

CBI CASE STUDY

HOW *TRUE MEDIA* USED CBI IN THEIR PITCH TO *PARADISE COAST*



THE CHALLENGE

HELP PARADISE COAST STAND OUT IN AN OVERCROWDED MARKET

True Media pitched Collier County, also known as the Paradise Coast, a Florida tourism brand competing in an overcrowded market of beach destinations. Despite its natural beauty and cultural depth, the brand risked blending in.

True Media used the CBI tool to learn how competing DMOs were positioning themselves compared to Collier County to sharpen the creative messaging strategy included in the RFP.



HOW THE TEAM UTILIZED CBI

True Media used Creative Brand Intelligence to compare competing tourism sites.



THEY FOCUSED ON:

- Copy tone & emotional language--how destinations describe experiences
- Visual tonality & imagery themes--the story conveyed through photography and color
- Brand alignment--consistency between message, visuals, and user experience

The tool's AI-driven comparison revealed how Paradise Coast and other Florida destinations were positioning themselves--and where untapped creative white space existed.





→ **DISCOVERED HOW
COMPETITORS DESCRIBE
EXPERIENCES**

→ **UNDERSTOOD THE STORY
COMPETITORS SHARED
THROUGH PHOTOGRAPHY**

→ **ANALYZED COMPETITOR'S
BRAND CONSISTENCY AND
USER EXPERIENCE**

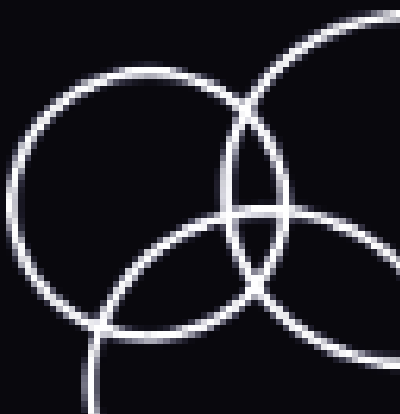
→ **UNCOVERED CREATIVE
WHITE SPACE FOR
PARADISE COAST**



KEY INSIGHTS & RESULTS

By using CBI, the team was able to realize that most competitors in this space relied on “sun and relaxation” themes.

This left Paradise Coast a clear opportunity to differentiate with a refined, culture-driven luxury position – distinct from the more generic messaging.





TIME FOR *YOU* TO START USING CBI

Generate your CBI analysis by
reaching out to

product@radar-analytics.com

or by filling out the form on the
CBI Homepage

cbi.intelligence-platform.ai

