

The Cary BrandPrint

A competitive Identity for the Town of Cary

Our Vision for Cary

The Town of Cary will . . . The community also continues to prosper through attention to quality and a commitment to a sense of community, culture, and history, revealing the authentic and special Cary.

Branding has a branding problem.

4 p's of marketing

Product

Place

Price

Promotion

4 p's community marketing

Politics

Politics

Politics

Politics

4 p's community branding

Passion

Passion

Passion

Passion



PASSIONATE PEOPLE

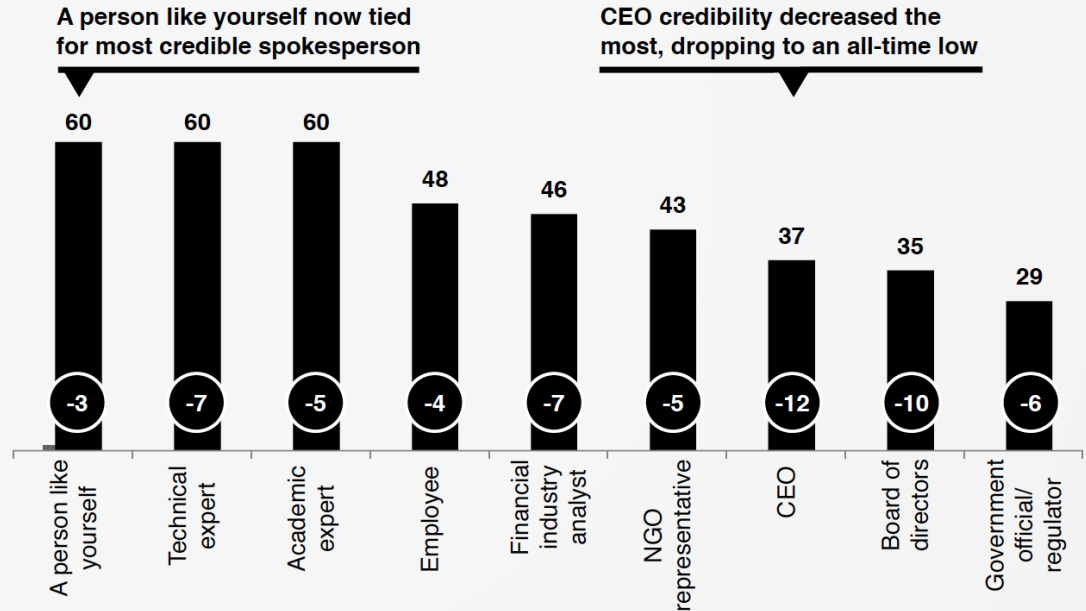
Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

– + Y-to-Y Change

“People in this country have had enough of experts.”

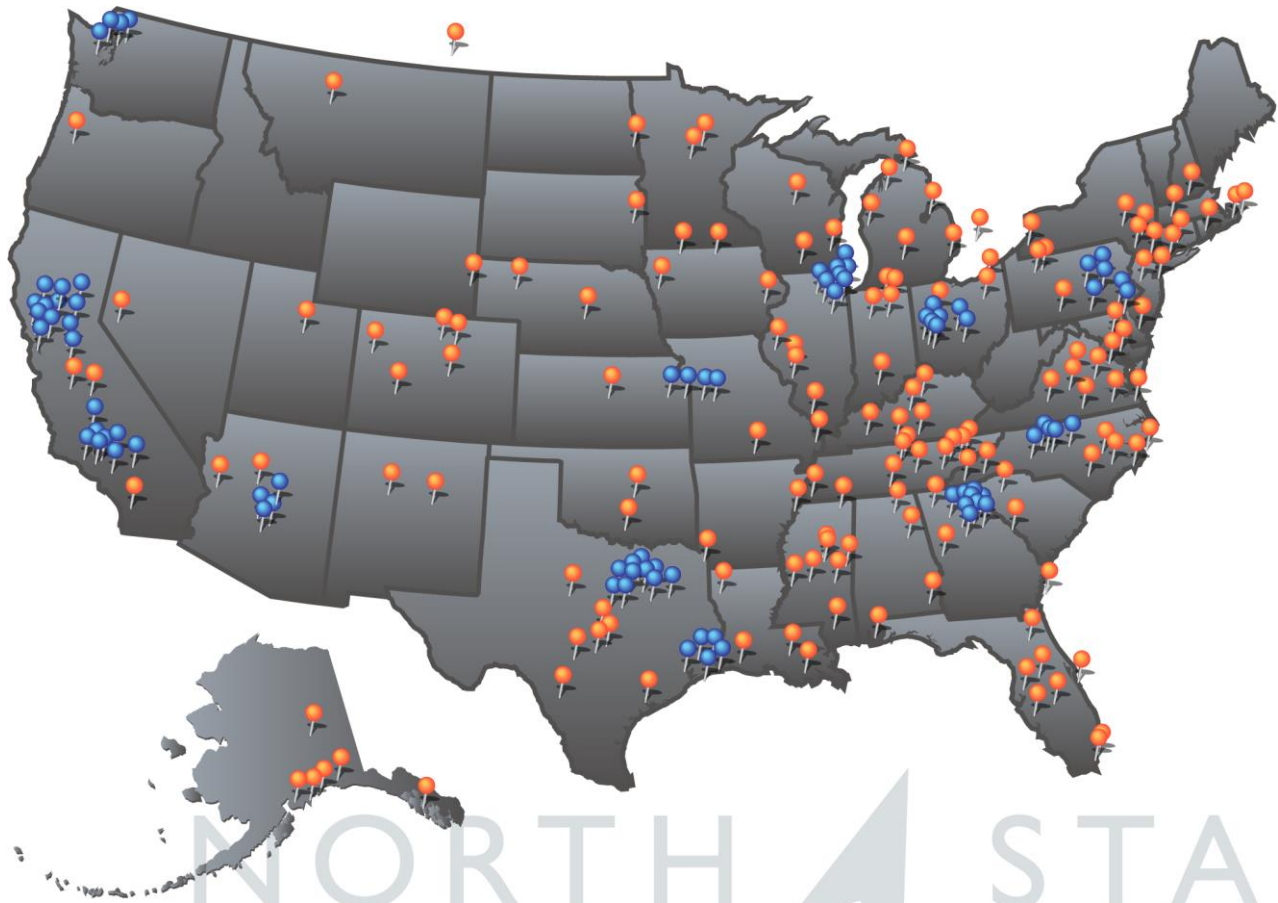
– Michael Gove,
Member of Parliament, U.K.



Source: 2017 Edelman. Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.



NORTH STAR



NORTH STAR

Cary BrandPrint

Education:

Educational Presentation
Educational PowerPoint
Educational Site – Brand Story Site

Research:

Situation Analysis
Research, Planning, Communications & Media Audits
Familiarization/Red Carpet Tour
Stakeholder Interviews & Focus Groups
Vision Survey
Online Community Survey
Brand Barometer
Influencer Perception Study – Qualitative
Consumer Perception Study – Quantitative
Competitive Positioning Review

Insights:

Insight Development
DNA Definition Development
Research & Strategy Presentation

Creative:

Creative Workshop
Straplines & Rationale
Logos & Logo Family
Color Palette
Design “Looks”
Graphic Standards Guide
Brand Narrative & Sub Narratives
Custom Deliverables

Rollout & Action Plans:

Rollout Plan
Communication Recommendations
Community Engagement
Tactics for “Living Into the Brand”

Evaluation:

12-month Follow-Up
Brand Barometer
Quantitative Perception Study

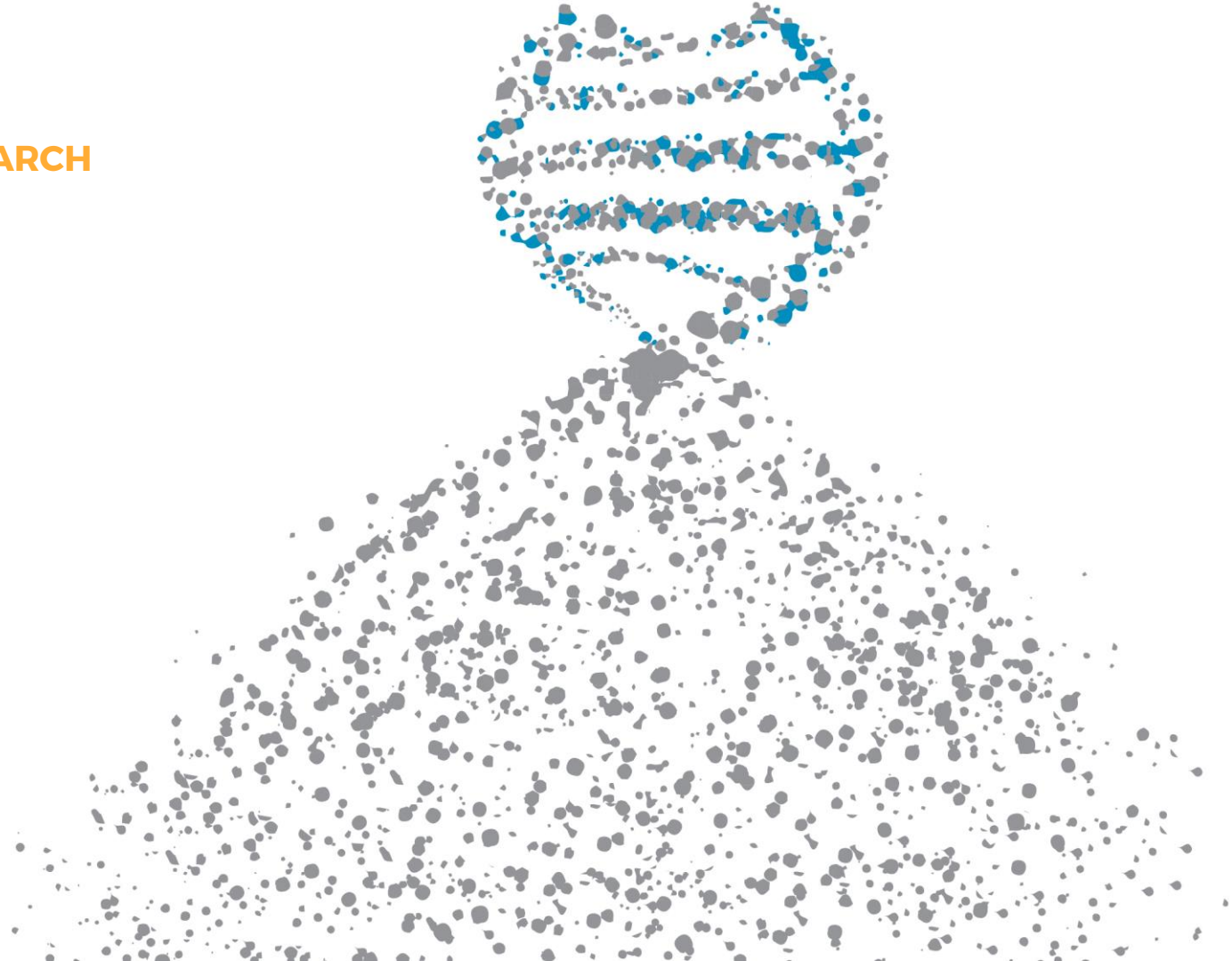
EDUCATION & RESEARCH

NORTH  STAR



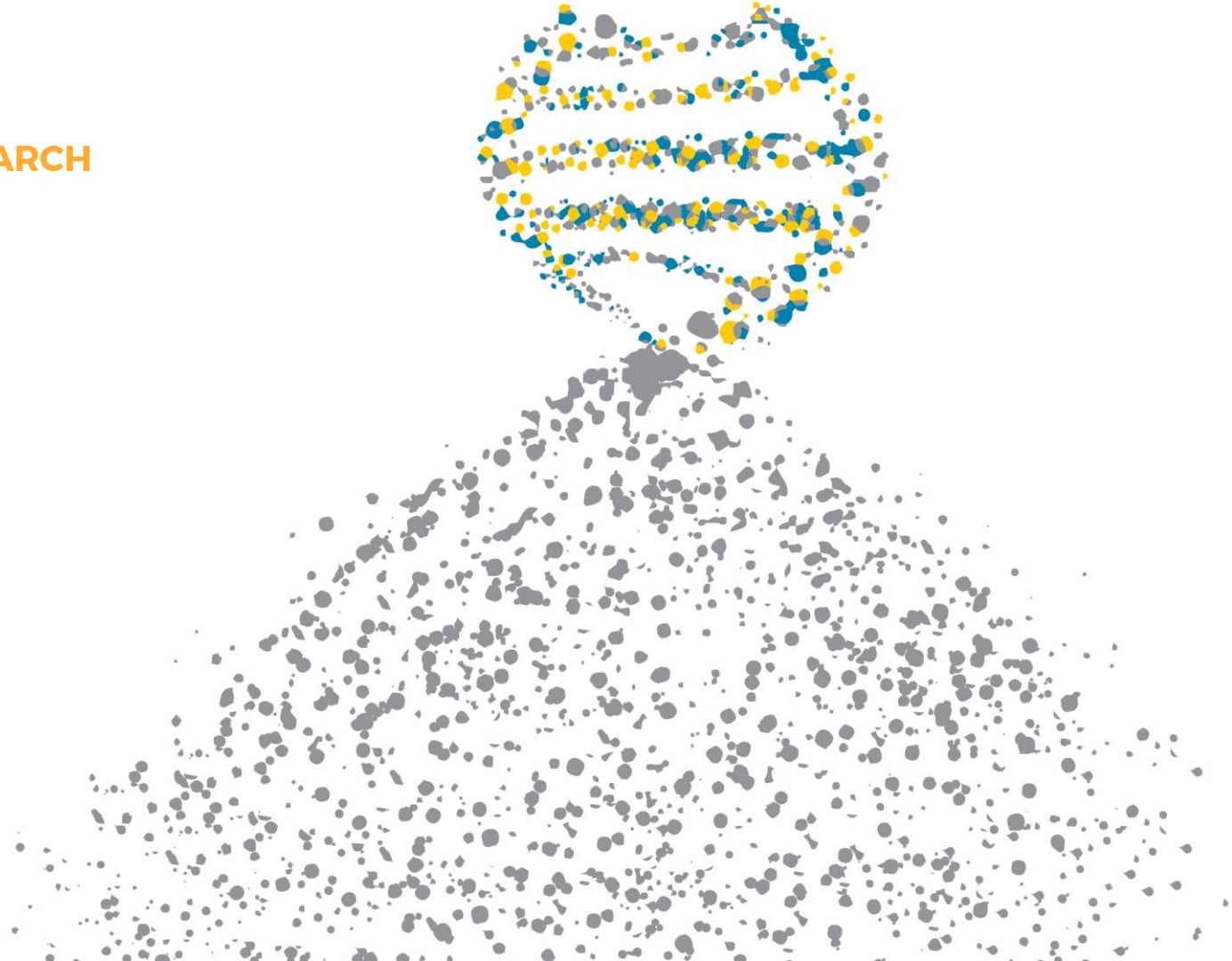
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Town vs. City



REVIEW & OUTLOOK
The McCabe March
Madness



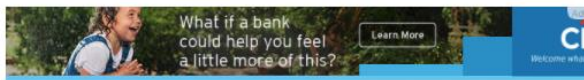
REVIEW & OUTLOOK
Putin's Next Six Years



REVIEW & OUTLOOK
Tom Perez's
Fiduciary Flop



The
Char
'Com
Bulw



OPINION | POLITICS & IDEAS

Why Cities Boom While Towns Struggle

The jobs gap is also a jobs map: Places that succeed have a critical mass of creativity.



State Street, the main thoroughfare through town in Erie, Pa., Oct. 25, 2017. PHOTO: JOHN MINCHILLO/ASSOCIATED PRESS



By *William A. Galston*

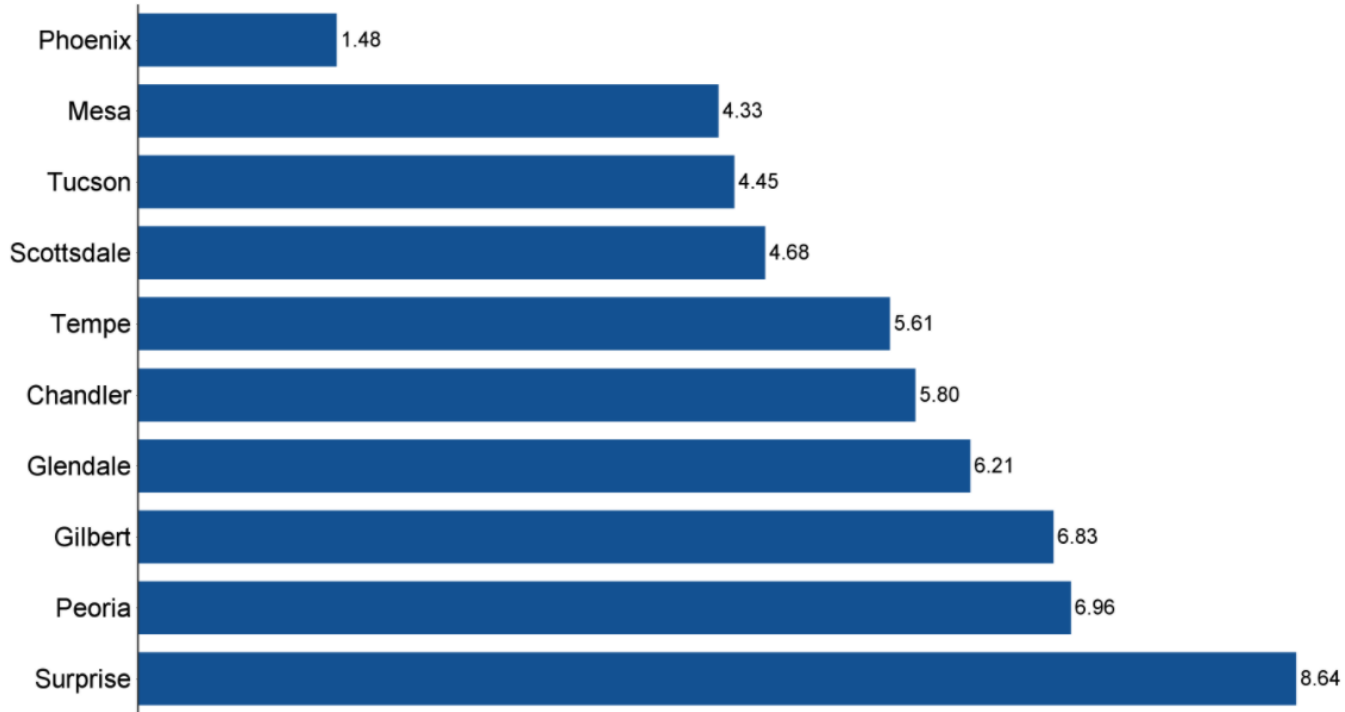
March 13, 2018 7:24 p.m. ET

149 COMMENTS

I have recently finished reading what may be the most important book of the decade on the contemporary economy. It is not Thomas Piketty's controversial "Capital in the Twenty-

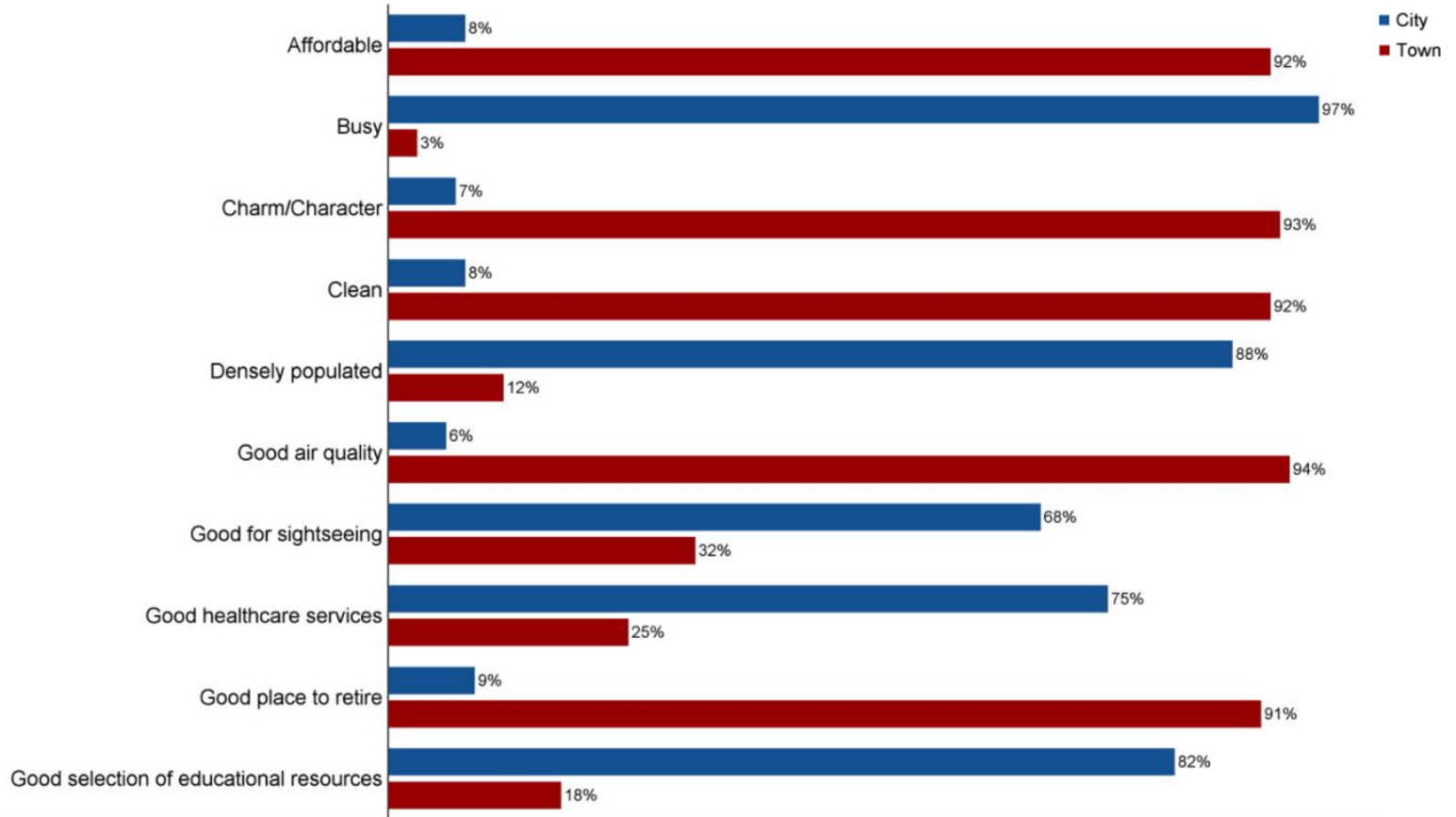
Quantitative Study in The Greater Phoenix Area

Mean Ranking



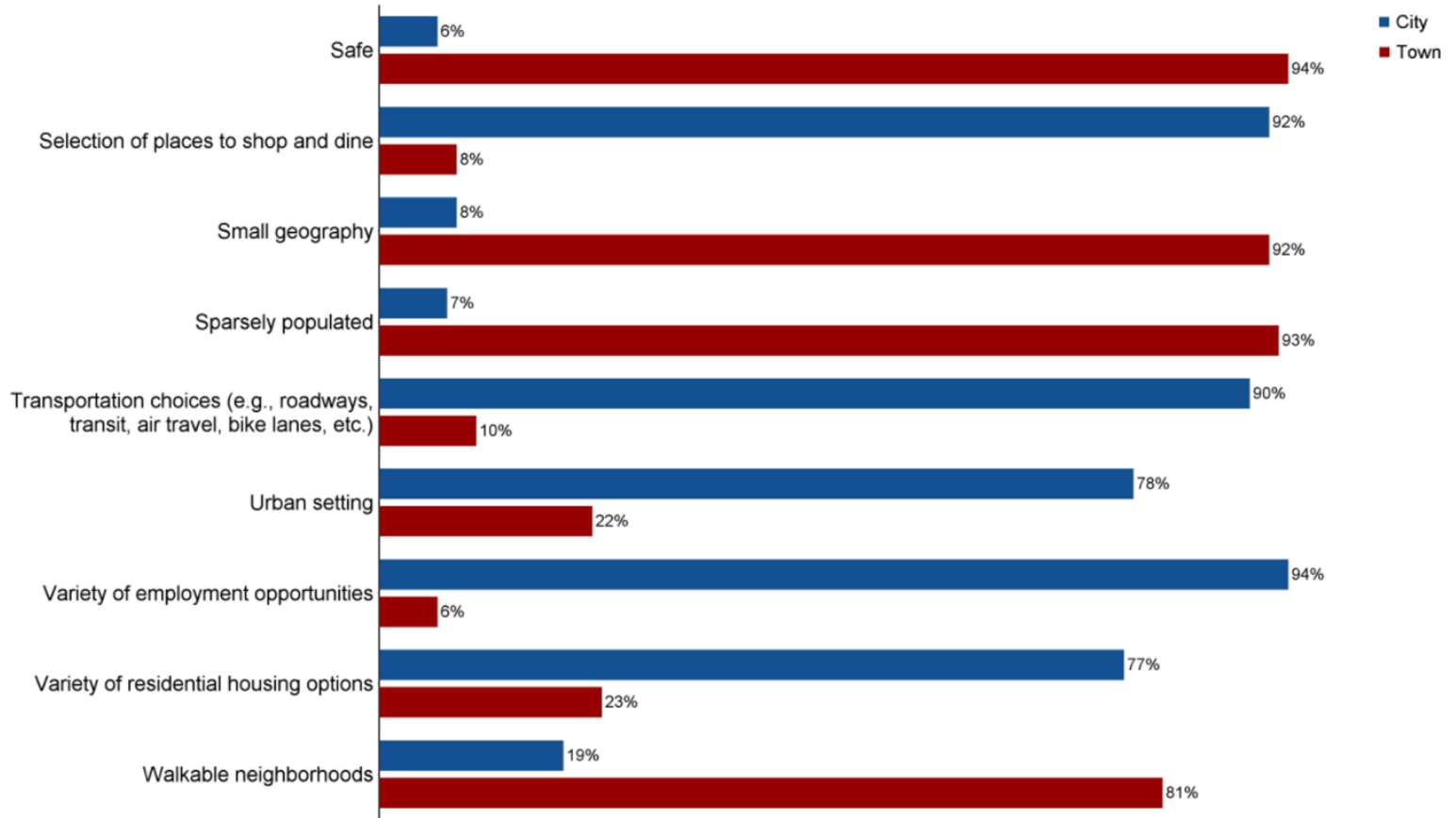
Greater Phoenix Study

For each of the following, please indicate whether you associate it more with a city or a town.



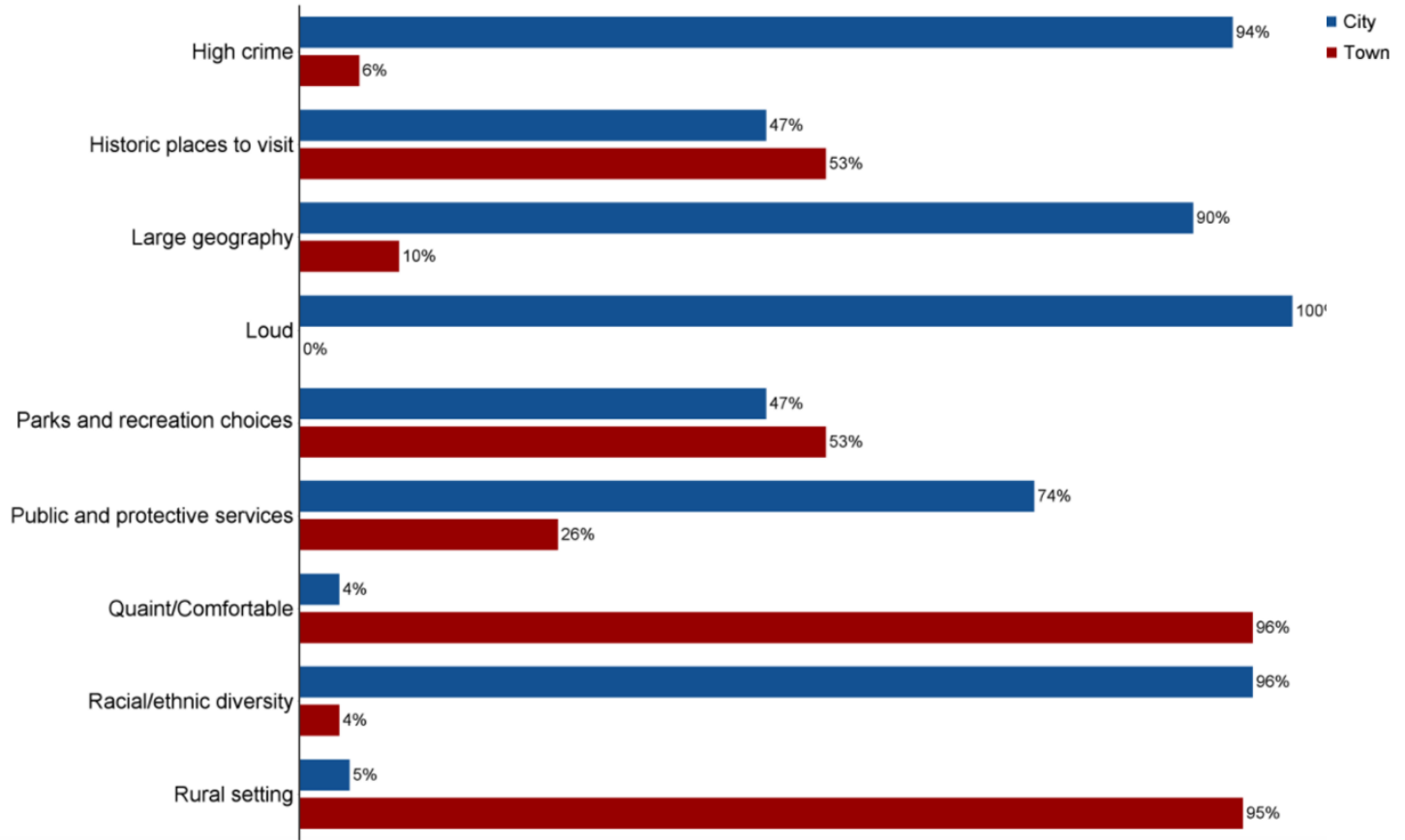
Greater Phoenix Study

For each of the following, please indicate whether you associate it more with a city or a town.
(cont'd.)



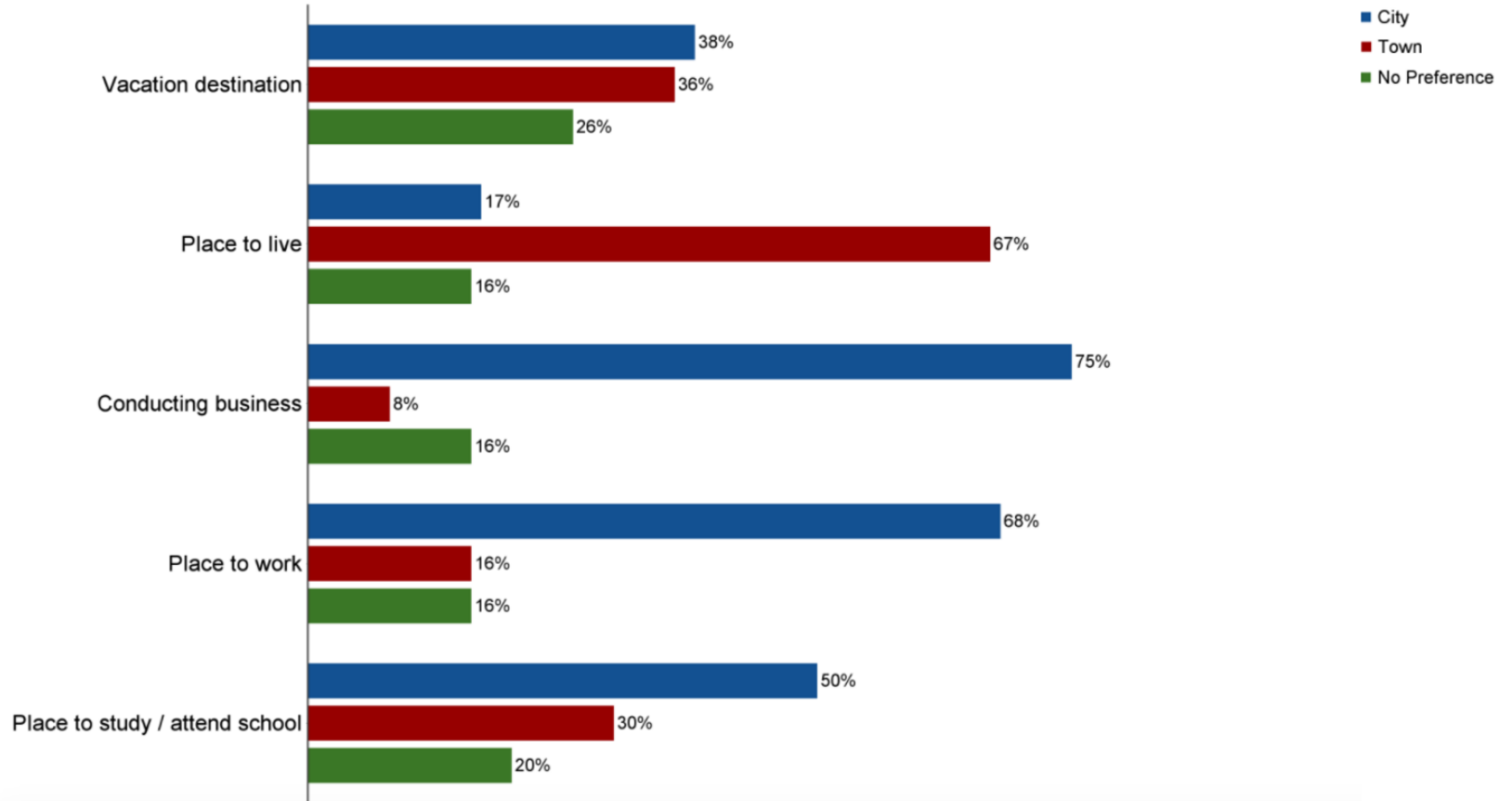
Greater Phoenix Study

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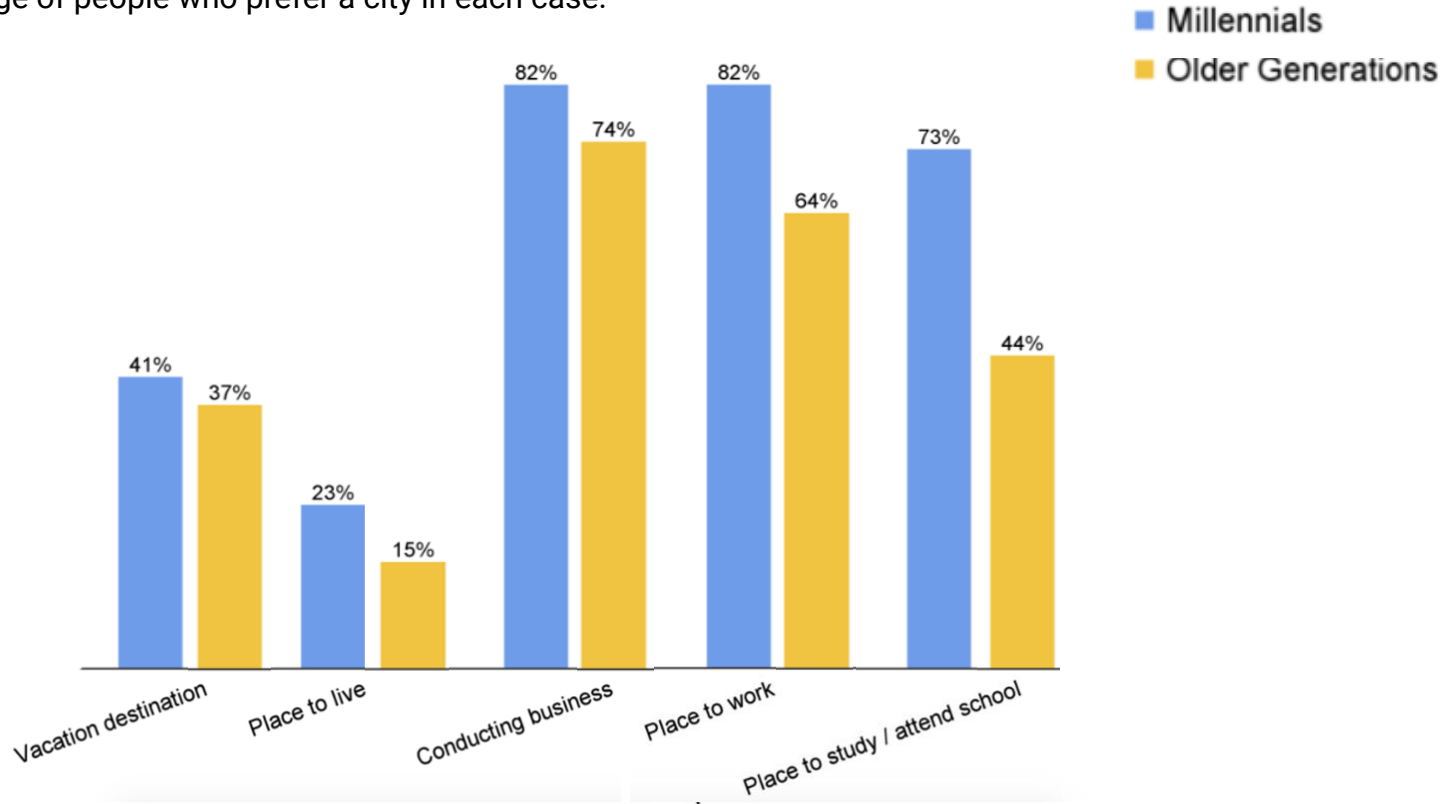


Greater Phoenix Study

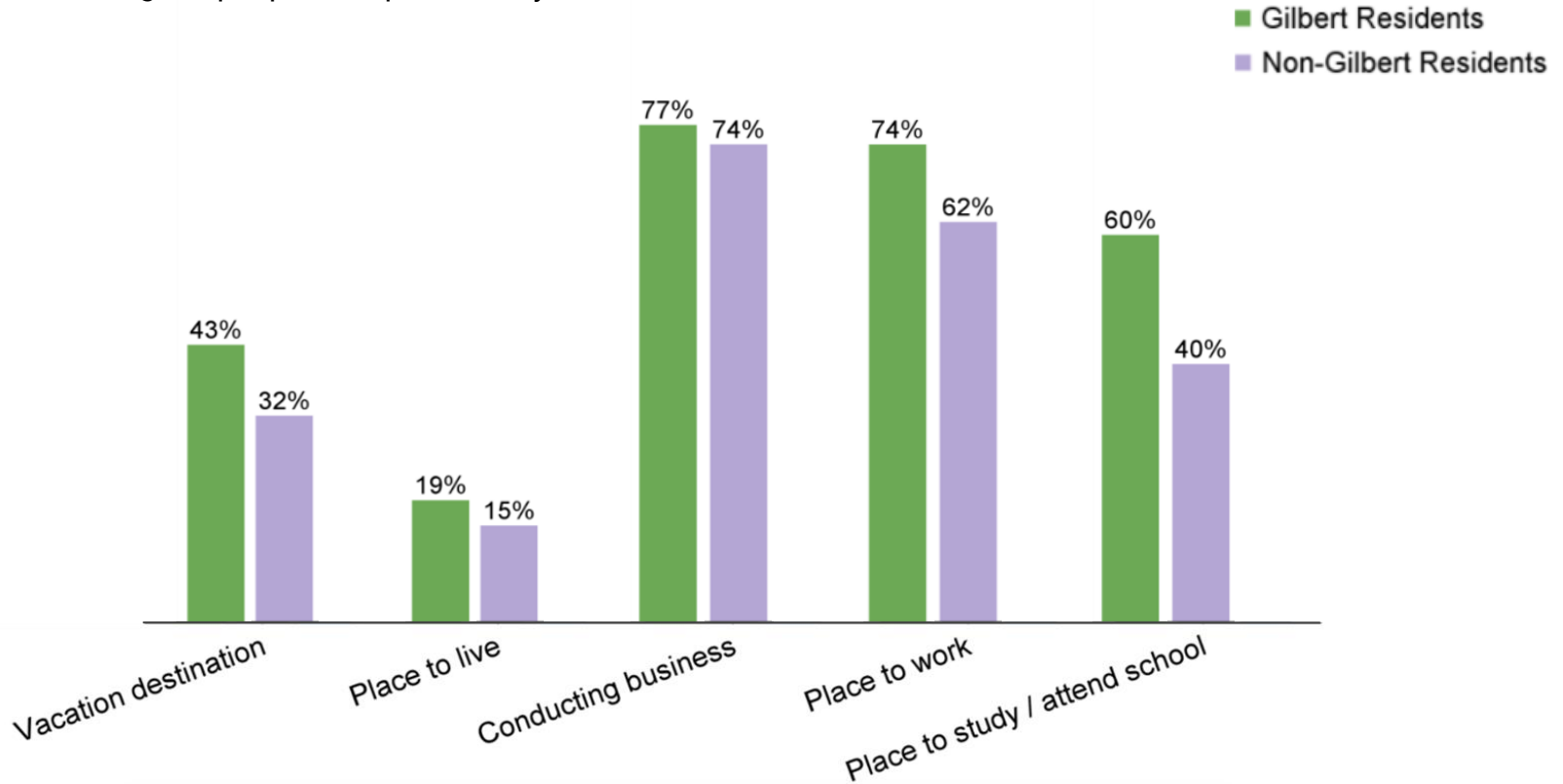
Which is more appealing – City or Town – when you think of the following?



Percentage of people who prefer a city in each case:



Percentage of people who prefer a city in each case:



It may surprise you to know that Gilbert, Arizona, is one of the largest TOWNS in the U.S., with over 150,000 people. How does that change your perception of “town”, if at all?

Little, if at all

- *“It doesn’t. I’ve lived in Gilbert many years and have seen it grow. It still maintains the small town feel though.”*
- *“Not at all we in AZ consider Gilbert a suburb of Phoenix. More like a neighborhood rather than a separate town.”*

Somewhat

- *“I find that interesting but I think Phoenix and Mesa are bigger. Gilbert does have that “TOWN” feel to it. I would say I am surprised.”*
- *“It really doesn’t, but that is an interesting fact.”*

Just a name

- *“It makes me question that “town” might just be a legal registration name.”*
- *“I have grown up and lived in Gilbert almost my whole life. The city is a TOWN because of the atmosphere of the town not necessarily due to the amount of people that live here. Gilbert is a very tight knit community where even though it is large you still feel like you are in a small town which is one of the reasons I chose to start my own family here.”*



Would learning that Gilbert is a “town” rather than a “city” cause you to think about it more positively, more negatively, or have no impact at all? Explain.

Positive

- *“For a town it provides ample things to do, places to eat, etc.”*
- *“They’re trying to keep it authentic.”*
- *“Makes it sound not as crazy busy and more for families.”*
- *“Family oriented atmosphere, cleaner, safer neighborhoods.”*
- *“I like the idea that Gilbert retains the idea of a “town” but has more amenities of a city.”*

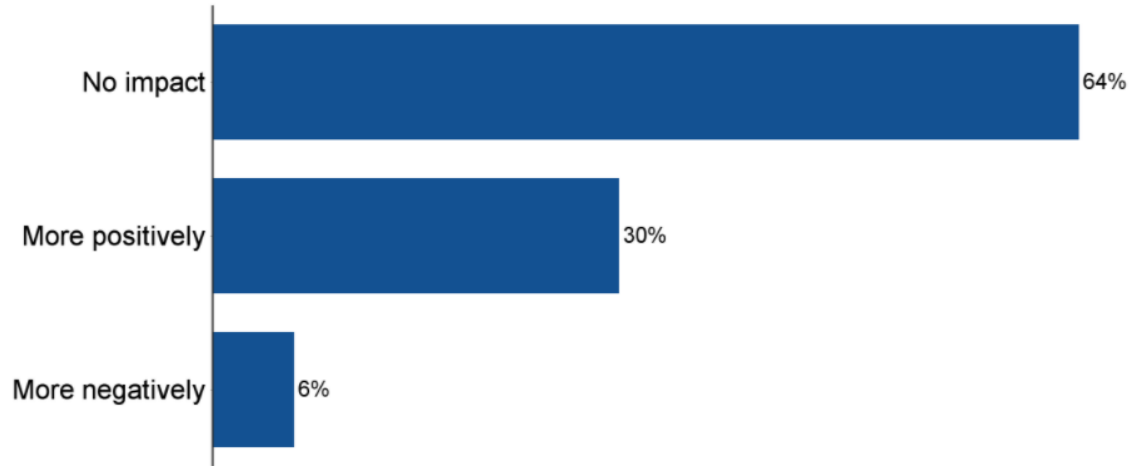
Negative

- *“It’s a suburb not a “town””*
- *“It is a large, highly populated area that might not have the right amount of community resources for safety.”*
- *“I like the feel of a city.”*
- *“Makes it appear small.”*



Greater Phoenix Study

Would learning that Gilbert is a “town” rather than a “city” cause you to think about it more positively, more negatively, or have no impact at all?



How might Gilbert be unique compared to other places, being one of the largest towns?

Small town feel

- *“Gilbert has a lot to offer with a smaller town feel but a lot of options.”*
- *“Gilbert is unique in that it makes you feel like home and has the feel of a town. I live in Gilbert and really like the city.”*
- *“It has a rural feel but lots of options like shopping and dining and schools that you would expect more from a big city.”*

Family-friendly, safe

- *“Gilbert is very family friendly. The schools are great and it routinely ranks as one of the safest towns/cities. ”*
- *“Gilbert feels safe and comfortable despite having a large population.”*
- *“It has a lot of trendy restaurants, everyone is of a similar socio- economic status, it’s super safe.”*



Qualitative Study with the Site Selectors Guild

In terms of attractiveness for business recruitment, would being known as a “town” rather than a “city” negatively impact a larger community, such as Gilbert, AZ?

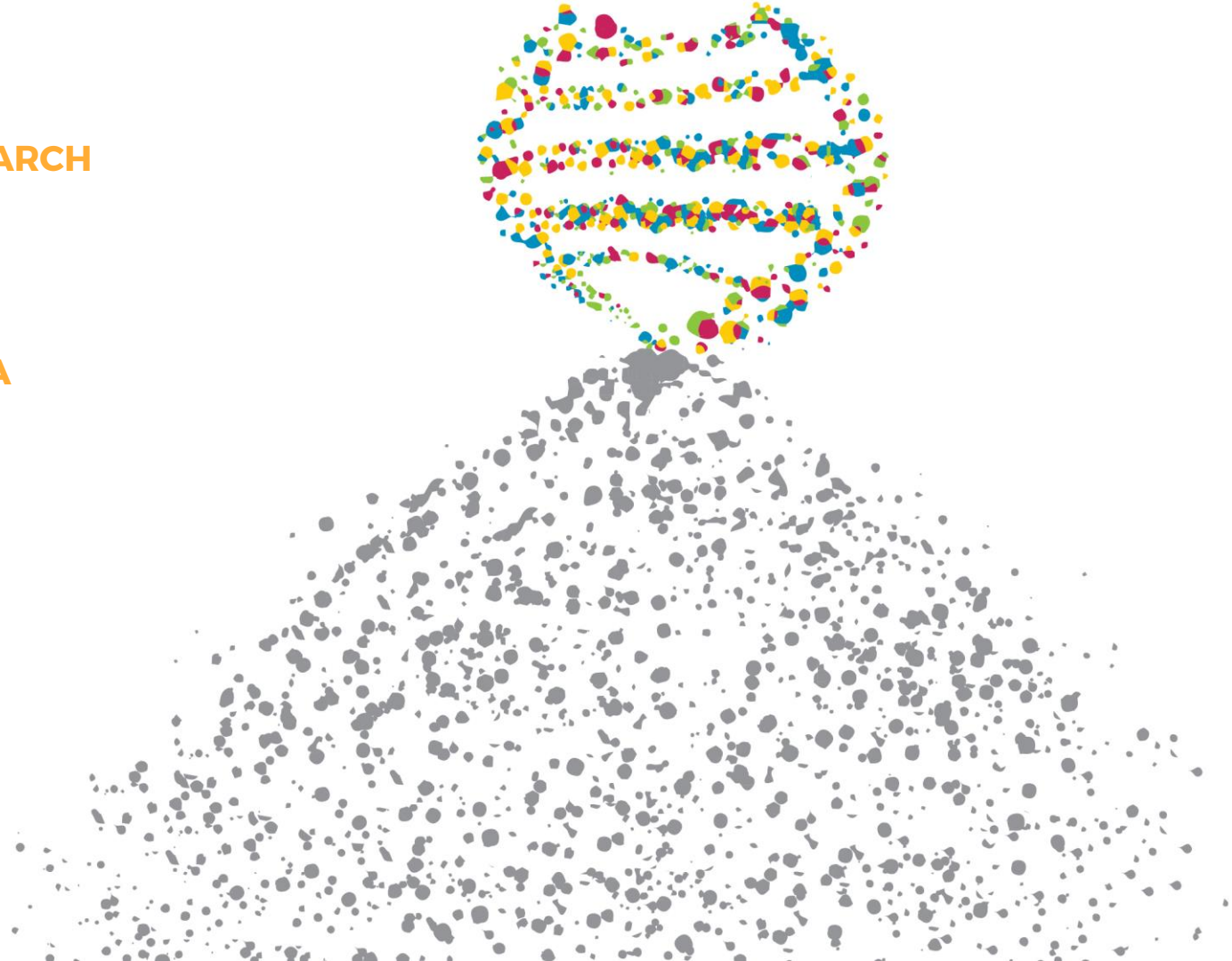
- *“Would not make any difference whatsoever.”*
- *Not in the least”*
- *“The city or town designation would not change any their performance measures”*
- *“State and metropolitan area are chosen first...then it is about performance and the deal”*
- *“No, being part of a larger metropolitan area covers the soft-side quality of life issues”*
- *“The labor shed is the entire Valley . . . So no.”*
- *“Only in the most superficial, cursory glance”*
- *“...Town may actually have some advantages when it comes to talent recruitment”*



EDUCATION & RESEARCH

STRATEGIC DNA

NORTH  STAR



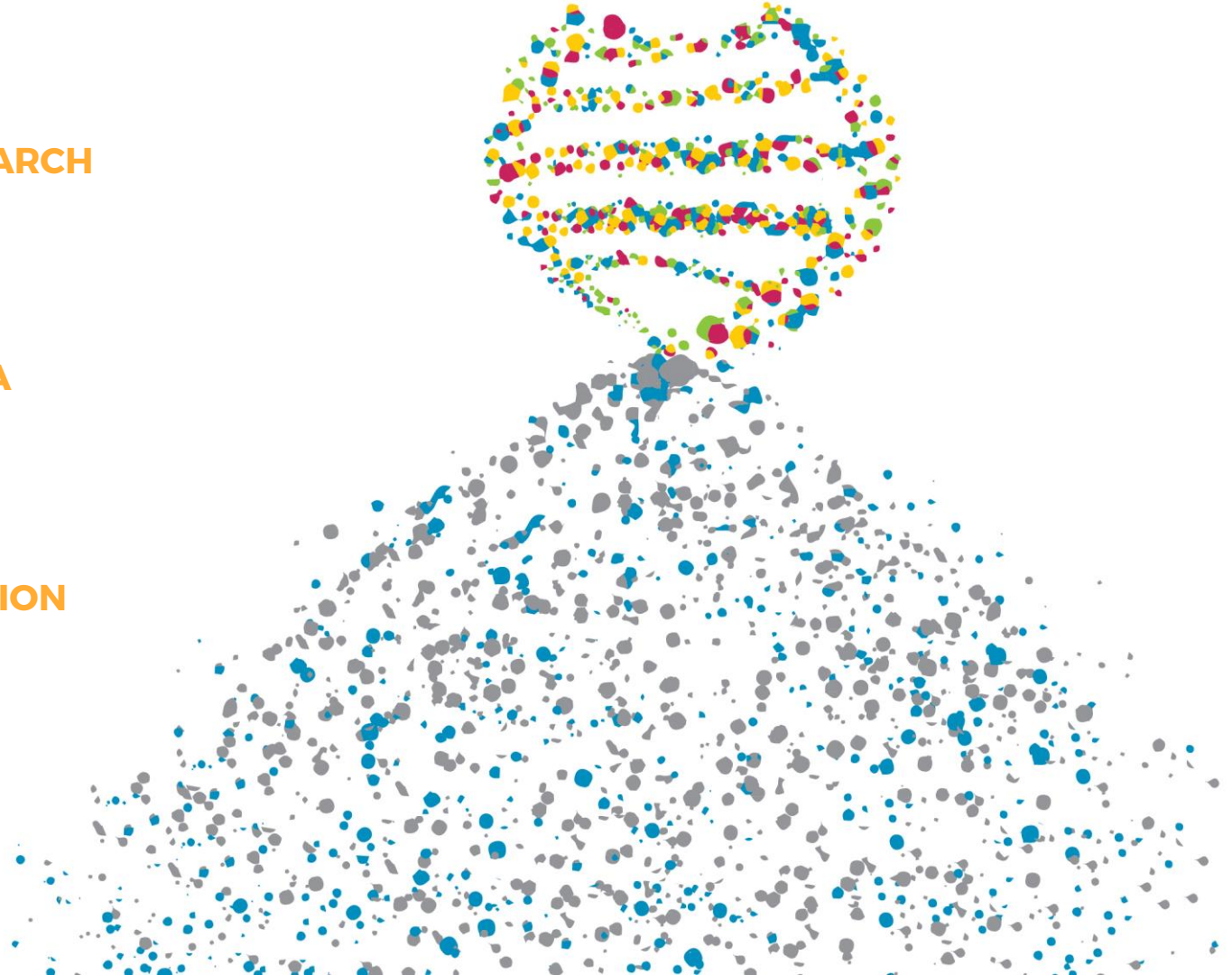
The greater Sacramento region offers a vibrant, farm- fresh, inclusive lifestyle to people of all ages; home to the world's best food and wine, education, innovation, policy advocacy, recreation, and the arts. The greater Sacramento region is a wonderful place to visit, with plenty to see and do. It is an excellent place to learn, to start or grow a career, to raise a family, to experience new adventures, to make a difference, or to settle in for an enjoyable retirement.

EDUCATION & RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION

NORTH  STAR

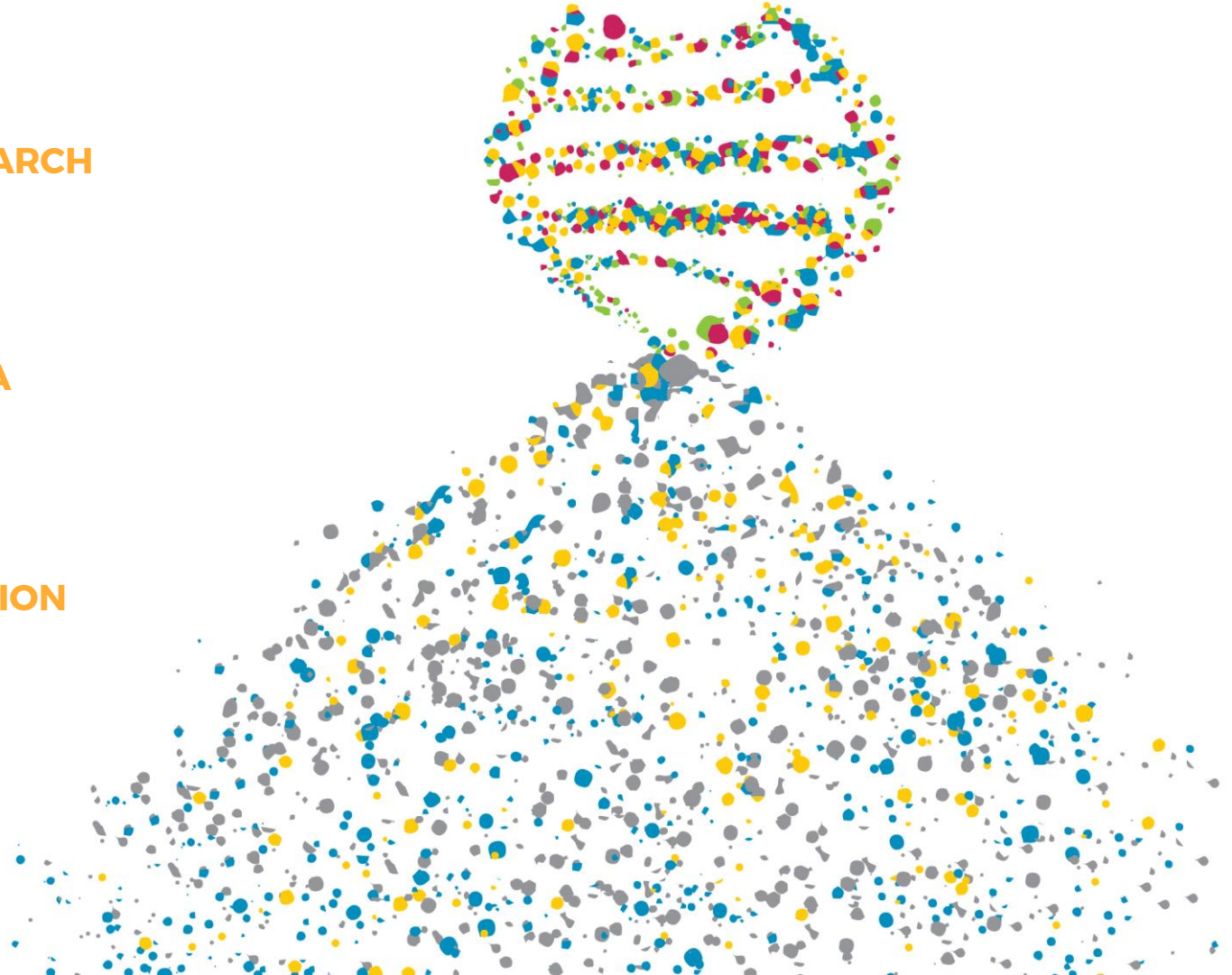


EDUCATION & RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION

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EDUCATION & RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION

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STRATEGIC DNA

CREATIVITY & ACTION

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Creative Development: Category Expertise + Fresh Thinking

Santa Ana, CA DNA

- Target Audience:** *For those seeking the energy of an urban and artistic setting,*
- Frame of Reference:** *Santa Ana, Orange County's downtown and county seat,*
- Point-of-Difference:** *welcomes the celebration and understanding for all (people, perspectives, religions, ideas)*
- Benefit:** *and elevates cultures and everyday narratives into a colorful, vivid sensory experience.*





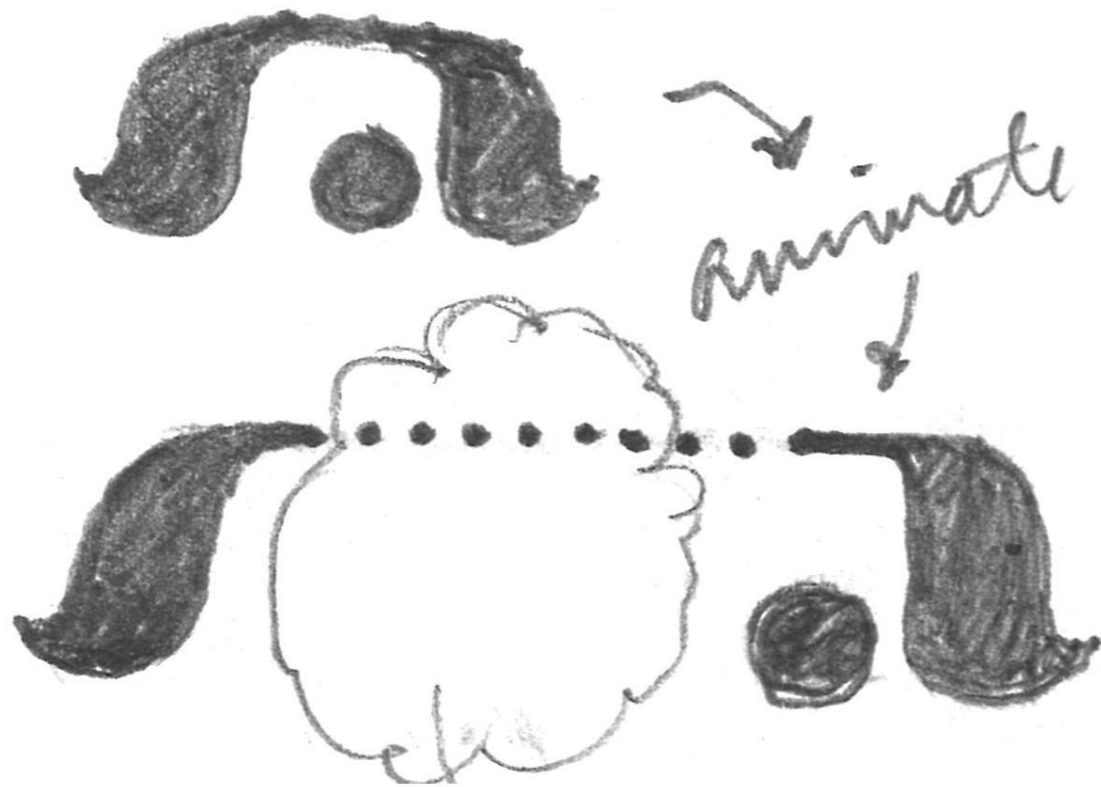






SANTA ANA









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NINA





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SANTA ANA



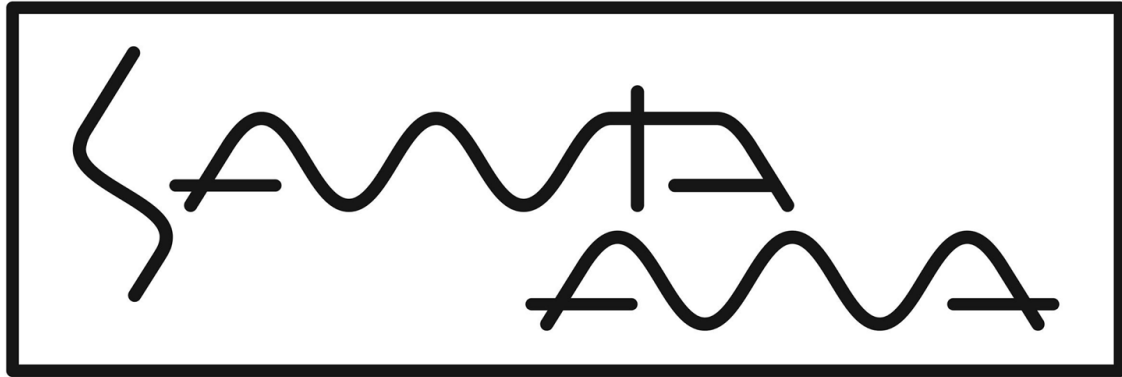


A panoramic view of the City of Santa Ana skyline under a clear blue sky. In the background, the snow-capped San Gabriel Mountains are visible. The foreground is filled with lush green trees. Several modern office buildings are scattered across the middle ground, including a prominent one with a red top section on the left and a tall, brown, vertically-slatted building in the center. The text 'City of Santa Ana CLIMATE ACTION PLAN 2015' is overlaid in the upper right corner.

City of Santa Ana

CLIMATE ACTION PLAN
2015

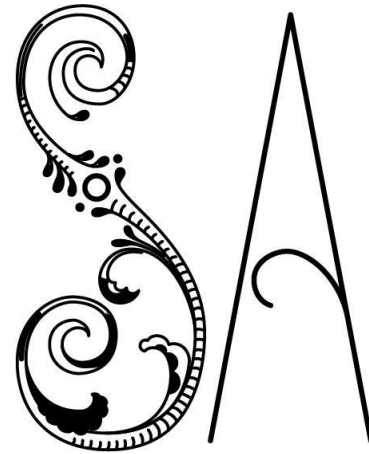


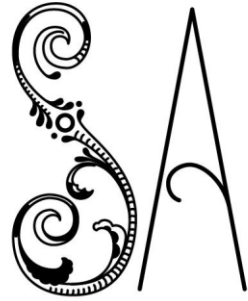






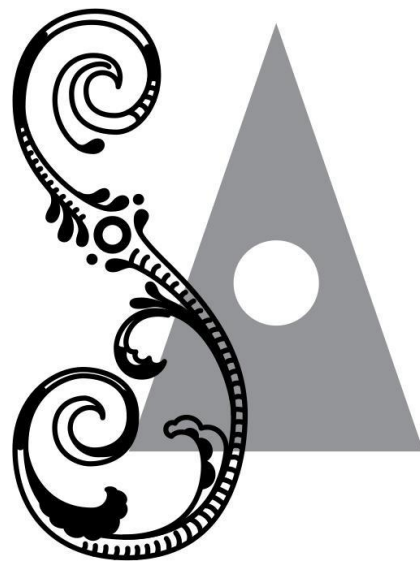
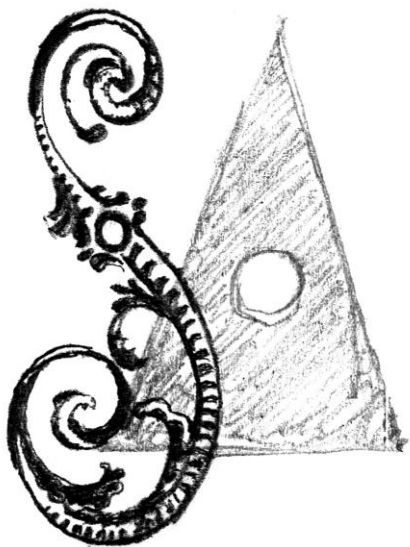






SANTA ANA







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LOLA GASPAR
est.2008



LOLA GASPAR
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LOLA GASPAR
est.2008





SANTA ANA

• CALIFORNIA •



Results

NORTH  STAR

[Back to Main Slide](#)

9.1x increase in brand advocacy

Lee's Summit, MO

Reversed a declining trend in population

Bay City, MI

30.81% increase in RevPar

North Star Study

3.89% increase in employment growth

North Star Study

Over \$4 billion in new investment

Downtown New Orleans, LA

Over \$1 million increase in tourism funding

Virginia's Blue Ridge

84% increase in total job creation

State of Florida

7.95% increase in restaurant sales

Cape Girardeau, MO

17% increase in tax revenue

McKinney, TX

19.2% increase in tour sales income

Columbus, IN

95.6% familiarity with brand

Columbus, GA

23.6% increase in resident advocacy

Cape Girardeau, MO

101% increase in web traffic

Brookings, SD

23% increase in web inquiries

Montrose, CO

NORTH  STAR

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Endorsement by action



Dayton, Ohio

Who's been with Hattie

She never actually speaks and is only seen by her straw hat, yet Hattie's spirit can be heard every Friday morning on 98.1 FM as her guests promote the events that bring so many visitors to Hattiesburg. Recent guests have included:

— APRIL —

- Gray Swoope & Rick Taylor
• Tourism Hall of Fame
- Bernice Linton • Historic Downtown's
Spring Art Walk
- Elise Cole • Hattiesburg Arts Council

— MAY —

- Kristie Fairley • National Tourism Week
- Patrick Bell • Chinese Acrobats
at the Saenger
- Demick Ivy • May Fest at the
Multi Purpose Center
- Betty Chain • 11th Annual Day Lily Show

— JUNE —

- Kristie Fairley • Top 10 Summer Fun Ideas
- Bill Powe • The Longleaf Trace
- Shannon Robert • Carey Dinner Theater
- Eddie Loper • Ray Price Concert
- Buddy Nelson • Paul B. Johnson Fireworks

— JULY —

- Traci Rouse • Miss Hospitality Program
- Caroline Murphree • Miss Hospitality
- Thomasyné Nobles • The Tree House Players
- Trey Aby • The Hattiesburg Black Sox

— AUGUST —

- Traci Rouse • Saenger Classic Movies
- Merrily Strickland • Lake Terrace Update
- Bathany Sharp • Hattiesburg Civic Light Opera
- Demick Ivy • Great Southern Stampede

— SEPTEMBER —

- Jana Bryant • Southern Miss
- Layla Essary • Pick-Up the Pine Belt
- Patrick Bell • Second City Comedy Show
at the Saenger
- Jay Dean • USM Symphony Orchestra
- Bernice Linton • Historic Downtown's Fall Art Walk

— OCTOBER —

- Gloria Green • Pine Belt Oyster's Biennial Show
- Layla Essary • Pick-Up the Pine Belt
- Traci Rouse • Roddy Horror Picture Show
- Matt Martin • ZooBoo

Tune in every Friday morning at 7:45 a.m.
to 98.1 FM for "Tourism Talk with Hattie!"



Hattiesburg, Mississippi



Newark, New Jersey

MONTROSE, COLORADO

BLACK CANYON

ROAST

LOOK DEEPER. TASTE DEEPER.

A Full-Bodied French Roast

Roasted on the very doorstep of the majestic Black Canyon, this coffee is naturally pleasing to the soul and the palette.

Rich smoothness, low acidity and a pleasant milk chocolate finish will leave you longing for more.

MONTROSE
COLORADO

visitmontrose.com



Montrose, Colorado



Columbus, Indiana




CREATIVE PROVIDENCE




A CULTURAL PLAN FOR THE CREATIVE SECTOR
MAYOR DAVID N. CICILLINE



Get Engaged

Read our  [Creative Providence Cultural Assessment Findings Report \(1.46 MB\)](#) document
Join in on our [Public Conversation](#)
Sign up for one of our [Events](#)

Resources at A Glance

-  [Art New England Dec 09 -Jan 10](#)
-  [City of Providence Cultural Plan](#)
-  [Creative Providence Executive Summary](#)

Upcoming Events

No events

[Home](#)

[Read the Plan](#)

[News](#)

[Cultural Plan Goals](#)

[Mobilize the Sector](#)

[Build Community](#)

[Educate and Inspire](#)

[Nurture Organizations](#)

Please excuse our appearance as we update our site.

Mayor David N. Cicilline and the Department of Art, Culture + Tourism launched **Creative Providence** to explore the strengths and weaknesses of the capital city's creative ecosystem. The community-wide cultural plan is designed to better position the city to realize its full potential as a creative center and deliver on its promise of innovation and change. Creative Providence will guide public policy, private initiative, and investment over the next ten years.

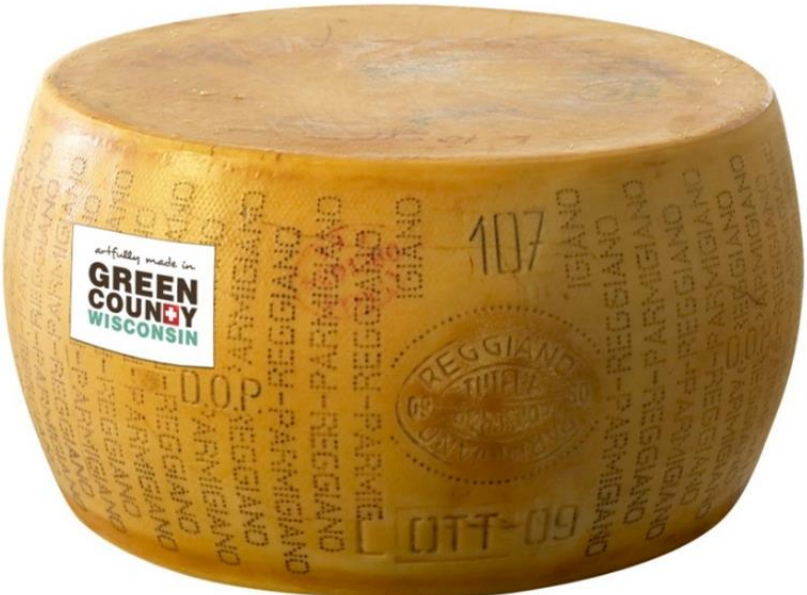
Download the [Creative Providence Executive Summary](#)

Download the [City of Providence Cultural Plan](#) (full document).



Providence, Rhode Island

artfully made in
**GREEN
COUNTY**
WISCONSIN



Green County, Wisconsin



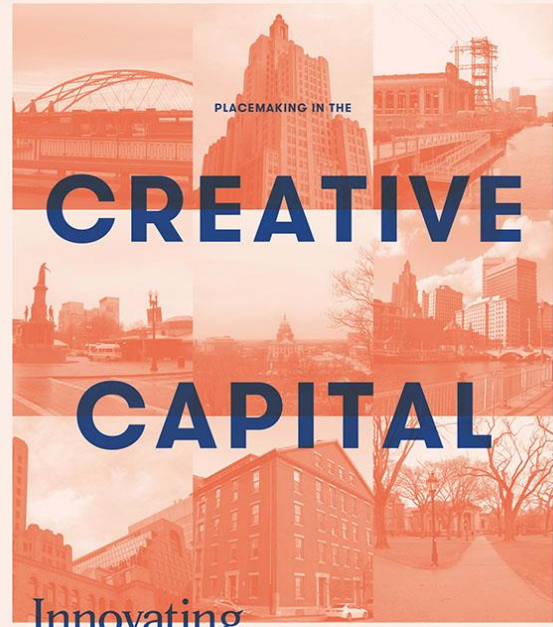
South Main, Tennessee



Gainesville, Florida



Lima-Allen County, Ohio



PLACEMAKING IN THE

CREATIVE CAPITAL

Innovating Urban Districts

Places do not grow organically. Every place is socially, economically, and structurally produced and designed by people, and not without equal parts conflict, creativity, and community collaboration.

We welcome you to attend a panel discussion between planners, designers, and scholars from across the US about innovative place-making practices and paradigms.

Thursday February 26, 6-8pm
Brown University
BERT 130
85 Waterman Street

Contact:
Stefano Bloch, Urban Studies
Stefano.Bloch@brown.edu
Alexis C. Landes, Landscape Architecture
Alandes@brown.edu



FREE AND OPEN TO THE PUBLIC

Funded by a Brown-K12 Institutional Collaborative grant



Providence, Rhode Island



Thank you Denison!

Have you heard that the City of Denison has just announced a new brand?
"Moving Forward. Kicking Back"

The logo and slogan define what it means to live, work and play in this Lake Texoma community. "A town with a history of ingenuity and a casual lifestyle." Sounds like Caterpillar Denison doesn't it? Ingenuity? Casual? So, in support of our community and our company effective March 9, 2012

Friday's are deemed Jeans Days!

Each of us represents Caterpillar and ourselves through our appearance, our behavior and our work. As a result, portraying a consistent professional image is an important part of our job. (Employees are encouraged to use good judgment in their dress when meeting with outside customers, suppliers or when attending meetings in locations that have other dress code policies.) While employees enjoy this well deserved benefit, please observe the guidelines below:

- Jeans must be in good shape with no holes or frayed edges
- In no case should jeans fit ultra tight or ultra loose
- No T-shirts of any kind, only business casual or collared shirts
- Only Caterpillar logos may be visible on clothing
- No flip flops of any kind

Moving forward. Kicking back.



Denison, Texas



Grand Rivers, Kentucky



Anchorage, Alaska



Sacramento, CA

Cary BrandPrint

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Cary BrandPrint

Top 10 Ways to Screw This Up

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Unveil your brand identity and ask for public feedback before you implement
5. Apply strict controls for usage by private sector and other public agencies
6. Think of this as an ad campaign
7. Appoint a large stakeholder group to approve creative development
8. Engage the press for the first time during the unveiling
9. Hire a dog and then do your own barking
10. Make a contest of creating your community's slogan