

# Case Study

## **Panel Helps City Attract New Company Relocations, Tourism and Conventions**

### **City of Denver**

#### **Challenge**

Communicate Partners worked through our brand consultancy partner, Brand-Juice, to help the City of Denver with intelligence on attracting new company relocations, convention planners and tourists.

#### **Solution**

In this comprehensive study, we surveyed the meeting planners, corporate site planners, and tourists to test attractiveness of city attributes, reasons to believe, importance ratings, comparisons to other cities, and positioning messages.

#### **Results**

The study helped formulate a new successful campaign by the City of Denver and convention bureau. The campaign was segmented by targets in Colorado, adjacent feeder states, and nationwide.