



For Immediate Release

July 19, 2012

CONTACT: Wynne Waltman, Graham Group
225-767-8520, wynne@graham-group.com

Doug M. Bourg, Terrebonne Parish Consolidated Government
985-873-6401, dmbourg@tpcg.org

Terrebonne Parish Unveils New Brand *New research underscores community-wide efforts*

HOUMA, La. (July 19, 2012) Today, Terrebonne Parish unveiled a new community brand during a ceremony at the Terrebonne Waterlife Museum. Parish President, Michel Claudet, officiated the unveiling along with governmental and community leaders.

“We in Terrebonne Parish are known worldwide for our culture, the spirit of our people, and most importantly the natural beauty of our bayous,” noted Parish President, Michel Claudet. “This branding plan and signage initiative will assist Terrebonne Parish in gaining greater positive awareness and enhance the visitor experience.”

Branding defines unique attributes of an area, to help shape positive public opinion and experiences. Branding is essential for an area’s positive growth, as brand familiarity and strength have been shown to have an affect on favorability and increased consumption.

“As one of America’s largest and most productive wetlands, we have a competitive advantage,” noted Sharon Alford, director of the Houma Area Convention and Visitors Bureau. “Laying claim to ‘Louisiana’s Bayou Country’ puts Terrebonne Parish on the map as THE place for the definitive bayou experience.”

Community and market research assisted a community branding committee in developing new branding that encapsulates and showcases Terrebonne Parish to its various audiences. The Graham Group, Terrebonne Parish’s tourism recovery marketing and advertising agency, led the brand initiative with a project team consisting of Bill Baker, noted author of the best-selling book, *Destination Branding for Small Cities*, and Great Destination Strategies (GDS), an internationally-recognized place branding and tourism marketing firm whose strategies have assisted such iconic destinations as Alaska, Hawaii and Australia. The efforts were funded through the Louisiana Office of Tourism BP tourism recovery dollars.

###