

Woodburn, OR

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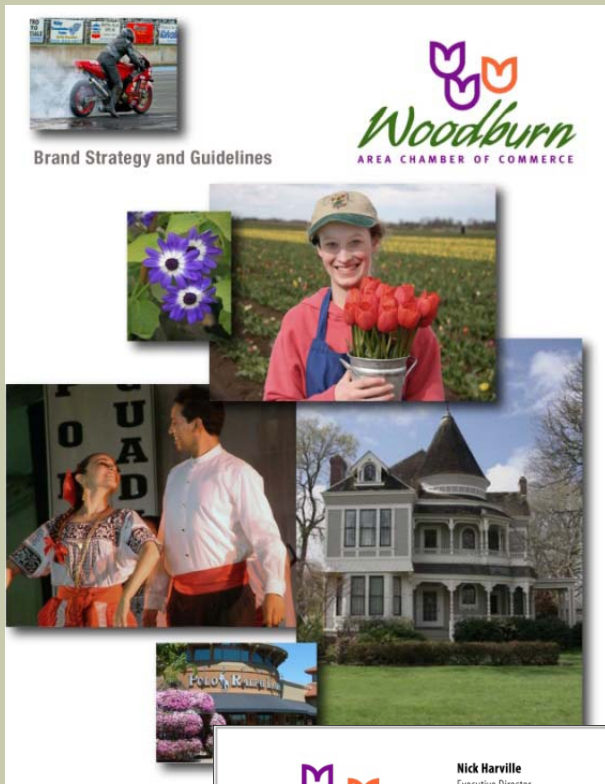
The Woodburn brand strategy is designed to clearly differentiate and address outdated and inaccurate images of this small city. It challenges people in traditional source markets to adjust their outdated perceptions of Woodburn as a destination for tourism and economic development.

The brand summarizes the surprises to be found in the 180 crops grown on local farms, the city's rich cultural diversity and history, exploring the Woodburn Company Stores, Oregon's Tulip Festival, and the city's attractive blend of urban and rural lifestyles.

Important to the strategy is the need to generate local buy-in and support of the brand by key local organizations and individuals. The strategy also identified more than thirty opportunities to strengthen the brand experience of visitors to ensure that the city excels in delivering on its Destination Promise™.

"TDM's thorough planning process, research and analysis caused us to look objectively at what makes us distinctive from an outsider's perspective. This was the catalyst for us to define and agree on our ideal positioning and place in the world. Achieving this had a unifying effect on the way that we now shape Woodburn's marketing messages and serve our tourism and economic development customers."

Nick Harville
Executive Director
Woodburn Area Chamber of Commerce



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