



# Noble Studios

Travel Nevada Brand Strategy Update





# Brand Strategy Update

*What's been accomplished to-date?*

- **YOU-X Positioning Discovery Process**  
*Four-perspective brand discovery thoroughly auditing and analyzing internal, competitive, traveler and x-factor (industry & market trends) materials, marketing channels and overall landscapes*
- **Internal Survey**  
*Internal brand survey targeting Travel Nevada and Nevada Magazine staff, stakeholders and partners*
- **Brand Workshop**  
*Full-day brand workshop with Travel Nevada and Nevada Magazine staff, plus Commissioner Estipona*
- **Brand Platform Draft**  
*To Be Delivered (3/10)*
- **Destination Analysts Testing Plan**  
*Planned positioning statement testing with DA in parallel with creative concepting*





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*Why do it this way?*

To make sure our approach is objective, **we sought to empirically understand Travel Nevada's current brand health, perception and market equity**. Our process has been comprehensive, including auditing all current and past branding efforts, deploying custom market research and audience studies, analyzing key competitor destinations, conducting an internal survey and brand workshop with TN staff and stakeholders and, finally, testing any new insights, directions or refinements with our partners at Destination Analysts.

This **collaborative, data-informed approach** not only informs the strategy behind a Performance Brand, but also establishes a **united internal culture necessary for it to resonate** with external audiences. It is in this way the brand comes to life meaningfully in the minds (and hearts) of the Travel Nevada team, locals and visitors alike, helping Nevada stand distinctly apart from its competition.



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*What's next?*

- March 10 ..... *Present draft brand platform to TN Staff*
- March 17 ..... *Launch research w/ Destination Analysts*
- March 17 - March 31 ..... *Creative brief development*
- March 31 - May 8 ..... *Campaign concepting, collab with Fahlgren*
- May 8 ..... *Receive research findings from DA*
- May 8 - June 1 ..... *Tweak concepts & review with Marketing Committee*
- June 8 ..... *Present to Commission*
- June 8 - July 15 ..... *Video/Photo Pre-production & Campaign Planning*
- July 15 - Aug. 15 ..... *Video/Photo Production work*
- Aug. 15 - Sept. 15 ..... *Build out campaign*

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EVERY  
DAY

