

Waco Tourism Branding Project

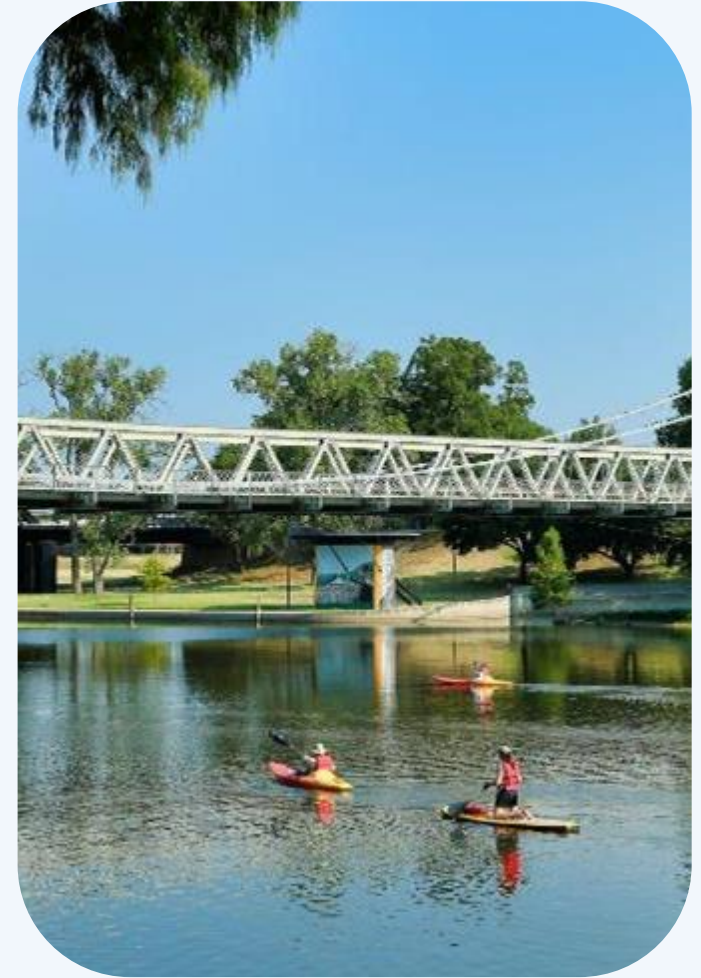


Monica Sedelmeier, Director of Communications and Marketing
Hanna Andersen, Administrative Officer
Emilie Harris, Madden Media, Senior Account Director

01.21.2025

Purpose

- Redefine and enhance Waco's identity as a premier travel destination
- Create impactful visual and verbal branding - including a new name and logo for the Waco Convention and Visitor's Bureau
- Spotlight Waco's unique attractions, rich cultural heritage, and vibrant community
- Expand and enrich Waco's visibility and competitiveness in the travel market





Agenda

- Project Vision
- Madden Introduction & History
- Branding Project Process
- Scope of Work
- Project Timeline



Presented to

DESTINATION WACO

CREATIVE CONCEPTING CHECK-IN

January 21, 2025



MADDEN

Project Vision

What we want to accomplish through our creative work.

- Understand current perceptions about Waco as a tourism destination
- Represent the Waco brand authentically
- Differentiate the Waco tourism brand from the local-focused City of Waco brand
- Utilize imagery that represents diversity and a welcoming atmosphere.
- Create continuity in Waco tourism brand voice
- Build messaging that resonates with Waco's plan for visitor growth over the next 5-10 years



ABOUT MADDEN

AGENCY AND TEAM EXPERIENCE

Your core account team will feature former DMO employees who understand the business of tourism. They will support your team and guide team members through the intricacies of the tourism industry.



We Do It All

While we will focus on your creative efforts, as a full-service agency we have the in-house capabilities to execute any services your DMO needs, as you have seen during our public relations and digital media partnerships over this past year.



CREATIVE

Our creative development process leverages data to create visual stories that resonate with people. We develop creative assets, including photos, videos, content, print ads, out-of-home ads, branded materials, and more.



MEDIA

Our experts analyze media consumption patterns and leverage relationships with industry-leading vendors to reach travelers on the right channels with the right messages during each stage of the Traveler's Journey.



MARKETING TECHNOLOGY

We build and enhance websites so people engage longer with our partners' brands. We also optimize CRM and email marketing strategies to make the most out of client leads.



PUBLIC RELATIONS

Our PR experts manage relationships with key publications, draft press releases, and plan and coordinate events and trade shows. We develop strategic communications plans to manage crises and promote thought leadership.



STRATEGY

Our data-informed strategies build a connection between your brand and target audiences by showing how Waco aligns with their travel interests and values.



RESEARCH

Our destination intelligence platform, Voyage, enhances situational awareness with visitation intelligence reports and industry data dashboards—giving you a critical tool to lead with an informed, measurable, and easily communicated plan.



DARYL WHITWORTH

Vice President, Destination Strategy

Daryl leads our Southern U.S. agency team and will help lead Madden's overall strategy for Waco.

EXPERIENCE

- Madden Media, VP, Destination Strategy, 2024–Present
 - ◆ Senior Destination Strategy Director, 2022–2023
 - ◆ Director, Destination Strategy, 2018–2022
 - ◆ Director, Business Development, 2012–2018
- Fredericksburg CVB, Assistant Director, 1997–2012
- Texas Travel Alliance, Board of Directors, 2018 – 2023
- Texas Hill Country Trail, Chair 2006–2007
- Friends of LBJ National Park, Chair 2011

EDUCATION

- MBA, Marketing Management from Angelo State University
- BS, Animal Science/Business from Angelo State University

CERTIFICATION

- CTE from Texas Travel Tourism College

“I BEGAN MY TOURISM CAREER AT AGE 7 ON MY FAMILY'S PEACH FARM!”



EMILIE HARRIS

Senior Account Director

Emilie leads project management to ensure your projects stay on schedule and your campaigns launch on-time. Her strategic approach to account management, informed by nearly a decade in the tourism industry, is instrumental in optimizing workflows and meeting critical milestones—driving the overall success of initiatives.

EXPERIENCE

- Madden Media, Senior Account Director, 2024–Present
- Bandwango, VP, Sales and Marketing, 2022–2024
 - ◆ Director of Marketing Operations, 2020–2022
- Houston First Corporation, Tourism Project Manager, 2017–2020
- Visit The Woodlands, Brand Development Manager, 2016–2017
 - ◆ Marketing Specialist, 2015–2016
 - ◆ Intern, 2015

EDUCATION

- BA, Mass Communication/Media Studies from Sam Houston State University

“NO FLIGHT IS COMPLETE WITHOUT A GOOD BOOK AND A BAG OF GUMMY WORMS.”



KATIE CONNOLLY
Creative Director

Katie leads our Jackalope creative team, which is made up of talented designers and writers. She guarantees all creative executions are crafted to achieve your campaign objectives.

EXPERIENCE

- Madden Media, Creative Director, 2022–Present
- Bunny Made NYC, Creative Director/CEO, 2020–Present
- St. Francis College, Creative Director, 2019–2022
- Emerald Expositions, Lead Graphic Designer, 2017–2019
- Side Lab, Creative Director/Founder, 2018–2021
- Viking Sports Camps, Graphic Designer, Photographer, Director, 2010–2017

EDUCATION

- BFA, Graphic Design, Minor in Art History from The College of Saint Rose

“MY LIFE CAN BE SUMMED UP BY THREE B'S:
BRANDING, BUNNIES, AND BRUNCH.”



LOUIE CHRISTENSEN
Content Director

Louie crafts compelling advertising campaigns in every medium and will identify storytelling opportunities to build brand awareness and increase SEO performance.

EXPERIENCE

- Madden Media, Content Director, 2021–Present
 - ◆ Creative Director, 2019–2021
 - ◆ Content Strategist, 2018–2019
- The Wine Store, Sales Associate and Social Media Manager, 2016–2018
- Yelp, Account Executive, 2014–2016
- Golfsmith International, Sales and Customer Service Associate, 2013–2014
- Kanakuk Kamps, Media Coordinator, 2010–2013

EDUCATION

- BS, Agricultural Economics from The University of Arizona

“OF ALL THE PLACES I'VE BEEN, IT'S ALWAYS THE
NEXT PLACE I'M MOST EXCITED TO SEE.”



RENAE SOUCIE
Senior Graphic Designer

By seamlessly integrating data insights into her designs, Renae enhances user engagement and improves the effectiveness of our campaigns.

EXPERIENCE

- Madden Media, Senior Graphic Designer, 2022–Present
- ◆ Creative Specialist, 2018–2022

EDUCATION

- AAS, Graphic Design from Pima Community College

“ VISITING EVERY U.S. NATIONAL PARK IS AT THE TOP OF MY BUCKET LIST. ”



WES CONDRA
Media Director

Wes will craft integrated omnichannel plans to ensure that marketing efforts are cohesive and far-reaching, effectively targeting diverse audience segments.

EXPERIENCE

- Madden Media, Media Director, 2023–Present
 - ◆ Associate Media Director, 2023
 - ◆ Media Strategist, 2022–2023
 - ◆ Digital Media Specialist, 2021–2022
- Exverus Media, Media Supervisor, 2023
- Amarillo College, Communications and Marketing Director, 2016–2019

EDUCATION

- MA, Communication from West Texas A&M University
- BA, Political Science and Government from West Texas A&M University

“ I LOVE LEARNING ABOUT A DESTINATION BY EATING AND DRINKING MY WAY THROUGH IT! ”

Our History With Waco CVB



September 2023

Partnership began and Madden immediately took over building creative ads for existing placements after competitive RFP.



Fall 2023

Launched custom Waco digital media marketing campaigns, contributing **over half of the traffic to DestinationWaco.org** throughout '23-'24 Fiscal Year.



Jan 2024

Madden pivots creative concepts from "What's Good in Waco" to align advertising with "A City to Believe In".



Spring 2024

Began plans for new photos and videos, which became a larger conversation about creative direction and destination positioning.



August 2024

Madden leads photo/video shoot for new assets featuring key locations and diverse talent.



October 2024

In market strategy meeting with Leadership shifts began conversations about finding a consistent branding perspective.



December 2024

Madden kicks off the Waco CVB Branding Project and organizes 2025 Focus Groups and discussions.



Summer 2025

Anticipated reveal of new brand creative

2023



Jan
2024



Oct
2024

Current



Madden Brand Development Process



1. RESEARCH

- Project kick-off
- Research
- Brand assessment



2. STRATEGIZE

- Brand development
- Study creation
- Presentation



3. BRAND DEVELOPMENT

- Brand standard development
- Brand activation plan development
- Client review & revisions



4. ACTIVATE

- Brand style guide & activation plan finalized
- Execute & implement brand/activation plan

Our Task

Identify, define, and create a unique, representative, and memorable brand for Destination Waco, Texas.

The brand will be inclusive of discovery and subsequent brand guide which lays out all of the facets of the brand.



Holistic Branding



LOGO

The logo will be the visual ambassador of your brand. We will develop your logo design to be simple, memorable, and reliable. We first develop a monochrome version to ensure the logo design can stand on its own and then bring in your brand colors later. Our team will ensure its flexibility by creating a primary and secondary logo so it can be used across all marketing collateral.



VISUAL IDENTITY

Your visual identity is inclusive of more than just your logo. We'll look around your destination for inspiration, pulling in tones found around Waco. Your natural attractions, community charm, and picturesque scenery will influence the colors, patterns, secondary marks, and typography we use to create your custom brand.



WRITTEN IDENTITY

Your brand should guide all written content as well. In defining this written identity, we will reflect your brand's personality. Our team will create a tagline, brand voice, core messaging, and tone filled with personality and the essence of who you are while being flexible enough to span across your overall brand marketing, niche marketing campaigns, local initiatives, and more.



BRAND APPLICATION

Having the guide set is step one, but how do you apply these styles in real life? Brand application examples, including stylescapes, collateral, and photo guidelines help guide you into the future implementation and execution of your brand.

Brand Standards

Once your new brand is finalized, we will deliver a style guide that outlines all the details you'll need to activate the new look & feel.



BRAND STORY

→ Core Messaging

The guiding mission of your brand

→ Brand Voice

Personality, punctuation, and usage

→ Brand Pillars

Tagline and key brand pillars

BRAND IDENTITY

→ Logo

Primary, secondary & social logo, usage guidelines, lockups, meaning, etc.

→ Color Palette

→ Branded Elements

Templates & collateral: ads, merch, stationery, stylescape

→ Photography guidelines

→ Typography guidelines

Current Branding



- Audience
- Emotions
- Value Props
- Unique Tourism Identity
- Visuals
- Messaging

Scope of Work

Final project deliverables

- **Brand study**

Collective findings on brand sentiment and direction

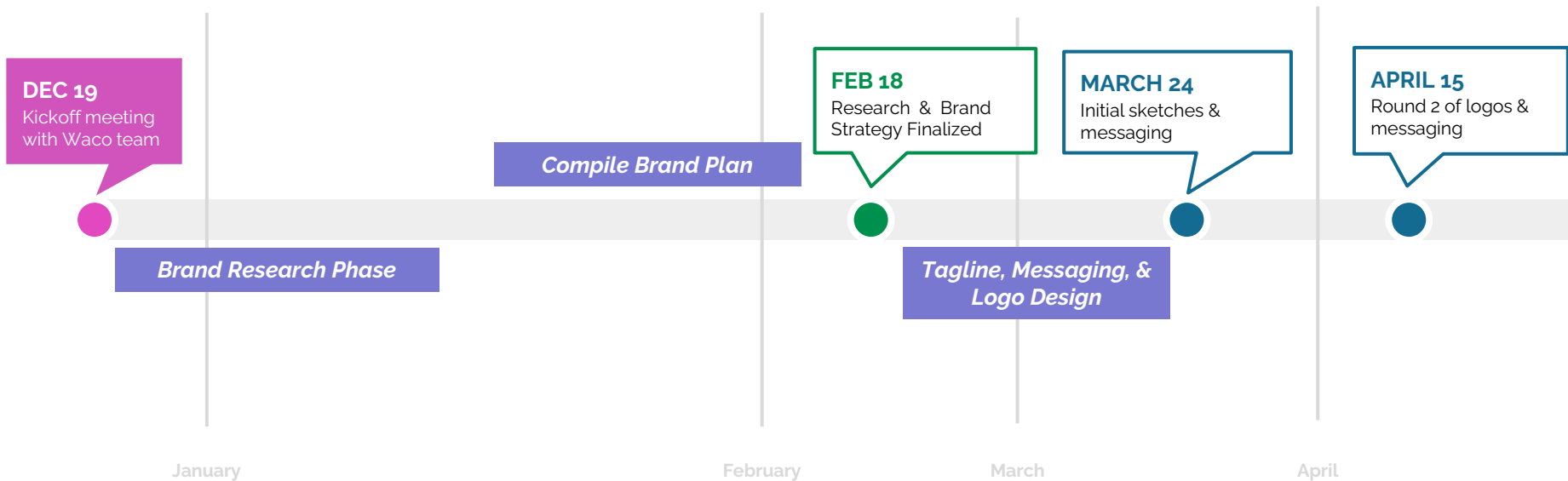
- **Logo development**

- **Tagline creation**

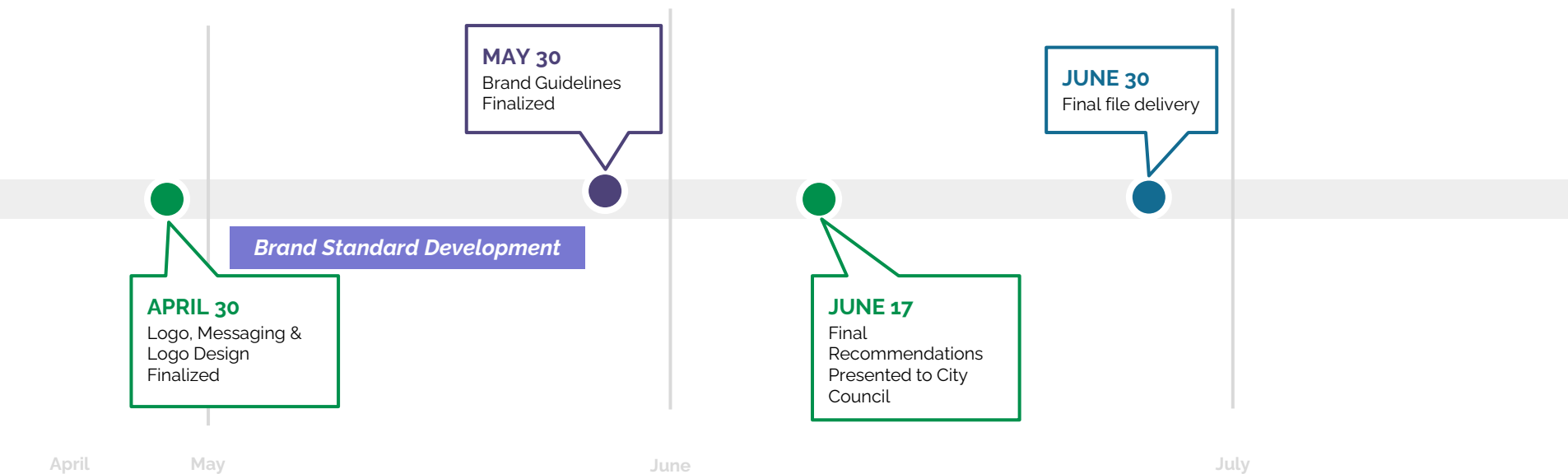
- **Brand style guide**

Final resource for Waco to use to maintain brand consistency across vendors and platforms

Waco Branding Project Timeline



Waco Branding Project Timeline





 **SPARKING IMAGINATION.** 

NURTURING  **CURIOSITY.**

 **CONNECTING PEOPLE TO ~~PLACES~~**

WACO



Summary

- Project Purpose & Vision
- Branding Process
- Scope of Work
- Deliverables
- Timeline

THANK YOU.

Contact for questions:

Monica Sedelmeier, monicas@wacotx.gov