of one crest in the logo's icon (shown at left). The staging area may contain background colors, but no other graphic elements or typography may enter into its boundaries.

The logo should never be used as part of a sentence.

When necessary, the entire logo may appear in 2-color (as shown), 1-color (as shown), or white (reversed out of a colored background). It should never appear in any other color combination.

## Sizing

You may resize the logo, if necessary, providing you maintain the proper proportions.

The logo should never appear smaller than 1.125 inches.

## Tag Line

Occasionally additional tag lines are used to promote PCVB's unique experiences. These tag lines can be presented in combination with (but not tied to) the logo. They should never compete with or overpower the logo and do not have to appear everywhere the logo appears, but should appear in the first/most prominent use of the logo. Typestyle can be in either Garamond or Optima font, alignment is dependent on best representation.

**Kansas City's Genuine Experience.**

**Keep it Genuine.**



**C:100 M:47 Y:0 K:0**   **C:76 M:0 Y:91 K:0**   **C:0 M:91 Y:87 K:0**   **C:0 M:0 Y:0 K:100**  
**R:0 G:97 B:197**   **R:0 G:189 B:63**   **R:245 G:30 B:48**   **R:0 G:0 B:0**  
**Web: #003399**   **Web: #339933**   **Web: #FF3333**   **Web: #000000**

Garamond

*Garamond Italic*

**Garamond Bold**

***Garamond Bold Italic***

Optima

*Optima Italic*

**Optima Bold**

***Optima Bold Italic***

## Missouri Reference

It is important that Platte County be tied to the state of Missouri, therefore the word **Missouri** must be on any materials the logo is present.

## Color Usage

Blue (PMS 2935), Green (PMS 361), Red (PMS 032) and Black (or their equivalent builds) should always be the dominate colors when used with PCVB's identity.

## White is an integral part of the PCVB identity as well.

When used effectively it provides a crisp, clean background which aids in legibility.

## Typography

Garamond and Optima are the approved typefaces.

Follow these general guidelines:

- ▶ Either **Garamond** or **Optima** can be used for both heading and body copy as per visual aesthetics.
- ▶ Upper and lower case is the preferred setting.
- ▶ Align type flush left and ragged right.
- ▶ The appropriate kerning for type ≤ -3.

Our goal is to maintain consistency across all mediums. While Garamond and Optima are the preferred typefaces, differences in technology may make it necessary to provide an alternative typeface. Please contact the PCVB Brand Representative listed below for direction.

## Imagery

The PCVB brand is distinctive, not only in design, but in total expression through imagery. The following provides guidance for developing communication where imagery not only provides visual interest, but strategically portrays our culture, services and the unique relationships between PCVB, our merchants and visitors.

**PCVB/Merchants:** Friendly customer interaction, knowledgeable, confident, educated and intriguing, offering diverse experiences, upscale

**Customers:** Age 25 – 45, singles, couples, families, business travelers, groups, corporate/business retreat-goers, middle to upper-middle class, at leisure, satisfied, nurtured, sense of appeal, sense of actuality

**Environment:** Unique atmosphere with historic locale, upscale, quality/care in products, peaceful/relaxed setting, clean/welcoming and safe/secure environment, fertile landscape, minimal congestion

## Brand Identity Questions or Logo Requests

If you have questions regarding usage of the PCVB brand, need communication pieces approved or request an approved logo, please contact **Brian Bibler** at **816.220.0902** or **brian@nuance-marketing.com**.