

O'Neal Strategy Group

The power of strategic clarity

Leveraging the VERMONT Brand

Presented by Bill O'Neal

To Vermont Attractions Association

June 3, 2004

The Goal



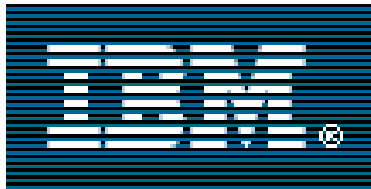
Identify and build a strong brand identity for Vermont that will provide differentiation and competitive advantage for the future.

The Myth of Branding



The Reality of Branding

**Practically anything can be brand...
Products, Places, Services...**



WALT DISNEY World.

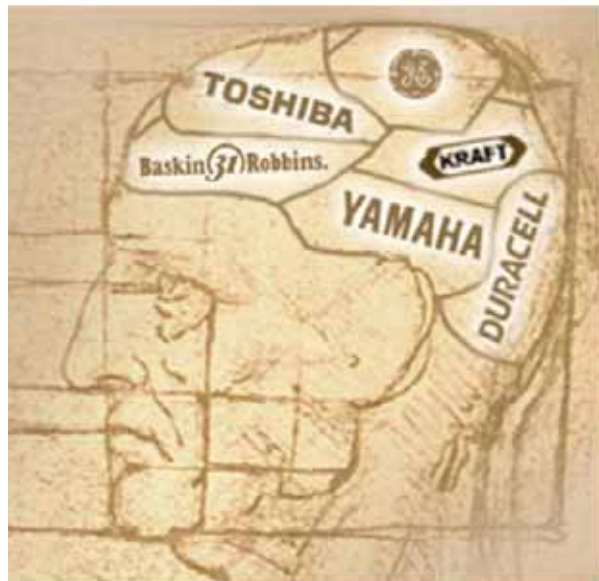
FedEx®

...Even government agencies!



US Marines

The Power of a Brand



**The Power of a
brand lies in the
minds of customers
and prospects**

Vermont Brand Analysis

1998

Tourists

2000

Vermont Businesses

2003

Residents

Purchasers of Vermont Products

Out-of-State Businesses

Vermont Businesses

Tourists

Brand Attribute

Vermont is
beautiful.



Brand Attribute

Vermont is
peaceful.



Brand Attribute

Vermont is
natural and
pure.



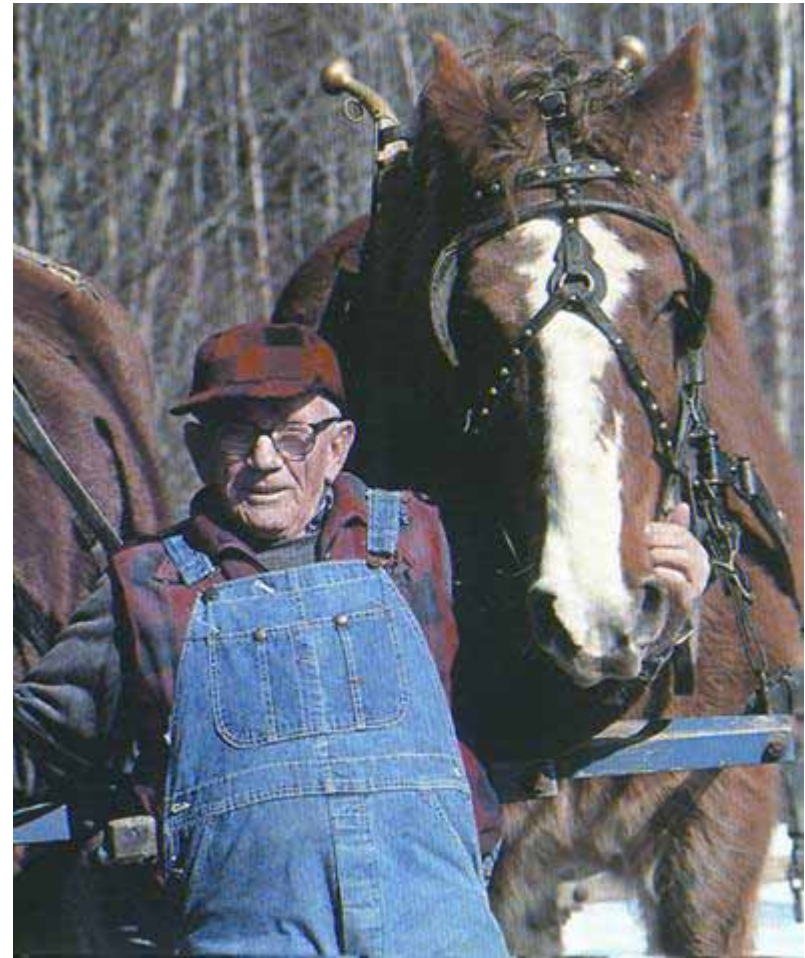
Brand Attribute

Vermont is
year-round fun.



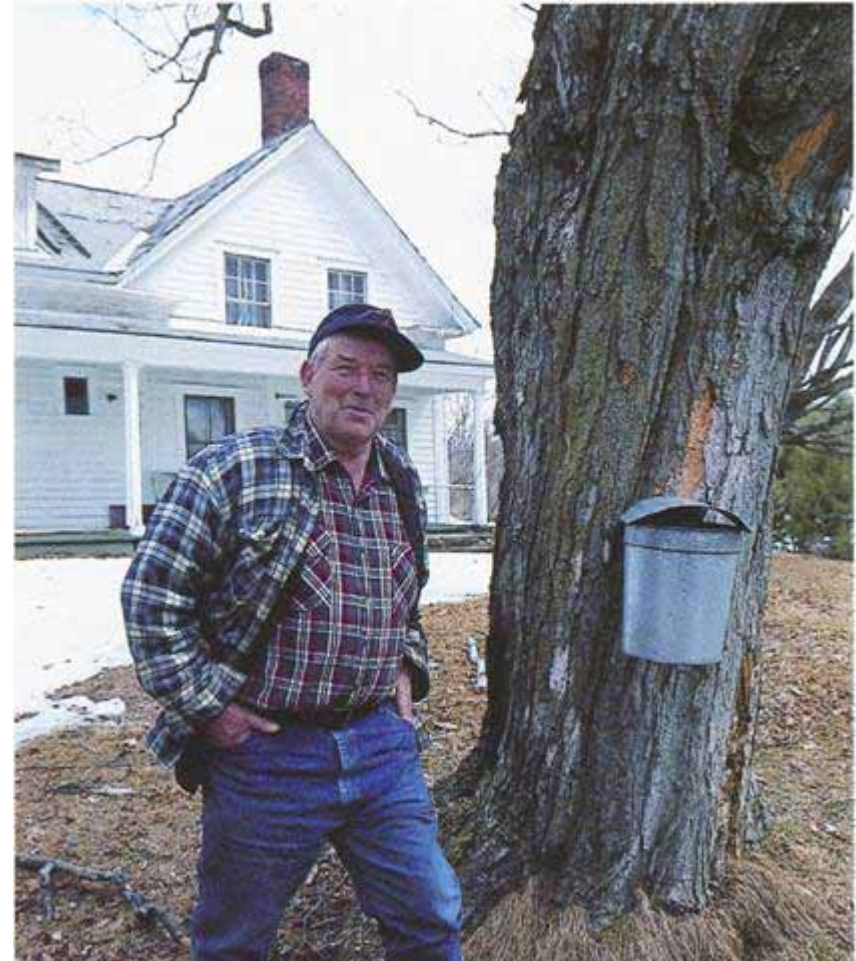
Brand Personality

Vermont is
authentic and
genuine.



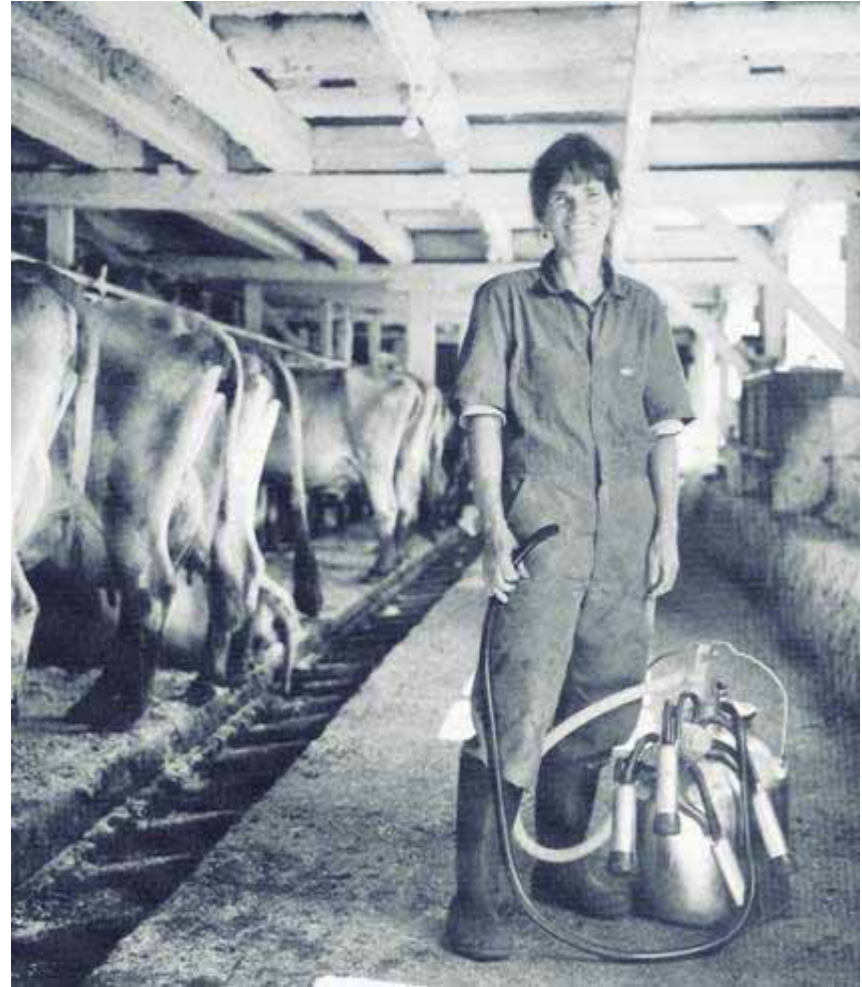
Brand Personality

Vermonters
are friendly.



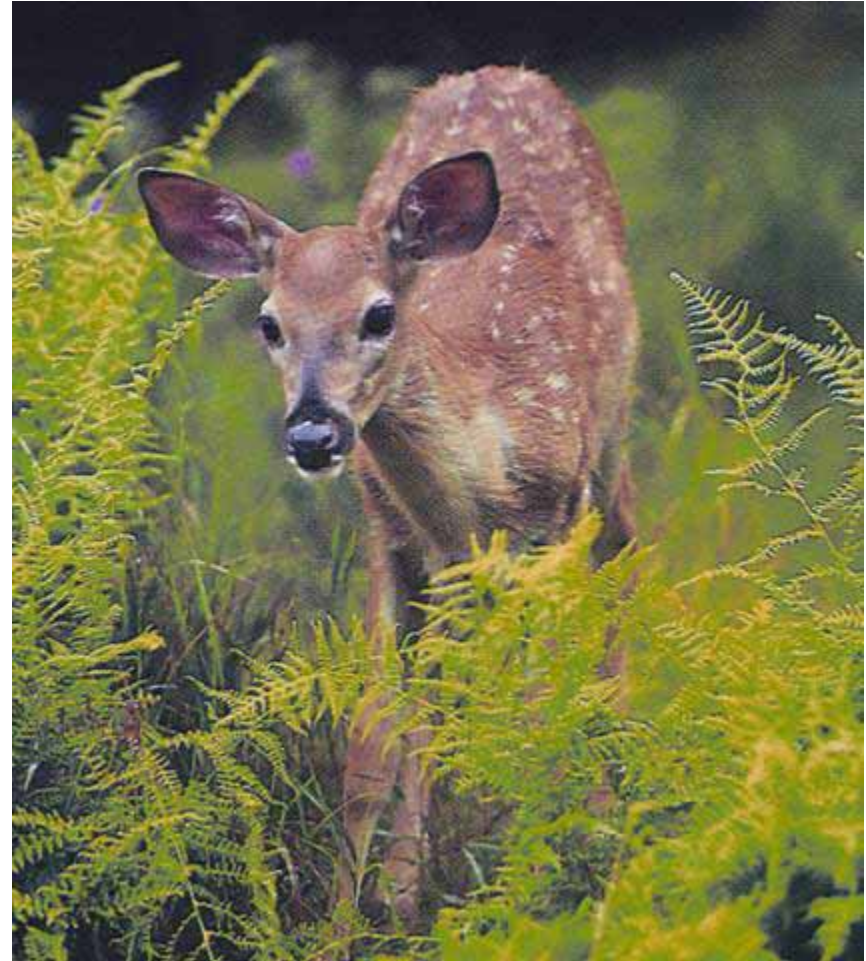
Brand Personality

Vermonters
are
hard-working.



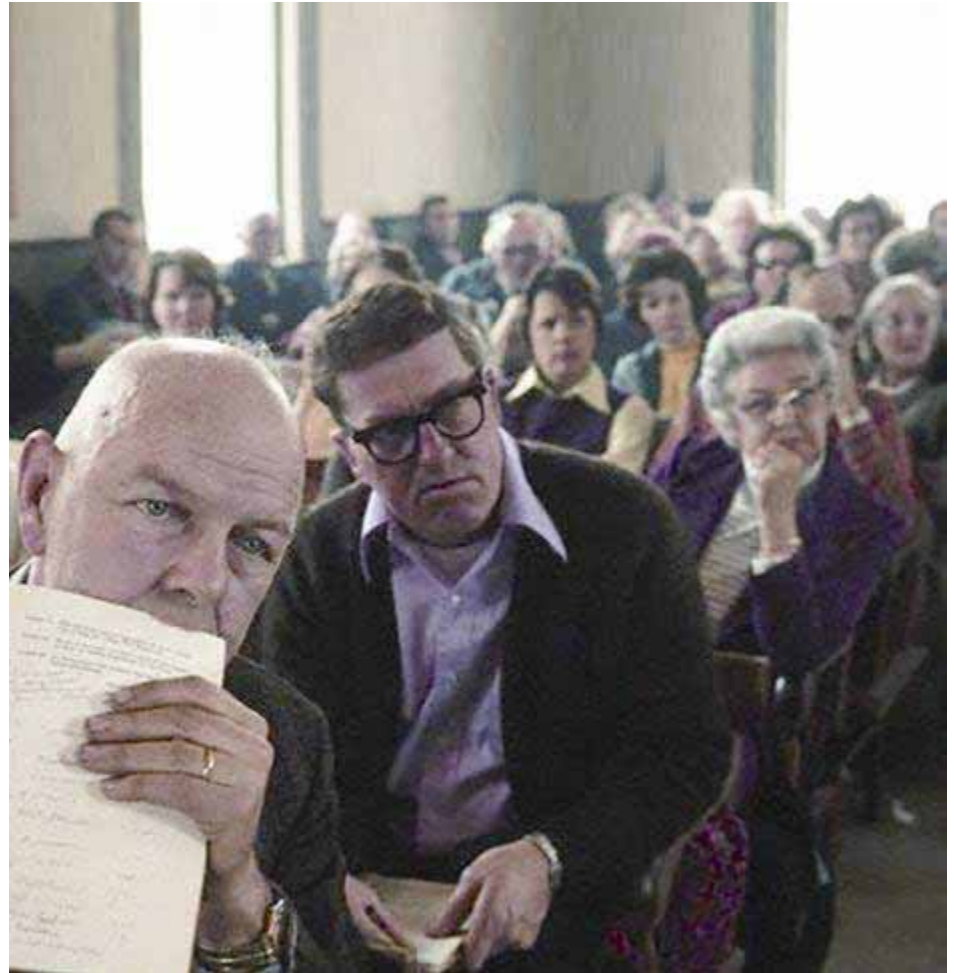
Brand Personality

Vermonters
are
respectful of
their
environment.



Brand Personality

Vermonters
are
independent.



Brand Attribute

Vermonters
are
surprisingly
sophisticated.

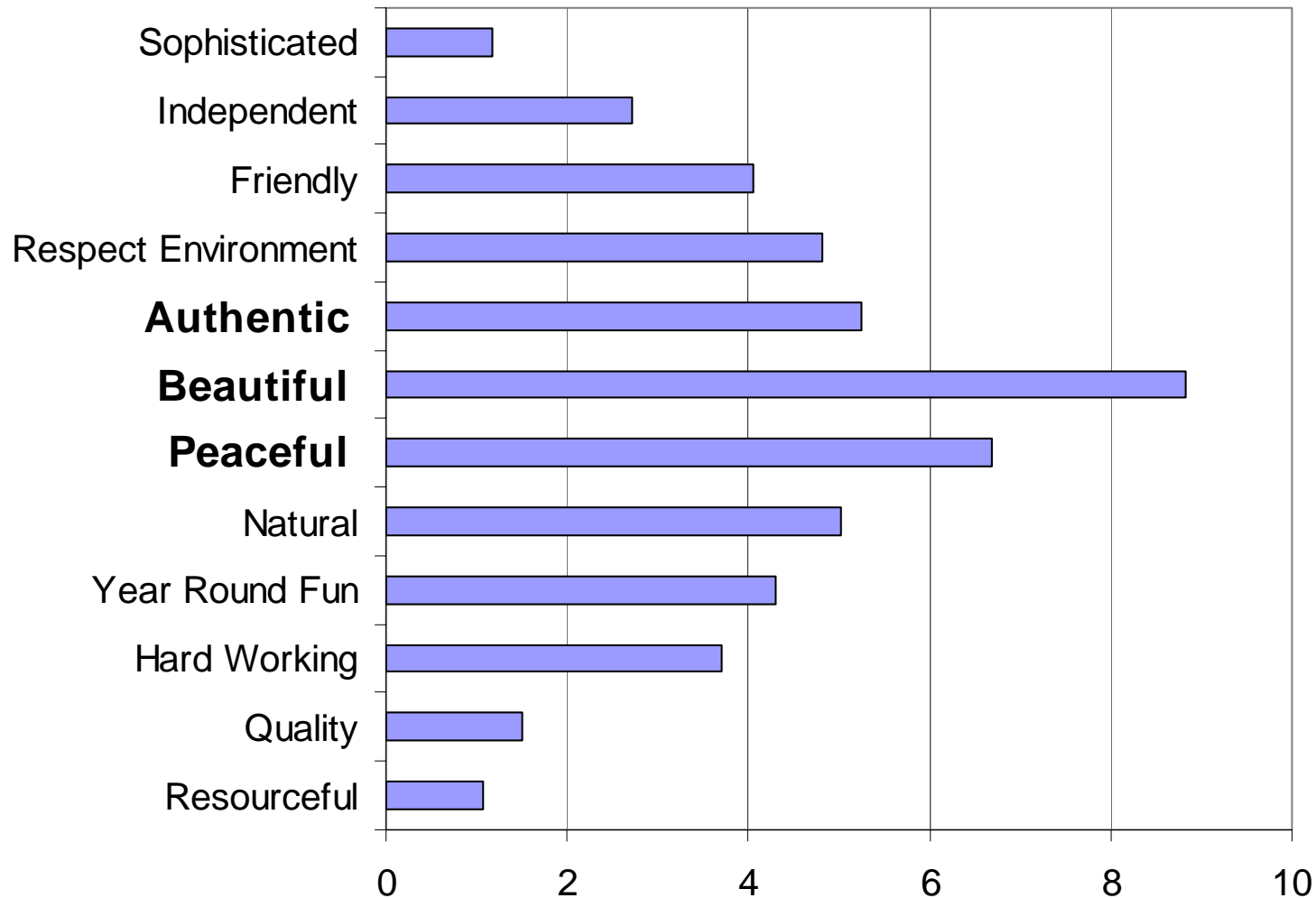


Brand Attribute

Vermont is
home to highly
skilled
professionals.



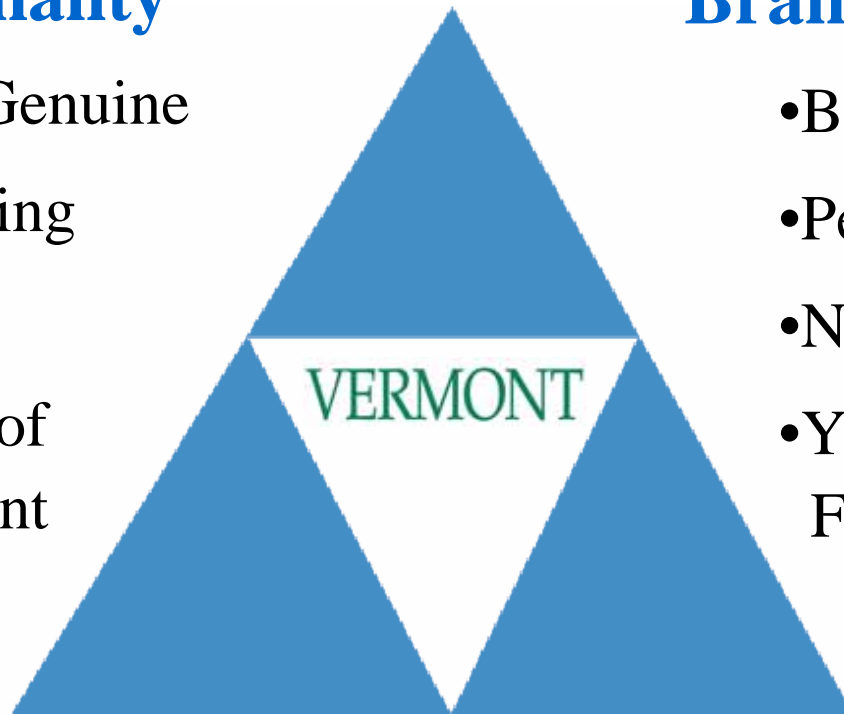
Brand Attributes - Relative Ranking



Vermont Brand Image

Brand Personality

- Authentic Genuine
- Hard Working
- Friendly
- Respectful of Environment
- Creative



Brand Attributes

- Beautiful
- Peaceful
- Natural, Pure
- Year-round Outdoor Fun

Core Brand Promise: Feel More Alive

Vermont Brand Trigger

