

BRAND STRATEGY FOR BERTIE COUNTY TRAVEL & TOURISM

DESTINATION BERTIE



HEAR THE SOUND

An aerial photograph of a small town nestled in a valley, surrounded by dense forests. The town features a mix of residential and commercial buildings, including a prominent white building with a steeple. The sky is filled with a dramatic sunset, with orange and yellow hues blending into a darker blue. The text "WHERE HERITAGE AWAKENS AND NATURE INSPIRES." is overlaid in a white box with a black border in the lower center of the image.

**WHERE HERITAGE
AWAKENS
AND NATURE INSPIRES.**

URL: destinationbertie.com

Handle: @destinationbertie

Hashtag: #destinationbertie
#hearthesound

BRAND IDENTITY

The unique combination of visual, verbal, and experiential elements that encapsulate Bertie County's nature and differentiate us from other destinations.

ORGANIZATION NAME

Bertie County Travel & Tourism

BRAND NAME

Destination Bertie

TAGLINE

Hear the Sound

MARKETING CAMPAIGNS

Brand Awareness - Destination Bertie

Brand Awareness - Where the Water Meets the Trees

BRAND NARRATIVE

Bordered by water on three sides, Bertie County, North Carolina, is where ancient heritage and natural beauty intertwine. Our story is that of a convergence of water and culture. The silent black water and cypress forests of the Cashie and Roanoke feel as though they have legends to tell, as they give shelter to untouched wildlife and gently wind their way through expansive farmlands before flowing into the Albemarle Sound.

Bertie County is a vibrant and historic rural community poised for a new chapter; a place where the promise of renewal is carried in our hardworking hands and etched into the lines on our faces.

Our roots reach deep into the past where the Lost Colonists and the Native Americans before them once lived and left a lingering sense of mystique. We acknowledge the enduring legacy of our African American ancestors who overcame adversity to weave what is now the greatest asset of Bertie today: our spirit of resilience, creativity, and grace.

As with generations prior, our traditions, wisdom, and sacred ties to the natural world are integral to who we are. They remind us of the profound importance of respecting and preserving our land and shared heritage.

Our story is one of endurance, perseverance, and a refusal to be forgotten and we welcome those searching for connection, adventure, and a fresh start.

Join us as we forge ahead into the future, crafting a comeback that resonates far beyond our waters.

Bertie is calling and it's time to **Hear the Sound.**

BRAND GOAL & OBJECTIVES

Specific objectives and outcomes that Destination Bertie aims to achieve in order to fulfill our long-term vision and strategic direction, guiding our actions and measuring our success.

GOALS:

1. Establish Bertie County, NC as a must-visit NC ecotourism and heritage destination
2. Develop an inclusive County identity that unifies the community and generates enthusiasm among citizens of Bertie County.
3. Celebrate the rich heritage and evolving culture of Bertie County.

OBJECTIVES:

Increase Tourism Engagement:

By implementing targeted marketing strategies and storytelling, we aim to attract a diverse audience of visitors to Bertie County.

Foster Local Buy-In:

To achieve long-term success, we recognize the importance of gaining local support and involvement in the tourism marketing effort. By actively engaging with residents, businesses, and community organizations, we will see their input, establish cooperative initiatives, and encourage active participation in Destination Bertie.

Preserve & Promote Cultural Heritage:

Bertie County's rich cultural heritage is as valuable and unique as the landscape itself—and just as worthy of preservation. Through possible initiatives such as heritage festivals, arts & crafts exhibitions, and storytelling sessions, we will celebrate the County's diverse cultural traditions while fostering a deeper appreciation and understanding among both visitors and locals.

Drive Economic Growth:

By positioning Bertie County as a sought-after tourism destination, we aim to stimulate economic growth that will create business opportunities, new jobs, and increased revenue streams for the entire community. There is an excellent opportunity to support the emerging agritourism industry and promote Bertie County's strong agricultural identity to new visitors.

Champion Environmental Stewardship & Ecotourism Opportunities:

The brand will highlight and prioritize environmental stewardship through ecotourism activities, conservation efforts, and education for visitors and locals. By helping to preserve the natural environment of Bertie County, we will ensure the longevity and vitality of our outdoor assets.



BRAND PILLARS & STORY THEMES

Foundational principles that guide Destination Bertie's communications, representing key areas of focus and differentiation.

Unifying Community:

Our brand will serve as a catalyst for unity, bringing together residents, businesses, and visitors to celebrate the shared identity and pride in Bertie County and what we offer to visitors. By fostering a sense of belonging and collaboration, we aim to strengthen community bonds and create a welcoming environment for all.

Cultural Diversity:

Bertie County is rich in historical and cultural significance. We aim to honor both past and present contributions of the Black community that has shaped Bertie County, and to share stories of the fascinating and unique history of this region.

Historical Significance:

By highlighting locations like Indian Woods and Historic Hope, the brand will enrich the visitor experience and foster a deep sense of pride among residents.

Outdoor Assets & Waterways:

Showcasing the County's pristine natural landscapes and captivating waterways, the brand will position Bertie County as an outdoor paradise for adventure seekers, nature enthusiasts, and recreational travelers. We will invite residents and visitors to enjoy the County's natural wonders and environmentally-friendly outdoor recreation opportunities.

The Roanoke River floodplain is the largest intact, and least disturbed, bottomland forest ecosystem remaining in the mid-Atlantic region. The area supports the highest density of nesting birds, especially songbirds, anywhere in North Carolina, including rare species such as Swainson's warbler, cerulean warbler, and Kentucky warbler. Wintering and migrant waterfowl make extensive use of the refuge's wetlands, including wood duck, mallard, and wigeon.

BRAND POSITIONING

POSITIONING STATEMENT:

In Bertie County, North Carolina, discover a captivating destination where heritage and nature intertwine. Flanked on three sides by water, our county offers a harmonious blend of pristine nature and cultural richness.

- **Unique Value Proposition:** Bertie County: Where heritage awakens and nature inspires.

AUDIENCE:

- **Residents**

This brand first and foremost must appeal to and resonate with current residents. Creating local buy-in and storytelling that reflects the true nature of the Bertie County community is paramount to the success of this effort. All opportunities to highlight community events and utilize local storytellers should be taken.

- **Visitors**

- **Ecotourists:**

Visitors who enjoy outdoor activities found along the Roanoke & Cashie Rivers, such as kayaking, boating, hiking, fishing, camping, birdwatching, and staying in the Cashie River Treehouse Village.

- Highlight the county's natural beauty, rivers, the Albemarle Sound, and outdoor recreation events such as golf & tennis at the Cashie Golf Club, the Roanoke/Cashie River Center, and the Cashie Wetlands Walk.

- **Heritage Tourism:**

Visitors interested in local history, heritage, and cultural events. Emphasize historical landmarks, museums, festivals, and community traditions, such as Indian Woods, Historic Hope, and the Sans Souci Ferry.

- **Agritourism:**

Attract visitors seeking authentic rural experiences and working farm opportunities. Alongside Bertie Peanuts, showcase local farms, agricultural workshops, farmers' markets & farm stands, and farm-stay accommodations.

- **Potential New Residents**

- **Affordable Living:** Highlight the county's affordable housing options, low cost of living, and quality education system.
 - **Small-Town Charm and Community:** Emphasize the tight-knit community, friendly atmosphere, and opportunities for involvement in local activities, organizations, community events, and local businesses.
 - **Business and Entrepreneurship:** Showcase the county's business-friendly environment, available commercial spaces, and support for entrepreneurs.



FOUNDATIONAL MESSAGING

The strategic and consistent communication of Destination Bertie's value proposition, key benefits, and unique selling points to our visitors, creating brand awareness, engagement, and resonance.

BRAND PILLAR: UNIFYING COMMUNITY

Messaging:

Community lies at the heart of all that we do. Our shared values and genuine connections forge bonds that transcend differences, making Bertie County a place where unity thrives. Join us in building a stronger community, where everyone is welcomed, valued, and embraced with open arms.

BRAND PILLAR: CULTURAL DIVERSITY & HISTORICAL SIGNIFICANCE

Messaging:

Bertie County, NC is a tapestry of cultural diversity and historical significance. Our county is rich in stories and traditions that have been handed down through generations, shaping our unique identity. From preserving historical landmarks that stand as testaments to our past to celebrating our cultural heritage of today, we honor and cherish our shared history. Immerse yourself in captivating narratives, explore our historical sites, and engage with the cultural treasures that make Bertie County a place where history comes alive.

BRAND PILLAR: OUTDOOR ASSETS & WATERWAYS

Messaging:

Bertie County, NC is a nature lover's paradise, blessed with beautiful natural landscapes and pristine waterways. Our county's landscapes are a picturesque fusion of open fields, working farms, and riparian forests, offering endless opportunities for outdoor exploration.

Bertie County's natural beauty beckons you to connect with the outdoors, to find solace in its peaceful embrace, and revel in the awe-inspiring sights that await at every turn. Discover the wonders of our pristine landscapes and rejuvenate your spirit in the embrace of nature's splendor.



BRAND VALUES

The fundamental beliefs, principles, and ideals that guide Destination Bertie's behavior and decision-making.

UNITY:

We value the importance of inclusion, fostering a sense of togetherness among residents and visitors alike.

INCLUSIVITY:

We embrace and celebrate our diverse communities, recognizing that each group brings unique perspectives, traditions, and contributions to the collective tapestry of our County.

AUTHENTICITY:

We celebrate our County's qualities, traditions, and stories, and present an authentic experience to visitors. By staying true to our roots and heritage, we offer an enriching and meaningful experience that reflects the genuine spirit of our people, history, and culture.

PRESERVATION:

Bertie County holds a deep respect for our natural resources, cultural heritage, and historic landmarks. We are committed to preserving and protecting these treasures for future generations. Through responsible stewardship and sustainable practices, we safeguard our environment, landmarks, and traditions, ensuring they remain intact and accessible to all.

An aerial photograph of a town. In the foreground, a large, colorful mural is painted on the side of a building. The mural depicts a group of diverse people holding a large rainbow flag. The text 'MORE HANDS' is visible on the left side of the mural, and 'OF HOME' is visible on the right side. The town features various buildings, including a large white building with a covered entrance, and a street with several cars. In the background, there are trees and a hillside.

OUR PROMISE

TO CONSISTENTLY DELIVER UNFORGETTABLE OUTDOOR EXPERIENCES THAT IMMERSE VISITORS IN THE PRISTINE BEAUTY OF OUR UNIQUE LANDSCAPES, WHILE EMBRACING OUR RICH CULTURAL HERITAGE AND FOSTERING A GENUINE SENSE OF COMMUNITY WARMTH, ESTABLISHING TRUST, AND SETTING US APART AS A DESIRABLE TOURISM DESTINATION.



BRAND MISSION

An impactful statement outlining the purpose and core objectives of Destination Bertie, which guides our efforts to promote and enhance Bertie County's appeal, experiences, and sustainable growth.

- To authentically showcase the captivating harmony of nature, heritage, and community in Bertie County.

BRAND VISION

A clear and inspiring statement that describes what Destination Bertie aims to become and motivates people to work together to make it happen.

- To serve both as an identity for our local community and as chief storyteller to those outside of Bertie County. We envision a destination that embraces our natural beauty, celebrates our rich heritage, fosters community pride, and entices visitors with unique and transformative experiences.

BRAND PURPOSE

The overarching reason for Destination Bertie's existence, representing our core values and the positive impact we aim to create in the world.

- To create a dynamic and inclusive tourism industry that promotes internal pride, fosters external growth, and enhances the overall quality of life for the residents of Bertie County. We aim to establish Bertie County as a desirable Inner Banks destination that captivates both residents and visitors.

BRAND PROMISE

A concise statement that communicates what visitors can consistently expect from Destination Bertie, establishing trust and differentiation in the marketplace.

- To deliver unforgettable outdoor experiences that immerse visitors in the pristine beauty of our unique landscapes, while embracing our rich cultural heritage and fostering a genuine sense of community pride.

BRAND ESSENCE

A powerful and memorable declaration that captures the truest and most essential nature of Bertie County, embodying our unique character and value.

- Soulful Convergence: Where nature, heritage, and community find their sound.
- **Hear the Sound** of resilience and beauty.
- Bertie County; where the water meets the trees.



BRAND VOICE

The set of human characteristics, traits, and qualities attributed to Destination Bertie, enabling visitors to form emotional connections and perceive our brand as relatable, likable, and distinct.

AUTHENTIC & INVITING:

Our voice is genuine, down-to-earth, and welcoming, reflecting Bertie County's warm hospitality and community spirit.

RESPECTFUL & INCLUSIVE:

Our voice is respectful, inclusive, and sensitive to the diverse cultures and communities within Bertie County, promoting understanding and appreciation for different perspectives.

ENTHUSIASTIC & INSPIRING:

Our voice is passionate, upbeat, and motivational, encouraging visitors to explore and discover the wonders of Bertie County, and reminding local residents of the pride we take in our community.

INFORMATIVE & EDUCATIONAL:

Our voice is knowledgeable, informative, and educational, providing valuable insights about the County's natural assets, cultural heritage, and local traditions.



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