Petoskey
Downtown Management Board

Community response to the brand survey was incredible! The data guided us in the creative process to tie the stores to the shores. The Petoskey experience is a blend of outdoor recreation and shopping with a relaxed view of life. Treasures can be everything from family memories, relaxing by the million dollar sunsets, Petoskey stone hunting, and of course taking home that perfect memento from your favorite boutique. The marketing committee unanimously agreed on the "Treasures from the Shores to the Stores" positioning line and logo image. Along with creative for identity, we provided a bank of ideas to embrace their brand, from event suggestions and rickshaw bicycle tours to watercolor contests for kids. The ad campaign portrays a family's Petooskey experience from season to season.

DOWNTOWN Petoskey

TREASURES FROM THE SHORES TO THE STORES

Photos by: Dianne Johnson

NEW MOON VISIONS

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