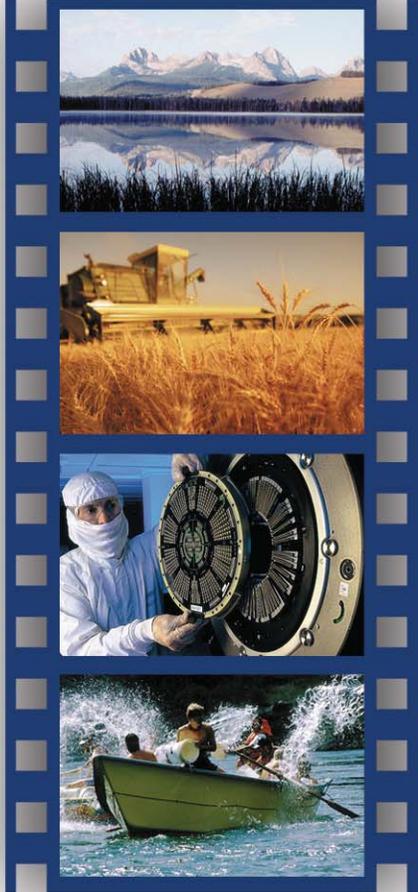


BRAND  
**IDAHO**  
TOOLKIT  
[brand.idaho.gov](http://brand.idaho.gov)



## *A brand for Idaho makes sense.*

*Civic leaders, citizens and business people must support, invest and deliver on the brand promises communicated in Idaho's advertising.*

**IDAHO**

*Today, states like Idaho are applying new thinking to traditional marketing efforts. In addition to competing with surrounding states on points of difference and excellence, Idaho must understand and fulfill the key economic attributes most valued by potential customers.*

*How Idaho is marketed to the rest of the country and the world impacts both rural and urban Idaho and the capability of local communities to attract new businesses or retain high-paying jobs for area residents.*

*In an effort to strengthen perceptions of Idaho at home and abroad, Governor Dirk Kempthorne instructed the Department of Commerce to accurately assess perceptions of Idaho and develop a realistic brand communication strategy based on research and private-sector input.*

*What follows is a strategy that will raise awareness of Idaho as a travel destination and as a place to live, relocate or expand a business.*

# Research

## What Idaho thinks; What America thinks.

Successful brand marketing includes a solid understanding of a company's customer, the customer's perception of and relationship to the product and product investment strategies based on the results.

Nine focus groups held throughout Idaho and personal interviews with more than 270 representatives of commerce and industry reveal what residents think of a stronger approach to state marketing.

Idaho businesses and state agencies see value in a coordinated state marketing effort. Industry indicates a willingness to use Idaho materials and messages within its own communication efforts, understanding that consistent messages allow government and industry to collectively communicate Idaho's attributes and create a stronger awareness in the marketplace.

However, Idaho residents stress the need to maintain a healthy balance between cultivating economic prosperity and retaining the quality of life that makes Idaho a desirable place to live and work.

A comprehensive, nationwide survey of general public, business managers and media focused on top-of-mind impressions and measured Idaho's perceived attributes for importance and performance. Focus groups conducted in San Jose, California and Seattle, Washington attained more precise insight to how people respond to Idaho's marketing materials.

A tremendous opportunity exists to define Idaho in positive and personally relevant terms. For the most part, Idaho lacks familiarity with the general public and starts with a relative clean slate as a place to visit, work or operate a business.

### Additional findings:

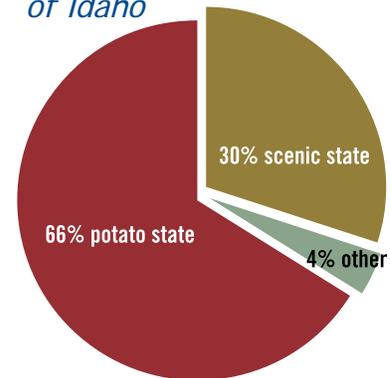
- General impressions are most positive where Idaho is known the best: the West.
- Impressions of the state are more positive among those who "experience Idaho." Business leaders (53%) and the media (37%) are more likely than the public (27%) to have visited or lived in Idaho.
- Even among those who experience Idaho, there is a lack of awareness of Idaho's diversified economy, corporate community, quality workforce and friendly people.
- Idaho - as a vacation destination - is believed to have beautiful scenery, access to national parks and public lands, few people, water, winter sports and camping. Urban amenities, quality entertainment, world-class resorts, affordable, reliable transportation, lodging and historical sites need better definition.

### What Idahoans like about Idaho

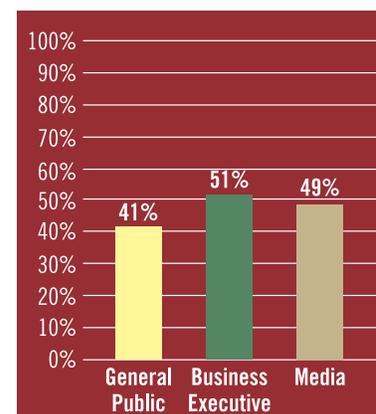
- *Friendly people*
- *Balance of work & personal life*
- *Proximity to outdoor recreation*
- *Clean air and water*
- *Four-season climate*
- *Affordable cost of living*
- *Short commute times*
- *Low crime*
- *Wide open spaces*

- The most important attributes sought for a place to do business are a qualified workforce, broadband connectivity, affordable business costs, reasonable tax rates, access to airports and interstates, quality education and clean water and air. The challenge facing business leaders is to demonstrate the availability of these attributes in Idaho.
- As a place of employment, Idaho's greatest perceptual assets are also most important to the general public: clean air and water, low crime rate and friendly people.

### America's general public view of Idaho



### America's familiarity with Idaho



# Strategies

## Idahoans, Bringing Idaho to Life

Some of Idaho's greatest opportunities for differentiating itself exist in its innovative people, more wilderness and whitewater than in the lower 48 states, or famous potatoes.

While other western states have similar geographic diversity or a healthy economy, Idaho is unique with economically thriving centers where people can easily access recreation opportunities.

## Brand Policy Imperatives

**1. Establish the Brand promise that Idaho offers "opportunities as diverse as its landscape" to connect with the people, nature and the new economy.**

Idaho offers access to recreational, career and lifestyle opportunities in the "wide-open West," but with the "comfort net" of modern amenities and high-tech connectivity.

Communications that support this brand promise must convey emotional benefits that drive people to take vacations, move or relocate a business.

**2. Live up to the Brand Promise**

Idahoans and its civic leaders must support, invest and deliver on the brand promises communicated in the state's advertising: Qualified workforce and education system, economic diversification, broadband connectivity, quality of life/cost of living and keeping business operating costs affordable.

**3. Position Idaho as Progressive**

A positioning statement is a short message that tells people what your product is and how they will benefit from its use. Idaho's positioning statement is as follows:

Idaho is a progressive state with a supportive business climate; a pristine, affordable, quality vacation destination; a great place to live, work and raise a family and a state that welcomes everyone.

**4. Reinforce Idaho's Attributes and Benefits; Define the Unknown**

When promoting Idaho as a place to vacation, live, work or operate a business, marketers are encouraged to reinforce attributes important to the target market and define those low in awareness:

**Business Location:** Reinforce Idaho's affordable business operating costs, reasonable tax rates; define quality workforce, connectivity and education opportunities.

**Employee Recruitment:** Reinforce clean air and water, low crime rate, affordable cost of living; define quality education opportunities, friendly people, reasonable tax structure.

**Vacation Destination:** Reinforce Idaho's scenery, proximity to National Parks, opportunities to visit friends and family; define lodging value, historical sites, transportation access.

*Idaho is a progressive state with a supportive business climate; a pristine, affordable, quality vacation destination; a great place to live, work and raise a family and a state that welcomes everyone.*

**Additional Recommendations:**

- Show wireless communications, technology and a cutting edge environment exists in the state. Address ways the state is wired for work and schools. Transcend that message to how Idahoans connect with the state's natural beauty, open spaces and healthy environment.
- Highlight Idaho's people engaging with the land and the state's new economy in a rural setting.
- Invite visitors and businesses to emotionally connect with Idaho. Use language that engages the reader.
- Sell Idaho's cities. In addition to featuring outdoor recreation and scenic beauty in travel marketing and business recruitment materials, include images of cityscapes, museums, public art and people engaging in cultural activities.
- Recruit first-person testimonials for vacationing, working or operating a business in Idaho.
- Tell the Idaho Story. Develop strong relationships with media in major markets so they can rely on credible stories generated by the state.
- Communicate Idaho's attributes instead of talking about what it "is not." Use words like "relaxed, spacious or natural" - instead of "unhurried, uncrowded, unspoiled."
- Look for opportunities to cross-sell between tourism and economic development.
- Include the shape of the state and/or its position in the Pacific Northwest, especially when marketing internationally.
- Potatoes are seen as "comfort food." Idaho's association with the potato is positive, however, it should be used in moderation to leverage awareness.

# Tactics

## Brand Management

**Internal Marketing Audits:** Periodic, independent examinations of state agency marketing programs reveal opportunities for improving performance. Is the state taking advantage of resources available to deliver a consistent look and feel to the Idaho message?

**Invest in Brand Development:** Compelling, competitive and consistent brand imagery for Idaho increases interest in the state as a place to visit, work and operate a business. With the state's beauty to build on, the goal of this project is to create a distinctive brand identity for Idaho that reaches beyond the Idaho Travel Guide, Highway Map, State Parks Directory and applies to numerous applications including gateway entry signs, license plates, drivers licenses, the state home page and externally directed publications.

**In-state Education:** Constituents express a need to educate in-state citizens about the state's economy, tourism product and other key attributes before they can sell Idaho. This tactic calls for making the resources of the state available to conduct industry seminars and educate in-state residents about Idaho and the goals of the Brand Idaho strategy.

**brand.idaho.gov:** Idaho business, commerce, education and other industry representatives say if information and tools (graphics, images, video, message points, logos) are available, they will - where appropriate - incorporate Idaho in their marketing, sales and promotion efforts. An Idaho Tool Kit - located at brand.idaho.gov helps companies and communities throughout the state add value to the bottom line by demonstrating how to use "Idaho" successfully as a marketing strategy.

## Co-Branding & Industry Support

**Leverage & Co-promote Special Events:** Several Idaho corporations, chambers and other entities sponsor or host sporting events of national stature and prominence. These events provide opportunities to feature Idaho's landscape and people. Purchasing discounted advertising time and providing state support leverages media coverage and increases brand awareness of Idaho.

**Raise National/International Awareness of Idaho's Science and Technology Industry:** Key components of Governor Kempthorne's Science and Technology Strategy include: 1) Developing a message that effectively communicates the strength of Idaho's technology economy, 2) Raising awareness of the importance of science and technology to Idaho's economy, and 3) Marketing Idaho as a prime location for technology-based companies.

**Develop a Made/Grown in Idaho Program:** Idaho Preferred™ highlights the quality, diversity and availability of Idaho food and agricultural products. Created and administered by the Idaho State Department of Agriculture, the program identifies quality local products grown and processed in Idaho. Member retailers such as Albertsons, Paul's and Wal-Mart use the program to identify and promote Idaho products through weekly ads, in-store demos and special events. The end result:

Raised awareness among consumers about the value of purchasing an Idaho Preferred™ product and in the process, differentiating Idaho products from foods produced in other states. Contact the Idaho State Department of Agriculture for details: 208-332-8684.

## Relationship Marketing Strategies

**Host Meetings and Conventions:** Trade missions, trade shows and job and student recruiting fairs allow people throughout the world to interact with Idaho on a personal level. Hosting meetings and conventions of significance offer opportunities to communicate Idaho's attributes in personally relevant terms to target audiences. Specifically, this tactic calls for a concerted effort by the state to, when appropriate, coordinate an Idaho presence and provide sources for generic support materials (i.e., pins, banners, stickers, brochures, etc.) necessary for recruiting meetings and conventions.

**Conduct an Idaho Alumni Campaign:** Encourage those who left Idaho to return and participate in a growing economy. Representatives of both industry and higher education articulate success in targeting university alumni for recruiting employees and businesses. As expressed in the Governor's Science and Technology Strategy, participants feel it behooves the state to spend resources on the creation and implementation of an Idaho Alumni Campaign. This tactic calls for targeting alumni publications and using alumni lists as a resource for advertising, direct mail solicitations and invitations to Idaho domestic trade missions held in cities like San Jose, Chicago or Austin.

## Tell the Idaho Story

The Idaho Media Center: Housed on the Internet and supported by e-mail notification, the Idaho Media Center - [news.idaho.gov](http://news.idaho.gov) - will serve as an electronic newsroom to communicate information and educate the national media about Idaho. Relevant and timely topics will include accurate accounts of recent current events, industry advancements and feature stories about interesting Idahoans performing unusual and noble feats. Designed primarily to provide accurate and objective information about current events, the site will feature an interactive section, as well as links to other state agencies and news organizations.

**Issue Management:** A national or international media relations firm can help increase awareness of Idaho. Using these services on an "as needed" basis, the firm can perform specific tasks relative to media training and managing and addressing external issues that impact the brand strategy.

## Idaho and the Internet

**Domain Name Idaho:** It is easy to envision a single portal as a first step in experiencing Idaho. In cooperation with the Idaho Department of Administration, the Department of Commerce will continue efforts to acquire domain names that serve as key portals and delivery mechanisms for Idaho information.

## External Issues & Brand Idaho

Like most businesses and other states, several issues - external to marketing - impact Idaho's ability to promote its products and services. In Idaho, these issues have the potential to adversely affect the state's ability to attract new businesses and existing businesses' efforts to recruit and retain employees. A separate report identifies a series of recommendations for addressing these issues in a concrete, uncompromising manner.

## What We Need to Succeed

With any brand marketing strategy, support from top management; consistency in message, graphic look and feel; and delivering on the brand promise articulated via advertising are key to success. Idaho's constituency - including state and local promotion agencies and the private sector - must understand, believe and support the concept of building brand awareness of a state.

### Measurements of Success:

- Idaho businesses/organizations engaged in carrying out tactics outlined in Brand Idaho;
- Television feature stories and news articles generated as a result of publicity efforts;
- Inquiries for Idaho business relocation and tourism information;
- Awareness of Idaho, determined by revisiting the perceptual study conducted for the evolution of this strategy;
- Number of hits and requests for assistance through the Brand Idaho Web site;
- Number of visits to (within) Idaho, length of stay, and amount of money spent;
- Business expansion, relocation (# of employees and revenue);
- Attitudes measured quantitatively (primary or secondary research).

## Appendix

### Primary Research Components

**In-State Research:** Discussion groups among Idaho Department of Commerce staff and personal interviews took place with more than 20 business leaders and media professionals. Another 270 leaders of industry, community groups, and state/local government participated in one of nine meetings in Lewiston, Coeur d'Alene, Sun Valley, Twin Falls, Pocatello, Idaho Falls, Boise and Nampa. December, 2000.

**National Research:** A national telephone survey included 1,000 US adults age 22 and above with total household incomes of at least \$30,000. More than 500 interviews took place within the 11 western states, 498 in the rest of the Continental US. The margin of error for a sample size of 1,000 is + 3.1 percentage points in 95 out of 100 cases; for 500 margin of error is 4.4 percentage points. The data was weighted by gender within region to accurately represent the US population. Business and media professionals were surveyed via telephone in ten markets: New York, Washington D.C., Atlanta, Chicago, Boston, Seattle, Portland, San Jose, Los Angeles, and Phoenix. January, 2001.

**Advanced Strategy Lab:** A two-day session featuring more than 30 participants from state and local government, large and small Idaho businesses and community leaders reviewed and discussed the national research results, brainstormed and prioritized the implications, strategies and tactics. March, 2001.

**Seattle and San Jose Focus Group Sessions:** In order to effectively implement the Brand Idaho Communications strategy, focus groups discussions conducted in Seattle Washington and San Jose, California examined perceptions, attitudes, impressions and visuals used to market Idaho. February, 2002.



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IDC-04

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Upon request, information in this pamphlet will be provided in alternative formats for people with disabilities.

## Approved Logotype

The following guidelines show the correct treatment of the Idaho logotype in advertising, packaging, collateral and promotional materials. The logotype may not be altered or manually reproduced in any way.



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## Logotype Colors

The logotype must be reproduced in the choice of these colors:

### PANTONE ® 288

Process: C: 100% M: 65% Y: 0% K: 30%

RGB: 11 18 42

HTML: #333366

### PANTONE ® 116

Process: C: 0% M: 15% Y: 94% K: 0%

RGB: 94 84 0

HTML: #FFCC00

Black or reversed white

pms 288



pms 116



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## Suggested Typefaces

To maintain integrity and consistence of brand for the Logotype it is suggested that the following typefaces be used:

Trebuchet MS Regular

Trebuchet MS Bold

*Trebuchet MS Italic*

*Trebuchet MS Bold Italic*

Verdana Regular

**Verdana Bold**

*Verdana Italic*

***Verdana Bold Italic***

Franklin Gothic Book

**Franklin Gothic Demi**

**Franklin Gothic Heavy**

*Franklin Gothic Book Oblique*

***Franklin Gothic Demi Oblique***

***Franklin Gothic Heavy Oblique***

Palatino Roman

**Palatino Bold**

*Palatino Italic*

***Palatino Bold Italic***



