

VISIT QUAD CITIES BRAND ELEMENTS

WHY BRAND ELEMENTS

At the Quad Cities' workshops, Resonance shared results of the community survey in which residents told us their perceptions of the destination, and session participants shared thoughts and insight about what characteristics make the Quad Cities a desirable, "loveable" destination. Together, we explored the experiences that enrich quality of life, ways the destination could be developed to leverage its opportunities, and shared a vision for the future.

The rich mix of ideas that came from the sessions have been distilled here into concepts and language destined to inform and inspire communications: the vision is a concentrate of the individual vision statement each participant wrote; the Brand Attributes outline the tangible 'bricks and mortar' strengths of Quad Cities; and the Brand Attitudes capture the ephemeral heart of the Quad Cities brand, its emotion, authentic differentiators and personality.

VISION

A vision looks into the future of the Quad Cities to describe and position the destination—who it's attracting, what it's offering, and how it's benefitting these target audiences



In 2030, the Quad Cities is a proud, forward-thinking, visitor-centric region connected by the storied Mississippi River and a shared love of local, independent arts, culture and creativity. This family of communities attracts young explorers and dreamers, investors and entrepreneurs because it offers homegrown imagination and innovation—an eclectic music, art, culinary, sports, and entertainment scene, an original and authentic experience of one of the world's great rivers, and an open-minded midwestern spirit that brings success within reach for all. People love the Quad Cities because they want to be part of its growing, blooming, welcoming and evolving energy, and get closer to a place that's as genuine as it is quirky, as unexpected as it is energizing, as deeply rooted as it is forever current.

Brand Attributes

Brand Attributes offer language that expresses the appeal of the ‘facts’ of a place—the specific geographical attributes, actual programming strengths, real businesses, economic advantages and more. Brand Attributes are the logic of place, explained in a way that enriches them and enhances their appeal.



MISSISSIPPI RIVER NORTH

The Mississippi is the river and road of legend and magic, the true “Father of Waters”. Yet visitors associate it with the southern states, where its stories have long been told. Here, closer to its headwaters, the river has an equally rich past, a life, and stories just waiting to be told and experienced. The Mississippi River is the thread along which the Quad Cities are joined, a major player in our history and a force to be reckoned with. It’s also, more than ever, an opportunity. With more river cruise lines activating our waterfront, and the connections made possible by the new 1-74 bridge, the Quad Cities can craft a Mississippi River experience to call our own, and share it with the world.



2 CREATIVE CITIES

There’s a powerful current of creativity in the Quad Cities, and it can be seen around every turn and in each community, with a range of eclectic events, festivals and activities that add up to a genuine and original homegrown scene. Each city has its own distinctive and unique story, but together they make up the family that is the Quad Cities. From the John Deere Classic to the family reunion that takes place during the Bix 7 to the varied vibe of Alternating Currents, the World’s Largest Trucker’s Jamboree, Tug Fest along the Mississippi, Mercado on Fifth, and much much more, Quad Cities is inventive and imaginative, the creative heart of the heartland.



3 ALWAYS ATTAINABLE

People can afford to invest, buy, rent and live here—entrepreneurs, families, artists and college grads—and that’s a compelling part of our story. Even better is that living here brings all aspects of life within reach—our entertainment, connection to the outdoors, festivals, events, the craft beer and cocktail industry, restaurants and all the other leisure activities that make the QC unique. A vibrant quality of life, along with a home, is attainable here and a story worth telling.

4 FAMILY OF PLACES

We are a family of communities. That implies an uncommon closeness, an exceptional warmth and comfort, and most importantly, an extraordinary understanding. We know that a bigger family can tell a bigger story, and we will make all the cities of the region, large and small, part of it. And we also know the give and take families need to help strong personalities of place get along. The Quad Cities is proud, generous, real, and ambitious together.



5 OPEN TO EVERYWHERE

The Quad Cities is reaching out, opening up and connecting—becoming part of bigger things and the wider world. River cruises are sailing the Mississippi, bringing curious and sophisticated cultural explorers. The new bridge further links us in a meaningful way by not only bringing vehicles across the river but bicyclists and pedestrians as well. There's productive talk of passenger rail from Chicago to Moline which could put us within car-free reach of the Midwest's largest city, bringing new audiences closer to the wide range of opportunities and experiences, and making new excitement possible. Our family of communities will also be a proud sister of the windy city.



6 MENTORING MINDSET

We have that gene that makes it natural for us to give a neighbor or a newcomer a leg up, or to donate time and energy. We can put you in touch with the people who can make a difference for you, or point you in the right direction, or maybe refine your idea. We'll help take down the barriers and overcome the roadblocks. We want you to do well, and we want you to stay. We know that when you win, we all win together.

BRAND ATTITUDE

Brand Attitude articulates the unique personality and differentiators of a place in language designed to inspire communications to target audiences. If Brand Attributes are the “hardware” and the logic of the Quad Cities, Brand Attitude expresses the “software” and the magic of place. They are written to help forge emotional connections between the QC and the audiences it wishes to influence.





HEARTLAND MODERN

Attributes: Creative Cities;
Mississippi River North;
Mentoring Mindset

The Quad Cities is a free-spirited place where good people and good ideas can go a long way. The seed of creativity that has blown into the region has taken root, creating a field of quirky wildflowers, each different. Entrepreneurial, independent-minded artists have come together and created a critical mass of events and festivals, craft and culinary, visual and performing arts, live music, unexpected vibes and imaginative fun that have made the QC's energy, like the river, part of what ties the region's communities together. Our independent imaginations entertain, inspire, and provoke, yet we work together to advance everyone, and we embrace the challenge of creating the stories of our northern Mississippi River. We are the creative class of the heartland.

BELONG TO, BELIEVE IN

Attributes:

Mentoring Mindset;
Family of Places

We like the origins and the elements of the Quad Cities. We respect the homegrown, the locally-invented and the dug-up and grown here, and we want to help it do well. Our history, our river, our agriculture, our theatre, this ground, that island and this music are all part of our identity; they're what we belong to and believe in. We don't want to lose old stories—we work together to bring them alive and re-tell them for generations. We don't want to lose touch with anything that we're proud of. We want to make them anew. We're modern nostalgics, and past and future are part of us all.





THE DEERE EFFECT

Attributes:

Independently Creative;
Mentoring Mindset;
Open to Everywhere

In turbulent times, the John Deere Way resonates profoundly. There's inspiration in a story about a leader who refused to sell inferior products—whose company persevered, never turning away from opportunities and ideas that really must have seemed, well, radical at the time. There's pride in a creative, inventive heartland company that became a Fortune 500 and global leader with technology and ideas that have spread around the world. The "John Deereness" of the Quad Cities is emblematic of the heart and the drive of our heartland—it speaks to our rurality and our urbanity, our entrepreneurship and imagination, our grit, generosity and values. It's our affection for the past and our eyes on the future, and we can make the Deere Effect a powerful magnet for a new generation of entrepreneurs. We're always reaching, always growing, always genuine and always current.