

Placemaking & Stakeholder Centered Community Branding


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Discovering Your Brand



Brand Defined

A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. American Marketing Association

A brand is a reason to choose. Cheryl Burgess, Blue Focus Marketing



A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. Sam Golden, Author of LocusPro

A brand is "The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised." David Ogilvy, Author of On Advertising



Brand

A collection of experiences, emotions and memories related to a product or an organization that form the basis of an individual's attitude



...related to the network model of memory



Community Branding vs. Community Marketing

Community Branding

The enduring essence of a community, including its reputation and the thoughts, values, feelings and expectations that form a compelling promise enabling people to choose that community over another. What makes a community special.

Community Marketing

The activities, institutions and processes involved in creating, communicating and delivering value in a manner that propels a community towards its goals. The strategy and tactics used to 'sell' a community.



Building a community brand

INVOLVES

- Discovering community identity
- Identifying target markets
- Articulating a long-term strategy
- Creating or unifying a logo and community symbols
- Collecting a set of images
- Telling the community story

DOES NOT INVOLVE

- Creating tactical short-term marketing materials
- Putting together an advertising campaign

Extension

Branding a community brand

INVOLVES

- Discovering community identity
- Identifying target markets
- Articulating a long-term strategy
- Creating or unifying a logo and community symbols
- Collecting a set of images
- Telling the community story

DOES NOT INVOLVE

- Creating tactical short-term marketing materials
- Putting together an advertising campaign

Extension

Community Brand Elements



- Valid
- Believable
- Simple
- Appealing
- Distinctive

Extension

Community Brand Elements

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extension

It's a Big Task

extension

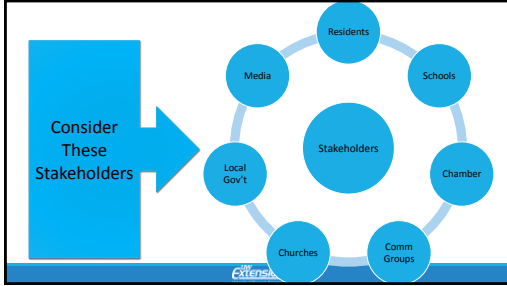
This Won't Work

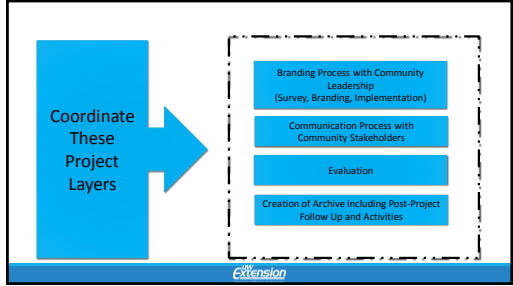
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Who are Our Stakeholders?

THE FIRST BIG QUESTION








What Type of Brand?

THE SECOND QUESTION



Community Brand Typology



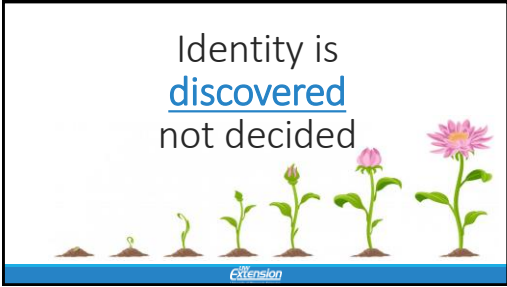
- **Overarching Community Brand**
 - Madison: 30 square miles surrounded by reality
- **Destination Brand**
 - Door County, Wisconsin Dells, Middle Coast
- **Economic Development Brand**
 - The Paper Valley, N.E.W. North
- **Thematic Brand**
 - Water Park Capitol of the World

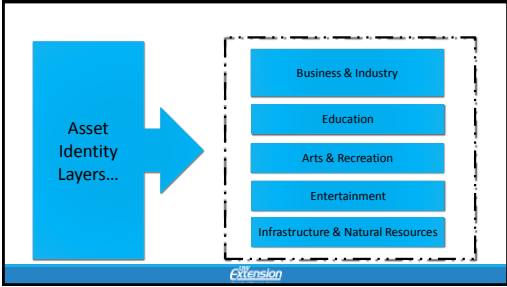


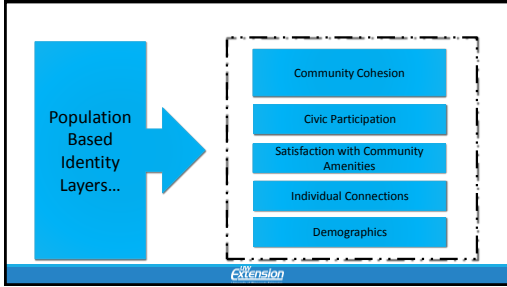
What Is Our Identity?

THE THIRD BIG QUESTION









How does that identity help us connect with a target audience?

Insert Target Audience Here

Residents & Workers Visitors Business & Industry Export Markets

How does that identity help us connect with a target audience?

Town: Spring Green, WI
Target Audience: Visitors

Identity + Target Audience = Positioning

POSITION	PROOF
Spring Green is the summertime art center of Southwestern Wisconsin	Taliesin Preservation American Players Theatre Annual Art Fair Outdoor Concerts

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**Next Steps:
Slogan, Logo & Imagery**

For More Information

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Sources

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Baker, Bill. (2007). *Destination branding for small cities: The essentials for successful place branding*. Creative Leap Books, Portland OR.