



## Branding Tampa Bay

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A team of graduate business students from the University of South Florida conducted a brand management exercise for Creative Tampa Bay. The task was to identify a brand for the Tampa Bay region, based on the [principles of a creative economy](#). The target audience was young, college-educated professionals working in (or wanting to work in) creative industries. Qualitative and quantitative research was conducted with the target audience, including both residents and non-residents.

### What do they love about Tampa Bay?

- Weather
- Beaches
- Variety of Activities
- Night Life
- Location, Location, Location
- Friendly people
- Arts scene

### What would they change?

- Traffic
- Public Transportation
- Downtown Redevelopment
- No Identity and Needs More Culture
- City Infrastructure/sprawl
- Lack of job opportunities

### What is their “quintessential experience” of Tampa Bay?

- Gasparilla
- Guavaween
- Running on Bayshore Boulevard
- Going to the Beach
- Nightlife

think. connect. act.





## What differentiates Tampa Bay from other cities/regions?

- Variety of Activities
- Central Location
- Different Niche Neighborhoods
- Growing Economy
- Thriving Young Arts Scene

## What distinguishes Tampa Bay's brand?

- Location
- Museums
- Arts and Cultural Scene
- Beach - Near the Water
- Diverse
- Young
- Live, Work, and Play

## Recommendations for strengthening Tampa Bay as a creative community:

- Strengthen the infrastructure that makes a creative community
- Publicize events/activities on a "one-stop" outlet such as an independent web listing
- Educate people on Tampa Bay's assets through a grass roots campaign
- Encourage more collaboration between area Convention and Visitors Bureaus
- Improve transportation between downtown Tampa to St. Petersburg
- Reach out to Fortune 500 companies on the benefits of relocating to Tampa Bay
- Build relationships with local universities/college
- Publicize local arts events nationally through the traditional and nontraditional mediums
- Create support programs for local artists to keep them in the Tampa Bay area

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