## 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 goods or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one good or service, or a family of goods or services 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.

Seth Godin  
Author of Linchpin

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

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.

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
Building a community brand

**INVOLES**
- 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

Branding a community brand

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Community Brand Elements

- Valid
- Believable
- Simple
- Appealing
- Distinctive
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It's a Big Task  VS.  This Won't Work
Who are Our Stakeholders?

THE FIRST BIG QUESTION

Consider These Stakeholders

Stakeholders
- Residents
- Media
- Schools
- Chamber
- Local Gov't
- Comm Groups
- Churches
- Local Gov't

Coordinate These Project Layers

- Branding Process with Community Leadership
  (Survey, Branding, Implementation)
- Communication Process with Community Stakeholders
- Evaluation
- Creation of Archive Including Post-Proj ect Follow-up and Activities
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
Identity is **discovered** not decided

**Asset Identity Layers...**
- Business & Industry
- Education
- Arts & Recreation
- Entertainment
- Infrastructure & Natural Resources

**Population Based Identity Layers...**
- Community Cohesion
- Civic Participation
- Satisfaction with Community Amenities
- Individual Connections
- Demographics
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
Spring Green is the summertime art center of Southwestern Wisconsin

PROOF
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