



DISCOVERING THE
MONTANA
BRAND



ABSAROKA RANGE



MISSOURI RIVER



BUGLING ELK



YELLOWSTONE NATIONAL PARK

HOW WOULD YOU DESCRIBE MONTANA?

Now before you get ready to take a deep breath and profess some long-winded praise for the place, try doing it in a few words. TOUGH, HUH?

Well, that's what this book is for. It's here to help Montanans share our story with our visitors. To give you all the things that make up the brand of Montana and help put them into folks' heads simply. Succinctly. And, dare we say, with a romantic wit about it all.

Based on the research we've conducted, the following pages describe:

- + The pillars upon which our brand rests.
- + The tone that we'll use to communicate the brand.

We invite you to sit back. Read a bit. Take it all in. Then let this book do the talking for you.

WHAT IS A BRAND?

It's more than what you put on cattle. And while we do think our state should leave a lasting impression on folks, we hope you will do it in a less painful way. Our brand is not some fancy ad slogan, logo or tagline. Or everyone throwing in everything they like. That's what soup is for.

Simply put, a brand is:

- + The essential attributes that distinguish Montana from its competitors.
- + The direct or indirect experience guests have with our state.
- + The public perception of those who visit or live in Montana.
- + A strategic roadmap for advertising, marketing and promotion.
- + Something that does not change from year to year.





WHY IS A BRAND

IMPORTANT?

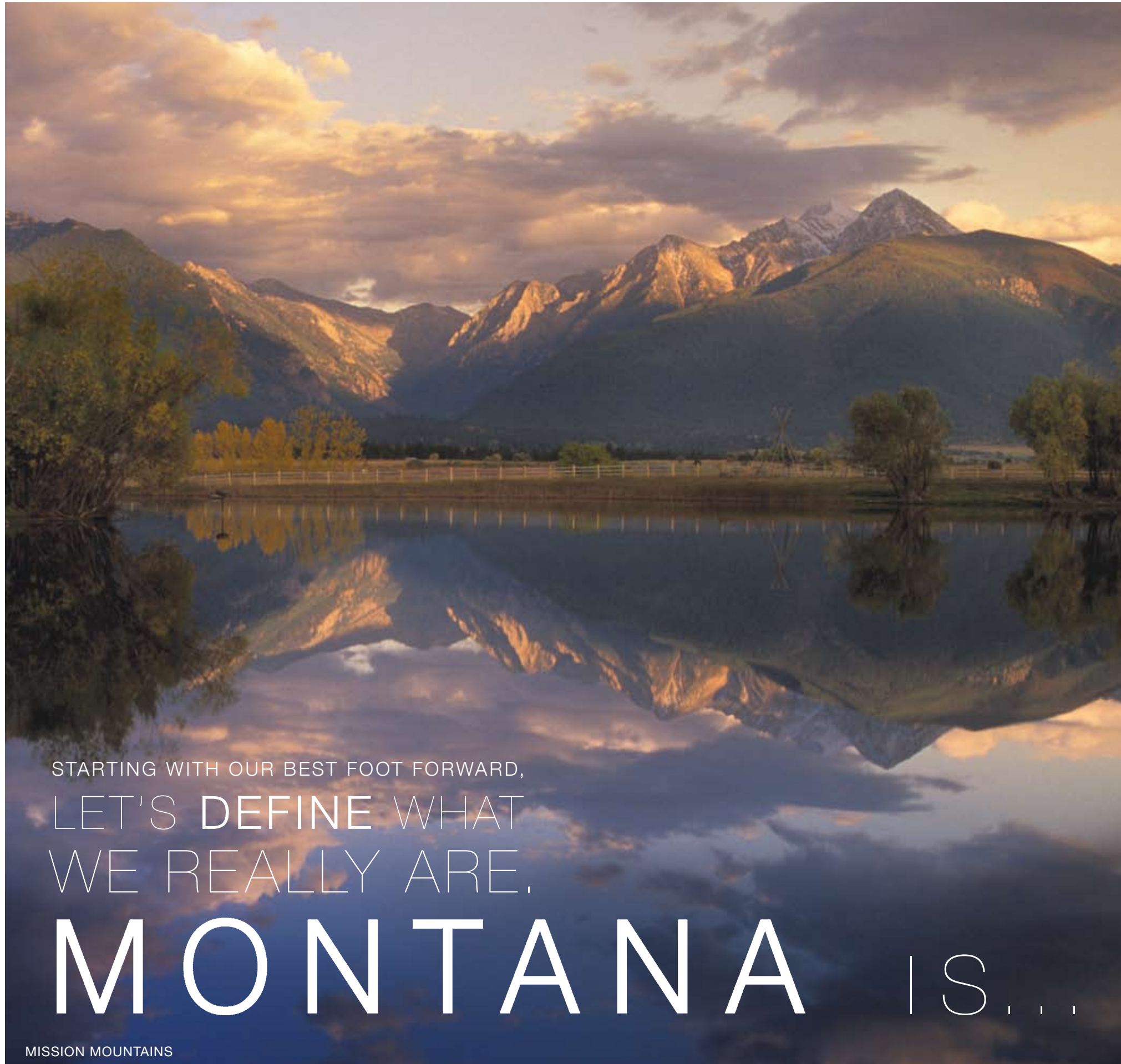
As much as Montana has grown over the years, this remains a straight-up, know-your-neighbor, Main Street kind of place. Jargon, particularly of the marketing type, is not much appreciated. Yet by all accounts, there's no shortage of marketing around here. When you add up all the money spent by the various businesses and organizations promoting Montana, it tallies nearly \$80 million, according to a recent estimate.

But true to the rugged individuality that we're often noted for, there has, unfortunately, been little coordination of those marketing efforts.

That's why a brand is important. It unites us. Like the settlers who came here in the 1800s and the native peoples before them, more is accomplished to a greater degree of success when we work together toward a common goal.

Branding Montana will:

- + Unite our efforts to market Montana with a more cohesive voice.
- + Give Montanans the tools they need to market the state with this unified voice.
- + Bolster Montana's economic success and its \$3 billion tourism industry.
- + Help all Montanans work together to preserve and enhance the true assets of this state. The people, the towns and the natural environments.



STARTING WITH OUR BEST FOOT FORWARD,
LET'S DEFINE WHAT
WE REALLY ARE.

MONTANA IS...

MISSION MOUNTAINS



JEFFERSON RIVER VALLEY



BIGHORN RIVER



MONTANA IS A COLLECTION OF SOME OF THE
WORLD'S GREATEST MOUNTAINS AND PRAIRIES
COMING TOGETHER TO CREATE MORE

SPECTACULAR UNSPOILED NATURE

THAN ANYWHERE ELSE IN THE LOWER 48.



MONTANA IS A SERIES OF SIDEWALK SQUARES NEXT
TO DINERS WITH AMAZING HOMEMADE MILKSHAKES IN

VIBRANT & CHARMING

SMALL TOWNS

THAT SERVE AS GATEWAYS TO OUR
NATURAL WONDERS.



MONTANA IS A STORIED PLACE FILLED WITH
WILD TROUT STREAMS MADE FAMOUS BY AUTHORS WHO WITNESSED

BREATHTAKING EXPERIENCES BY DAY AND RELAXING HOSPITALITY AT NIGHT.

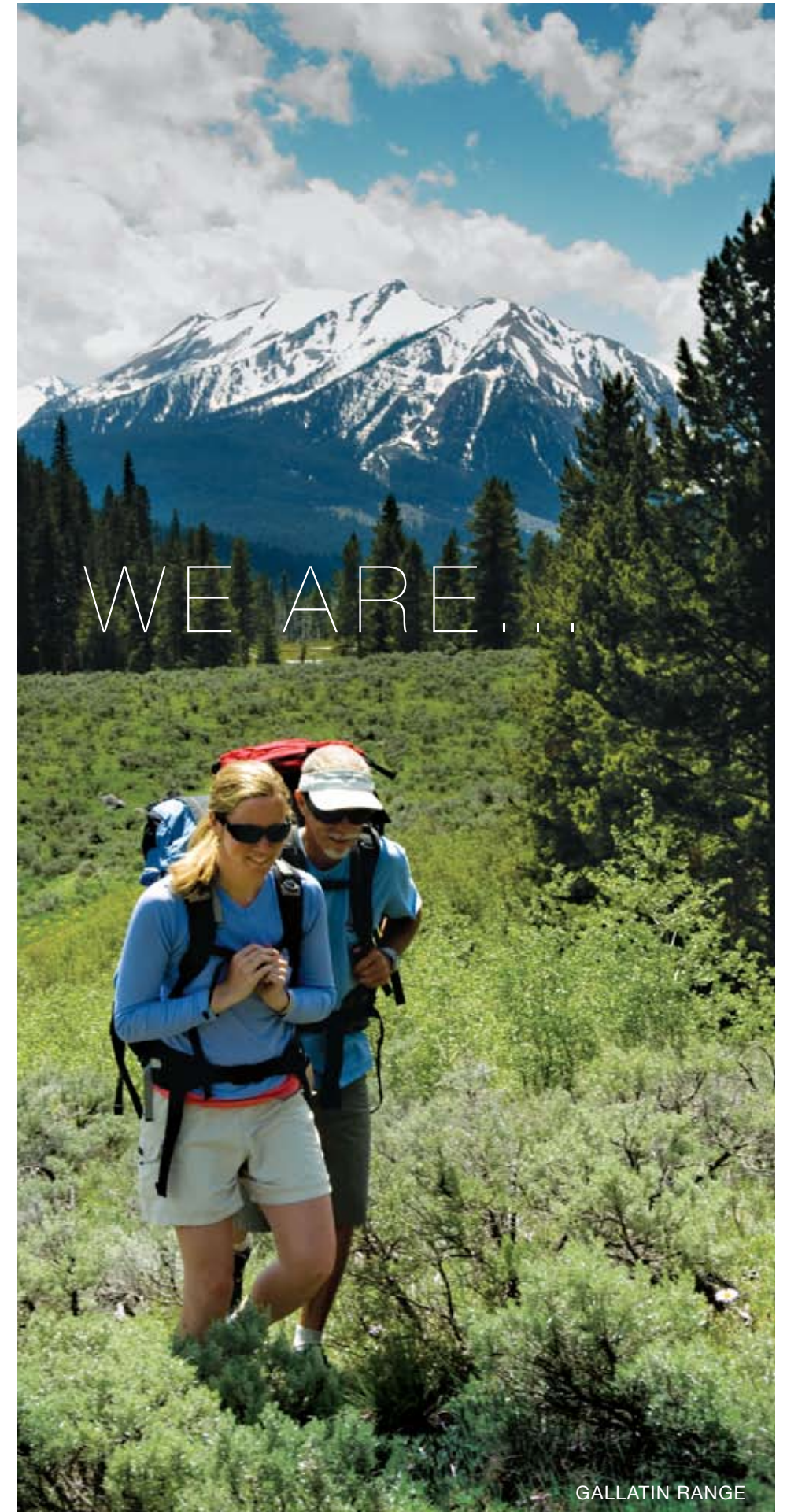


IT'S ONE THING TO KNOW THE BRAND.
IT'S QUITE ANOTHER TO COMMUNICATE IT.
BECAUSE WE ARE THE AFOREMENTIONED
STRAIGHT-UP, KNOW-YOUR-NEIGHBOR,
MAIN STREET KIND OF PLACE, IT ONLY
MAKES SENSE THAT THE TONE IN WHICH WE
COMMUNICATE OUR BRAND REFLECTS THE
VALUES OF OUR PEOPLE.

WHITEFISH MOUNTAIN



SADDLING UP



WE ARE...

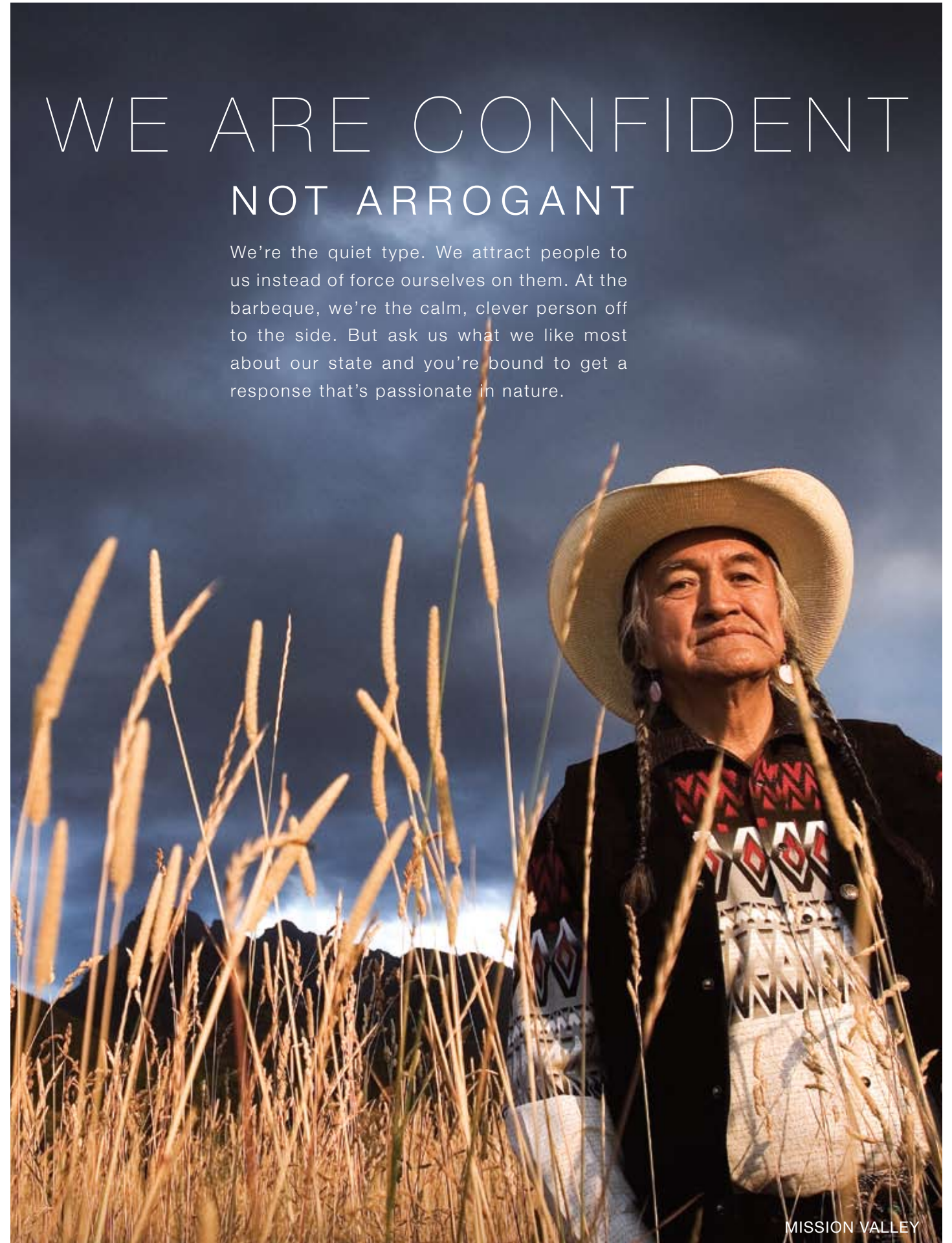
GALLATIN RANGE



WE ARE SIMPLE BUT NOT UNSOPHISTICATED

Strip away the fast-paced world and what do you have left? The good things in life, like an uncluttered vista that goes on for miles. Or a Main Street that's just the right blend of commerce and community. But that doesn't mean we don't enjoy a good beer and a fine Bordeaux. Our brand is like our state. Perfect just the way it is.

GRAND UNION HOTEL, FORT BENTON



WE ARE CONFIDENT NOT ARROGANT

We're the quiet type. We attract people to us instead of force ourselves on them. At the barbeque, we're the calm, clever person off to the side. But ask us what we like most about our state and you're bound to get a response that's passionate in nature.

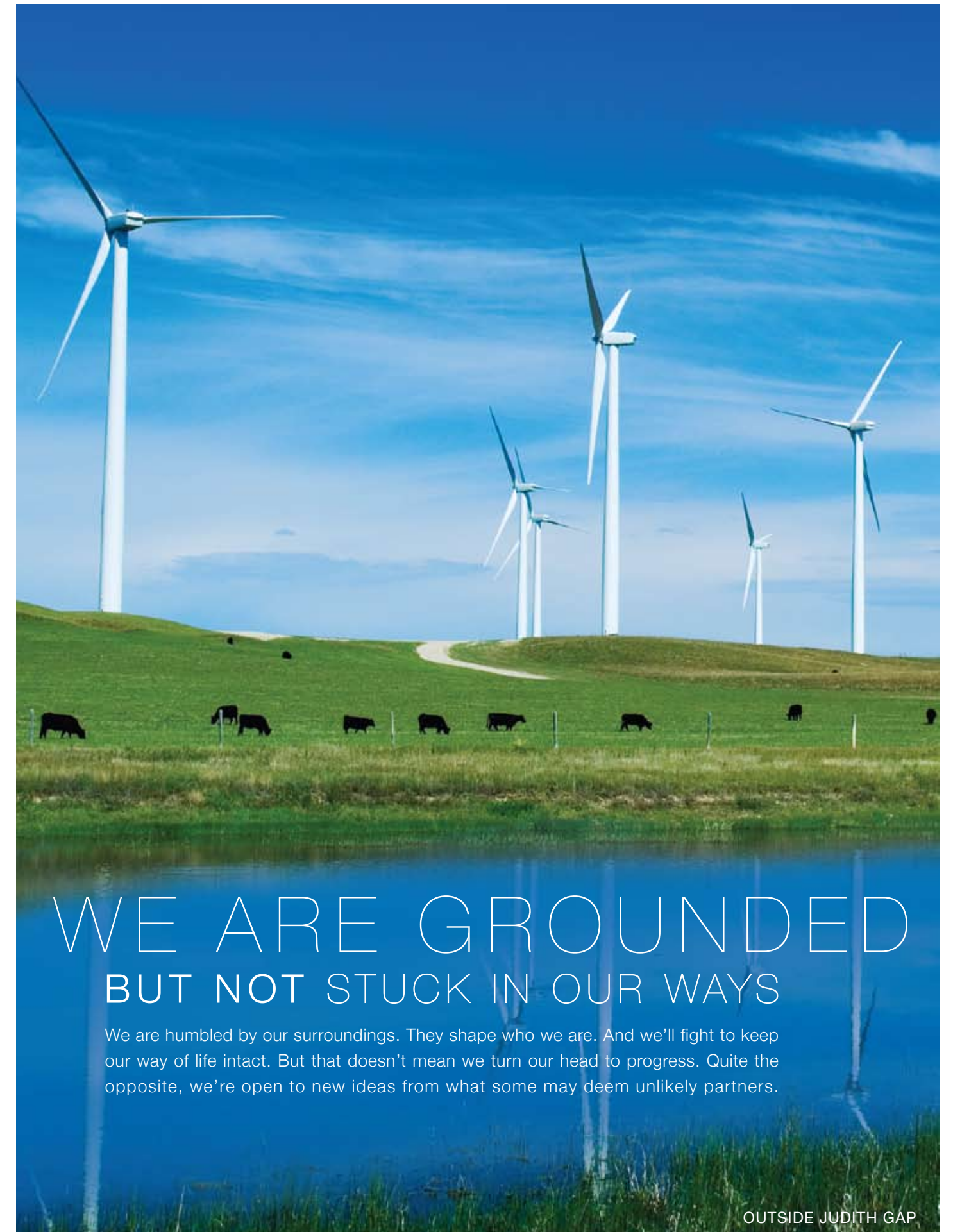
MISSION VALLEY

WE ARE GENUINE NOT OLD-FASHIONED

We're not the kind to hide what some may consider faults. We proudly wear them on our sleeves for all to see. It's what gives us a little thing called character. So sit down with us over a cup of coffee and we'll gladly tell you the truth about this place. We think you'll be pleased.



THE GRAND HOTEL, BIG TIMBER



WE ARE GROUNDED BUT NOT STUCK IN OUR WAYS

We are humbled by our surroundings. They shape who we are. And we'll fight to keep our way of life intact. But that doesn't mean we turn our head to progress. Quite the opposite, we're open to new ideas from what some may deem unlikely partners.

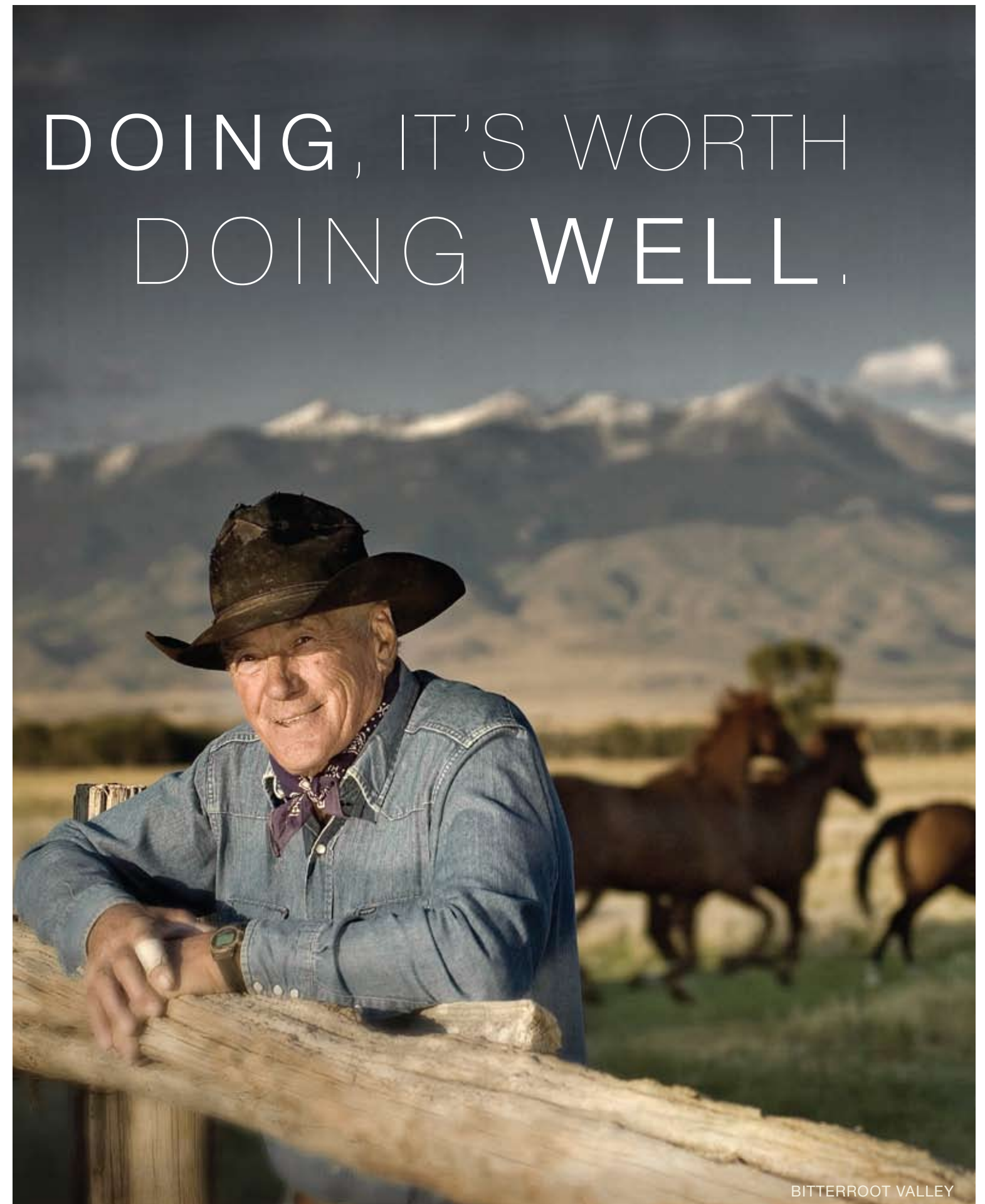
OUTSIDE JUDITH GAP

IF A JOB'S WORTH DOING, IT'S WORTH DOING WELL.

If that old proverb wasn't coined by a Montanan, it should've been. Hard work is certainly another trait that defines Montanans. Previous generations will tell you that things aren't always easy around here. And better coordinating our marketing efforts won't be, either.

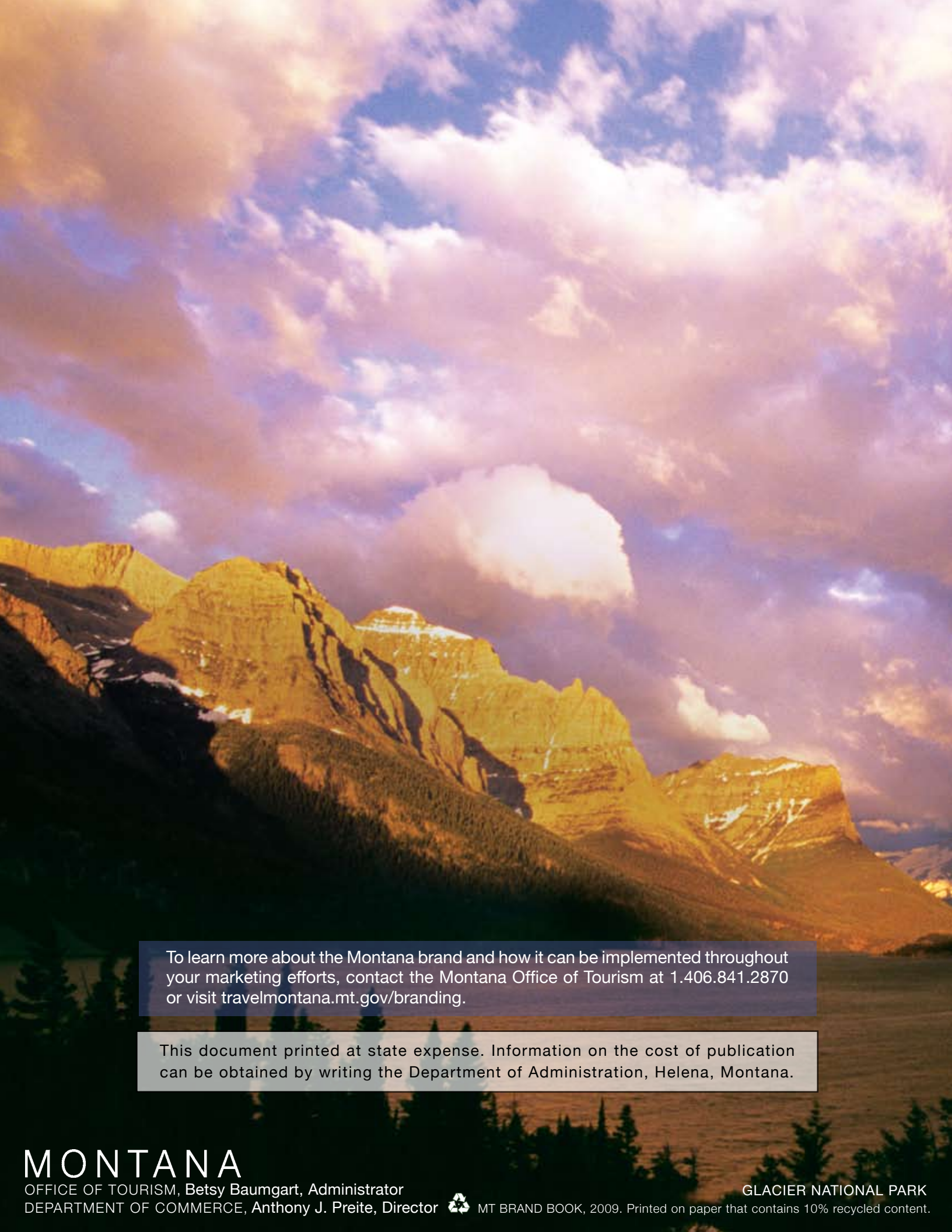
This book showcases our brand and the tone from which we will communicate it. Companion resources will give you a few tools to use in your own marketing efforts to help make the coordination a little easier.

But ultimately, the power to create economic success for this fine state rests in the same place it always has. In our very own hands. When we better coordinate our promotional dollars, we better ensure the viability of one of Montana's most important industries. It's time to roll up our sleeves, dig into *Using the Montana Brand* and get to work.





BOWMAN LAKE



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



MT BRAND BOOK, 2009. Printed on paper that contains 10% recycled content.

GLACIER NATIONAL PARK