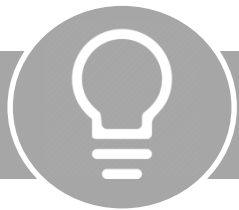


Community Branding Proposal

Catawba County Board of Commissioners



February 13, 2017



AGENDA

1.



CURRENT STATE

2.



COMMUNITY BRANDING

3.



COUNTY BRANDING

4.

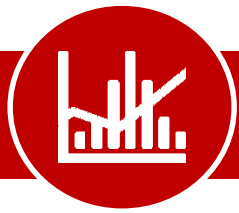


NORTH STAR PROPOSAL

The background of the slide is a dark, low-key photograph of a historical map or parchment. The map features a large, ornate shield with a red field containing a yellow cross, and a blue field containing a yellow wheel. The map is surrounded by a decorative border. A large, red, diamond-shaped graphic is superimposed over the center of the map.

CURRENT
STATE



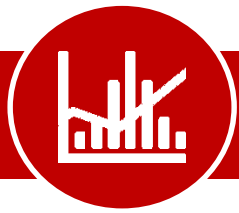


CURRENT STATE

Doesn't Catawba County already have a brand?



“Keeping the Spirit Alive Since 1842!”



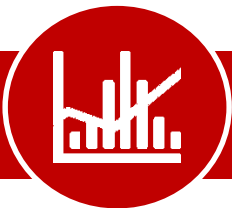
CURRENT STATE

Yes – but it's not what you think.

- > **Brand:** How people experience you and tell your story. It's what they say about you when you're not around.

And no – because a brand is not just a logo.

- > **Branding:** The practice of actively managing your reputation.



CURRENT STATE





COMMUNITY BRANDING



COMMUNITY BRANDING

- > A strategic approach to creating **knowledge and experience of a community** that is relevant and persuasive to key audiences.

*“Just because you give a location a clever slogan and stylish logo doesn’t mean it will be a place where people get really excited about visiting, living or doing business. Selling a location involves so much more than sticking a label on it... **Place branding has to reflect, engage and activate the people of the place. Otherwise, it’s all just a logo and a slogan.**”*

— Forbes.com, May 2016



COMMUNITY BRANDING

- > **Authentic Story:** Sharing the character of a community and how people experience it.
- > **Appeal:** Influencing positive perceptions and attracting residents, businesses, and visitors.
- > **Differentiation:** Competitive positioning within region.
- > **Frame of Reference:** Making the story memorable through consistent creative elements (logo, etc.).
- > **Strategy Tool:** Considering brand in policy, economic, and social development decisions.



COMMUNITY BRANDING

- > A brand doesn't make a community great. A brand shines a light on what makes a community great.

“Actions speak louder than logos.”

— Forbes.com, May 2016



COMMUNITY BRANDING



[The Good of Goshen Stories](#) [About](#) [Your Stories](#) 

The Good of Goshen Stories

The Good of Goshen tells stories about people
who reflect Goshen's generous character.

Click on a picture to read or watch each story. We will post new stories each week!





COMMUNITY BRANDING



DOWNLOAD OUR MOBILE APP

LOG IN REGISTER TO PROMOTE YOUR PLACE OR EVENT



NEWSLETTER SIGN UP

Search this website ...

LIVING DOWNTOWN

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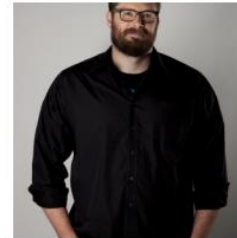
PHOTOS

TESTIMONIALS

Testimonials

Here we focus on Downtown New Orleans providers, creative entrepreneurs and the most successful companies and initiatives for them and why this city inspires them.

These city leaders are the threads that bind NOLA Works allows you to hear from the opportunity not just to build a business.



Blake Haney



Camille Whitworth



Chris Boyd



Chris Schultz



Clint Bowie



Damon Burns





COMMUNITY BRANDING

MENU

CHOOSEATL



CHOOSE ATL | Imagine a place where your dreams can thrive

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We asked the chefs and restaurateurs who shaped Atlanta's culinary scene about their perfect day in the A.

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COMMUNITY BRANDING

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VISIT

▼ MUSIC SCENE

VENUE GUIDE

TICK TOCK

ICONIC AUSTIN

FESTIVALS

ALL ATX, BRITISH INVASION

HOME > VISIT > [MUSIC SCENE](#)

LIVE MUSIC IS IN OUR ROOTS

Contributed by John Morthland

First-time visitors might be surprised to find themselves being entertained with live music as they walk through the terminal at Austin's airport after deplaning. But they shouldn't be. Live music, and music in many other forms, is everywhere



COUNTY BRANDING





COUNTY BRANDING

Why?

- > Increased working-age population = increased talent pool = increased employers = increased tax base = economic growth = enhanced quality of life.

*“71% of capital investment deals did not involve initial contact with any economic development organization until a shortlist of potential locations had been created. So **71% of the time, your community’s reputation is what gets you on a shortlist.**”*

— International Economic Development Council



COUNTY BRANDING

Strategy Alignment

> Board's Strategic Vision

- Drive growth in a highly competitive economy.
- Stand out as an appealing place to live, work, and do business.

> Community Input

- Development of brand identity.
- Cohesive marketing and communications strategy.
- Central information source about events/activities.

“We need to do a better job of telling our story.”



COUNTY BRANDING

Catawba County's Role

- > **Lead:** Drive Catawba County's positioning and perceptions in region.
- > **Connect:** Identify & highlight the common thread that stitches our county-wide story together.
- > **Support:** Include & promote the unique identities already present in our community.
- > **Collaborate:** Engage community members and partners in telling our shared story.

COMMON THREAD



CATAWBA COUNTY BRAND PLATFORM

The brand story that complements and is told in concert with our diverse municipal, tourism, and economic development partners.



COUNTY STRATEGIC PLAN AND GROWTH SECTORS



NORTH STAR PROPOSAL



Dear Class of 2013,
We are so proud of all
you've accomplished.

You are truly,
Home. Grown. Great.



NORTH STAR PROPOSAL

Why North Star?

- > National community branding firm based in Nashville.
- > Specializes in consistent community-wide identity that supports the missions of all public sector entities, as well as economic development and tourism.
- > Extensive knowledge of our community:
 - City of Hickory Branding Initiative
 - City of Newton Branding Initiative



NORTH STAR PROPOSAL



- > More than 200 communities in 42 states
- > Villages, towns, cities, districts, counties, states, regions



NORTH STAR PROPOSAL

North Star Will Guide Us To:

- > Conduct rigorous and scientific brand development.
- > Formulate an authentic narrative of who Catawba County is, where we're going and how we'll get there.
- > Create a brand platform and activation plan to tell that narrative through effective, creative communications.
- > Evaluate progress and adjust our course.



NORTH STAR PROPOSAL

> **Research:**

- Situation Analysis
- Research, Planning & Communication Audits
- Familiarization Tour
- Key Stakeholder Interviews & Focus Groups
- Quantitative Perception Study
- Influencer Perception Study
- Competitive & Contextual Positioning Review

> **Insights & Strategy:**

- Situation Brief & Insight Development
- DNA Definition Development
- Understanding & Insights Presentation

> **Creativity & Design:**

- Naming Recommendations
- Straplines & Rationale
- Brand Identity Development (Logos, Logo Family, Color Palette, Graphic Looks, Graphic Standards Guide)
- Brand Narrative
- Custom Creative Deliverables

> **Action:**

- Action Plan

> **12-Month Follow Up:**

- Evaluation & Results Tracking
- Brand Barometer



NORTH STAR PROPOSAL

Board Touchpoints

- > **Research:** Key Stakeholder Information & Focus Groups
- > **Insights & Strategy:** Understanding & Insights Presentation
- > **Creativity & Design:** Brand Platform
- > **Action:** Brand Activation Plan



NORTH STAR PROPOSAL

Timeline and Cost

- > **Estimated Timeline:** 32-34 weeks (8 to 8½ months)
- > **Estimated Cost:** \$83,000.00
- > **Proposed Funding:** Combination of allocated economic development marketing funds (\$35K) and unallocated ¼ cent sales tax funds (\$48K) from FY16/17 budget.

QUESTIONS?

