

# Branding Your Community



October 1, 2004

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## Agenda

- ▶ What is branding and community branding?
- ▶ Community branding process
- ▶ Brand identity program
- ▶ Case study example
- ▶ Discussion

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## Branding Definition

### What is a Brand?

- ▶ Provides added value beyond its basic function that is both rational and emotional
- ▶ Exists essentially in the mind of the beholder
- ▶ Trusted relationship
- ▶ Builds on the visitor's experience with the community

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## Branding Definition

- ▶ Brand is a trust mark—form of a name, logo, and/or symbol that evokes a perception of added value:
  - Rational and emotional
  - Tangible and intangible
  - History
  - User segments
  - Aesthetics, sensory appeal
  - Benefits, added value



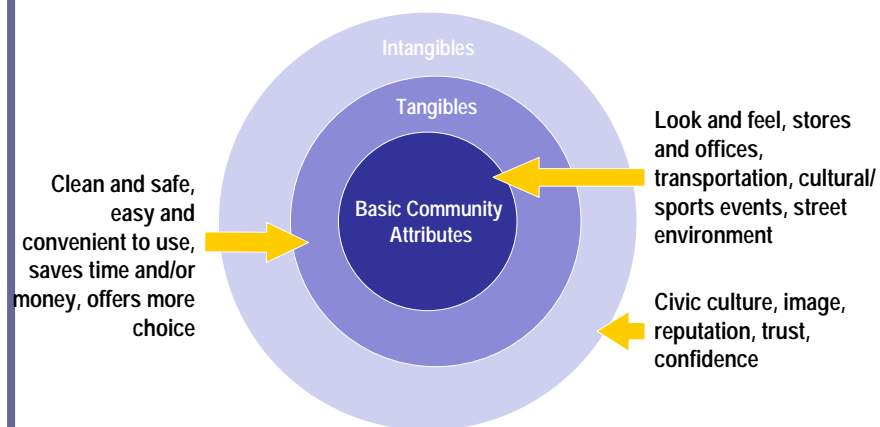
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## Why Even Think About Branding?

- ▶ People place a great emphasis on brands
- ▶ Brands are essential to visitors in our time-scarce society
- ▶ Brands are an efficient way of communicating
- ▶ Great brands give added value beyond the physical assets
- ▶ Build long term growth and gain visitors for life

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## A Holistic Approach to Community Branding



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## Touch Points and Stakeholders



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## Community Branding's Added Value

**Community Branding's added value is derived from:**

- **History:** heritage, architecture, tradition
- **Present:** organization, activities, institutions
- **User requests:** market groups
- **Aesthetics:** appeal to senses
- **Benefits:** enjoyment, save time

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## Step 1: Start With the Facts

- ▶ Detailed review of present performance and future potential
- ▶ Competitive review
- ▶ Benchmark for differences and opportunities
- ▶ A unique vision

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## Step 2: Set Priorities

- ▶ Refresh, Revitalize, or Reinvent?
- ▶ Community Branding is a process that requires continual fine-tuning

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### Step 3: Focus on Segmentation, Differentiation, and Positioning

#### ▶ Segmentation:

- Market groups to go after (value of segments)
- Commodities to build
- Retail/commercial/cultural base for who?

#### ▶ Differentiate:

- Tangibles:
  - Architecture–Chicago
  - Sports–Phoenix
  - Smart Growth–Portland
- Intangibles: emotional benefits  
“t-shirt factor”

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### Step 3: Focus on Segmentation, Differentiation, and Positioning

#### ▶ Community Positioning:

- Where is your community vs. the competition?
- What’s the right direction?
- Look for undisputed leadership opportunities

#### ▶ Now create the “brand package” for your community

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#### Step 4: "Brandstorm" Your Brand

- ▶ Look to the future
- ▶ Start with your basics:
  - e.g., organization, design
- ▶ What are the tangibles?
  - e.g., services, restaurants, arts and entertainment
- ▶ What are the 'WOW' factors?
- ▶ What expectations will you exceed?

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#### Step 5: Identify Your Community Brand's Added Value

- ▶ Same product/City/community, different value
- ▶ The value is added in the users mind
- ▶ No added value—no brand

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## Value Criteria Are

- ▶ **Wanted and unexpected**
- ▶ **Delivered with style and substance**
- ▶ **Creates loyalty**

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## Step 6: Dimensionalize Your Brand

- ▶ **Character: identify the core internal strengths:**
  - **Trusted, historically sensitive, caring, effective**
- ▶ **Personality: how users perceive your community**
  - **Exciting, attractive, fun, accessible, comfortable**
- ▶ **Note: Character never changes, personality is fine-tuned**

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## Step 7: Understand Your Brand Essence

- ▶ **The key word/idea**
- ▶ **Easily understood**
- ▶ **Must be positive**

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## Step 8: Create Your Brand Identity and Program

### **Managing:**

- #1 You'll need a Brand Champion**
- #2 Choose a diverse team**
- #3 Shift focus from 'supply' side to 'demand' side**

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## Step 8: Create Your Brand Identity and Program

### Physical:

- #4 Environment houses your brand and provides the setting
- #5 Analyze how the physical aspects of your community impact the experience

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## Step 8: Create Your Brand Identity and Program

### Marketing:

- #6 The strategy and tactics will enhance and communicate the brand essence:
  - Support your vision
  - Focus on high priorities
  - Reflect your character and personality
  - Show tangibles and intangibles
  - Create added value
  - Reinforce brand essence

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## Branding Example: Golden, Colorado by Cohn Marketing Group



### The Golden Product

- ▶ Small town atmosphere close to a major urban market
- ▶ Mixture of experiential shops and utilitarian merchandise/services
- ▶ Blend of restaurant and food options
- ▶ Adventure experiences/attractions (very strong)
- ▶ Coors
- ▶ Mountain feel but close to Denver

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## Golden Branding

- ▶ Small town BIG FUN
- ▶ Keep the Gold in Golden

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## Golden Branding

2001, The First Year



## Golden Branding

### 2001, The First Year



## Golden Branding

### 2002 and 2003



## Golden Branding

2002 and 2003



## Golden Branding





## Community Branding

- ▶ **Branding your community—The time has come**
- ▶ **Because:**
  - It's time for another step forward
  - It's required to stay competitive
  - The best businesses and institutions use it
  - The public likes it
  - It works!

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