



**NEW BOSTON**  
creative group

# Regional Branding for the Flint Hills



# Topics

- Marketing Lingo 101
- What Is a Brand?
- What Is a Campaign?
- Three Possible Models
- Three Big Questions



# Marketing Lingo 101



# Logo

A unique symbol, design or lettering that serves as an identifying mark to officially represent a brand.



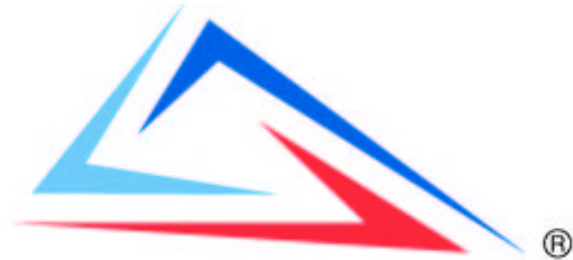
Typographic



Icon



Combination



THE RESEARCH  
TRIANGLE PARK

DES MOINES. **DO**  
**MORE.**

think **KC**

# Moniker

A slang nickname that can be substituted for the official name.

The Little Apple

The Windy City

Motor City

Sin City

The Big Easy



# Taglines (*aka* slogans/mottos)

A memorable phrase to sum up the tone and premise of a brand. Should differentiate AND promote goals.

Keep Austin Weird — Austin, Texas

The Sweetest Place on Earth — Hershey, Penn.

City with Sol — San Diego, Calif.

The World Grows Here — Garden City, Kan.





# Taglines

If you google  
“A Great Place to Live, Work and Play,”  
you get way more than a million hits!

***Taglines serve no purpose if they are generic!***



# What Is a Brand?



# Brand = Sum of All Things

The cumulative perception people have about a place, product or entity, drawn from all sources.



# Brand: More Than a Logo!

Word of Mouth

Personal Observation and Experience

Interactions with Representatives

Media Coverage

Visual Identity

Communications and Advertising





SAN FRANCISCO  
CHAMBER OF COMMERCE

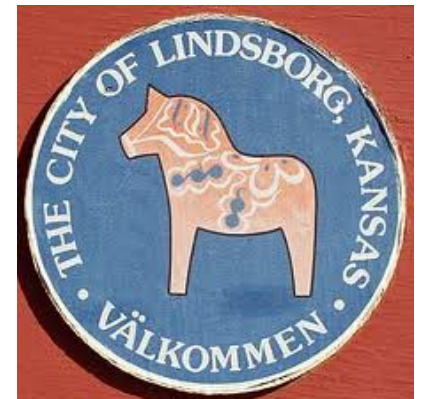
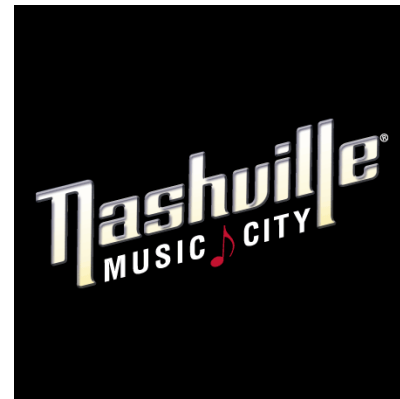


# A Brand Is a Promise.

Promises must be kept, or the audience will be disappointed and the brand weakened.



# What Do These Place Brands Promise?



# The Purple Cow

A singular theme or idea that makes your entity stand out from “the herd.”





“Add distinction to avoid extinction.”

— Seth Godin, marketing guru



# The Flint Hills Purple Cow Must...

- Promote mutually agreed-upon goals.
- Feel authentic and genuine to both internal and external audiences, i.e., “fit the spirit of the region.”
- Be determined through widespread participation and buy-in.



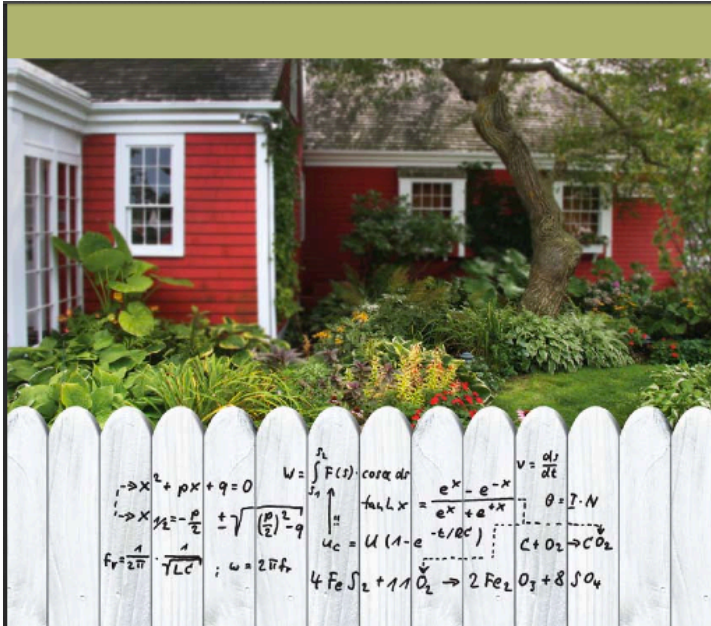
The central branding theme must  
**be something we've invested in.**  
The theme should be so authentic  
it can be **physically witnessed or**  
**experienced** when someone visits.  
*(Fulfilling the Promise)*



# Westchester County New York's Intellectual Capital

The County's population has a significantly higher than average level of formal education: 45% of residents over age 25 have at least a bachelor's degree.

# thinking Westchester



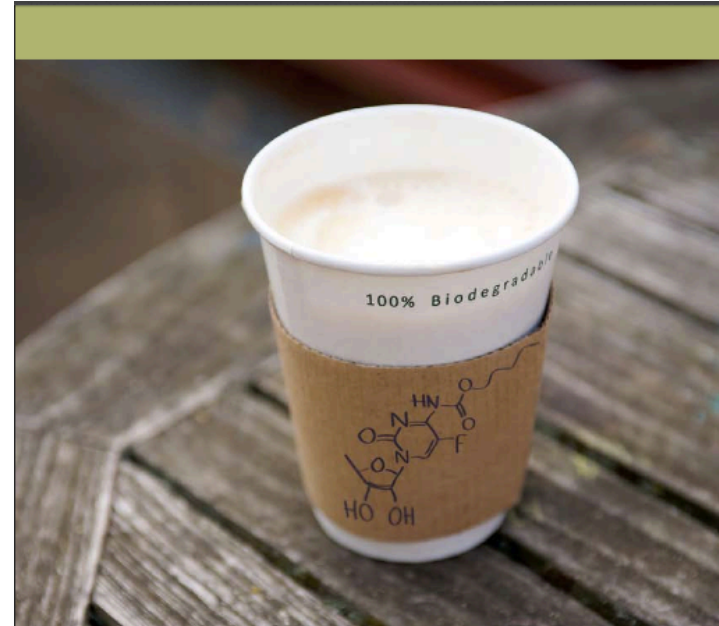
## In Westchester, brilliance happens everywhere.

This may look like graffiti but it's just another part of the Westchester landscape. We're New York's Intellectual Capital. A dynamic center where brilliant men and women find inspiration every day and enjoy a lifestyle that is second to none. It's no wonder that so many companies – from biotechnology to finance to healthcare – call Westchester their home. Tap into New York's brain power drawn from world-renowned colleges, universities and research centers. And New York City, the financial center of the world, is right on your doorstep. If you're thinking about a highly educated workforce, convenient location and unparalleled lifestyle, then you should be thinking Westchester. Visit us at [www.thinkingWestchester.com](http://www.thinkingWestchester.com) or call 914-995-2963.

[www.thinkingWestchester.com](http://www.thinkingWestchester.com)



New York's Intellectual Capital  
Office of Economic Development



## In Westchester, brilliance happens all the time.

Some may call this doodling. But to the thousands of brilliant men and women who live and work in Westchester, this speaks to them. Loud and clear. That's one of the reasons so many companies – from biotech start-ups to IT and financial giants – are moving here and expanding. We're New York's Intellectual Capital, a thriving landscape of constant inspiration with a lifestyle that is second to none. Tap into New York's brain power drawn from world-renowned colleges, universities and research centers. And so close and accessible to New York City, the world's financial center. If you're thinking about a highly educated workforce, convenient location and unparalleled lifestyle, then you should be thinking Westchester. Visit us at [www.thinkingWestchester.com](http://www.thinkingWestchester.com) or call 914-995-2963.

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New York's Intellectual Capital  
Office of Economic Development

Our Flint Hills brand  
must be...



# Research-Based.

We should plan to spend 6 to 12 months developing our brand: reviewing existing data, gathering regional input, conducting additional research, and moving into creative development stages.



# Appropriate and Realistic.

Branding efforts do best when they are **authentic** to the place.

Making ourselves out to be something we are *not* is the quickest way to failure.





# Goal-Driven.

Trying to be all things to all people is a great way to throw away a lot of money.

**Focus on one well-executed theme to achieve a primary goal.**



# A Long-term Endeavor.

Place branding projects should have

**multi-year plans,** and  
plans for **multi-year funding.**



# Bold and Unexpected.

If everyone automatically loves it,

**it probably isn't strong  
or distinctive enough.**



# What Is a Campaign?



A **marketing campaign** is a series of steps and instruments that create awareness for a product or organization.

**Campaigns share brands with the world** and put brands to work.



## A successful campaign will have:

- Clear, measurable goals
- Realistic budget
- Established duration
- Well-planned deliverables



# Three Possible Models for Regional Branding and Marketing



A Formal Marketing Entity



An Ad-hoc, Nimble Approach



A Regional Partnership of Organizations and Businesses





# Model One: A Formal Marketing Entity



Cleveland+<sup>TM</sup>  
Akron+ Canton+ Youngstown

## A Formal Entity

- Regional Marketing Alliance of Northeast Ohio
- Promotes assets of 18-county area
- Founded in 2006
- Two staff, housed with ecodevo organization
- \$2 million annual budget



# Goals and Funding

- Goals: Business attraction, positive national media coverage, talent attraction
- Funded through private corporate investment (some grants and tax funding at the beginning)



## Campaign Details

- 120 people involved in branding process
- Buy-in is most important thing they did  
*(After research phase, even Akron agreed Cleveland had to be the brand.)*
- Very independent — even though Cleveland is the brand, very careful to be clear it is a regional effort. Led by a regional task force today.



## Campaign Details

- No traditional media used today
- Use a national PR firm to gain positive media attention (NYC tour every 2 months)
- Heavy use of social media (five platforms), newsletters, and digital marketing



## Results Since 2006

- 67 new companies and nearly 6,000 new jobs
- 250 national media stories in key publications
- Increased optimism about the region's economic future from 33% in 2010 to 69% in 2012



## Words of Advice

“No one Chamber has enough money to do this on its own. This prevents duplication of effort.”

“My greatest measure of success is if businesses continue to reinvest.”

— Rick Batyko, President of RMA of NE Ohio





# Model Two: An Ad-hoc, Nimble, Grassroots Approach





**Portland - Vancouver USA**

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*Land Here, Live Here.*

## Volunteer-Driven

- Officially under the auspices of an ecodevo group, but very volunteer driven.
- Vancouver, Wash.-focused. Includes many small communities near Portland.
- Region hit very hard by recession. Needed new jobs.
- Everyone liked idea of campaign, but no one could come up with formal funding stream.



# Goals and Themes

- Goal: Create jobs and be seen as a top 25 metro area.
- Added the “USA” component because of confusion with Vancouver, British Columbia.
- Research found professionals relocate for quality of life, so focused on real people’s stories (“Live Here”).
- Have land available, so included “Land Here” to appeal to site selectors.



# Funding

- Volunteers were awarded a foundation grant to get started. 200 businesspeople part of the process.
- Charge three-year licensing fee for businesses to use logo and messaging in their own marketing. Provides some ongoing campaign funding.
- Private donors step up when opportunities arise, with cash and in-kind donations.



## Results

- No control of messaging, because individual businesses use it in different ways.
- Has shifted language. People are starting to call it the “Portland-Vancouver metro,” instead of “Greater Portland.”
- Have spent “a couple hundred thousand” since 2010, but no formal ROI research.
- 20 executive prospects recently made comprehensive site visits.



## Words of Advice

“Biggest value is getting the choir to all sing the same song.”

“Evolved not as corporate branding, but through sweat equity, and that’s part of the magic.”

— Ron Arp, Volunteer Chair



**Model Three:  
A Regional Partnership  
of Organizations and Businesses**







Iowa's  
creative  
corridor

# A True Regional Collaboration

- Started at a regional business retreat in 2009.
- Campaign launched in early 2012.
- Founded by the Corridor Business Alliance, a 13-organization group doing ecodevo work in the Cedar Rapids and Iowa City region. Seven counties, about 450,000 residents, 40 communities.
- Led today by task force and a local creative agency.
- Over 1,500 people participated in research phase.



# Goals and Themes

- Goal: Internal focus for first three years to help the region learn to collaborate, gain buy-in, and to create a sense of the region being ONE place. Ultimately, focus on global business and talent recruitment.
- Highlights the arts, sciences and technology. Plays up higher ed, the world-famous Iowa Writer's Workshop, arts organizations, 30 Fortune 500 businesses.



## Goals and Themes

- Community-building initial goal: inspiring the residents of the region to value and celebrate creativity.
- Secondary goal is talent recruitment and retention. Makes Iowa “look cool” to young, creative-class professionals. The materials feel very “youthful.”



# Funding

- 16 major organizations pledge financial support, from government, to University of Iowa, to corporations.
- 50+ groups and businesses have shared time, ideas and talents to bring the project to life.



# Involvement

- Encourage local businesses to participate by using “We Create Here” campaign branding in their own materials. **(We CREATE here. We create HERE.)**



## Results

- Still a very new endeavor, but has region engaged.
- Building a strong social media presence.
- Hosted first Creative Week in 2013 to celebrate the amazing things people are doing. Included 138 events in seven counties, including zombie runs, special dinners, plays, concerts, open houses at manufacturing plants, and a film festival.
- Have engaged a lot of 20- to 40-year olds in the process, bringing new energy.



## Words of Advice

“There wasn’t a huge tradition here of doing stuff collaboratively. Everyone had to learn to give up control and credit. What’s nice about the brand is that no one owns it exclusively. It encourages collaboration in the middle. It was a big step for our region.”

— Andy Stoll, Creative Director, Iowa’s Creative Corridor Project





# Three Big Questions



# Three Big Questions

- What is our goal for a regional branding campaign?
- What is “our” region?
- How will we pay for it?



# What Is Our Goal?

- Business recruitment (NBAF-related)
- Business recruitment (general or specific)
- Talent recruitment
- Improve/establish a national and global image for our region
- Tourism development
- Others?



# What Is “Our” Region?

- Cities in Geary, Pottawatomie, Riley counties?
- How about cities in Marshall, Marion, Wabaunsee counties? Or Lyon, Dickinson counties?
- All “official” 22 counties in Kansas Flint Hills?
- Do we want to stay within confines of the geographic Flint Hills? Should we broaden scope and invite Salina or Topeka?



# How Will We Pay for It?

- Chamber investments?
- Counties or cities via tax mechanisms?
- Private entities through fundraising?
- What about foundations?
- Reallocation of existing marketing funds?
- Some combination?
- Does the FHRC have a role?



# Answer these questions at your tables.

1. What is our goal for a regional branding campaign?
2. What communities are in “our” region?
3. How will we pay for it?



# Closing Thought:

“We must, indeed, all hang together or, most assuredly, we shall all hang separately.

— Benjamin Franklin, at signing of the Declaration of Independence



# Thank You!

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