Map your message

TELLING THE STORY OF YOUR ASSETS AND COMMUNITY BRAND

Is branding right for you?

What’s a brand?

- Set of expectations, memories, stories and relationships
- A reason someone chooses you

The Berkshires

Telluride

Stowe

Cape Cod

Aspen

Bar Harbor

Salem

Newport

How can you be “heard” above the rest

Create a message that is:

- True
- Strong
- Supported
- Repeated

Message map technique

-- A tool to tell your story

-- Easy to follow graphic

-- Ensures everyone is singing from the same song sheet

SAMPLE MESSAGE MAP

Antiquing in Maine Message Map

Abundance of Treasures, Places to Seek Them Out

- New England hand-crafted treasures including furniture, pottery, baskets, hooked rugs, folk art, waterfowl decoys, sporting equipment, hand tools
- Also known for antiquarian books and maps, fine art, heirloom jewelry, Victorian antiques, silver plate, porcelain, Depression glass, collectibles, and more . . .
- Hundreds of high-quality galleries, antique malls, auction houses, estate sales, bric-a-brac shops, flea markets, and garage sales throughout the state

Antiques Distinctive to Region

- Folk art
- Nautical objects
- Native American artifacts/art
- American Colonial & Colonial Revival antiques
- Shaker furniture

Maine's rich heritage and culture are reflected through the abundance of distinctive antique treasures that can be found throughout the state.

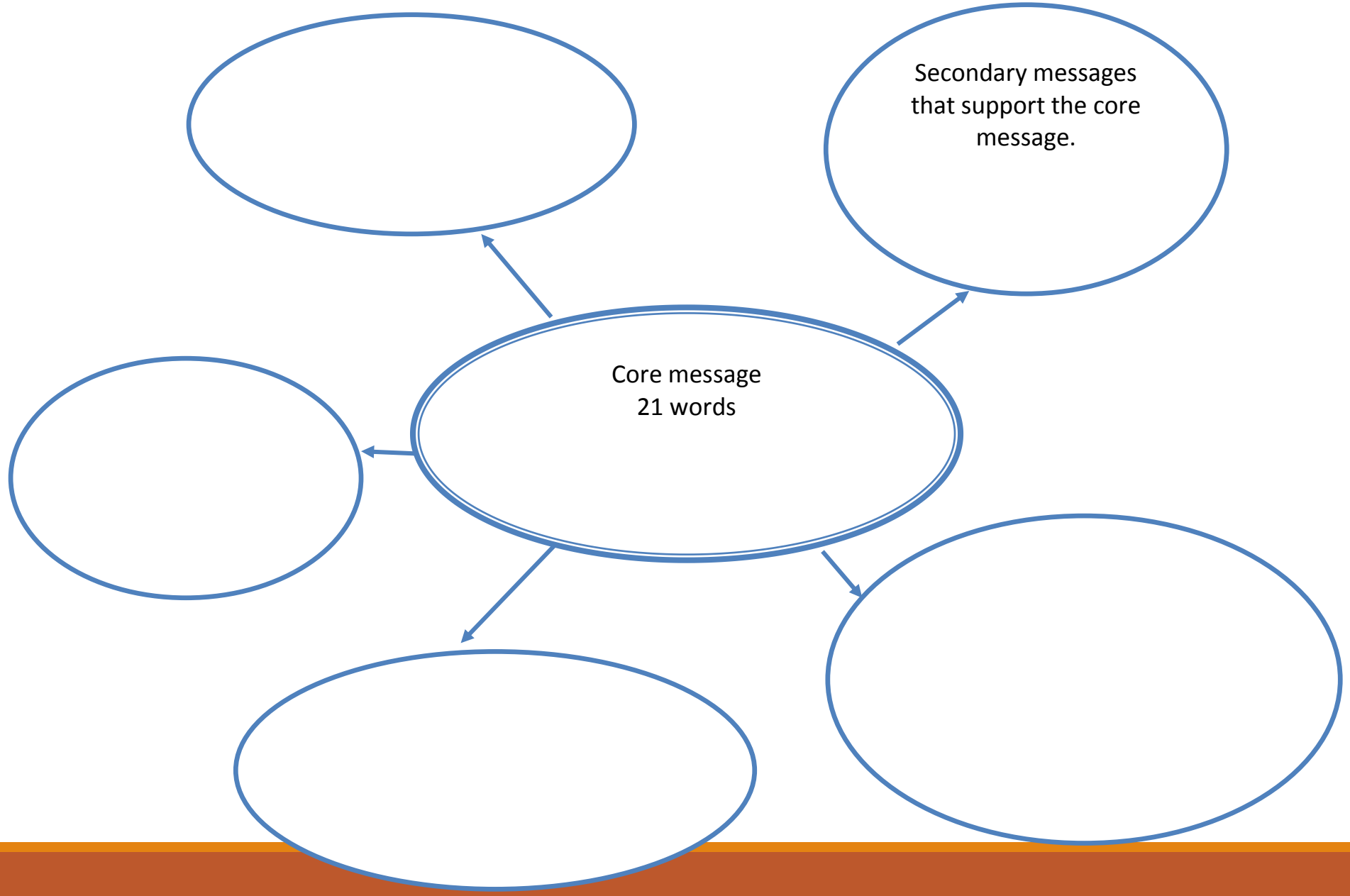
Rich Heritage and Culture Reflected Throughout Maine

- Coastal villages, mountain towns dating back to 18th century
- Generations have maintained interest in preserving the past
- Many historically-significant sites, preserved homes, museums
- Former sea captain/logging baron homes as accommodations
- Celebrated local cuisine in old taverns, country inns

Resources

- www.visitmaine.com
- www.maineantiques.org

Message Map Template



Closing words of advice

Start today:

-- Determine your story – what makes you special?

-- Draft a message map

-- Use it!

-- Build your brand

Contact

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Utopia Main Street

Core message – 21 words

Downtown Utopia is where you can live forever!/Utopia Main Street boasts/offers an ideal thriving, attractive, walkable, authentic, and historic downtown destination that is growing/building the community core of Utopia… where businesses thrive and families grow

We're a city of roughhewn cobblestones…

Imagine a city with …and a beautiful waterfront!

Downtown Utopia provides an authentic, experience,

People! ☺ Quality of life Eclectic Quintessential

Walkable Diverse Smiles Busy Multigenerational Universal Accessible Genuine People Shopping Pretty Original Green Wealthy Rich Re-invented Clean Opportunity Relevant Inviting Fun Cooperative Memorable Old Modern Thriving Pleasant

Authentic Historic Safe Verdant Exciting

Stopping Places / Resting Places / Gathering Place