



## Case Study | Visit Watertown + Visual Identity

### Collective creativity: **Visit Watertown fosters collaboration for authentic city-wide branding**

**Glacial Lakes. Great Places. Great Times.** Watertown, South Dakota, is where art meets adventure and great tastes are always on the menu. Gaining popularity in the last 20 years, Visit Watertown found itself yearning for a way to visually shine as bright as its reputation.

Visit Watertown's visual identity journey with Simpleview led the DMO to a stunning new look and feel while fostering a stronger relationship with the city of Watertown.

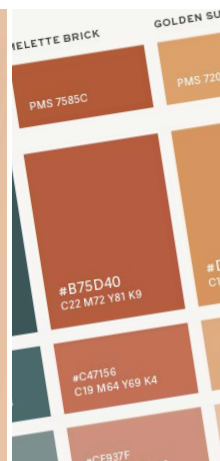
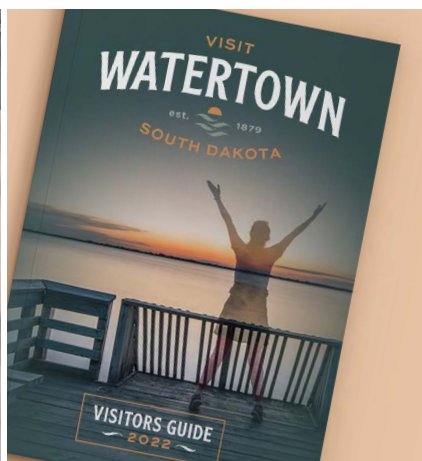
#### GOAL

Visit Watertown hoped to create an identity that would set it apart from destinations around them, but one that would also be authentic to visitors. The DMO hoped for a visual identity that would remain relevant to a growing city while staying true to what the destination represents and what the city offers locals and travelers. The team hoped to take this branding and apply it to a new website as well as other marketing collateral to gain awareness and recognition.

#### Other goals included:

- Visual appealing marketing efforts **and a new, fresh logo**
- **The ability to be authentic** and share a candid story through design
- A visual identity and brand that would **set the DMO apart**





## CHALLENGES

Visit Watertown had a brand that no longer suited the growing destination. Its outdated website and stale branding did not tell the story the team hoped to convey. The DMO also utilized a logo that was common for organizations in the area, meaning it did not stand out to visitors.



[ BEFORE ]

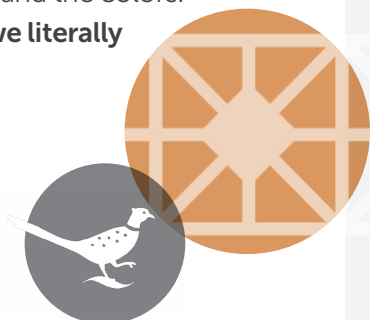


[ REDESIGN ]

## SOLUTION

Hosting Simpleview's design experts for a destination immersion trip allowed the DMO to show off every unique, charming, and unmistakably Watertown feature it boasts. These characteristics were taken into account when creating the look and feel of the new visual identity — right down to the details of the new logo.

**"The destination immersion part was probably my favorite because we got to showcase everything that Watertown has to offer," said Anjelica Uthe, Executive Director at Visit Watertown.** "We also got to see what the design team was able to pull from our destination for inspiration for different things like the typography and the colors. **When they presented it, we literally all got goosebumps."**

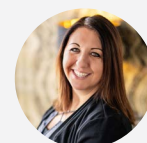


The anticipation around the new visual identity was shared by partners and stakeholders; the community was pleased and excited with the new look and was quick to adopt it. The buy-in from partners created a unified storytelling representation of all the destination had to offer its locals and visitors.



**I would definitely recommend Simpleview ... with Simpleview specializing with DMOs, they are the way to go because they know what you are after, and it's not their first rodeo. It sets Simpleview apart."**

**ANJELICA UTHE**  
Executive Director, | Visit Watertown





## RESULTS

Visit Watertown's new visual identity met the original goal of a renewed look and feel. With eye-catching, authentic elements that represent the destination's true self, the DMO has welcomed new opportunities to utilize visual identity in swag, website design, marketing campaigns, and graphic design.

**The results of this initiative generated some stunning, related brands with the following organizations:**

- City of Watertown
- Watertown Development Company
- Downtown Watertown

The cohesion and collaboration fostered a shared use of the new branding with local partners and created direct brand recognition, setting Watertown apart from neighboring South Dakota cities.



**The new website made an immediate impact on Watertown's peak travel season, helping push increases across five key performance indicators."**



**MARIAH HANTEN**

Digital Strategist | Lawrence & Schiller –  
an agency in partnership with Visit  
Watertown

**The following numbers** show the results from the first four months of the website's launch (June 1, 2022, to September 30, 2022) compared to the same timeframe from 2021.



**INTERESTED IN FINDING OUT HOW SIMPLEVIEW CAN REFRESH YOUR VISUAL IDENTITY?**

Email us at [accountmanagers@simpleviewinc.com](mailto:accountmanagers@simpleviewinc.com) or call us at 520-575-1151.