



BUSINESS  
IMPROVEMENT  
DISTRICT

**Marketing & Branding Advisory Committee**

**March 5<sup>th</sup>, 2020**

**List the top three (3) traits you feel should inspire the marketing message of Dupont Circle.**

1.

2.

3.

**List the top three (3) strengths of Dupont Circle you feel should inspire the marketing message of Dupont Circle.**

1.

2.

3.

**Brainstorm a few marketing messages based on the market traits and strengths of Dupont Circle.**

**Write a few ideas below.**