



Brand Image & Reputation

Matt Thornhill

SIR Research/Generations Matter



July 28, 2015



Today's Agenda


- 👁 The 324 Places initiative
- 👁 The role of branding for Virginia's 324 Places
- 👁 Key steps in branding and reputation management
- 👁 Participant discussion





324 Places in Virginia



- 👁️ New program from VML focusing on the key trends that local governments in Virginia will face over the next 10 years.
- 👁️ Providing you a roadmap with strategies.
- 👁️ Articles monthly in *Virginia Town & City*.
- 👁️ Theme of 2015 VML Annual Conference, Oct 4-6 in Richmond: *The Future of Virginia: 324 Places*.



Beyond research.






Generations MatterSM






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Three types of Brands for Places:






1

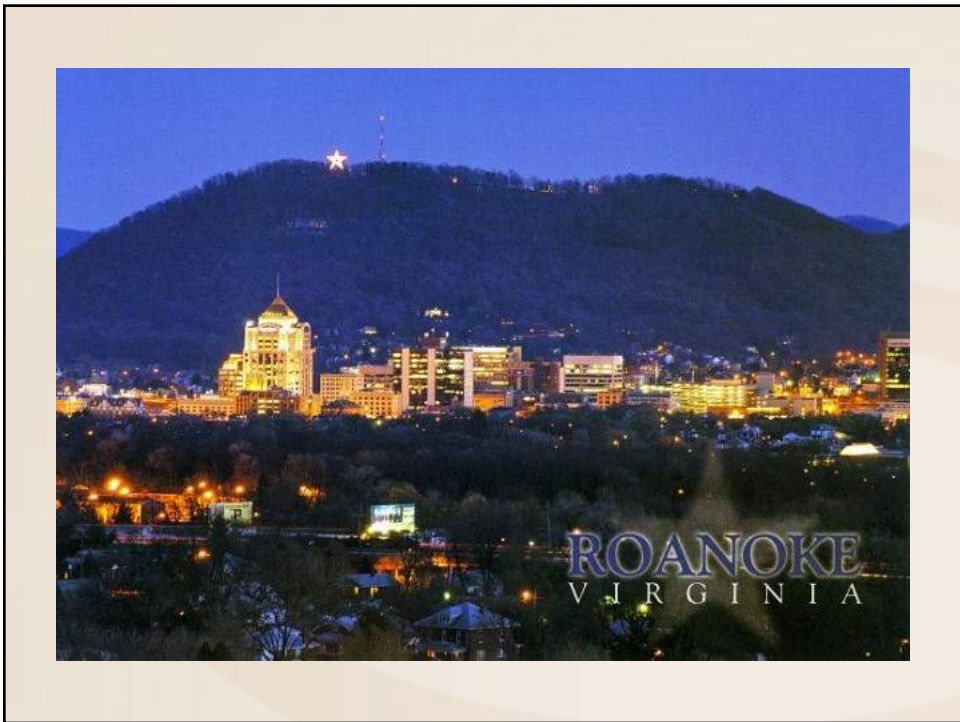
Happy Accidents



Nashville

MUSIC CITY



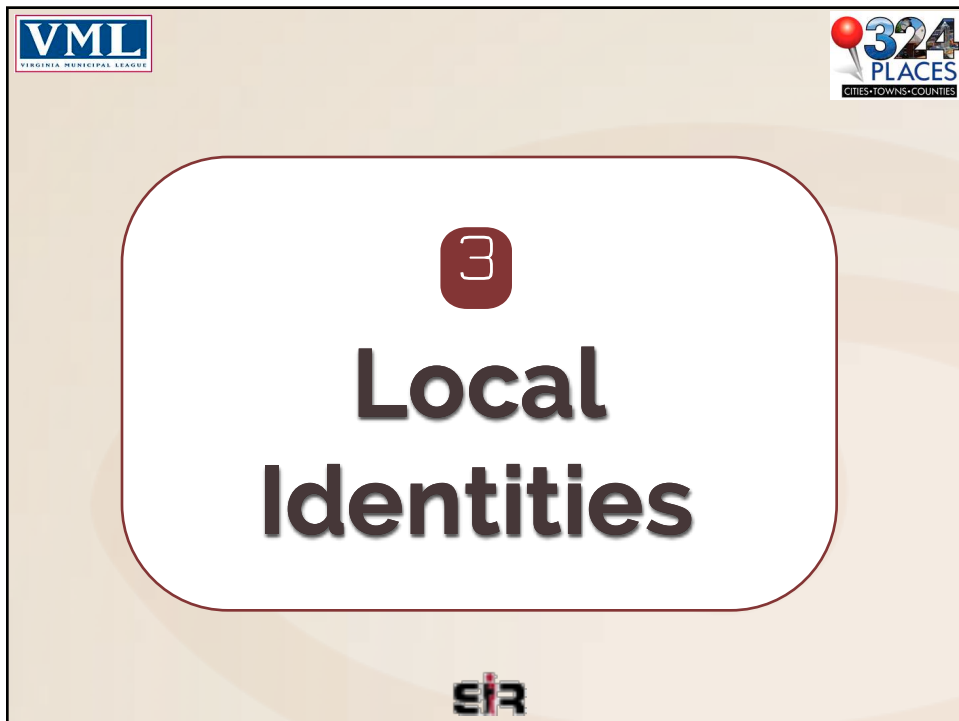




2

Marketing Efforts





Town of Ashland
VIRGINIA

Share Us | Select Language

Online Bill Pay | Student Center | Notify Me | Forms | Report a Concern

Latest News & Announcements | **Calendar of Events** | **Ashland Spotlight**

Second Citizen Leadership Academy to Start in September
The Town is now accepting applications for the Ashland Citizen Leadership Academy, a monthly series designed to provide insight into how the town works, a chance to talk with town leaders and staff, and help getting involved in the community. [Additional Info...](#)

Did You Know: Brush Collection Information for Residents
Brush collection is free and automatic to all Town residents - our street crew goes around collecting brush from the curb year-round, and you don't even have to schedule a pick up! [Read on...](#)

Joe Topham Hired as Business Retention and Expansion Manager
The Town has hired Joe Topham to be its business retention and expansion manager. Mr. Topham is a Richmond native most recently employed as the executive assistant of operations in King William County. He began his service with the town May 28. [Read on...](#)

Sun, Aug. 2
Bluesmont Concert at Randolph-Macon College (Mary Branch Residence Hall)

Tue, Aug. 4
Town Council Meeting

Thu, Aug. 6
Gallery Flux Opening Reception | "Lay of the Land" Group Show

TOP WEEKEND EVENTS

CENTER OF THE UNIVERSE

Town Maps | Site Information | Contact Us | Ashland Connect



101 Thompson
P.O. Box 1600
Ashland, VA 23005
Ph: (804) 925-9219

VML
VIRGINIA MUNICIPAL LEAGUE




324 PLACES
COUNTIES-TOWNS-COUNTIES

DANVILLE RIVER DISTRICT
REIMAGINE THAT


SIR



- 1 Happy Accidents
- 2 Marketing Efforts
- 3 Local Identities



- 1 Happy Accidents
- 2 Marketing Efforts
- 3 Local Identities



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324 PLACES
CITIES-TOWNS-COUNTIES

Why Worry About Branding?

- ⑥ Help build community pride
- ⑥ Recruit newcomers
- ⑥ Attract businesses
- ⑥ Attract tourists

ER

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324 PLACES
CITIES-TOWNS-COUNTIES

"But We Aren't a Consumer Product"

THE GENUINE WORLD-FAMOUS

The POPEIL Pocket Fisherman Spin Casting Outfit

Handle is a Mini Tackle Box for extra lures and hooks

Quiet, smooth action reel with adjustable star drag

Release to fold in half to fit in pocket or in a glove compartment

Tough, double-ended rod design helps land bigger fish

Fully loaded with line and ready to fish

All basic tackle and a practice casting plug (not shown) is included

Wrist Strap

Notch to carry it on your belt

AS SEEN ON TV

Don't Peep, Reel!

ER



You Are in Communications:

- Website?
- Facebook, Twitter, YouTube?
- Email newsletters?
- Bills to citizens?
- Welcome sign?
- Town seal?
- Letterhead for departments?
- Business cards?
- Economic development efforts?
- Community access cable channel?





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BRANDING





????


**Are you
controlling your
messaging?**





Why This Matters:

You have dozens of channels of “owned” media in which to communicate with your citizens.


Most municipalities do not manage, monitor, or leverage all of those channels very well.





You Are Not Alone

**Chamber of Commerce
Economic Development
Neighborhood/Districts
Tourism Attractions
Arts & Cultural Organizations
Local Media
...And Many More!**



Why Worry About Branding?

- ⑥ Help build community pride
- ⑥ Recruit newcomers
- ⑥ Attract businesses
- ⑥ Attract tourists

**Helps you bounce back from
unforeseen circumstances**





Remember?

How the Tylenol murders of 1982 changed the way we consume medication



BY DR. HOWARD MARKEL September 29, 2014 at 11:39 AM EDT





A drugstore clerk removes Tylenol capsules from the shelves of a pharmacy Sept. 30, 1982, in New York City after reports of tampering. Seven people in the Chicago area were killed that year by Tylenol that



Strong Brands are Resilient


New Orleans
Baltimore
Charleston





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The Goal for Brand and Reputation Management?




CONTROL






Key Steps:

- ⑥ Leverage what you already have or are known for.
- ⑥ Remember everyone owns the brand.
- ⑥ Coordination, consistency, and continuity deliver exponential benefits.



Leverage Your Distinctiveness

- ⑥ Virginia's 324 Places are each UNIQUE.
- ⑥ Identify specific physical assets, features, or attributes that are truly uniquely yours:
 - ⑥ River
 - ⑥ Mountain
 - ⑥ Beach
 - ⑥ Location (crossroads?)








Leverage Your Distinctiveness

- 👁️ Virginia's 324 Places are each **UNIQUE**.
- 👁️ Identify specific physical assets, features, or attributes that are truly uniquely yours:
 - 👁️ River
 - 👁️ Mountain
 - 👁️ Beach
 - 👁️ Location (crossroads?)
- 👁️ Be the first to claim a "generic" asset as uniquely yours (in Virginia).


EIR



 

Roanoke




Learn why Roanoke is the best outdoor town on the East Coast. Choose your adventure and GET OUTSIDE!



Pre-emptive Claims

**Outdoors
Mountains
Valley
Views
Beaches
Festivals
Arts & Culture
Friendliest**



VML
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324 PLACES
CITIES • TOWNS • COUNTIES

Attitude and Personality





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Attitude and Personality

United Airlines 



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CITIES • TOWNS • COUNTIES

Attitude and Personality



DELTA

eiR

This slide features a photograph of a Delta airplane in flight against a sunset sky. The Delta logo is overlaid on the image. The slide includes the VML logo in the top left, the 324 Places logo in the top right, and the title 'Attitude and Personality' centered above the image. The 'eiR' logo is at the bottom center.

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324 PLACES
CITIES • TOWNS • COUNTIES

Attitude and Personality



Southwest

eiR

This slide features a photograph of a Southwest airplane in flight against a sunset sky. The Southwest logo is overlaid on the image. The slide includes the VML logo in the top left, the 324 Places logo in the top right, and the title 'Attitude and Personality' centered above the image. The 'eiR' logo is at the bottom center.



Leverage Your Distinctiveness

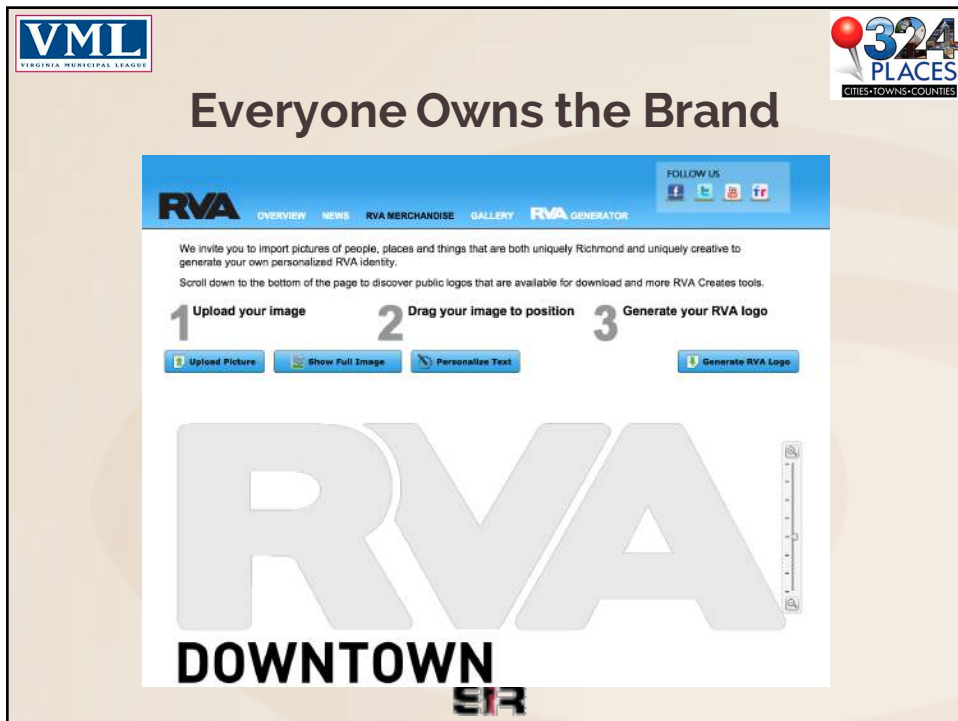
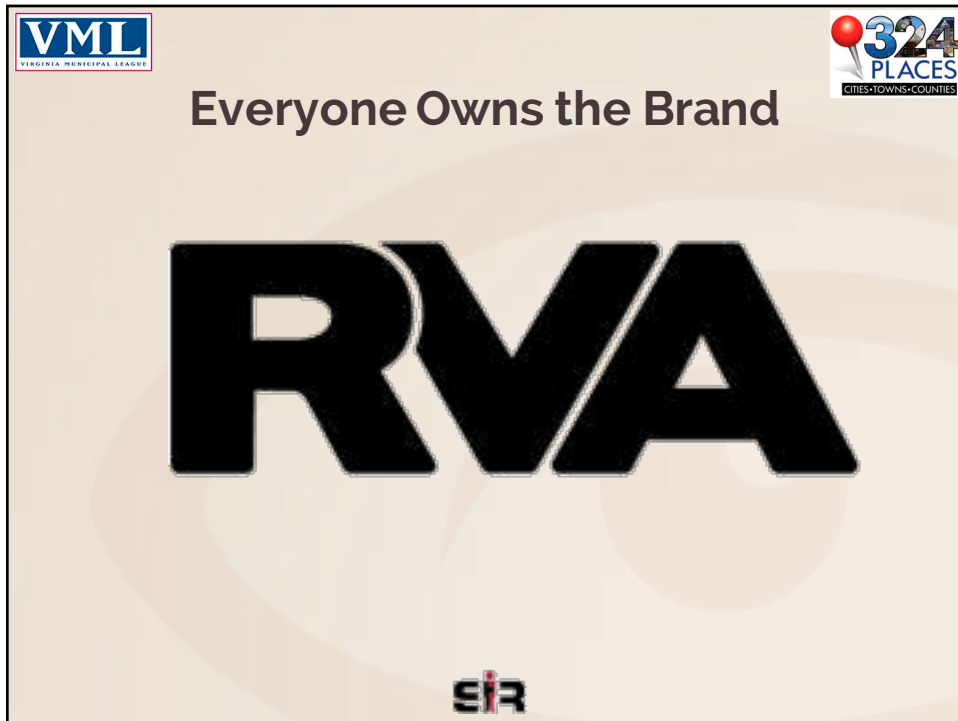
- 👁️ Take stock of what you have that makes you different.
- 👁️ Determine what you can claim you have, preemptively, that could make you different.
- 👁️ Make sure it is not just unique, but believable (true to who you are) and meaningful.
- 👁️ Make it a distinction that matters to residents, visitors, and businesses.



Everyone Owns the Brand

#rva





**Every person
is just as powerful
as a newspaper**





**United Breaks Guitar
YouTube Downloads: **11 Million****




Track Online Communication

- 👁️ Understand current sentiment among constituents, especially around important issues.
 - 👁️ Deeper dive than Facebook or Twitter.
- 👁️ You can't control it online, but it is in your best interest to know about it.



Coordination, Consistency, and Continuity

- 👁️ Easy to do. Rarely done.
- 👁️ Requires a Communications Audit first.



Norfolk: No Graphic Consistency



Little Consistency with Use of Mermaid Icon



Inconsistent Business Cards

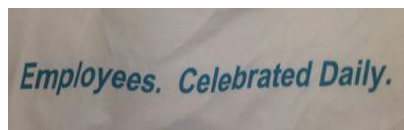


Inconsistent Use of Tagline



NORFOLK



Life celebrated daily on the Virginia waterfront.



NORFOLK




Life. Celebrated Daily.






Coordination, Consistency, and Continuity



- 👁️ Easy to do. Rarely done.
- 👁️ Requires a Communications Audit first.
- 👁️ Engage all relevant organizations shaping your municipalities' brand image.



You Are Not Alone

Chamber of Commerce
Economic Development
Neighborhood/Districts
Tourism Attractions
Arts & Cultural Organizations
Local Media
...And Many More!



The Norfolk Collaboratory

Norfolk's Story: Our Brand Message Architecture

MISSION
We are creating an amazing community where people desire to live, work, and play.

PERFORMANCE OBJECTIVE
Norfolk is an amazing place, a vibrant and historic port city where culturally diverse citizens, the military, and businesses are creating the most dynamic and authentic urban waterfront community in America.

BRAND PERSONA
Whether you are a resident, worker, or visitor, Norfolk is an amazing place where you feel welcomed, connected, and fulfilled. Here you quickly become part of a dynamic and authentic urban waterfront community.

THE NORFOLK COLLABORATORY

PROPOSITION
Vibrant, Inclusive, Diverse, Creative, Innovative, Transformative, Urban, Hip, Nautical, Laidback, Fun, and Welcoming.


A NOTE ON DESIGN
"Life, Connected Daily" is Norfolk's current tagline. For this initiative, let's take a step back from using a tagline and see what emerges from Norfolk's creative culture, which has already developed contemporary, inspired expressions like "NHC" and "We're not Norfolk'ing around."




Let's also take this opportunity to refresh and update Norfolk's messaging, embracing different looks and uses.

Each word in this statement is significant:

- NORFOLK - The entire city, not just downtown
- VIBRANT AND HISTORIC PORT CITY - An active port for over 400 years
- AMAZING PLACE - Norfolk has surprises around every corner
- CULTURALLY DIVERSE CITIZENS - Living, working, playing together
- MILITARY AND BUSINESSES - With a shared passion to move Norfolk forward
- CREATING - Makes and does actively resulting in building something great
- DYNAMIC - Ever evolving, growing as a community and city
- AUTHENTIC - Neighborhood, port culture, architecture, people
- URBAN WATERFRONT - A culture asset that sets Norfolk apart from other cities
- COMMUNITY - Making Norfolk a welcoming and accepting place for all
- IN AMERICA - An aspiration to become a most preferred city and destination


WHAT THREE WORDS DESCRIBE NORFOLK?
What three words describe Norfolk when compared to other cities? Diversity, History and Water. This "Wordle" chart shows the words mentioned most often by residents, workers, and visitors in a recent survey. The larger the word, the more times it was mentioned.





Key Steps:



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Thank You

Next Session:
Education

Tuesday, August 26, 2015
11:00-11:45am