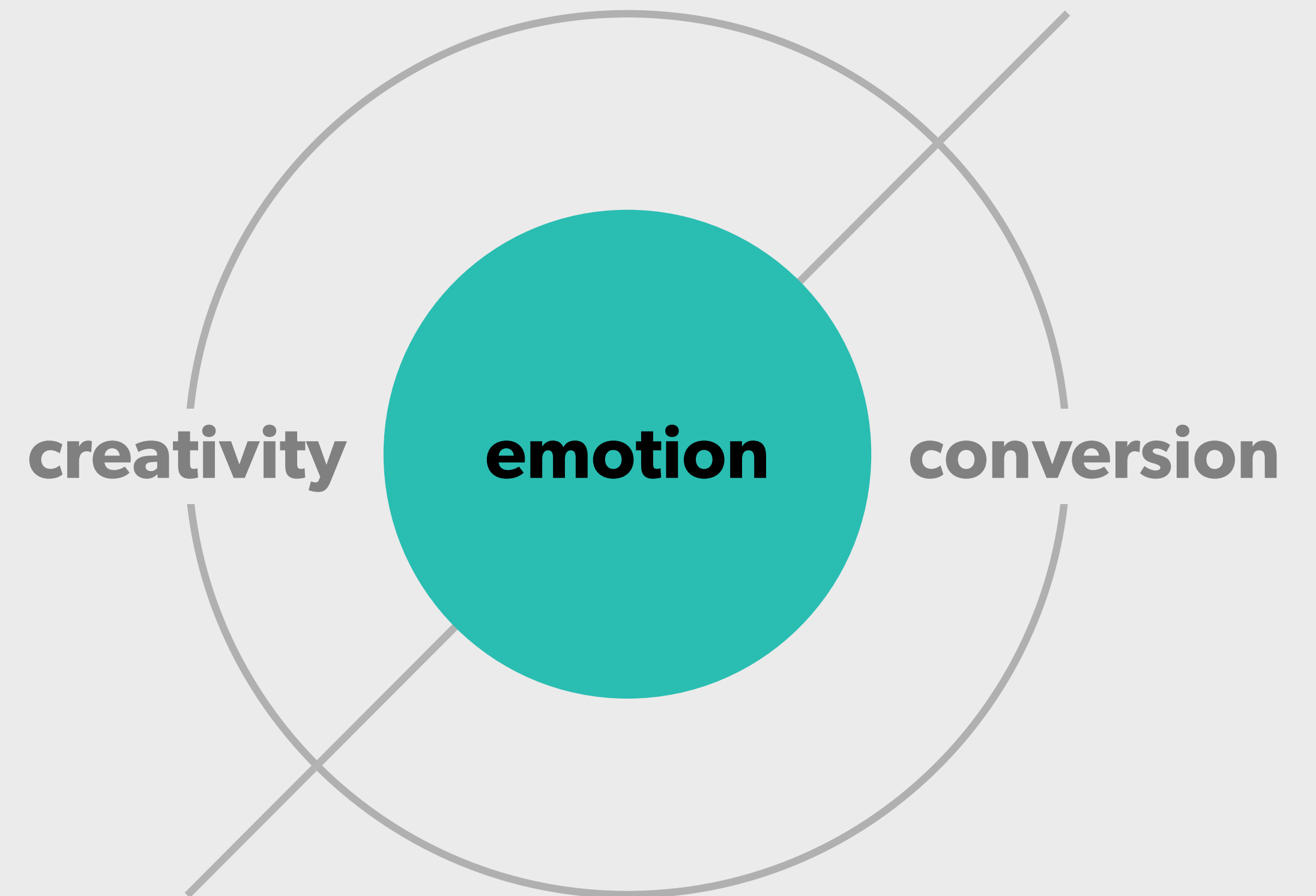


The future of a brand called Cary

Research Findings Presentation | March 13, 2018



**At Bigfish, branding
is what we live, eat,
drink, and sleep.**



**A perfectly executed idea should elicit
an emotional response in people that
will drive them into action.**

The experience of other towns is instructive, yet never totally germane.

Test the hypothesis:

Being known as a “town” negatively impacts achieving the goals of the Imagine Cary Community Plan. “City” offers advantages over “town” when it comes to realizing the Imagine Cary Community Plan.

The question isn't town vs. city - it's how to ensure Cary residents are on board with Cary's plans for the future.

There is no definitive evidence to support the proposition that the title city is empirically better than town. However, there are clear guidelines that we can infer based on specific case studies that support the correct methods to use when rebranding a town into a city, or rebranding a town as a “modern town”.

A Local Comparison

The Town of Gilbert vs. the City of Chandler





The Town of Gilbert

Gilbert focuses on exuding a family friendly, small town atmosphere while attracting the attention of large businesses and housing communities

- Since 1980, Gilbert's population has grown from roughly 5,000 to 240,000
- Gilbert is the fourth largest municipality in the Arizona and the largest "town" in the United States
- Focuses heavily on advanced business services, aerospace/aviation, clean and renewable energy, high technology, and unique retail, entertainment and hospitality opportunities
- Gilbert houses campuses for ASU Polytechnic, A.T. Still University, and the Maricopa Community College System

"Gilbert has an ample amount of workers, and it can offer shorter commutes, but the challenge is selling those workers — including millennials — and employers on a suburban location at a time when downtowns are desired."

Mark Gustin, Managing Director at Jones Lang LaSalle, a Chicago based global real estate company



Looking to the future

Some programs that Gilbert has implemented since deciding to remain a town.

- Gilbert's state website maps the locations in Gilbert being developed, along with areas developers are looking to use for infill or redevelopment
- Created a digital State of the Town, which includes user sent clips, interviews with chamber members, leaders and others
- Gilbert is utilizing the best of both worlds. Emphasizing their community while doing everything to highlight that they are a modern municipality
- Gilbert's Economic Development site gilbertedi.com is an excellent example of city branding done right to appeal to businesses

"When the town attends trade shows and meets with out-of-state corporations, town officials will often leave out the word "town" and just say "Gilbert," so they don't confuse interested business prospects. "When I saw city manager of Chandler and town manager of Gilbert it left me with two separate impressions in regards to the community. It (town) certainly conjured up images of a smaller community, a smaller organization, a smaller challenge."

Patrick Banger, Gilbert Town Manager



The City of Chandler

Originally an agricultural town, the city is now home to tech conglomerates while also focusing on fostering a small-business friendly environment.

- Since 1980, Chandler's population has grown from 30,000 to more than 247,000
- Today, more than 85% of Chandler's land is already developed; meaning future growth is expected to occur primarily from infill and redevelopment
- The Chandler Innovations Incubator is a joint venture between the city of Chandler, Arizona State University and NACET, a business development nonprofit organization
- City council members make it a point to encourage and guide small business owners through the steps of opening and running a business in Chandler

"Today, growth has not cost the community its charm and you won't see a chain store in sight. We like it this way. We make a point to meet with potential small-business owners early on and then guide them through the process".

Kim Moyers, Chandler Downtown Redevelopment Manager



Chandler • Arizona

Looking to the future

By taking a proactive approach to gathering community input and charting future growth patterns, Chandler continually builds a strong foundation that supports future development.

- **Strategic Community Building** concerns policies related to the community's overall development pattern and physical characteristics. This includes land use and development, identifying growth areas, building a strong economy, aesthetics, and best growth management practices.
- **Focused Stewardship** concerns environmental planning to protect Chandler's resources while continuing to create a quality community. It includes policies on conservation and environmental planning; meeting evolving energy needs; and ensuring future water needs are met.
- **Strong Community Foundation** concerns the development and maintenance of community infrastructure, and includes policies on public services and facilities; public buildings; and financial sustainability.

"Chandler has always been a right-minded place to live and work. Their foresight is helping to drive jobs, revenue and tax dollars. Our company is expected to double its staff in 2018."

Brandon Ames, CEO of AniCell Biotech

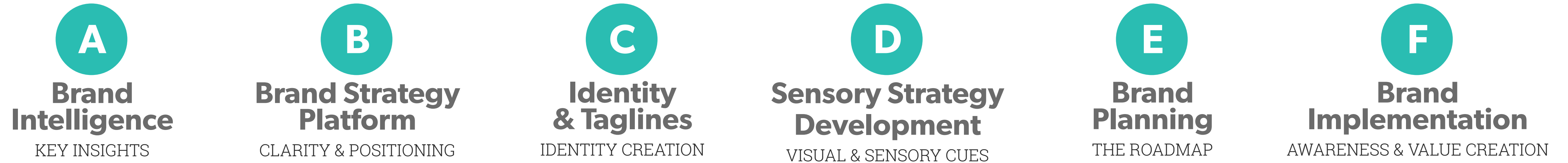


Services to be Performed

Our approach to Cary's brand strategy

Services to be performed

Our brand strategy approach



Cary's brand is far more than a logo or a website.

In essence, a brand is synonymous with reputation and should therefore reflect the mission, values, and vision of the company it represents. This is the mindset with which Bigfish approaches all brand strategy projects. Through years of experience working with dozens of brands, we have developed the following process for creating and articulating our clients' brands:

Services to be performed

Our brand strategy approach



Kickoff Meeting

During the kickoff meeting we will communicate the project approach, deliverables and expectations, goals and objectives, outline roles and responsibilities, and begin to gather relevant background information. It is at this stage that we articulate the importance of client participation in the branding process in order to ensure that the resulting new/evolved brand is distinctive, meaningful, and authentic to the client.

Stakeholder Interviews

Following the kickoff meeting, we continue our information gathering process through stakeholder interviews. Bigfish strategists will collaborate with the client team to conduct one-on-one interviews of key stakeholders.

Marketplace Review

In conjunction with the stakeholder interviews, the Bigfish team will research and review current market trends, customer information, competitive detail, existing client marketing materials, brand and product positioning, and other available strategic information. Focus groups can be run at this time to ensure that customer feedback is top of mind when assessing the brand.

Deliverables

Brand intelligence provides the client with an independent perspective developed in the context of a strategic communications initiative. Findings will be used to develop key insights and a series of verbal and visual exercises to be presented during the brand strategy workshop. Additionally, a competitive and current state findings document will be delivered to the client at the close of this phase.

Services to be performed

Our brand strategy approach

A
Brand Intelligence
KEY INSIGHTS

B
.....
Brand Strategy Platform
CLARITY & POSITIONING

C
Identity & Taglines
IDENTITY CREATION

D
Sensory Strategy Development
VISUAL & SENSORY CUES

E
Brand Planning
THE ROADMAP

F
Brand Implementation
AWARENESS & VALUE CREATION

Brand Platform Development

Brand platform development precedes the brand strategy workshop and reflects our perspective and hypothesis as it relates to brand possibilities. Concepts on the brand dimensions and promise will be presented to the client during the brand strategy workshop and will be open to revisions and feedback from the client during the meeting and afterwards.

Brand Strategy Workshop

The brand strategy workshop is a full-day, highly interactive event that includes cross-functional members of the client leadership team. The workshop agenda includes a series of engaging verbal and visual exercises designed to stimulate client discussion and consensus around the most authentic, distinctive and meaningful attributes of the brand. During the brand strategy workshop we review, edit, and ratify the brand dimensions and promise as a team and welcome all input and feedback from workshop participants.

Deliverables

At the conclusion of this phase, Bigfish will present the client team with a comprehensive brand platform. The brand platform is a visual document that summarizes the results of the brand intelligence phase and the outcomes of the brand strategy workshop. The brand platform document serves as a critical tool for educating internal team members and external partners responsible for implementing the launch plan and all ongoing communications across touch points. The brand platform document also contains the high level positioning statement for the brand that will guide the direction of all future deliverables.

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Identity & Taglines

Based on the results of the brand strategy workshop, Bigfish will evaluate the alignment of the client's existing logo and tagline against the goals and objectives of the client.

It is Bigfish's belief that a tagline and logo change is strategically sound when there is little or negative brand equity in an existing tagline or logo, the existing tagline or logo causes confusion in the marketplace, or a change in brand direction warrants a realignment of the tagline or logo.

The newly created brand platform informs Bigfish's tagline and logo development process. Our goal is to ensure the final tagline and logo verbally and visually achieves the client's strategic objectives for a shift in, or expansion of, brand identity.

Deliverables

If the feedback warrants, Bigfish will develop new logos and taglines for this round. **We will evaluate all taglines and logos for fit based on various criteria, including:**

- Alignment with strategic brand platform and portfolio strategy
- Marketplace relevance
- Distinction from the competitive set
- Visual appeal

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Sensory Strategy Development

The Sensory Strategy Development Phase is when the visual aspects of the new/evolved brand come to life and guidelines are put in to place in order to ensure consistent representation of the brand in the future.

Brand Voice and Tone Guidelines

In order to support the outcome of the brand strategy platform development and facilitate the consistent and cohesive representation of the brand in the marketplace, the agency will create a brand voice and tone guidelines document that will provide direction for all writing and content creation.

The brand tone guidelines will include, but are not limited to, direction on:

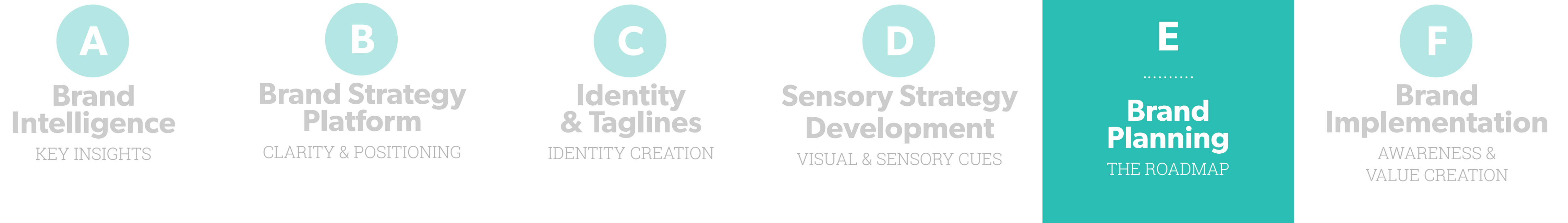
- Brand positioning statement
- Social media, website, marketing assets, writing personas and characterization
- Overarching external voice and tone
- Internal messaging and tone
- Messaging architecture
- Key marketing messaging

Brand Standards Guide

A brand standards guide will ensure that the brand is consistently visually represented across all platforms. The brand standards guide may include visual direction for the brand, logo treatment, primary and secondary color palettes and application, initial visual elements (e.g., CTA buttons, form labels, etc.), sample applications/layouts of fonts, colors and imagery, and usage guidelines.

Services to be performed

Our brand strategy approach



Brand Planning

Bigfish will develop a comprehensive brand roadmap detailing the strategy and phases for launching and/or transitioning equities from an existing brand to the new brand and identifying the communication channels, tactics, timing and budgets required to successfully introduce the brand to internal and external audiences.

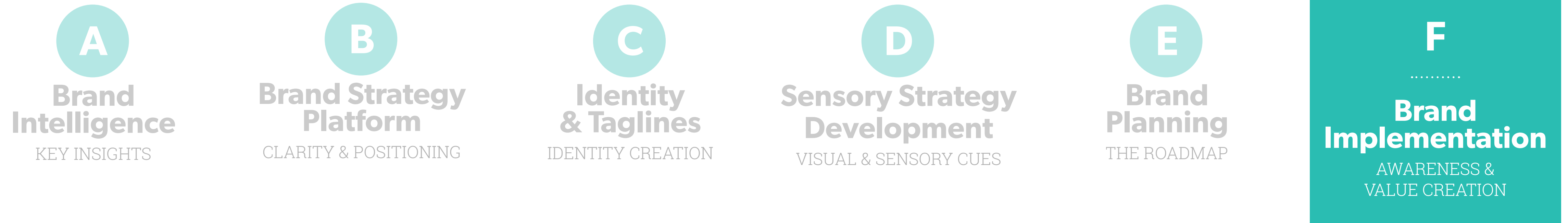
Deliverables

Elements of the Brand Planning Roadmap may include, but are not limited to, internal brand roll-out meetings, employee communication, external transitional and launch message development, guerrilla marketing campaign ideas, communications toolkit, website redesign, and marketing collateral materials and apparel.

All internal and external communications recommendations will be considered in the context of one another and will be supported by detailed tactical recommendations, timing and budgets.

Services to be performed

Our brand strategy approach



Brand Implementation

The brand planning roadmap outlines all steps deemed necessary for a successful launch into the marketplace. From there, Bigfish will work closely with the client to launch items outlined within the roadmap. As the final step in the brand strategy process, Bigfish will begin creating the items needed to implement an organizational brand awareness marketing campaign.

Deliverables

Based on the ask of the RFQ, Bigfish will work closely with the client to develop the creative assets for a brand awareness marketing campaign that includes multi-piece collateral design and copywriting. This collateral piece will be determined in the brand planning phase.

While we are fully prepared to help launch the updated Cary brand through traditional roll out methods, we feel that what's lacking many times in city branding today is the digital extension of the brand. With so much of the world online, why ignore that portion of your brand? We've put together some high level thoughts on how your brand can come to life in the digital space and have compiled these thoughts in our Digital Brand Inspiration document.



Thank you!

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