Cary Post-Branding
Digital Execution Opportunities

Digital Brand Inspiration | March 13, 2018

So you have this fresh brand.
Now what?

We know that the big conversation right now revolves around the branding of Cary, North Carolina, and where the town versus city designation fits into that process. However, what happens after the branding process is worth talking about. Bigfish has lots of experience not only in the branding process, but also in the strategic effort required to take a new brand to market. It's what we do.

The execution formats and channels at our disposal are vast. That said, within this document we have chosen to focus on some of the tactical, digital executions that Bigfish Creative Group can deliver on behalf of the new Cary brand. Specifically, this document covers a general website wireframe to highlight key features that will be applicable to your audiences, as well as an online marketing guidelines and materials resource hub designed to serve as a digital portal into the newly defined Cary, NC.
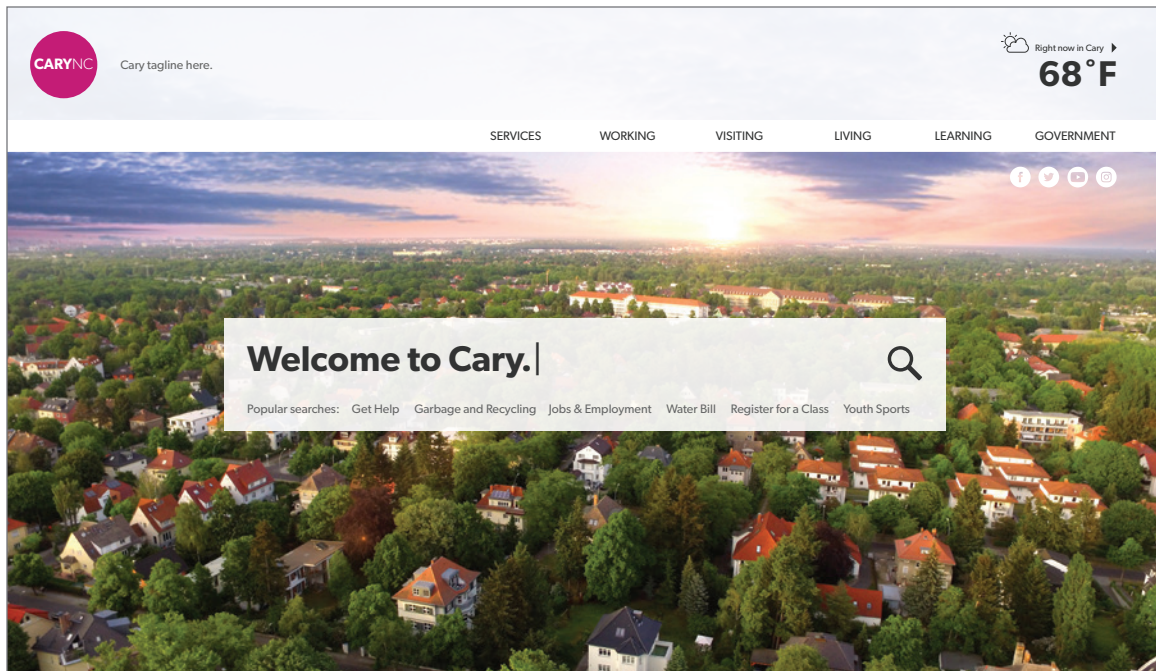
For Placement Only [FPO] Brand, Palette and Photography

Throughout the digital examples in this document, we will be using FPO colors and photography. Meaning that they are simply here as examples.

These are actually a few colors from our Bigfish palette. If you really like them we suppose you could use them too. Otherwise, we're looking forward to building a brand palette and imagery styles of your very own throughout the branding process, and we are certainly not claiming to have those answers just yet.

THE BRAND OF

CARYNC

FPO

For the sake of wireframing up some of the ideas we have for the new Cary brand online, we are using this **CARY**NC mark as a visual place holder for the future branding to come.

CARYNC
Cary tagline here.

Right now in Cary ►
68°F

SERVICES   WORKING   VISITING   LIVING   LEARNING   GOVERNMENT

Welcome to Cary. |

Popular searches: Get Help   Garbage and Recycling   Jobs & Employment   Water Bill   Register for a Class   Youth Sports

Cary is open for business

Resources to start a business

Forming a corporation

Licensing & permits

Business Development Centers

Doing business in Cary

Useful links

Bill Pay

Garbage & recycling

Careers

Youth sports

Register for a class

Cary News

HEART OF THE TRIANGLE

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VIEW ALL NEWS →

What's happening in Cary

15 MAR   Annual Health Fair   9:30 AM

15 MAR   Films@TheCary: I, Tonya   2:00 PM

16 MAR   Family Wilderness Survival   5:00 PM

17 MAR   Cary Ballet Company "Spring Wor…   2:00 PM

21 MAR   Public Art Advisory Board   6:15 PM

VIEW FULL CALENDAR →

We're talking about…

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy...

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VIEW ALL LINKS →

WHAT MAKES CARY SO GREAT

#1 BOOMTOWN IN THE US
-Smart Asset, 2017

#1 SAFEST CITY IN AMERICA
-24/7 Wall St., September 2016

#4 BEST CITY FOR QUALITY OF LIFE
-The Nerd Wallet, October 2017

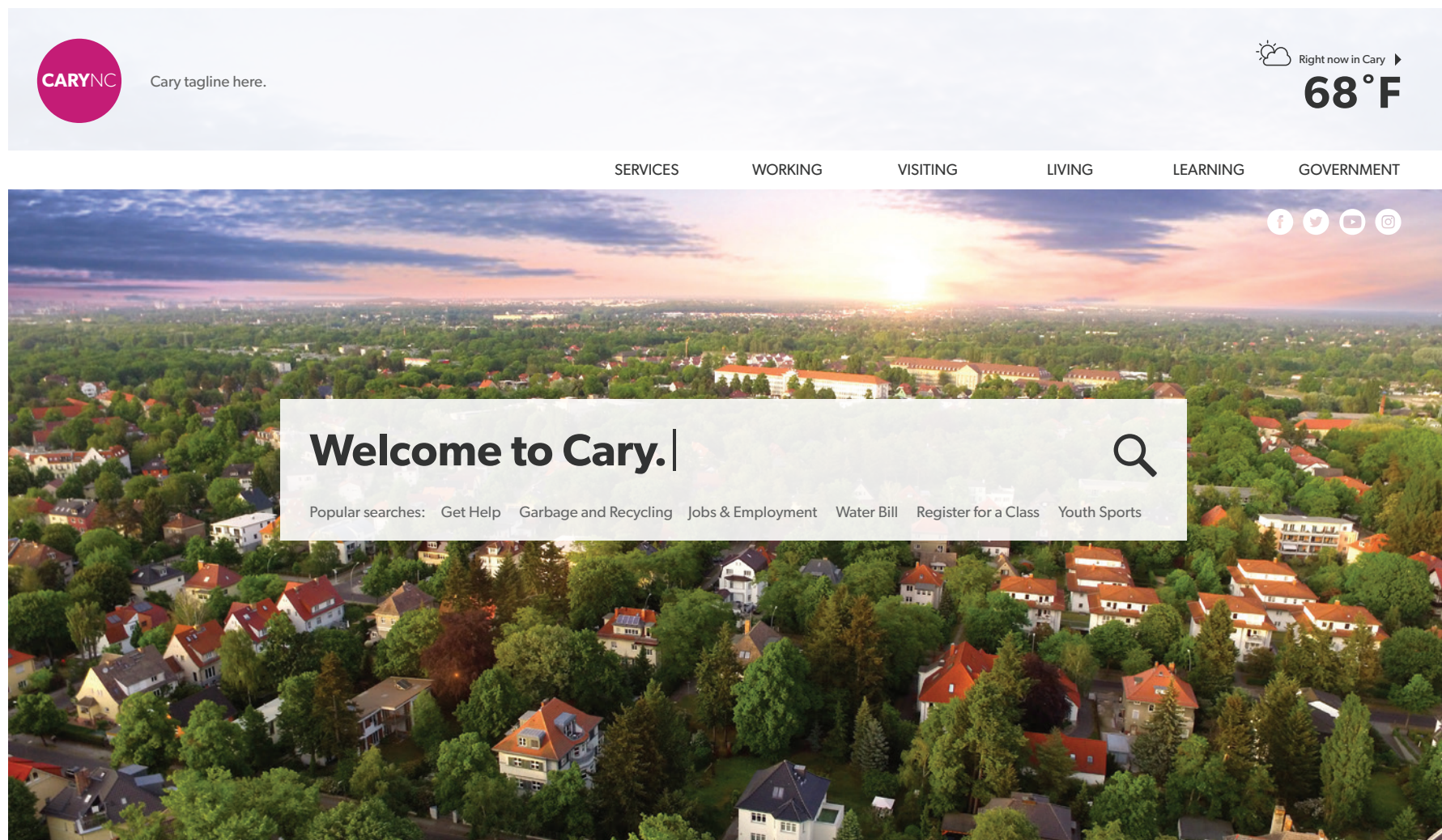#6 BEST CITY FOR YOUNG PROFESSIONALS
-Forbes

Website: A living, evolving digital representation of a brand.

Your post-brand initiative conversations will absolutely include a new and improved website. A successful website is no longer merely a digital billboard featuring your logo and mission statement. It's a connection to the digital space where audiences choose to engage on a daily basis.

Beyond a stunning and compelling user-interface, Bigfish delivers web experiences that are carefully planned around your audiences and their pathways to finding what they need quickly. Features like easy searching, readily accessible information for local or new businesses, community links like online utility bill payments, as well as simple connections to the life and times of Cary are just a click or two away.

You'll even notice that people log in just to surf around for the ambience—and then find cool things to love about Cary in the process.

Are we saying we're going to build Cary one of the best city websites ever? We pretty much just did.

Prediction: Residents are going to bookmark the Cary website homepage.
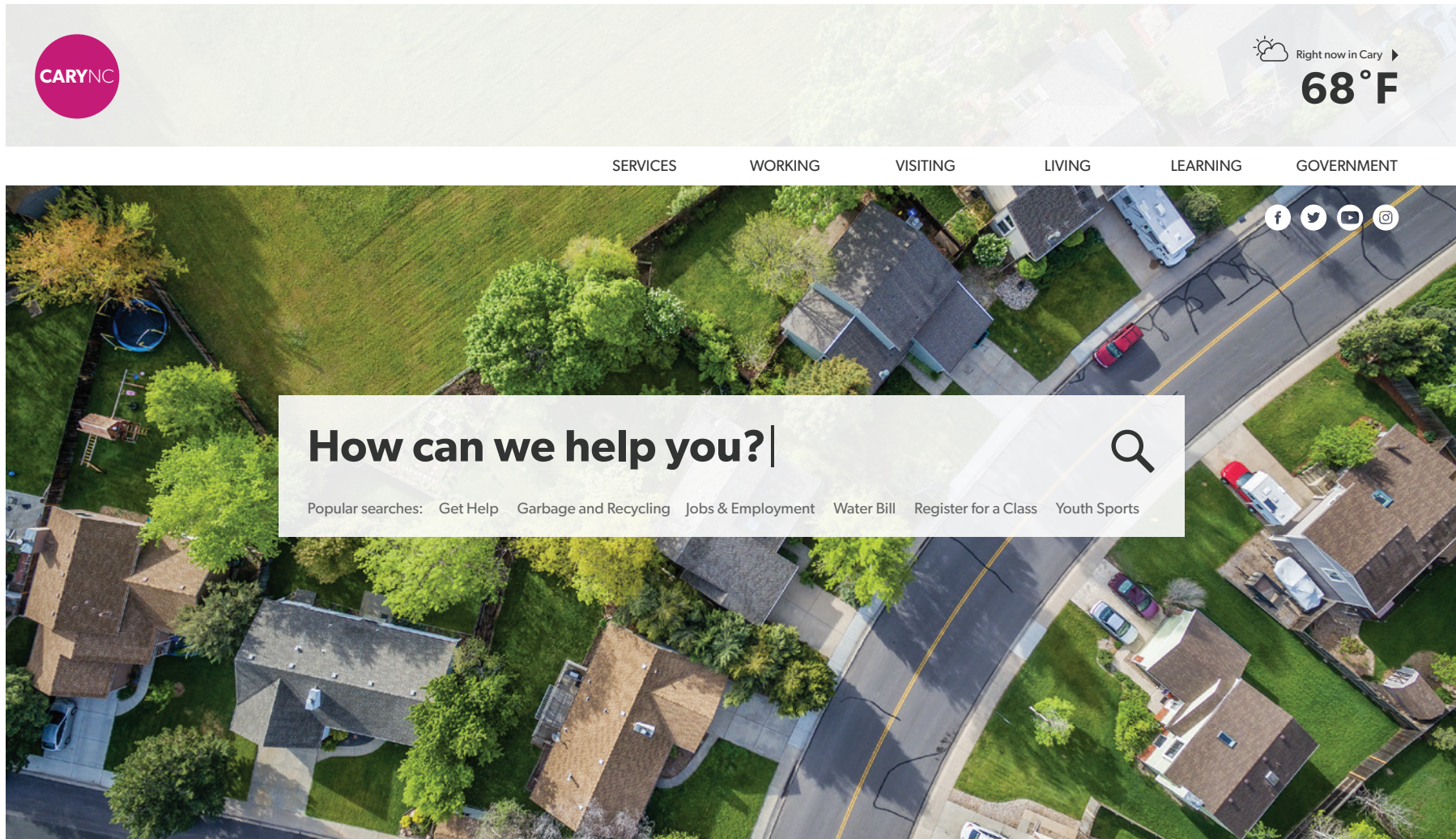

Search chat bot

Millennials will gravitate to your chat bot, who knows them by name, answers questions about Cary, and helps them find activities tailored to them.
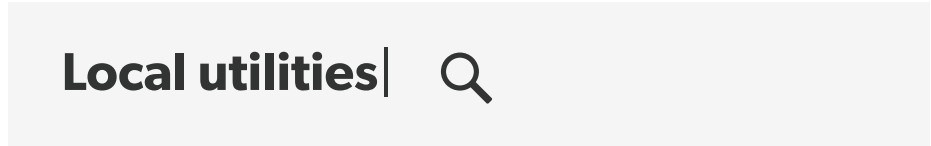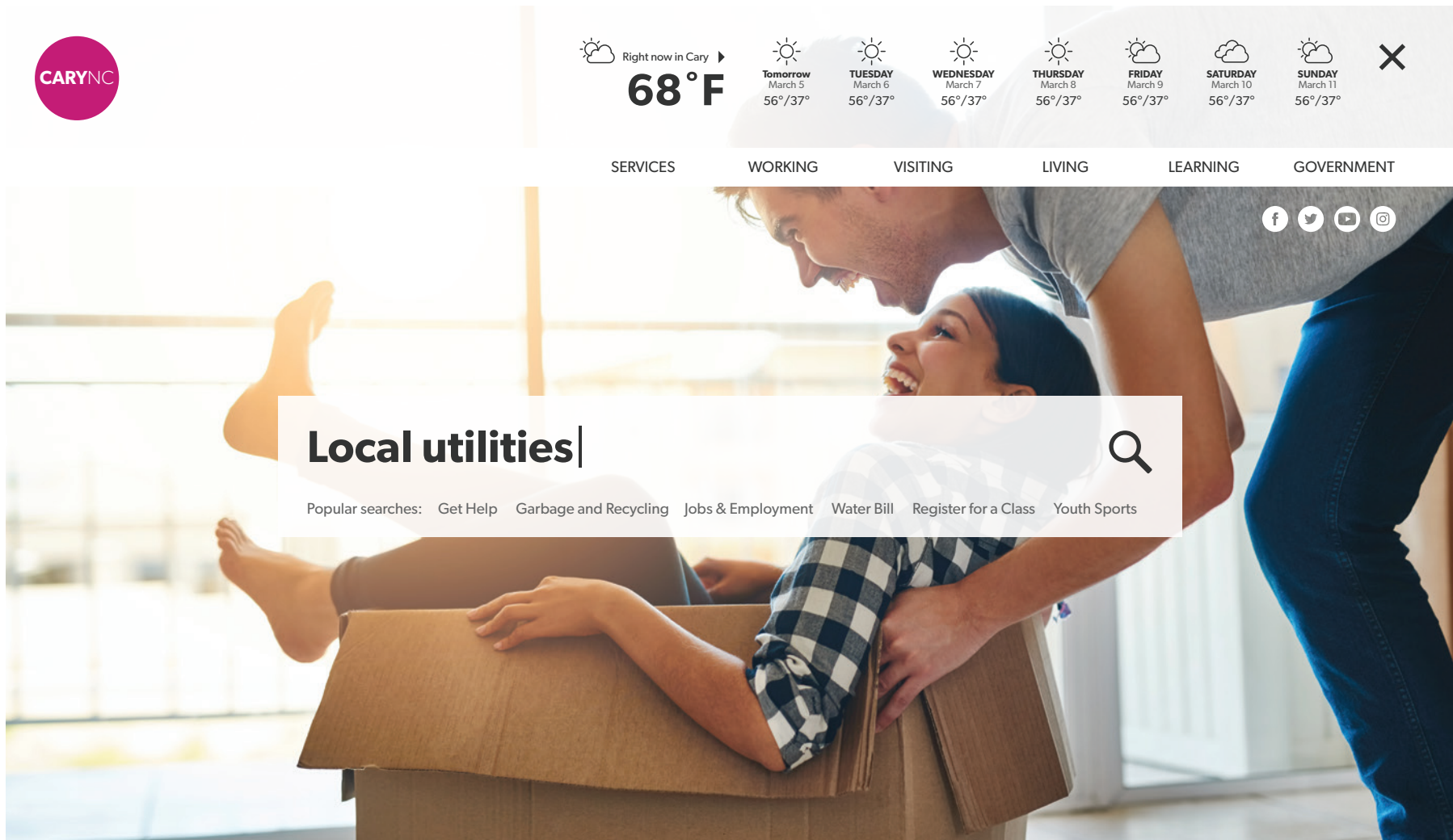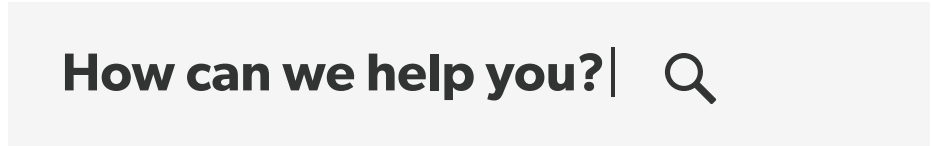

Weather Integration

Give users a look into current weather, while also allowing the dynamic views of a full seven day forecast with one click.

Responsive search

Even with a streamlined navigation and page organization, some users would prefer to just tell us what they need. With a responsive search bar leading our homepage, we provide an experience that accommodates all web styles.

Q: I'm just moving to Cary

A: Welcome to Cary! Here's a lot of information to help new residents.

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Youth sports

Register for a class

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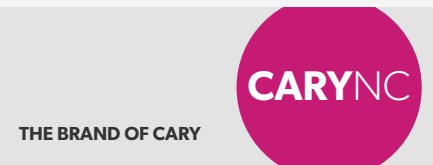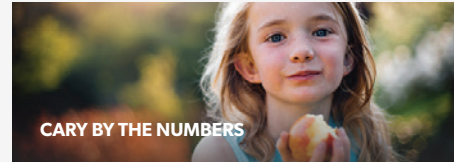**#4 BEST CITY FOR QUALITY OF LIFE**
-The Nerd Wallet, October 2017

#6 BEST CITY FOR YOUNG PROFESSIONALS
-Forbes

News and Blogs

Feature recent posts that highlight businesses, residents and events in Cary. Easy backend interfaces will let you give your users relevant content in a timely manner, no headaches.

Community Calendar

Celebrate and invite people into the brand called Cary, NC. Users will always be in the loop and able to find an upcoming event that speaks to their lifestyle from any webpage they visit.

Social Integration

A crucial part of a successful brand roll-out is putting your brand where audiences will find you, and right now that means social media. Integrated with social, your content will travel further.

The Brand of Cary marketing materials and guidelines online resource.

Download all materials Cary. Copy, photography, video, facts, and figures all directly downloadable and royalty-free.

Specific materials are available for each target group.

Quickly navigate to the assets you need.

↓

THE BEST OF CITY LIFE
material downloads page

[W] **DOWNLOAD CITY LIFE COPY**

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Preview and download approved Cary City Life footage.

04. BUSINESS

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CARYNC

Thank you!

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