

Jackson Hole Selling Strategy and Brand Footprint

**JACKSON
HOLE**

bartonhart

Brand Position

With its unparalleled thrills,
remarkable natural history, majestic
beauty and warm spirit,
Jackson Hole is a one-of-a-kind,
transformative Western adventure.

**JACKSON
HOLE**

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Selling Strategy

Brand Positioning

What
the brand stands for -
the strategy from which everything is
created and supported by everything it does.

Message Platform

The thematic idea that conveys the brand strategy.

Strategic Message
Pillars (RTBs)

RTB

Proof points and
truths about
the brand that
are proven over
time

RTB

These are the
building blocks
that make the
positioning
believable

RTB

These create
focus for the
organization.

Brand Promise

Consumer benefit - what the brand delivers.

Brand Personality

Tone and character of the brand.

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Jackson Hole Selling Strategy

Brand Positioning

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Message Platform

Your Inner Wild Is Calling.

Strategic Message Pillars (RTBs)

Authentic	Town Experience	Expansive Landscape and Scenery	Access to Wildlife and the Outdoors
<ul style="list-style-type: none"> • Home to the Grand Teton • World-class skiing experience • Sleeping Indian rock formation • Surrounded on all sides by mountains • Access to action adventures 	<ul style="list-style-type: none"> • Welcoming service • Superior accommodations • Art and Culture • The famous Cowboy Bar • The Elk Horn Arches 	<ul style="list-style-type: none"> • Unparalleled and unobstructed views at 5,600 ft. above sea level • Regulated open space • Nestled between the Tetons and Gros Ventre ranges 	<ul style="list-style-type: none"> • 97% is public land • National Elk Refuge • Grand Teton and Yellowstone National Parks • Wild and scenic rivers • Year-round activities • Largest in-tact ecosystem in the lower 48

Brand Promise

An invitation to our guest to discover something about themselves— to reconnect with a part of themselves that the daily grind has covered over

Brand Personality

Distinctive, majestic, spiritual - a place unlike any other.



Brand Footprint

Jackson Hole is...

Authentic and
Unique



Distinctive

The Town
Experience



Local

Landscape and
Scenery



Majestic

Wildlife and
Outdoors



Awe-Inspiring

Jackson Hole is a place unlike any other - a place to go where you can work off the daily grind winding down the slopes, take in the local wildlife in *their* world, enjoy a brew with the locals in town, or just be one with nature.

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