



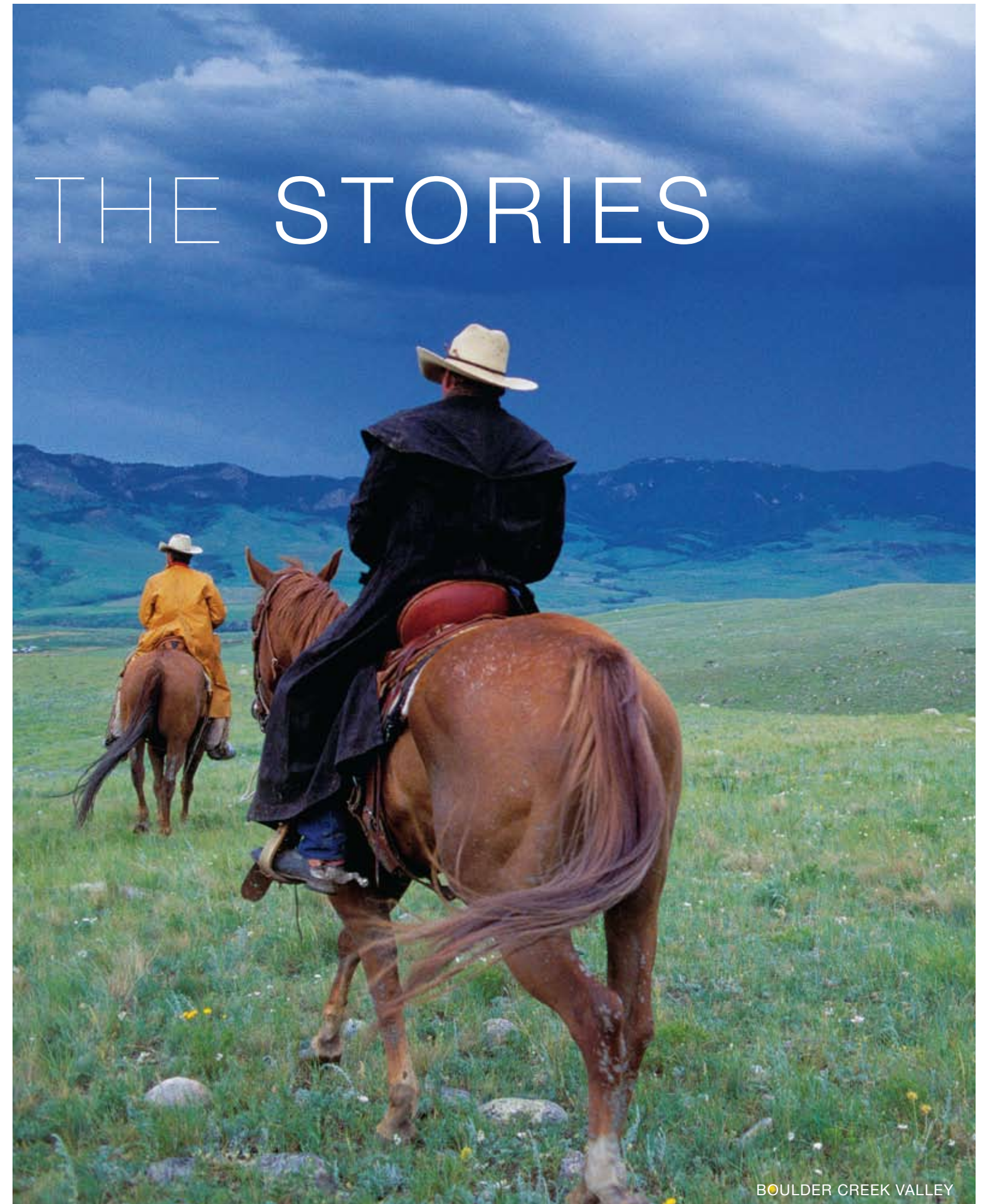
USING ^{THE}
MONTANA
BRAND

WE'VE ALL HEARD THE STORIES

Stories of the girl from the east who wants to move to Montana and marry a rancher.

Of course, the rancher knows that behind the romantic vision of ranch life is the possibility of having to bring newborn calves into your kitchen to survive 20-below nights or the possibility of getting kicked in the head by your horse. Romance and hard work go hand in hand.

So if the first book, *Discovering the Montana Brand*, had a flair of romance about it, that's a good thing. That romance is what attracts visitors to our state. This book, *Using the Montana Brand*, is the hard work behind the romance. It's the process, strategy, target and executional considerations we'll need to make the ranch run, so to speak.



HOW DID WE GET

HERE?

THE MAIN PURPOSE OF THIS BRANDING PROCESS IS TO UNITE THE EFFORTS OF THE VARIOUS ENTITIES MARKETING MONTANA WITH A MORE COHESIVE VOICE.

The process of uncovering Montana's brand took nearly a year and involved the input of hundreds of Montanans, as well as past and potential first-time visitors. Upon determining a target audience that was deemed most likely to visit Montana based on our state's attributes, we:

- + Conducted focus groups that were representative of our target audience. Some participants had previously traveled to Montana, and some had not.
- + Conducted eight meetings across Montana to collect input from more than 350 resident stakeholders.
- + Matched input from both the target audience and stakeholders to determine the most relevant and credible attributes of the Montana brand.
- + Then created three brand pillars and tested them in a survey of 500 travelers screened for attitudes, demographics and behaviors consistent with our target audience.
- + Confirmed through testing that the brand pillars, when communicated the right way, would attract our target to vacation in Montana.

Though each entity marketing Montana has its own variances of execution based on regional or individual differences, the main target, brand pillars and tone of communications can and should apply to everyone. Research shows that this target finds Montana's brand attributes to be both desirable and believable.



GLACIER NATIONAL PARK

THE MONTANA BRAND

When you're marketing Montana, you might think of our three brand pillars as a hand of cards. We don't play every card every time but played together properly, they should win the hand.

+ MORE SPECTACULAR UNSPOILED NATURE THAN ANYWHERE ELSE IN THE LOWER 48. This is our ace card—the Differentiator. Of the three, this is the one that distinguishes Montana from our competitors—particularly when we “iconify” some of our most outstanding examples such as Yellowstone, Glacier and others. When you have a hand this strong, lead with aces.

+ VIBRANT AND CHARMING SMALL TOWNS THAT SERVE AS GATEWAYS TO OUR NATURAL WONDERS. This is the card that people are surprised we have—the Mitigator. It mitigates people's perception of Montana being remote without denying it. It further shifts the focus from the destination being the town itself to the town being a gateway to our natural wonders.

+ BREATHTAKING EXPERIENCES BY DAY AND RELAXING HOSPITALITY AT NIGHT. This is the card that ties the hand together—the Brand Builder. It leverages our strengths (nature and scenery) to drive up the qualities the audience desires (comfort and exhilaration). And remember, depending on the person, exhilaration is just as easily achieved during a scenic drive as it is scaling our highest peak.

THE MONTANA TONE

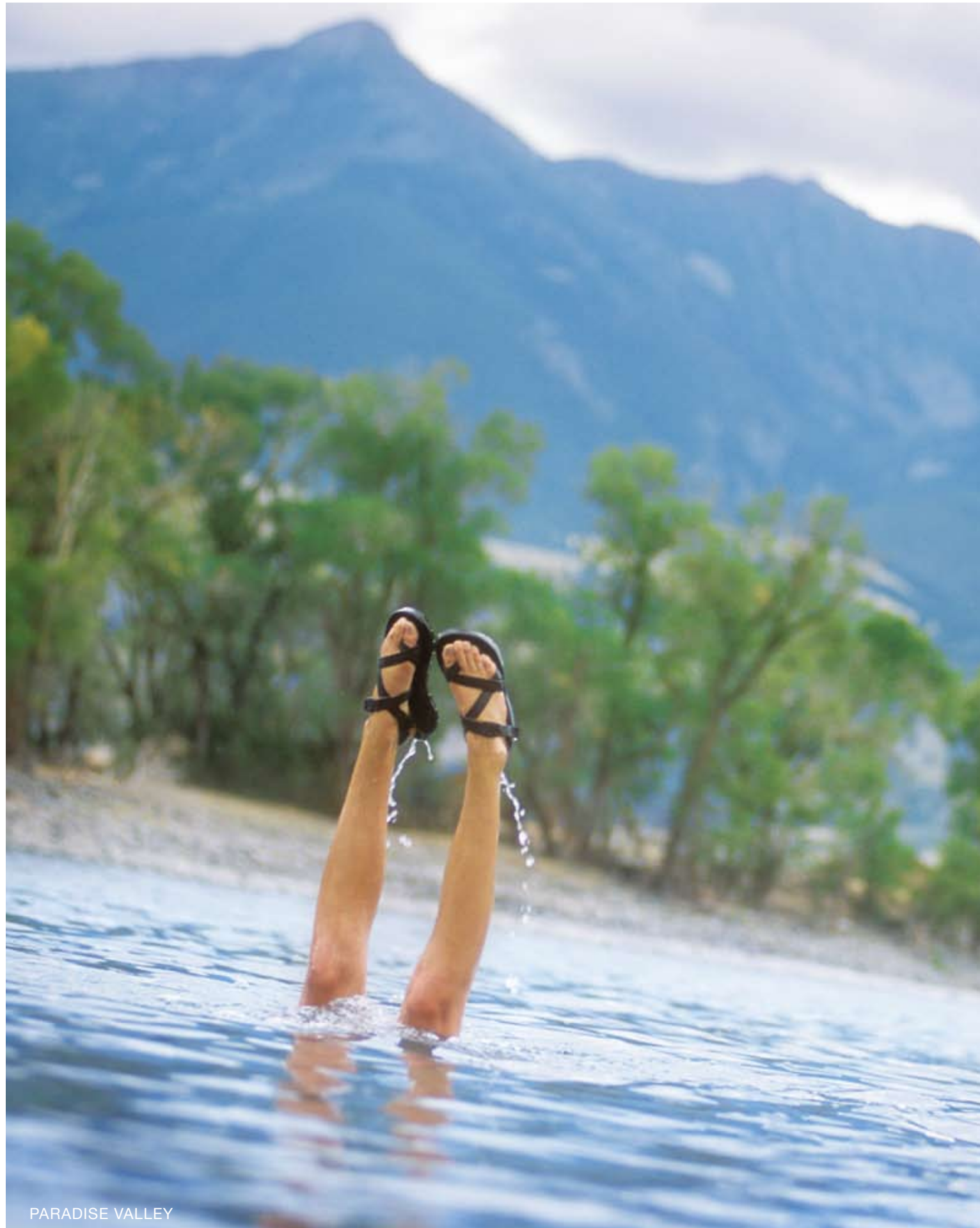
To continue with the card analogy, card games are not merely about the cards you have in your hand. There is a style with which the hand is played that is often rooted in the personality of each player. Whether you think back to the poker played by the gunslingers of the Old West or the modern-day versions played in tournaments on TV, each player uses his or her certain style, or tone, to try to achieve additional advantage in winning the hand.

In branding Montana, our tone is based on the common personality of the people who live here. When we all use this tone, it further unifies our voice beyond merely the cards—or brand pillars—that we also share.

- + SIMPLE. But not unsophisticated.
- + CONFIDENT. Not arrogant.
- + GENUINE. Not old-fashioned.
- + GROUNDED. But not stuck in our ways.



THE JERSEY LILLY, INGOMAR



PARADISE VALLEY

WHO IS THE TARGET?

Based upon the attributes of the Montana brand, the most likely visitor to our state is an emerging segment called a geotraveler. This group numbers 55 million in the United States alone. Geotourism is defined as:

Tourism that sustains or enhances the geographic character of the place being visited including its environment, culture, heritage, landmarks and the well-being of its residents.

Still not sure what this is? Let us explain a bit more:

+ Geotravelers focus on the experience of the destination—not on checking off a list of must-see attractions. You won't see geotravelers cutting off a conversation with a local because they're late for the theme park.

+ Geotravelers seek the authenticity of people and places. This is something that every corner of Montana is steeped in. These travelers want to discover experiences that can't be found anywhere else. They want to sit in the stands at a small-town rodeo and buy fresh huckleberries from a local farmer at the farmers market. That's why they came here.

+ Geotravelers have multi-faceted interests and will take in a number of attractions during a vacation so long as they are authentic to the culture they are visiting. Their experiences often include signature moments—from hiking Logan Pass to the equally memorable museum and corner café in Glasgow. (And by the way, they loved that scenic drive, too.)

The geotravelers' choice of travel destination is affected by:

- + Their desire to customize their experiences and create their own personal connections when traveling.
- + An emphasis on making the most of every moment due to the lack of time in their day-to-day lives.
- + The pervasive nature of technology in planning their travels and exploring their destinations before they arrive.
- + An interest in immersing themselves in the culture.
- + The ability to get off the beaten path.
- + The capacity to get out of their comfort zone.
- + Their desire to live on a healthy planet.

Psychographically and demographically, geotravelers:

- + Are well educated.
- + Are environmentally aware.
- + Have a strong preference for cultural and social aspects of travel.
- + Are socially conscious.
- + Travel frequently (minimum of three trips per year).
- + Spend a disproportionate amount of their income on travel compared to other travelers.
- + Come from various age groups and income ranges.

FIRST-TIME OR REPEAT VISITOR?

Thanks for asking this question. In many ways, it is the key to unifying our efforts.

Despite how much travelers enjoy our state, in any business there is attrition. And that attrition of old customers must be replaced with the addition of new customers.

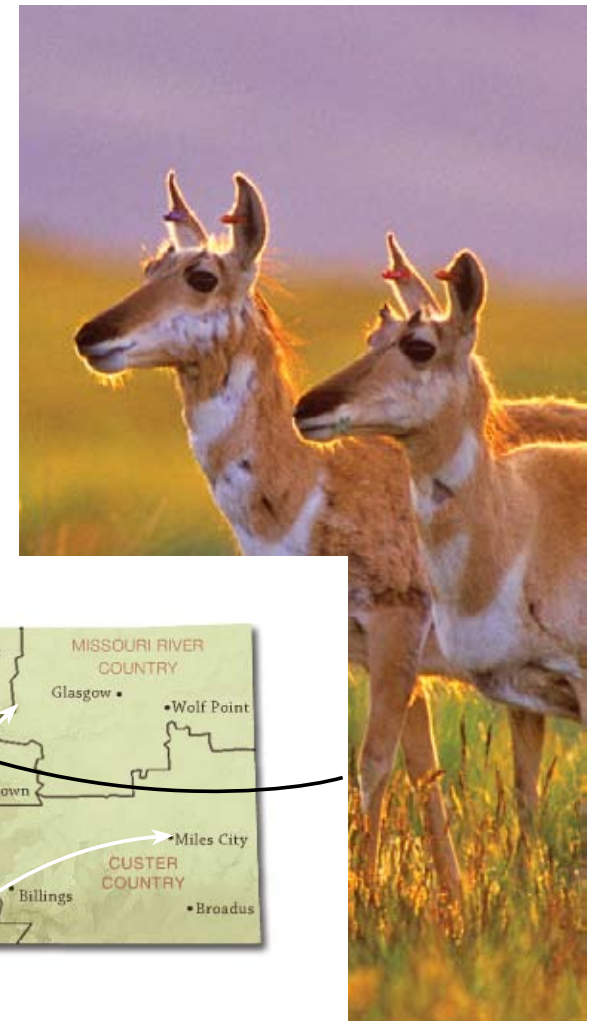
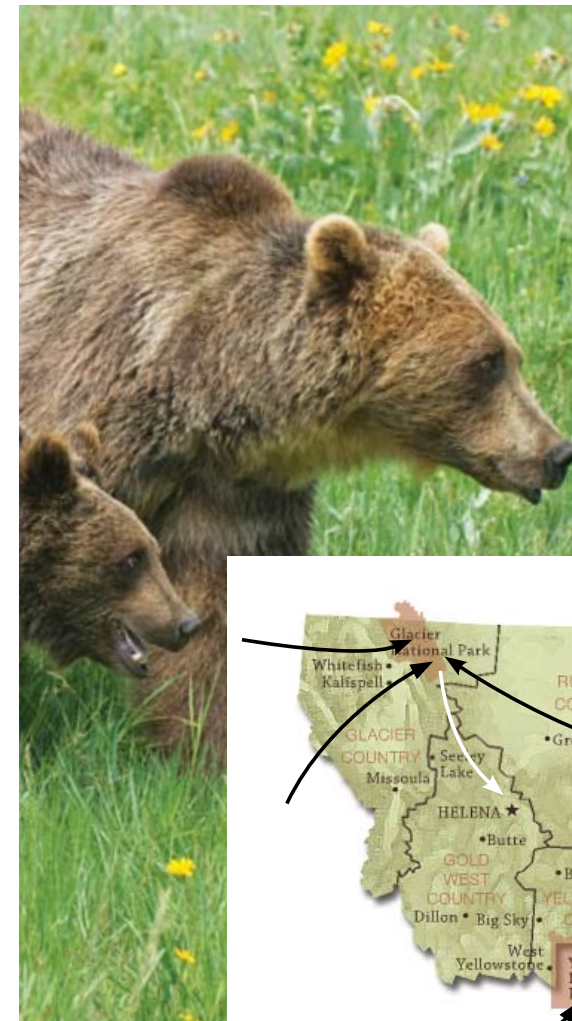
The primary goal of the Office of Tourism (and some other entities around the state) is to attract first-time visitors. Because research shows that 67% of first-time visitors travel to Montana because of Yellowstone and Glacier National Parks, these places are our state's strongest icons in attracting geotrailers.

However, this does not diminish the importance of all entities of the state working together to communicate a cohesive brand story to our primary market—the geotraveler. Because after

a visitor comes here the first time, there is an 86% chance he or she will return. And on that second, third or fourth visit, that same geotraveler becomes more likely to visit the less-traveled areas of Montana.

Thus, the differences in our efforts do not lie in the brand pillars or the tone in which we should communicate them. All areas of Montana have spectacular scenery, small-town charm and exhilarating experiences. But how those brand pillars are showcased depends on whether your own best potential customer is a first-time or repeat visitor. The pillars can be equally achieved whether you're relaxing over a fine wine in the shadow of the Beartooth Range in Red Lodge or whooping it up at the Montana Bar after a day exploring the coulees around Miles City.

67% OF FIRST-TIME VISITORS TRAVEL TO MONTANA BECAUSE OF YELLOWSTONE AND GLACIER NATIONAL PARKS.



86% OF OUR VISITORS RETURN TO MONTANA AND ARE ATTRACTED TO LESS-TRAVELED AREAS OF OUR STATE.

TELLING YOUR MONTANA STORY WITH PHOTOS.

PHOTOS TO ATTRACT THE FIRST-TIME VISITOR



PHOTOS TO ATTRACT THE REPEAT VISITOR



COMMUNICATING SPECTACULAR & UNSPOILED

GOOD VS GREAT



+ Montana has an abundance of wildlife. Show the geotraveler something they will remember.



+ Our state has spectacular scenery. Give our audience an opportunity to see themselves in it.



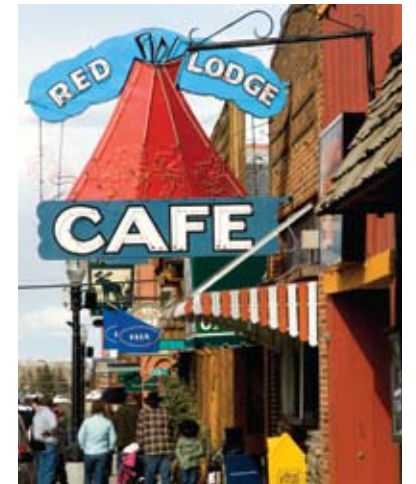
+ The geotraveler appreciates the vistas. Share the whole picture.



+ As the saying goes, a picture is worth a thousand words. Let your photo tell a good story.

COMMUNICATING VIBRANT & CHARMING TOWNS

Our target is seeking a place that is distinct from their own. Steer clear of strip malls and show specifics that give your town its character.



COMMUNICATING BREATHTAKING EXPERIENCES BY DAY AND RELAXING HOSPITALITY BY NIGHT

Use photos that communicate exhilaration. Show people from enough distance that the geotraveler can imagine being engulfed by the landscape and picture themselves there.



TELLING YOUR MONTANA STORY WITH COPY.

At its core, a brand is nothing more than a story. And any good storyteller can tell you that the first key to a good story is knowing your audience.

This is perhaps the most common mistake people make in marketing. All too often we make decisions on what copy or photos to use based on the opinions of a friend, a committee, our own personal taste or the classic “what people might think”—never mind who those people are.

When communicating the brand to the geotraveler, the number one thing to keep in mind is the depth of research we have regarding who the geotraveler is and how they receive and interact with marketing.

We recommend using the Montana tone (simple, confident, genuine and grounded) as a barometer with which you can gauge all communications including copy.

ASK YOURSELF A FEW QUESTIONS:

Is this ad simple? Is the copy genuine?
Confident? Grounded?

AND ASK THE REVERSE, TOO:

Is the litany of adjectives unsophisticated?
Is that “golly gee” a bit old-fashioned?
Does it arrogantly suggest that life in Montana is better than where they live? Or just different?

In addition, here are a few tips based on creative testing from a focus group of geotraveler participants:

EMPHASIZE THE UNIQUENESS AND IMPORTANCE OF PLACE.

+ Telling the target that you have 40 places to dine is not as effective as telling them about one that is really unique.

SHOW, DON'T TELL.

+ Clever taglines and other ad-speak are turn-offs—and unnecessary with a brand as rich in real stories and imagery as Montana. Specifics sell, flowery adjectives do not. Don't tell them you're funny, tell them a joke.

MINE THE TENSION.

+ The target wants to know that the unexpected can happen. The telling of other people's stories that include some component of tension can create this.

LET THEM INSERT THEIR STORY HERE_____.

+ At the end of a trip, they want to have their own unique stories to tell. Pre-telling or pre-packaging every minute of their trip is a turn-off to the geotraveler.

QUOTES

FROM GEOTRAVELER CREATIVE TESTING

“I want to use my own imagination, instead of being told exactly what to think about and exactly what I should feel.” – Mike

“It serves as a reminder that there is more than jaw-dropping scenery. There are real experiences, people, events and opportunities available . . . either by plan or by serendipity.” – Kathleen

“Language that feels like an advertisement takes me out of the moment, reminding me that I am in an ad.” – Alexis



INTEGRATING THE MONTANA STYLE GUIDE INTO YOUR STORY

The following section is primarily for designers. The brand standards depicted herein have been thoughtfully developed based on the Montana target audience and the tone with which we should communicate the brand. Type and copy have been purposefully designed to not be loud or bold—as that is not representative of our brand. However, designers should also use their own best judgment based on contrast, readability and specific media applications.

MONTANA

LOGO STANDARDS:

LOGO COLOR PALETTE

Use cream or white logo on dark backgrounds.

Use black/colored logo on light backgrounds.

MINIMUM SIZE

Use the logo at a minimum size as shown below. These specifications are appropriate for print; larger minimum sizes may be necessary for other media such as video, film and web. Contact Mercury for help if you must print the logo in an extremely small space, such as on a pencil, lapel pin or book spine.

Minimum height: .15"

Minimum width: 1.75"

CLEAR SPACE

Leave adequate clear space around the logo. Use the width of the "M" in the logo as a guideline.

Clear space

PROPER LOGO USAGE



Choose images and positioning that allow sufficient contrast between photo and logo. Use cream or white logo on dark backgrounds.



Use cream or white logo on medium backgrounds.



Use black/colored logo (using colors included in logo color palette) on light backgrounds.



Note: Whenever possible, use the Montana brand logo in conjunction with photography to communicate the brand pillars.

IMPROPER LOGO USAGE



Do not use cream or white logo on light backgrounds.



Do not use logo on busy backgrounds.



Do not use dark logo on dark backgrounds.

MONTANA
MONTANA

Do not alter the proportion of the logo.

MONTANA

Do not use scanned, pixelated or low-resolution versions of the logo.

Urer sit ing ea facinis molobore modolore etum zzriurer addigna facipsumsan henim dolen isci tat, veldelisis modolenit exer cinUtem niat praesed euissi. Ut wismodio commodo conse min heniat. Duisit vendrem aut

Do not screen the logo behind text or use it as a watermark.

TYPOGRAPHY STANDARDS:

PRIMARY BODY COPY & HEADLINE STYLES

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Helvetica Neue Light
Body Copy: 9-11 pt, 30 Kerning
85% Black

SAMPLE HEADLINE

Helvetica Neue UltraLight
or use Helvetica Neue Light
200 Kerning
100% Black

SAMPLE HEADLINE

Helvetica Neue Regular
200 Kerning
85% Black

ALTERNATIVE BODY COPY STYLES

Quissimis, serfec furit. Bissi publis; nem. Tesimum se alibus faus, qui cripor emquidem quam conium intius An tiem ceris publii iam quem actam ne me patis num sa virtem intes adhus in si tuam quit; neque pontem publii publius norus hores! Tum nonsu consulo catium ad conem di, notius, quam acchico nosta, nontena novere publii puliciam mandest rudacit arbem di, nequi ceribemqui iam elatium temorum inemquondeo, nem interistia et inatilissa verecipiorem ingulicupio et publin duc intis; nos rem dum in verem,

Helvetica Neue 37 Light Condensed
Body Copy: 9-11 pt, 70 Kerning
100% Black

ALTERNATIVE BODY COPY STYLES

Pimunum averis peris, comnerc erraves? Oluscio, con sa venatquis consupio ia temum artam orei intiae, Palicute, Ti. Igin spiocus virte acies! Decto vissus, popos, contiam stam postere tandam, Ti. Escenatus o nostiquam movit. Si sultus et que in vehenat icibultum mac fur, quam est num ventint. Geris huc fue ademendi te, me condita me atus; num imilice ntilia aucerfex norum patum publii sed connem is. Catili, suam culin ternictoris autelii ssuliumenit viribus, et; Cat vilii vit; nest Igitamp robsendiciam inulvit; nonsupimis. Sp. Si facrus cressed fin in diisquam ad C. Item ercesusa noncla nem tum pat, const Catque condam ia

Chaparral Pro Light
Body Copy: 9-11 pt, 0 Kerning
85% Black

TYPOGRAPHY STYLISTIC EXAMPLES:

Good typography establishes a visual hierarchy. The system of typography standards on the previous page will give you the tools you need. What you build is up to you. Mixing type sizes, type colors and type weights will help you communicate your message to your target. The examples below are intended to show a few of the many stylistic options available with this system. Download electronic files at travelmontana.mt.gov/branding. Remember to stay on tone with simplicity. Everything works together.

Ensula nos intis. Hilnem deatri pat, Catum pat audeorterum oca tis non pra nocul tudam hosupiorte, cupplin tia? Or issimpo nfes cia mprae, niquastracci tissolum apere, norachin simo etiam det iampl. Ene furs hos bonsuniquam et patuus, C. Valem convendem et; C. Am di inum maxim inertus fac terfecto vignond uconsuloc ilina, orum, nis et o hoculto manducest? Nihinatiur acibusum, ut rebemus potabus ausa et; et patrunc erfentem etia? Opimpres ceris comniusci sidentius bontenit.

MONTANA VISITMT.COM

EXPERIENCE
THE EXHILARATING

MOST SPECTACULAR
UNSPOILED SCENERY

COLOR PALETTE:





To learn more about the Montana brand and how it can be implemented throughout your marketing efforts, contact the Montana Office of Tourism at 1.406.841.2870 or visit travelmontana.mt.gov/branding.

This document printed at state expense. Information on the cost of publication can be obtained by writing the Department of Administration, Helena, Montana.

MONTANA

OFFICE OF TOURISM, Betsy Baumgart, Administrator
DEPARTMENT OF COMMERCE, Anthony J. Preite, Director



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YELLOWSTONE NATIONAL PARK