



HERITAGE OHIO

Vital Places. Vibrant Communities.

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2012 AWARD WINNER

BEST MARKETING PROJECT

REBRANDING CAMPAIGN AMHERST, OHIO

In an attempt to honor the people, places, and projects that exemplify growth through preservation and revitalization, Heritage Ohio granted the 2012 Annual Award for Best Marketing Project to Main Street Amherst for its rebranding campaign.

RECOGNIZING OPPORTUNITY

The Marketing and Special Projects Committees for Main Street Amherst undertook a huge project in 2011. With growing membership and community reach, the Board of Main Street Amherst felt it was time to brand themselves as a contemporary, youthful and sophisticated organization without losing site of their dedication to preserving, physically maintaining, and economically growing their historic downtown. The main goal of the Board was to attract a larger audience with their new logo, website, and promotional materials, and they did just that.

SUCCESS

Since the launch of their brand, Main Street Amherst's membership has grown with more businesses reaching out to them, as well as seeing an increase in attendance at their events and general meetings. In addition, participation from their members in Main Street Amherst events has also risen. By utilizing their new brand consistently on all of their marketing pieces, Main Street Amherst will be able to continue to grow and prosper in the present and in the future.

