



NORTH STAR BRIEF

Visit Florida Keys | 9.30.25



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NORTH STAR BRANDING

The North Star is a way to define what is always true and fundamental about a brand experience. That's why we use plain-language words that everyone can understand and agree upon.

The team closest to this assignment defined the brand then they consolidated to only the descriptors that are always true – by removing any words that are unclear, are sometimes true, never true and those that should become less true over time.

The goal is to describe a consistent brand experience that we can deliver at every touchpoint between the brand and its customers.

SUMMARY

This brief is a plain-language way to talk about The Visit Florida Keys brand experience that will be used to inform several branding fundamentals:

- Data-driven customer profiles
- Brand brief
- Brand value proposition
- Brand manifesto
- Message map
- Brand voice
- Brand association map
- Brandmark testing and evolution
- Brand color exercise
- Brand typography
- Brand manual
- Brand rollout roadmap



NORTH STAR CATEGORIES

CULTURE

Define the internal culture of the group of people who will be most closely tied to this brand (e.g. - sales, staff, marketing).

CUSTOMER

Define the relationship between the brand's team and its customers.

VOICE

Define how the brand sounds and how it presents itself to others.

BENEFIT

Define the direct and immediate benefits a customer receives from interacting with the brand.

VALUE

Define the lasting, emotionally significant value that a person will experience because he or she interacted with the brand.

X-FACTORS

List any differentiators that give your brand a leg up in the marketplace - and that only your brand can claim.





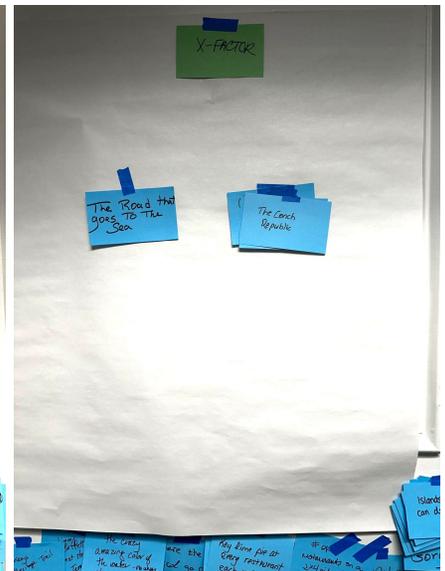
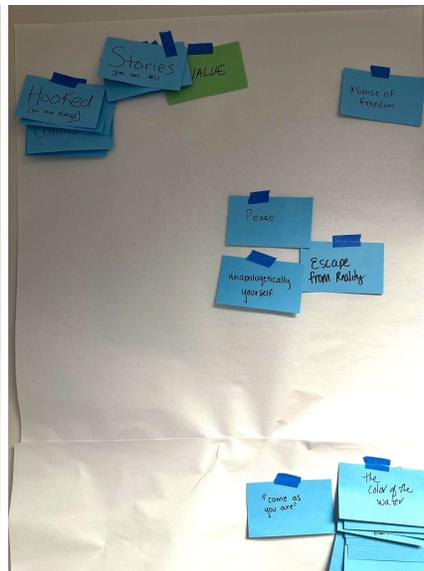
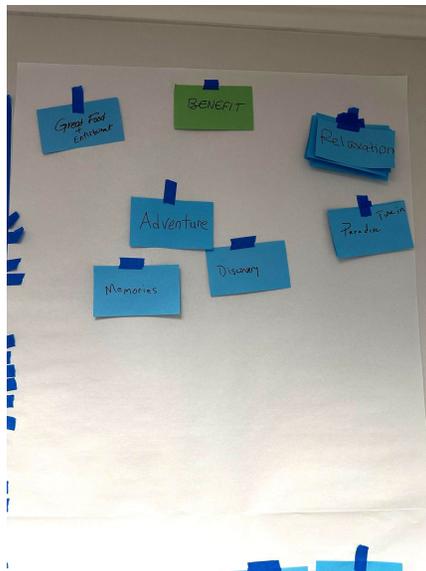
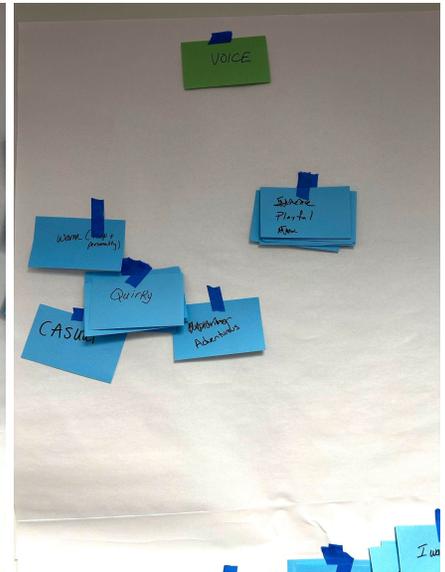
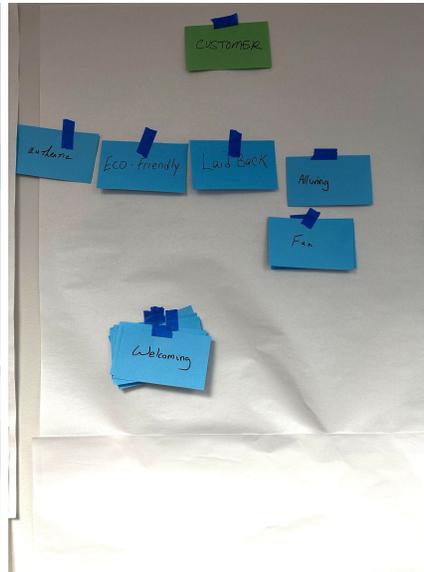
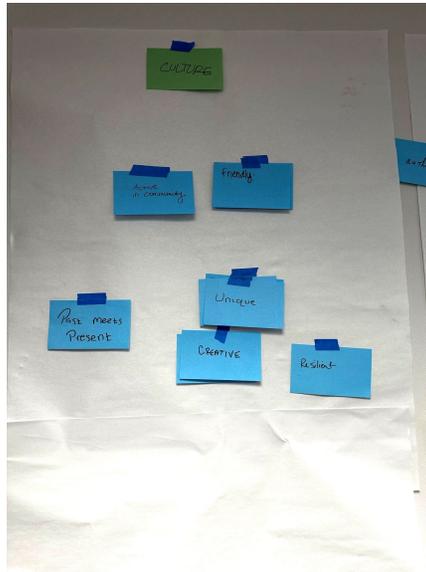
HERE'S WHAT WE FOUND



NORTH STAR SESSION IMAGES 09.26.25



NORTH STAR CATEGORIES SEPTEMBER 26, 2025



VFK CULTURE

Active in Community

Friendly

Past meets Present

Creative

Unique

Resilient

Diverse

Supportive

Artistic

No Shoes

Generous

Accepting

Stubborn?

Persistent?

Not Easily Knocked Down!

Independent

Fun

Historical

Chill

Island Time

Collaboration

Connected but

Sometimes

Uncoordinated

Team Oriented

Beautiful

Welcoming

Rebellious

People

Relaxed

Easy Going

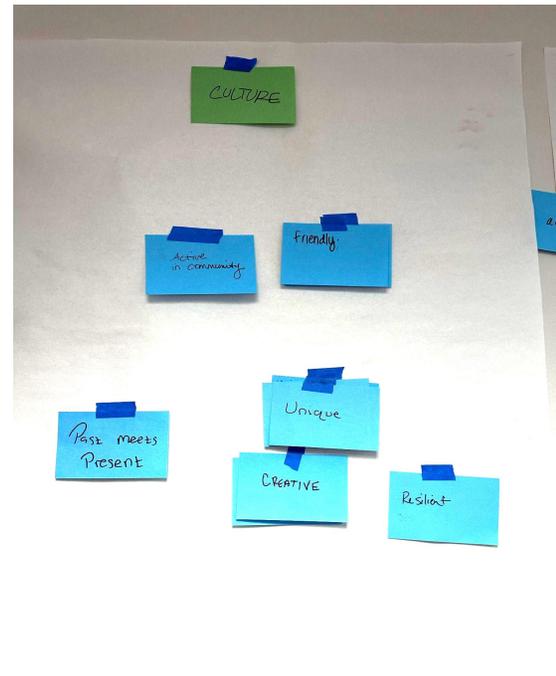
One Human Family

Laid Back

Casual

Informal

Quirky



VISIT FLORIDA KEYS CULTURE

At Visit Florida Keys, our internal operating culture is **resilient, friendly** and **creative**. We value each other for our **unique** experiences and perspectives. We pride ourselves on being **active in our communities**. And we commit ourselves to being a culture where **past meets present** – where we place equal value on the wisdom of the former and the opportunity of the latter.



VFK CUSTOMER

Authentic

Eco-Friendly

Laid Back

Alluring

Fun

Welcoming

Kind

Trustworthy

Beautiful Water

Friends

Friendly

Knowledge

Vibe

Hard-Working

Lucky

Resource for "Real" Keys

Experience

Hopeful for 1 of a kind

Experiences

Dream to Live Here!

Unusual

Be Who You Are

Flip Flop Wearing

Laid Back

Committed to Sustainable Tourism

Reliable

Quirky

Once in a Lifetime

Expensive

Home

Dedicated

The Conch Republic

(different than everywhere else)

Habit-forming

Gives back to the Community

Crowded

Glad They are Here

Eco Warrior

Family Friendly

Slightly Odd

Very different from their "Norm"

Crazy

Free Spirit

Relaxing

Let Your Hair Down

Courteous

Accepting

Cool

Chill

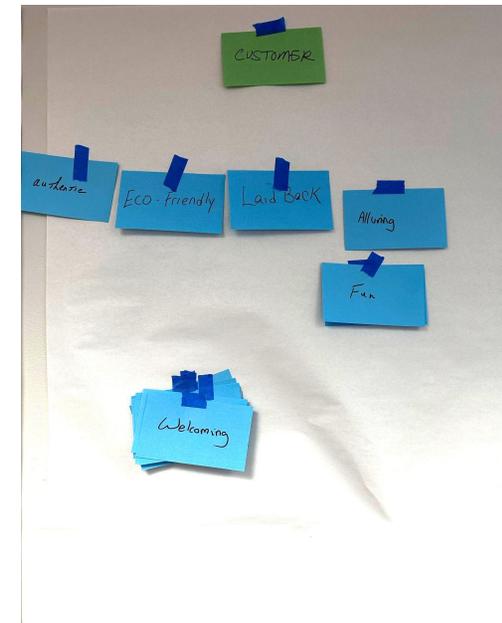
No One Lives Here

Escapist

At Peace

Unique

Inviting



VISIT FLORIDA KEYS CUSTOMER RELATIONSHIP

At Visit Florida Keys, we want every interaction with our brand to be described by our visitors as **authentic, laid-back, alluring, fun, welcoming** and **eco-friendly**.



VFK VOICE

Warm (Temp + Personality)

Quirky

Casual

Adventurous

Playful

Fun

Laid Back

Weird

Drunk

Welcoming

Easy Going

Inviting

Home Away from Home

Natural Beauty

Diverse

Slow

Odd

Inclusive

Unique

Reimagined

Paradise

Paradise "found"

Calgon

Something for Everyone

53rd State

Off Beat

Sun, Fun & Water Lovers

Anticipating Needs

Live on/in water

Flip-flops

Slow Paced "Keys Time"

Remote but Accessible

An Island of its Own

Different "Special"

Interesting People

Rebellious

Outdoorsy

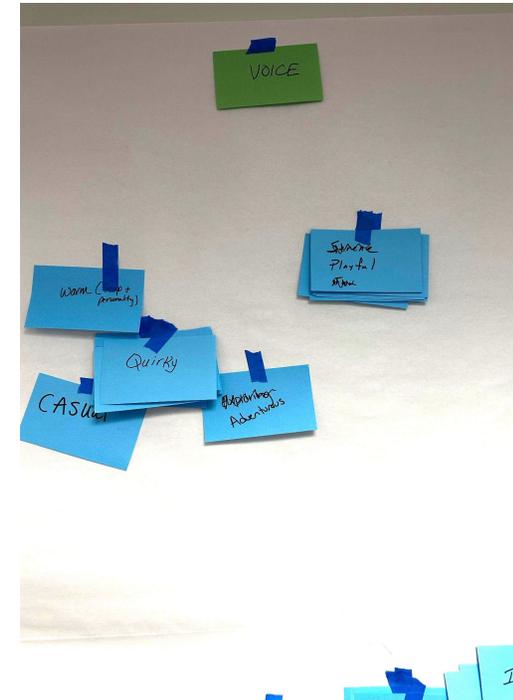
Water Adventures

Artistic

Beautiful Nature

Beautiful

I want to be there



VISIT FLORIDA KEYS VOICE

At Visit Florida Keys, the personality that shines through in everything we do is **quirky**, **casual**, **warm**, **adventurous** and **playful**.



VFK BENEFIT

Great Food + Entertainment

Memories

Adventure

Discovery

Time in Paradise

Relaxation

Relaxed "Zen Experience"

"Real" Experience

Experience

Genuine Experience

Time with Nature

Paradise

Family Time

Joy/Laughter

A place they want to come

back to

Close-ups with wildlife

Value

"Hopefully" more

than they hoped for

Fun

Chill

Came on Vacation,

Left on Probation

An escape

State of Mind

Memory loss

Sunlight

Sunrise/Sunset

Spectacular Sunsets

New Favorite Singer

Entertainment

Beautiful Ocean

Big Fish

Great Fishing

Unique Experience that

is difficult to find

elsewhere in the U.S.

Access to things I can't

get elsewhere

Wet

Time on the water

The View

Wonder

Views of endless water

Delicious seafood & local eats

Fat - ate too much

Great Food

Freshest seafood

A dose of history

Education

Lifetime Dream

Time of my life

Memory Loss

They can breathe again

(escape from their day to day

life stress)

Euphoria

Heavy Pour

Party

Drunk

Hangover

A story

(an unexpected quirky

experience)

Renewed

Rejuvenate

Recharge

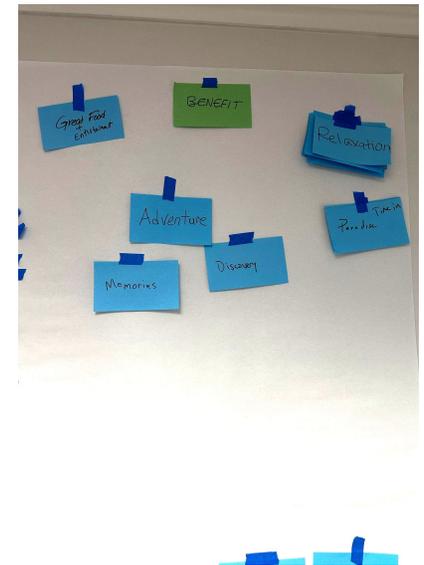
Sunburn

Exposure

Beaches

Relaxing

Like nowhere else



VISIT FLORIDA KEYS BENEFITS

At Visit Florida Keys, when people spend their time and money with us, the things they get in return are **local food and entertainment, adventure and discovery**. They experience **time in paradise** that allows them to take home **memories and relaxation**.



VFK VALUE

Escape from Reality
Unapologetically Yourself
Peace

Sense of Freedom

Stories you can tell

Hooked (on the Keys)

Connection

Connection to the Culture

Connection to an

Artist/Art

More open minded

"Come as you are"

A Future Home

Desire to Move

The color of water

Appreciate beautiful
environment

Appreciation

More appreciation of the coral reef &
endangered marine wildlife

Connection to nature & watching
(birds/flowers)

Sense of appreciation

Happy

Beautiful

Free Beach

Memories

History - connecting to Hemingway
/Truman/ Tennessee Williams

Easy going, less stressed

Priceless

Family Trips that last a lifetime

New experiences

First time life experience

Transformed

"Zen"

Learned how to unplug + relax

Eco-Friendly

Family you want

Funky

Fondness

The Keys community -
everyone knows one another

Love of music from many
different venues

Unique- cultural experience

New/Unforgettable friends

Photos

Family memories

Long lasting memories

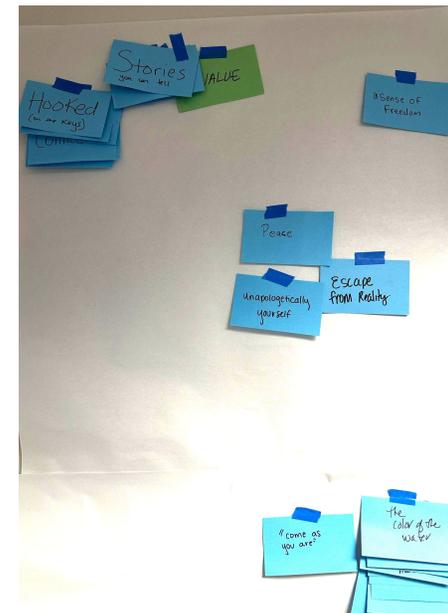
Created the best memories

with Family

Relaxation

A place I can always come back to

Desire to come back



VISIT FLORIDA KEYS VALUE

At Visit Florida Keys, our goal is to leave a lasting emotional impact in the lives of others that gets them **hooked on the Keys** and gives them **stories to tell**. We want them to feel a genuine **escape from reality** that has left them more at **peace** and with a greater **sense of freedom**. For the rest of their lives, everyone who visits can feel more **unapologetically themselves**.



VFK X-FACTORS

The Road that goes to the Sea

The Conch Republic

Island you can drive to

The Caribbean with no passport

Scenic Drive

Tropical Islands

Driving to a remote place unlike anywhere else

Beyond Gorgeous

Sunrise to sunset views

of Restaurants on a 2x4 mile island

Living the song lyrics

Margaritaville

7 mile bridge

Year round climate "Sun & Fun"

Great Weather

Laid Back Lifestyle

Free Music

Fred

Key Deer

Access to some endangered species

Key Lime Pie at every restaurant each unique

Location, location, location

Accepting/Diverse

Unique

Reef

FL Keys Heritage Trail

The crazy amazing color of the water - nowhere else in the U.S.

Beautiful water

Where the weird go pro

Jimmy Buffett

Everest Hemingway

Tennessee Williams

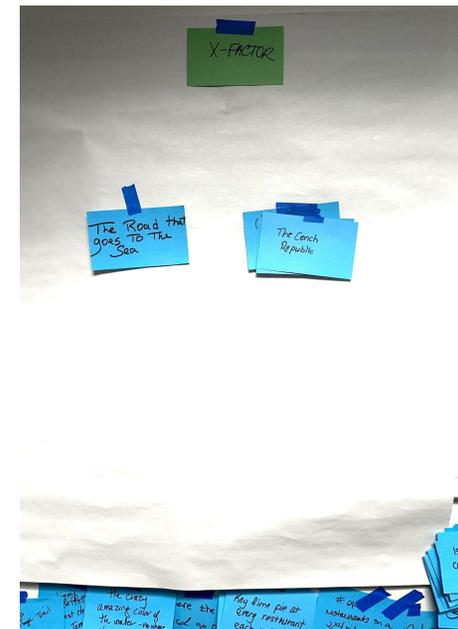
Environment "water"

Dive and sportfishing capital

Renting Fishing boats anywhere

Natural Beauty # of free music all day + can walk to Beach

Deepsea +backcountry fishing



VISIT FLORIDA KEYS X-FACTORS

There are dozens of things that make the Florida Keys unique. But the unique offerings that give us an unfair advantage over any other destination in the world are our past and present as **The Conch Republic** and our **Road that Goes to the Sea** – the world’s very best road trip.



