

# CREATIVE ENGAGEMENT STRATEGIES

**REBECCA KARP, CEO + PRINCIPAL, KARP STRATEGIES**  
NEW YORK, NY

**JAMES ROJAS, FOUNDER, PLACEIT!**  
ALHAMBRA, CA

**JULIAN KIGANDA, CEO + FOUNDER, JBK BRAND DESIGN**  
SILVER SPRING, MD

**WED OCT 3**  
**11:00-12:30**  
**PM**

**CREATIVE ENGAGEMENT STRATEGIES**

**SESSION GOALS**

**TO GIVE PARTICIPANTS TWO  
TANGIBLE TOOLS TO BRING BACK  
TO THEIR ECONOMIC DEVELOPMENT  
PROJECTS TO MAKE THEM:**

**MORE INCLUSIVE**

**MORE EQUITABLE**

**MORE SUCCESSFUL**

**TOOLKIT**

---

**COMMUNITY  
ENGAGEMENT**

**INCLUSIVE  
BRANDING**

**INTRODUCE  
YOURSELVES**

**WHY DO WE  
ENGAGE  
COMMUNITY?**



**TO UNDERSTAND AND LEARN  
FROM THE COMMUNITY AND  
GIVE THEM AGENCY IN THE  
PROCESS**

|

# TO ATTRACT COMPANIES

|





**TO INITIATE AND ADVANCE  
REDEVELOPMENT PROJECTS**



TO TRAIN AND KEEP  
LOCAL TALENT





**TO AVOID  
LAWSUITS AND  
PROJECT DELAYS**



**TO ENSURE BUY-IN  
FROM ALL  
STAKEHOLDERS**



**TO STRENGTHEN LOCAL  
BRAND PERCEPTION**

**WHO IS IN OUR  
COMMUNITY?**

**HOW DO WE ENGAGE  
THEM INCLUSIVELY?**

**1. PLACE IT!**

**2. INCLUSIVE BRANDING**

**PLACE IT! WITH  
JAMES**



**JAMES  
ROJAS**



**PLACE IT!**



**PLACE IT!**





**PLACE IT!**

**INCLUSIVE  
BRANDING WITH  
JULIAN**



**JULIAN  
KIGANDA**

# Creating Brands That Are Inclusive of Diverse Communities



A Presentation for the IEEDC 2018 Annual Conference

# WHAT IS BRANDING?

Branding is the public's perception  
of your product or service, i.e.

**YOUR REPUTATION.**

# CHARLES COUNTY PUBLIC LIBRARY



**Client:** Charles County Public Library

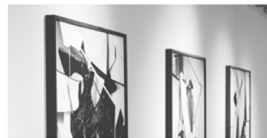
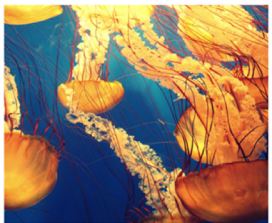
**Project:** CCPL Re-branding

**Description:** Re-design and transform the organization's brand to better reflect the diversity of its offerings and its expanded role in the economic development of the region



## Sample Imagery

This images evoke the spirit of Charles County Public Library as an dynamic, forward-thinking, connected, and inclusive gathering space for a growing community. It's a place people come to find answers, engage in innovative programming, and discover limitless possibilities. Images should be high resolution for print (300 dpi), diverse, fresh, bold and relevant to the brand messaging.



**La Plata Branch**  
2 Garrett Avenue  
La Plata, MD 20646  
p: 301.934.9001

**PD Brown Memorial Branch**  
50 Village Street  
Waldorf, MD 20602  
p: 301.645.2864

**Potomac Branch**  
3225 Ruth B. Swann Drive  
Indian Head, MD 20640  
p: 301.375.7375

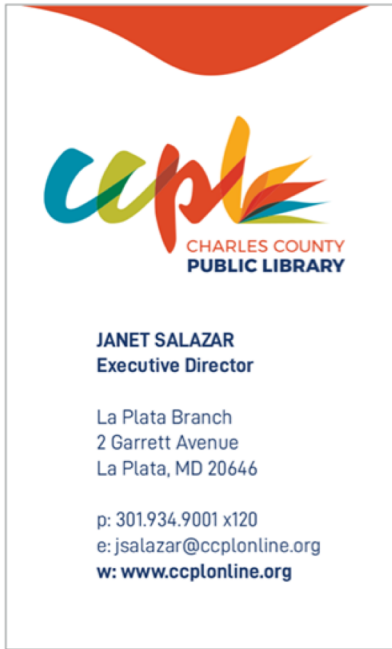
**Waldorf West Branch**  
10405 O'Donnell Place  
Waldorf, MD 20603  
p: 301.645.1395

**Mobile Services Branch**  
2 Garrett Avenue  
La Plata, MD 20646  
p: 301.456.4333





[@ccptonline](https://www.facebook.com/ccptonline)  
[www.ccptonline.org](http://www.ccptonline.org)



FRONT



BACK





# KEYS TO SUCCESS

- Did a brand audit of client assets
- Utilized all research provided by client and did additional research as needed
- Gained a deep understanding of the subject/goals of project
- Brainstormed multiple solutions
- Engaged client in entire process (diverse staff)
- Considered makeup of growing local community + economy in design and branding decisions



# YOUR TURN: BUILD-A-BRAND

- 1. What kind of community will this brand represent?**
- 2. What are the values, mission and vision of the community?**
3. How will you engage the local community and key stakeholders in the development of the new brand?
4. How can you ensure the new brand is representative of the diversity of your community?
5. What are three key words you want visitors to use when describing this community?
- 6. What is the name of this fictional city?**
- 7. What is the tagline for this fictional city?**

**Q + A**

**THANK  
YOU!**

# CONTACT US

**REBECCA@KARPSTRATEGIES.  
COM**

**REBECCA KARP, CEO + PRINCIPAL,  
KARP STRATEGIES  
NEW YORK, NY**

**JAMESTROJAS@GMAIL.COM**

**JAMES ROJAS, FOUNDER, PLACEIT!  
ALHAMBRA, CA**

**JULIAN@JULIANBKIGANDA.COM**

**JULIAN KIGANDA, CEO + FOUNDER,  
JBK BRAND DESIGN  
SILVER SPRING, MD**