Brand Image & Reputation
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SIR Research/Generations Matter
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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*.
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Three types of Brands for Places:
Happy Accidents

Nashville Music City
2

Marketing Efforts

WELCOME TO VIRGINIA

VIRGINIA IS FOR LOVERS
I ♥ NY

Local Identities
1. Happy Accidents
2. Marketing Efforts
3. Local Identities
Why Worry About Branding?

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

“But We Aren’t a Consumer Product”
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?
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?

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

Helps you bounce back from unforeseen circumstances
Remember?

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

STRONG BRANDS ARE RESILIENT

New Orleans
Baltimore
Charleston
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The Goal for Brand and Reputation Management?

CONTROL
Key Steps:

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

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?)
Strong Brands Are:

- UNIQUE
- COMPELLING
- BELIEVABLE

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).
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
Attitude and Personality

Attitude and Personality

Attitude and Personality
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
Everyone Owns the Brand

RVA invites you to impact pictures of people, places and things that are both uniquely Richmond and uniquely creative to generate your own personal RVA identity.

Send down to the bottom of the page to discover public logos that are available for download and use RVA Creative tools.

1. Upload your image
2. Drag your image into position
3. Generate your RVA logo
Every person is just as powerful as a newspaper
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
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
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Local Media
...And Many More!
The Norfolk Collaboratory

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Thank You

Next Session: Education
Tuesday, August 26, 2015
11:00-11:45am