

THERE'S A STORY HERE

BRAND ACTIVATION GUIDE



Crawford County's Brand

Background: In 2021 the Crawford County Convention & Visitors Bureau began work on a brand identity plan for Crawford County intended to attract visitors and businesses to the area while also involving area businesses and the local community members in ways that would benefit them. Why is a brand identity important? Tourism in Crawford County accounts for \$253M in visitor spending which saves county households \$950 in annual taxes, and having a consistent brand identity that makes us stand out will help bring even more people and dollars to our area.

Brand Identity Plan: This resulted in the “**There's a Story Here**” brand plan, promoting Crawford County's culture, history, and natural beauty through personal stories from the area. Why stories?

- People relate to stories better than facts and figures
- Stories give context to all the best things about Crawford County
- Telling stories makes us human and invites visitors to come meet us

Your Story is Part of Crawford County's Story

Your story is important in telling the story of Crawford County. Without it [people won't recognize how unique and special our area is](#), and the Crawford County Convention and Visitors Bureau wants to help you tell that story through this brand activation guide.

Here's What You Can Do

1. Ensure Your Information is on the Visit Crawford Mobile App

Download the Visit Crawford Mobile App and encourage others to do as well. The Visit Crawford mobile app contains a list of events, activities, attractions, itineraries, and trip-planning tools that both area residents and visitors will find useful. Knowing what's going on, what to do, and where to go in Crawford County is another way for visitors to learn about your story as they create their own. Also, check the app to see if your visitor destination's information is up to date or if needs to be added, and call our office for assistance. The CCCVB website has detailed information and instructions about the [Visit Crawford mobile app](#) here: bit.ly/CCCVB-Mobile-App

2. Share Your Story on Our Website

Submit your story for a chance to be featured in the [Stories section](#) of the CCCVB website. Submissions should use anecdotal stories that demonstrate who you are and what your organization does in a way that compels people to want to meet you when they come to Crawford County. Email your submission to welcome@visitcrawford.org.

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3. Tell Your Story Through Your Social Media

- Use the hashtag #TheresAStoryHere combined with #CrawfordCountyPA so your post can appear in the collage of photos on the CCCVB website homepage.
- High quality images that represent your story in your posts will help you stand out.
- Follow the CCCVB and others around the county on their social media channels and where relevant, like and reshare their content to share our story with more people.

4. Utilize There's A Story Here Design Elements

You can contact the CCCVB for materials including window clings and rack cards. Additionally, we've made various design elements available to use in creating your own content on the Brand Resources page of our website [found here: bit.ly/BrandCCCVB](https://www.visitcrawford.com/brand-resources) Items include:

- Brand style sheet with fonts, colors, and CCCVB logo files
- QR Code graphics linking to the mobile app landing page
- Sample social media post images and copy you can post or take inspiration from

There's A Story Here Resources

If you'd like to learn more about Crawford County's brand identity plan, you can review a number of materials to include a video presentation, strategy presentation slides, and links to our YouTube channel of commercials. These are located on our website [here: bit.ly/BrandCCCVB](https://www.visitcrawford.com/brand-resources)

Follow Us on Social Media

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- CCCVB on Instagram: [@visit_crawfordpa](https://www.instagram.com/visit_crawfordpa)
- CCCVB on YouTube: [youtube.com/@visitcrawfordcountypa](https://www.youtube.com/@visitcrawfordcountypa)
- CCCVB on LinkedIn: [linkedin.com/company/crawford-county-convention-and-visitors-bureau/](https://www.linkedin.com/company/crawford-county-convention-and-visitors-bureau/)

Consider Joining the CCCVB

Becoming a member of the CCCVB includes additional opportunities to tell your organization's story through affordable advertising, events, print materials, inclusion in the Visitors Guide and more. Members can also join the [CCCVB Members Facebook Group \(bit.ly/CCCVB-FB-Group\)](https://www.facebook.com/CCCVB-Members). See the [Members Resources](https://www.visitcrawford.com/brand-resources) page on our website.