

## **REBRANDING CAMPAIGN**

**2018 Winner:** Destinations International

**Entry Title:** DMAI is now...Destinations International

### **Project Overview:**

In July 2016, DMAI launched one of several planning sessions to review past and current initiatives with the goal to build a new framework for the organization in 2017 and beyond, ultimately leading to a repositioning and a new brand identity for the Association.

During an ongoing listening tour by visiting with more than 300 members, the following was heard over and over again: the need for stronger advocacy on behalf of CVBs; the need for research to assist with strategic planning, return on investment (ROI), relevancy to stakeholders and advocacy for funding; the need for education, standards and best practices; and, the need for peer to peer networking.

Throughout 2016 and 2017, our business planning process was inclusive of extensive audits of finance and technology operations; a competitive analysis amongst leading industry associations; a communications audit; board governance and bylaw review; organizational staffing structure; audit of current membership model; review of both professional and organizational educational resources; and review of existing products and services.

During this time, a new Vision, Mission and Value Proposition was finalized for the Association:

### **VISION**

Our members are essential to the success of destinations worldwide.

### **MISSION**

We empower our members so that their destinations excel.

### **VALUE PROPOSITION**

We inform, connect, inspire and educate our members to drive destination economic impact, job creation, community sustainability and quality of life through travel. In July 2017, the Destination Marketing Association International became Destinations International, and the Destination & Travel Foundation became the Destinations International Foundation.

### **Project Goals/Objectives:**

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#### **Strategy/Tactics:**

The eight-month rebrand included feedback gathered from stakeholder interviews and research, paired with extensive analysis of key operational facets of the Association. Rebranding DMAI was divided into four phases:

##### Phase 1: Research

Between July and November 2016, in-depth stakeholder interviews were conducted to gain insight into internal and external perceptions of the Association, expectations of what the Association delivers to the industry, as well as their own needs from an association of this type.

##### Phase 2: Strategy and Concept

Using the results of the research phase, we identified opportunities to build a strategy around key differentiators that would allow the Association to deliver on its value, vision and mission statements. To align with mission, that strategy was built and organized around four main pillars that became cornerstones of the new Destinations International brand: Community, Advocacy, Research and Education. These four pillars were woven into all communication channels, products and services, education platforms and event programming.

##### Phase 3: Execution

To bring the Destinations International brand to life, this phase consisted of renaming the Association, and creating a new logo and style guide. Along the way, pieces of the rebrand were continually presented and refined based on testing and feedback, ensuring the brand represented what the industry needed.

##### Phase 4: Launch and Roll Out

In March 2017, DMAI made the first official announcement of the new name and brand at the CEO Summit in Nashville, TN to a crowd of over 180 destination organization CEOs. This soft launch was later followed by digital and print communications to the membership and partners, along with a social media campaign to build brand awareness and engagement. In July 2017, DMAI officially became Destinations International at the 2017 Annual Convention in Montreal, Canada to over 1,450 attendees and the launch of our new website.

**Success Metrics/Results Achieved:**

One of the key mechanisms in which we tracked success of the rebrand, was thru a social media campaign aimed at building brand awareness and engagement both pre- and post-launch. Launched in April 2017, there were two main components that targeted a rebrand campaign to build followers/likes and brand awareness; and the, Annual Convention campaign to initiate ongoing engagement using convention themes and DMAI talking points months in advance.

Results on Twitter included 1,608 new followers, over 619,000 impressions (the number of people who saw DMAI's ads), 3,878 engagements on the Annual Convention (likes, replies, retweets, clicks a hashtag or clicks on the photo in the ad), and 2,778 Annual Convention link clicks.

The Facebook campaign resulted in 10,644 new likes (3x increase in followers), with an initial follower base of just over 5,000 to over 29,000 followers to date. In terms of brand and Annual Convention awareness, the Facebook campaign delivered 138,810 people reached, 4,323 post engagements (when someone likes, comments, shares, clicks a hashtag or clicks on the post in the ad), and 7,761 Annual Convention link clicks.

In addition, overall organizational success metrics achieved as a result of the rebrand included a 95% retention rate for annual destination membership revenue dues; 11 professional development Summits and learning opportunities, all with record attendance in 2017; more than 1,450 attendees engaged in over 77 general sessions, discipline-focused roundtables and networking in Montreal at the 2017 Annual Convention, and a reimagined Destination Showcase that hosted over 140 destination organizations and 600+ meeting planners.

**Learn More:**

[Destinations International Rebrand ASAE Submission](#)

[DMAI-Brand Sneak Peak-2017-V7](#)

[Destinations International 2017 Conf. Video Web Launch Final 071017](#)

[Destinations International Member Forum How To Final \(Small\)](#)

**Association Website:**

[www.destinationsinternational.org](http://www.destinationsinternational.org)