USING YOUR BRAND TO GET THE TALK RIGHT ON THE STREET

Florida Rural Economic Development Boot Camp

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Today:

- The unique nature of place brands
- Advantages of a community-wide approach
- The importance of strategy
- What getting the talk right on the street looks like
“Your brand is what they say about you when you’re not around.”

BRANDING IS WHAT YOU DO ABOUT IT.
Every community has a reputation.
Would you rather have a bachelor party in Las Vegas or Salt Lake City?
Would you rather sample wine in Sonoma or Detroit?
Would you rather take a beach vacation in Florida or the Jersey Shore?
Every community has a reputation.

but not every community understands what theirs is or how to manage it as an asset.
THE 4 P’S OF MARKETING

- PRODUCT
- PLACE
- PRICE
- PROMOTION
THE 4 P’S OF COMMUNITY MARKETING

- POLITICS
- POLITICS
- POLITICS
- POLITICS
THE 4 P’S OF COMMUNITY BRANDING

△ PASSION
△ PASSION
△ PASSION
△ PASSION
Peers are deemed the most credible source of information

68% believe what “a person like me” says about an organization, product or place.

LEAST CREDIBLE (IN THE US): corporate or product advertising (32% of ages 25-34)

SOURCE: Edelman Trust Barometer
COMMUNITIES GET THE BIGGEST IMPROVEMENT IN THEIR OVERALL REPUTATION WHEN ALL THE MAIN SECTORS OF A COMMUNITY ARE ALIGNED TO A COMMON STRATEGY.
ADVANTAGES OF COMMUNITY-WIDE APPROACH TO YOUR PLACE BRAND

- Aligning Multiple marketing budgets
- Grows equity in community brand as well as specific sectors
- Integration speaks to cooperative nature of community
- Greater range for integrating brand into the experience of the community
- Better chance of private sector participation
HISTORIC GAP BETWEEN BUSINESS AND GOVERNMENT TRUST
GLOBAL TRUST IN GOVERNMENT AND BUSINESS SINCE 2009

14 point trust gap between business and government

Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you ‘do not trust them at all’ and nine means that you ‘trust them a great deal’. (4 Box, Trust) Informed Publics in 20-country global total.
**BRANDING CAN IMPACT YOUR REPUTATION BY...**

- Gaining a true understanding your communities reputation in a rigorous and scientific fashion

- Collaborating with business and civic society to agree on a community strategy – a narrative of who this community is and where it is going.

- Maintaining a steady stream of innovative products, services, policies, initiatives and communications in multiple sectors that demonstrates the truth of that narrative.
SHAWNEE, KS

Target Audience: For people who appreciate genuine quality

Frame-of-Reference: Shawnee is a fast growing, high-value community outside of Kansas City

Point-of-Difference: where a heritage of nourishing new beginnings continues

Benefits: so that every day offers fresh opportunity.
GREEN COUNTY, WISCONSIN

Strategic Brand Platform

Target Audience: For those seeking natural beauty, simplicity, and craftsmanship with zeal,

Frame-of-Reference: Green County, amidst the rolling hills and pastoral farmland between Madison and Chicago,

Point-of-Difference: has a strong Swiss heritage which inspires people to the highest levels of mastery

Benefit: so that every day brings greener pastures.
OGLETHORPE COUNTY, GA

Target Audience: For those who see beauty in the hands of a farmer

Frame-of-Reference: Oglethorpe County, a short drive from Athens and UGA on the rural, open roads of northeast GA,

Point-of-Difference: is where energy and inspiration is drawn from the culture of the soil

Benefits: so your mind is satisfied, your heart is fulfilled, and you’re eager for the next day’s sunrise.
For those who see what needs to be done and do it,

Broken Bow, welcoming you to the beautiful sandhills of central Nebraska,

Is where small town, get-it done attitude reaches the world

So you can enjoy being a modern-day homesteader (build community, connect with others, lay down roots) and pioneer (progressive, innovative and entrepreneurial) in one place.
Lee’s Summit, Missouri

**TARGET AUDIENCE:** For those seeking unassuming, community-minded neighbors,

**FRAME-OF-REFERENCE:** Lee’s Summit, the highest point between Kansas City and St. Louis,

**POINT-OF-DIFFERENCE:** affords you a broader perspective on what’s important

**BENEFIT:** so you can go above and belong.
DENISON, TX

Target Audience: For people seeking progress in a more relaxed environment

Frame-of-Reference: Denison, Texas is just north of Dallas on 75, and just minutes from Lake Texoma

Point-of-Difference: where ingenuity has harnessed the power of casual lake living

Benefit: letting you create, recreate or re-create… as the mood moves you.
PETERSBURG, AK

STRATEGIC BRAND PLATFORM

TARGET AUDIENCE: For those seeking adventure and independence,

FRAME-OF-REFERENCE: Petersburg is at the heart of Southeast Alaska on Frederick Sound

POINT-OF-DIFFERENCE: where the fishing culture is distinguished by a strong Norwegian heritage

BENEFIT: so your hard work and pursuit of authenticity are rewarded.
PETERSBURG
ALASKA

Little Norway. Big Adventure.
Columbus, IN

Brand Platform

**TARGET AUDIENCE:** For people seeking a small and innovative Midwestern community

**FRAME-OF-REFERENCE:** Columbus is an architecturally significant community within the Indianapolis, Louisville, and Cincinnati triangle

**POINT-OF-DIFFERENCE:** where an environment of excellence creates an uncommon atmosphere

**BENEFITS:** that inspires you to shape your world.
We invite you to scroll through our website to learn more about the city of Columbus – the architectural capital. Located just south of Indianapolis in Bartholomew County, Columbus is a dynamic edge city with award-winning schools, thriving businesses and family-oriented neighborhoods. The city is committed to preserving its vitality through controlled expansion and prudent planning.

NOTICE OF PUBLIC MEETING

COUNCIL CHAMBERS
WEDNESDAY, MARCH 12, 2008, 8:00 A.M.
DISCUSSION OF PROPOSED ZONING ORDINANCE

State of the City Address

Mayor Fred Armstrong gave the annual State of the City address on February 5, 2008.
GOLF PACKAGES

Stay and Play in Columbus, Indiana!

Otter Creek, with 18 holes designed by Robert Trent Jones and nine holes designed by Rees Jones, ranks among the top 35 public courses in the U.S. [www.ottercreekgolf.com](http://www.ottercreekgolf.com)

Timbergate, designed by Fuzzy Zoeller and Clyde Johnson, appeals to experienced players with its higher handicap holes.
Bad hair is in style in Columbus August 21-22

by AMY MAGAN on Aug 16, 2009

Posted in Arts & Culture, Family Activities, Indiana, South Central

My kids go back to school this week, so I was planning to take my boys for haircuts today. That is until I found out about Columbus, Indiana’s “Bad Hair Days,” held in honor of Indiana’s humid August weather that wreaks havoc on many coiffures.

Next Friday and Saturday, August 21 and 22, downtown Columbus will be abuzz with a variety of hair-raising events.

Plan to eat dinner on Friday, August 21, at one of the city's downtown restaurants. Give yourself some time between 5:30-8:00pm to take in the artists’ exhibitions at local retailers before heading over to the YES Cinema to participate in the Hairspray karaoke event. Admission is only $2 per person, or free with a receipt from any Columbus shop or restaurant.

Saturday, August 22 offers a day full of hair-lic activities:

9:00am – 12:00pm Fair on the Square (farmer’s market, artists’ demonstrations)
12:00pm Bad Hair Contest registration, next to Viewpoint Books
12:30pm Live music begins
1:00pm Bad Hair Contest judging begins
1:30pm Golden Hairspray Awards given to the best Bad Hair
100 LEADING LOCATIONS for 2012

Why Columbus, Indiana is the #1 Leading Location in the U.S.
Why Columbus, Indiana is the #1 Location in the U.S.
WHAT GETTING THE TALK RIGHT ON THE STREET LOOKS LIKE...
PRODUCT GUARANTEE

IF YOU ARE NOT COMPLETELY SATISFIED WITH YOUR PIZZA, CALL THE MARION'S PIZZA YOU PURCHASED IT FROM AND THEY WILL BE HAPPY TO REMAKE IT. YOU MUST RETURN AT LEAST 75% OF YOUR PIZZA AND MUST CALL THE SAME DAY OF PURCHASE.
FOR THOSE WHO HAVE THE COURAGE TO DREAM AND THE GUTS TO ACT.

Jill Barrow
Founder, High Note City

DOWNTOWN DEVELOPMENT DISTRICT

If you're that kind of person, we have a home for you here.

www.neworleansdowntown.com
there's an art to it.
Who’s been ON AIR with Hattie

She never actually speaks and is only seen by her straw hat, yet Hattie’s spirit can be heard every Friday morning on 98.1 FM as her guests promote the events that bring so many visitors to Hattiesburg. Recent guests have included:

**APRIL**
- Gray Swoope & Rick Taylor
- Tourism Hall of Fame
- Bernice Linton • Historic Downtown’s Spring Art Walk
- Elise Cole • Hattiesburg Arts Council
- **MAY**
- Kristie Fairley • National Tourism Week
- Patrick Bell • Chinese Acrobats at the Saenger
- Derrick Ivy • May Fest at the Multi Purpose Center
- Betty Chain • 11th Annual Day Lily Show
- **JUNE**
- Kristie Fairley • Top 10 Summer Fun Ideas
- Bill Powe • The Longleaf Trace
- Shannon Robert • Carey Dinner Theater
- Eddie Loper • Ray Price Concert
- Buddy Nelson • Paul B. Johnson Fireworks
- **JULY**
- Traci Rouse • Miss Hospitality Program
- Caroline Murphree • Miss Hospitality
- Thomasyne Nobles • The Tree House Players
- Trey Aby • The Hattiesburg Black Sox
- **AUGUST**
- Traci Rouse • Saenger Classic Movies
- Merrily Strickland • Lake Terrace Update
- Bethany Sharp • Hattiesburg Civic Light Opera
- Derrick Ivy • Great Southern Stampede
- **SEPTEMBER**
- Jana Bryant • Southern Miss
- Layla Essary • Pick-Up the Pine Belt
- Patrick Bell • Second City Comedy Show at the Saenger
- Jay Dean • USM Symphony Orchestra
- Bernice Linton • Historic Downtown’s Fall Art Walk
- **OCTOBER**
- Gloria Green • Pine Belt Quilter’s Biennial Show
- Layla Essary • Pick-Up the Pine Belt
- Traci Rouse • Rocky Horror Picture Show
- Matt Martin • ZooBoo

Tune in every Friday morning at 7:45 a.m. to 98.1 FM for “Tourism Talk with Hattie!”
Have you got a genius AQ?

33 neighborhoods. Six business districts. One unique community. Who wouldn’t want to live an animated life? A little more fun. A smidge more colorful. A lot more energetic and playful and vibrant and meaningful. Here in Glendale, animated living connects us. Whether raising children, bottom lines, neon signs or iconic characters. And animated living is contagious. It spreads every time you laugh or share or create. Take a minute to take this fun quiz and uncover your own individual Animated Quotient, the degree to which you live an animated life. Then learn about ways to spread your genius. Because the bigger your AQ, the more you inspire those around you.

Order your AQ t-shirt

What’s the point of a genius AQ if you can’t brag about it? Order your t-shirt today and let the world know: you are out-of-this-world animated.

Click to Order
Montrose, Colorado

Black Canyon Roast

Look Deeper. Taste Deeper.

A Full-Bodied French Roast

Roasted on the very doorstep of the majestic Black Canyon, this coffee is naturally pleasing to the soul and the palate.

Rich smoothness, low acidity and a pleasant milk chocolate finish will leave you longing for more.

Montrose Colorado
visitmontrose.com
Dear Class of 2013,

We're so proud of all you've accomplished.

You are truly, Home. Grown. Great.
Kristy Reis outside her shop, Sweet by Kristy, in downtown Tipp City where she has been using Miami County’s new brand: Home, Grown, Great — in the shop (with a window logo) but mostly through social media. Her business is one of several in downtown sporting the county’s new brand/logo. JIM WITMER / STAFF
PROCLAMATION

WHEREAS, Great Falls College MSU, the University of Great Falls, Montana State University Northern, Great Falls Public Schools, MSU College of Nursing and others work collaboratively to improve educational opportunities in Great Falls; and

WHEREAS, education changes the lives of individuals and moves them toward the achievement of their dreams; and

WHEREAS, the power of higher education is transformative as it changes the life of a student as they become a graduate; and as it enhances the fabric of our community as we engage more citizens in learning and personal exploration; and

WHEREAS, our community’s future is made brighter through a dynamic and robust education network that spans opportunities from pre-K thru post-secondary; and

WHEREAS, more than half of new jobs globally will demand higher education or advanced training by 2020; and

WHEREAS, our economic and social wellbeing as a region and community is highly dependent upon our ability to engage higher education partners for the advancement of all - students, teachers, parents, and citizens of all walks; and

WHEREAS, it is critical for our community to effectively support the futures of our higher education partners, recognizing their advancement is forever intertwined with that of the larger Great Falls area; and

WHEREAS, sharing information about the opportunities available through Higher Education in Great Falls is critically important to the success of people and their communities.

NOW, THEREFORE, I, Michael J. Winters, Mayor of the City of Great Falls, do hereby proclaim January, 2013 as

HIGHER EDUCATION MONTH

in Great Falls, Montana, and call upon all residents to join me in supporting higher education.

UNTAME YOUR INTELLECTUAL SPIRIT

IN WITNESS WHEREOF, I have hereto set my hand and caused the Great Seal of the City to be affixed this 2nd day of January, 2013.

Michael J. Winters, Mayor
Cittaslow
Sebastopol

Eclectic, artistic, green, health-conscious, and sometimes a little quirky...that's Sebastopol!

Geographical Area:
A little over an hour north of San Francisco, and a little less than an hour west of Napa, Sebastopol is a charming community of 8,000 nestled in the wine country of western Sonoma County. For those who'd like to visit three Cittaslow cities together, Sebastopol is within an hour’s drive of both Fairfax and Sonoma, and is an easy 30 minutes from the breathtaking coast of northern California.

We are a nuclear-free zone with a whimsical, creative spirit; rich agricultural traditions; and a long-standing appreciation of the beautiful rolling hills and wetlands that border our historic California redwood forests.

Economy and Typical Products
Our community motto is "Local Flavor, Global Vision"
GOSHEN
INDIANA
COMMON GOOD. UNCOMMONLY GREAT.

UNCOMMONLY GREAT COMPANIES LAUNCH HERE
ROOTED.
BUT NOT STANDING STILL.

There’s a kind of beauty that’s inherent in the agricultural tradition. The straight plowed rows we see today may be familiar to the long-ago settlers who found their way to this place. It’s a way of life with its roots planted deep in the earth, not by chance, but by the determined work of many hands. Adams is a way of life that endures in Broken Bow and Butler County.

ADAMS LAND & CATTLE
SAFEST, MOST TENDER, TASTEFUL
BEFORE EVERYTHING

MEHAM MEDICAL CENTER
Large enough to serve. Small enough to care.

New Lab Equipment at Meham Medical Center
Thank you Denison!

Have you heard that the City of Denison has just announced a new brand? “Moving Forward. Kicking Back”

The logo and slogan define what it means to live, work and play in this Lake Texoma community. “A town with a history of ingenuity and a casual lifestyle.” Sounds like Caterpillar Denison doesn’t it? Ingenuity? Casual? So, in support of our community and our company effective March 9, 2012

Friday’s are deemed Jeans Days!

Each of us represents Caterpillar and ourselves through our appearance, our behavior and our work. As a result, portraying a consistent professional image is an important part of our job. (Employees are encouraged to use good judgment in their dress when meeting with outside customers, suppliers or when attending meetings in locations that have other dress code policies.) While employees enjoy this well deserved benefit, please observe the guidelines below:

- Jeans must be in good shape with no holes or frayed edges
- In no case should jeans fit ultra tight or ultra loose
- No T-shirts of any kind, only business casual or collared shirts
- Only Caterpillar logos may be visible on clothing
- No flip flops of any kind
QUESTIONS?
Top 10 ways to screw this up

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Unveil your brand identity and ask for public feedback before you implement
5. Apply strict controls for usage by private sector and other public agencies
6. Think of this as an ad campaign
7. Appoint a large stakeholder group to approve creative development
8. Engage the press for the first time during the unveiling
9. Hire a professional firm and then tell them what you think will work best
10. Make a contest of creating your community’s slogan
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