



# SOVRN 2022 ANNUAL REPORT



This is a high-level view of the projects that Visit Helena and SOVRN worked on during the FY 2022-23. It does not include low-impact month-to-month guidance and website support.

## Website Events Page:

Events page and submission process for community members to publish local events. Boasting a featured events carousel and a filter bar, the page can be navigated by visitors to find an event based on season, venue, or category.

## Events Page Promo Materials:

Coaster, table tent, poster, and b-roll clip to promote the new events page on the website.

## Walking App Poster:

To promote the walking app in Helena.

## Spring Promotion Assets:

Developed a gravel bike video and landing page, a fishing video and landing page, and captured a powwow event to promote Helena's activities and events. Captured event b-roll from various community events throughout the year.

## Brand Strategy:

This is the first phase in a brand effort with the goal of developing a new brand and objectives that various partner organizations can leverage to promote Helena in a unified manner.

**Deliverables:** Brand Strategy Document, Competitor and Peer Cities Analysis, Brand Voice Reference Document

**Process:** Discovery session with Visit Helena and Vision Helena, conducted informal research (industry, audiences, peer cities, competitors), reviewed existing documentation, presented initial findings, revised strategy based on discussions with key stakeholders, delivered final documents and findings

## Magazine Ads:

2023 Southwest Montana Guide Ad (Rodeo ad) to promote the Helena rodeo.

Northwest Travel and Life Magazine to promote flyfishing and mountain biking in Helena

Meeting News Northwest, 2023 Annual Guide to promote and encourage conferences in Helena

## 30-Second Commercial for Epic TV:

To promote Helena events and activities.

## Brand Development:

This is the second phase of the brand effort. Informed by the brand strategy, we are developing new Visit Helena identity, guidelines, messaging, and visualization.

