BRANDING FOR COMMUNITY

— beyond the mark —

VV
Studio Graphique believes that every public place has boundless potential for economic vitality. We capitalize on opportunities to activate and invigorate communities, institutions and venues, enhancing the experience at every turn. By unlocking these hidden possibilities, we help our clients make a positive and lasting impact with their visitors, customers or residents.

Our team starts by immersing ourselves in the mindset of the visitor to pinpoint opportunities for enhancing their experiences before, during and after the visit.
What will You Learn Today?

‣ What is Brand
‣ The Value of Branding for Places
‣ Brand Strategy
‣ What to Expect from a Branding Effort – Process & Outcomes
What is Brand?
INTRODUCTION

Brand Defined

**Brand** is much broader – the collective perception, planned or incidental, of your place and is the result of every interaction a user has with that product or company or place.
Brand is a symbolic embodiment of all the information connected to a product, company or place, and serves to create associations and expectations around it.
Place Brands

Paris is romance

Milan is style

Vegas is sin city

New York is energy
INTRODUCTION

Value of Brand
The Importance of Place Branding

“A brand – clear, compelling and unique – is the foundation that helps make a place desirable as a business location, visitor destination or a place to call home. A brand strategy for a city leverages the features of that place to provide a relevant and compelling promise to a target audience.”

- from CEOs for Cities: Branding Your City, March 2006
INTRODUCTION

A Strong Brand Can:

- Shift the perception of a place
- Create a common vision for the future of the community
- Provide a consistent representation of the place
- Enhance awareness and positioning – locally, regionally, and beyond
- Shed unfavorable stereotypes/make the place more appealing
INTRODUCTION

Brand Strategy
Let's Get Real

Authenticity, like many words, is often tossed around without giving it the right thought and credit. What does it mean to create an authentic place? And if you are deliberately creating it, is it still authentic?
Start with WHY

“The Power of Why” by Simon Sinek

TED Talk www.ted.com
The challenge of developing a brand for a community is the diverse set of peoples, interests, agendas and visions for the future.

The best part of developing a brand for a community is the diverse set of peoples, interests, agendas and visions for the future.
BRANDING FOR COMMUNITY

The Process
Process Overview

1. Define Goals & Processes
2. Research & Engage
3. Develop the Brand Framework
4. Build the Brand
5. Implement the Brand Strategy
6. Measure Success
1. Define Goals & Processes
1. Define Goals & Processes

Setting Clear Goals & Processes

- What is this project aiming to achieve?
- What specific results are you seeking?
- What does success look like?
- Who will oversee the effort?
- Who will the decision makers be?
2. Research & Engage
How to Engage

- Public meetings
- Surveys (online, in person)
- Discovery sessions
- Focus groups
- Working sessions
- Group activities
Who to Engage

• Council for Economic Development
• Business/Civic Leaders
• Elected Officials
• Community Representatives/Residents
• Board of Tourism
• Local Universities, Cultural Institutions
• Local Media
What makes this place, *this place*?

- Ask Questions
- Observe
- Immerse
- Find Common Threads
3. Develop the Brand Framework.
3. DEVELOP THE BRAND FRAMEWORK

Brand Framework Overview

› Summarize Research
› Develop the Brand Positioning
› Define your Why
› Develop Key Messages
3. DEVELOP THE BRAND FRAMEWORK

Developing the Brand Positioning

- Define and prioritize your audiences
- Identify current brand perceptions
- Establish desired brand perceptions
Positioning Defined

A forward-looking statement that succinctly defines how your place wants to be positioned in the marketplace. It should be an honest reflection of who you are today, but with short-term attainable aspirations.
North Coast Harbor, Cleveland

North Coast Harbor is the one Cleveland destination where the City meets the Lake, and Life intersects with unique venues, events and activities that enlighten, engage and entertain.
Start with Why

What is your core belief? Why do you exist?

Our Core Belief

Because North Coast Harbor is Downtown Cleveland’s connection to the Lake, we believe it is a place to be celebrated and enjoyed by all.
Consider How

- How do we make that core belief a reality?

- Enhance safety and accessibility through infrastructure upgrades in and around the district.

- Build awareness and traffic among visitors and residents through shared communication and event promotions.

- Elevate the visitor experience through amenity additions.
3. DEVELOP THE BRAND FRAMEWORK

End with What

‣ What do we offer to support our beliefs?

A place to be enjoyed by all

Why
Build Awareness & Traffic
"ELEVATE the Experience"
Communication & Collaboration
Enhance Accessibility
Additional Connectivity
RTA Line
NCH Brand Development
NCH Website
NCH Social Media Presence
District PR and marketing outreach
Year-round public events/festivals/celebrations
Signature Events
World-Class Venues
Public Bathrooms
Marina
How
Gathering Spaces: Restaurants, Pavilions, Benches
Sanitation & Safety Efforts
Additional Parking/ Less Costly Parking
Pedestrian Bridge
Branded Placemaking & Wayfinding
What

BUILD
awareness and traffic

North Coast Harbor, Cleveland OH

Passive Recreation Activities

Signature Events

Community Activities

Venue Related

What

BUILD
awareness and traffic

North Coast Harbor, Cleveland OH

Passive Recreation Activities

Signature Events

Community Activities

Venue Related
Passive Recreation Spaces

Intuitive Connectivity

Integrated Public Art

Gathering Spaces

North Coast Harbor, Cleveland OH

What

ELEVATE the experience
ENHANCE accessibility

North Coast Harbor, Cleveland OH

Creative Connectivity

Bold Place Identification

Entry Announcement

Storytelling
North Coast Harbor is the one Cleveland destination where the City meets the Lake, and Life intersects with unique venues, events and activities that enlighten, engage and entertain.

### VENUE-RELATED
- Public Concert Series (Rock Hall)
- Cruises (Goodtime)
- Lakefront Leagues - Sports (Browns)
- Lake n Learn Series:
  - Discovery (Science/Nature) Trail (GLSC/Rock Hall)
  - Learn the Sky Astrology (GLSC)
  - Coastal History (COD/Mather)
  - Naturalist Tours
- Roctober Fest - beer garden and music in back of Rock Hall
- Cocktails and Chemistry - Fall Happy Hour series at GLSC; learn about chemistry of cocktails while you drink
- Happy Hours/resident special days or discounts
- Harbor Pass to visit multiple venues

### ACTIVITIES (smaller-scale, ongoing)
- Lunch by the Lake
- Waterfront Wellness Series:
  - Group Yoga/Paddleboard Yoga
  - Ship Shape bootcamp-style series
- Art installations (could be on-going, community artists)
- Flea Market at the Pier
- Painting Classes
- Bocce courts/horseshoes
- Clubs (photography, running, fishing, kayaking, dog walking)
- Pier sidewalk art days (for kids)
- Fishing Contests
- Rentals & Rides:
  - Paddleboat or kayak, jet ski, sailboat rentals
  - Bike Rentals (better connections to bike paths, trails, etc.)
  - Fishing / Ice fishing
  - Boating (marina)
  - Water taxi (Whisky Island runner/ferry)

### EVENTS (annual or signature)
- Run or Dye
- Land Yacht Vintage Car Show
- Cleveland Triathlon
- Race for the Place
- North Coast Boating and Fishing Fest
- Art Show/Festival
- Benefit Event (annual to raise $ for NCH)
- Tail Ships
- Air Show
- Harborfest
- Senior Games
- X-Games
Key Messages Defined

These are the primary messages you wish to communicate to your audiences. Generally, 2-5 statements that brand champions can process, internalize, and communicate. These statements also form the backbone of marketing messaging to your audience groups.
South Euclid, OH

Prospective Home Buyers
While I may shop dozens of homes throughout the region, The City of South Euclid is the first place I look and the one place I land.

Families
The City of South Euclid rates high in safety and education, and offers plenty of kid-friendly amenities that will keep my family active as we grow.

Divorcees/Empty Nesters/Singletons
The affordability of The City of South Euclid allows me to enjoy more for less, maintaining the same or better quality of life, especially when comparing costs of neighboring communities.
Residents:
I'm proud to call The City of South Euclid home.

Families:
The City of South Euclid rates high in safety and education, and offers plenty of kid-friendly amenities that will keep my family active as we grow.
3. DEVELOP THE BRAND FRAMEWORK

**Tagline**

A short phrase summarizing either what you do, who you do it for, or what you stand for. The Tagline is used in tandem with the logo and may be incorporated into the Key Messages.

**EXAMPLE – CITY OF SOUTH EUCLID, OH:**
- Come Together and Thrive

**EXAMPLE – NORTH COAST HARBOR, CLEVELAND:**
- City Meets the Lake
4. Build the Brand
Brand Build Up Overview

- Design or Develop Key Brand Elements
- Create Brand Guidelines
North Coast Harbor Brand Standards
5. Implement the Brand Strategy
THE USER CONTINUUM

1 | BEFORE
PERCEPTION EXPERIENCE
build strong brand foundation with:
- Position + Promise
- Key Messages
- Identity + Brand Standards

COMMUNICATIONS EXPERIENCE
tell a compelling story with:
- Traditional Advertising
- Content Marketing
- Maps, Guides + Apps
- Sample Itineraries
- Video Productions
- Public Relations

2 | DURING
ARRIVAL EXPERIENCE
welcome + orient with:
- Entry + Parking Signage
- Wayfinding Signage
- Maps, Kiosks, Guides + Apps
- Brand Ambassadors

ENGAGEMENT EXPERIENCE
exceed expectations with:
- Environmental Graphics
- Signage that Informs, Identifies, Directs, Tells Stories
- Activities that Align with Brand
- Opportunities to Capture the Moment

3 | AFTER
EXPERIENCE EXTENSION
maintain engagement with:
- Social Media Sharing
- Incentives to Return
- Ratings + Reviews
- Inbound Marketing

SHARE
ORIENT
ENGAGE
RETURN
SHARE
ARRIVE AT DESTINATION
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5. IMPLEMENT THE BRAND STRATEGY

Typical Brand Elements

**TYPICAL BRAND ELEMENTS — DESIGN:**

- Logo/Brand Palette
- Digital Assets
- Ads, Flyers, Posters, Press Kit, Promotions
- Template/Tools
- Merchandise

**TYPICAL BRAND ELEMENTS — ON-SITE:**

- Signage/Wayfinding
- Amenity Upgrades
- Brand Ambassadors
- Events/Activities
- Master Plan
- Streetscape Design

**TYPICAL BRAND ELEMENTS — CONTENT:**

- Social Media
- Photo Library
- Video Library
- Publications
- Press Release
- Brand Standards
Prioritize touchpoints based on impact, return on investment, alignment with core values, and available resources.
Social Media
**North Coast Harbor District Map**

North Coast Harbor is located along the shore of Lake Erie easily accessed via East 9th street in Downtown Cleveland.

**Museums & Venues**
- Cleveland–Cuyahoga County Port Authority
- Rock and Roll Hall of Fame and Museum
- Great Lakes Science Center
- International Women’s Air & Space Museum
- North Coast Harbor Tours
- The Rock and Roll Hall of Fame and Museum
- Steamship William G. Mather

**Transportation**
- Amtrak Station
- North Coast RTA Station
- Navy Pier – US Navy Pier – Cleveland Public Ferry

**Event Schedule**
- US Coast Guard Marine Safety
- USS Cod Submarine Memorial
- The Rock and Roll Hall of Fame Museum
- Steamship William G. Mather

**Unique Events & Everyday Activities**

**Memorable Events**
North Coast Harbor has beautiful views of the city and Lake Erie, making it the perfect spot for unforgettable locations for your next events. Located at the intersection of East 9th Street and Lake Erie, the North Coast Harbor offers a variety of scenic views of the water. The harbor is home to several events that include concerts, festivals, and more.

**Anchor Institutions & District Highlights**

**Everyday Fun**
When wanting to explore what's around the corner of North Coast Harbor? Tour the port next visit, you may notice that more and more residents, professionals, and visitors are taking advantage of this unique outdoor space that offers a variety of activities.

**FOR RESIDENTS**
- Free parking
- Walk the dog
- Go for a walk on the boardwalk
- Enjoy the views and the people-watching
- Paint a masterpiece
- Relax your mind and enjoy the scenery
- Bring a picnic
- Practice yoga by the lake
- Take a boat ride

**FOR VISITORS**
- Spend the day at North Coast Harbor
- Visit the Cleveland Clinic
- Take a scenic stroll along the waterfront
- Enjoy the views
- Take a stroll along the boardwalk

**The district is home to world-class venues and local staples punctuated with park space and waterfront vistas.**

**FIRST SPECTACULAR**

**ARMS AND ROLLS HALL OF FAME AND MUSEUM**

**GREAT LAKES SCIENCE CENTER**

**INTERNATIONAL WOMEN’S AIR & SPACE MUSEUM**

**NORTHWEST HARBOR PATIO**

**9TH STREET RISE**

**ROCKS AND ROLLS HALL OF FAME AND MUSEUM**

**VOGUE/VONSHINER PARK**
Event Marketing

NORTH COAST namasté
North Coast Harbor is the unique place where Downtown Cleveland meets the Lake. The district is home to world-class venues and local institutions punctuated with park space and waterfront vistas. Along this dynamic urban landscape, visitors, professionals, and residents enjoy endless activities that set the stage for memorable events and everyday fun.

What memories will you make along the shore?

northcoastharbor.org

> Inner Bliss Yoga Studio
> Green Tara Yoga & Healing Arts
> The Studio Cleveland
> Vision Yoga & Wellness
> Puma Yoga Studios
> YMCA of Greater Cleveland

FREE YOGA SERIES
Tuesday Evenings, 6-7pm
June 3-September 30
North Coast Harbor, Voinovich Park
northcoastharbor.org

Join Cleveland area yoga studios at North Coast Harbor for North Coast Namasté. This free lakefront yoga series features traditional multi-level yoga for all ages. Registration not required, but encouraged via eventbrite.com. The first 40 to register per session will receive FREE parking on the pier for the event.

YOGA STUDIOS IN PARTNERSHIP WITH DOWNTOWN CLEVELAND ALLIANCE

Enlighten
at world-class institutions like the Rock Hall & Great Lakes Science Center

Engage
fish off the pier, pack a picnic, or walk the dog along the shore

Entertain
take a yoga class, lunch by the lake, or attend one of our exciting events

facebook.com/NorthCoastHarbor
Instagram.com/NCoastHarbor
pHCoastHarbor
north coast harbor events

2014

JUNE
21 Purple Stride Walk
28 Cleveland Pride

JULY
26 Cleveland Triathlon

AUGUST
10 Gay Games 9 Triathlon
16 Gay Games 9 Closing
30 Cleveland National Air Show

SEPTEMBER
18 Pop Up Party on the Pier
27 American Heart Walk

OCTOBER
11 Rock'N'Roll Half Marathon

north coast namasté
FREE YOGA
TUESDAYS
June 3–Sept 30
6-7pm
Voinovich Park

LUNCH BY
THE LAKE
THURSDAYS
June 5–Sept 25
12-2pm
East 9th St Pier

visit northcoastharbor.org for full calendar
COMMUNICATION & collaboration
ENHANCE accessibility
ELEVATE the experience
6. Measure Results
Principles for Measuring Success

- Monitoring the success of branding efforts with key audiences
- Measuring the effectiveness of branding and marketing activities over time
- Showing the effect brand has on the business by measuring brand metrics in conjunction with economic and community development metrics

- from CEOs for Cities: Branding Your City, March 2006
Typical Measurable

- Property Values
- Event Attendance
- Social Media Rankings
- Website Statistics
- Development Interest
- Population Growth
- Revenues & Taxes
- Curb Appeal
- Ratings & Referrals
- Community Engagement
- Special Interest Group/Neighborhood Group Development
Social Media Rankings

Event Attendance
A place to be enjoyed by all

Why

Branded Placemaking & Wayfinding
Sanitation & Safety Efforts
Additional Connectivity
RTA Line
NCH Brand Development
NCH Website
NCH Social Media Presence
District PR and marketing outreach
Public Bathrooms
World-Class Venues
Signature Events
Year-round public events/festivals/celebrations

How

Pedestrian Bridge
Gathering Spaces: Restaurants, Pavilions, Benches
Marina

What

ENHANCE Accessibility
BUILD AWARENESS & Traffic
ELEVATE the Experience

plan with PURPOSE