

Travel Michigan Selling Strategy

Brand Position

Another, Slightly More
Rural, Midwest State

Brand Objective

The Heartland's
Vacation Destination

Conceptual Target: **Getaway Artists.** People (in Ohio, Indiana, Illinois, Wisconsin, Ontario) who put thought into turning their vacation (or long weekend) into the richest possible experience they can get for their time and money.

Core Desire: **Transport Me.** There's plenty to do back home. Their vacation destination should feel more like a special place that takes them out of their everyday routine. They want to be transported.

Role of the Brand: **An Authentic Destination.** All states have places to go for golfing, fishing, shopping, sight seeing, etc. But only Michigan is an entire (and big) state that feels like a vacation destination is supposed to feel.

Compelling Truth: **A Perfect World In Your Own Backyard.** Surrounded, protected and nurtured by the world's largest system of fresh water lakes is a place less like everything is and more like everything was meant to be.

Selling Idea: **Pure Michigan.** In our overdeveloped, strip malled and Starbucked world, one state still feels magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true . . . pure Michigan.

Travel Michigan: Pure Michigan Brand Footprint

Pure Michigan Means . . .

Abundant Natural Beauty

Michigan is a state blessed with the riches of unspoiled nature: The world's longest freshwater coastline, lakes that feel like oceans, shimmering beaches, forests bursting with autumn color, miles and miles of cherry orchards, glorious sunrises and sunsets, daytime skies of the deepest blue, nighttime skies scattered with stars.

Authentic Destinations

Michigan is alive with the kind of places that reveal special meaning: Motown's Hitsville USA building, our lighthouses, our beachtowns, Mackinac Island, Greenfield Village and so much more. These places remind us of the deep values that define our essential human nature . . . and can only be found in Michigan.

Unique Experiences

Michigan offers guests a near infinite array of moments that live forever in memory (like seeing sunrise over Mackinac bridge, feeling the full power of the Diego Rivera murals, giving yourself up to the awe of our northern coastline). People are drawn to Michigan because it moves them in ways that everyday life cannot.

Pure Michigan Is . . .

Majestic

Mythic

Magical