

**FEBRUARY 9, 2020**

# REBRANDING



# Your Facilitators

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**SEONAH KENDALL**  
Senior Economic Manager  
City of Fort Collins, CO



**DARIEL CURREN**  
Executive Vice President  
Development Counsellors International





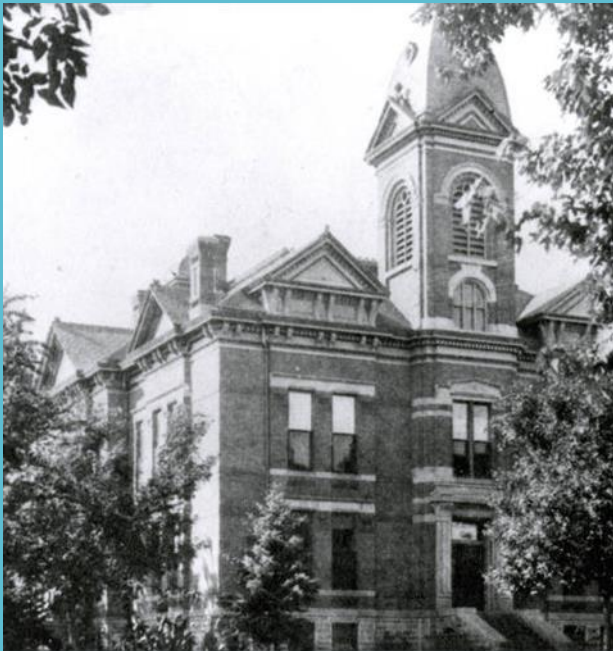


# Question?

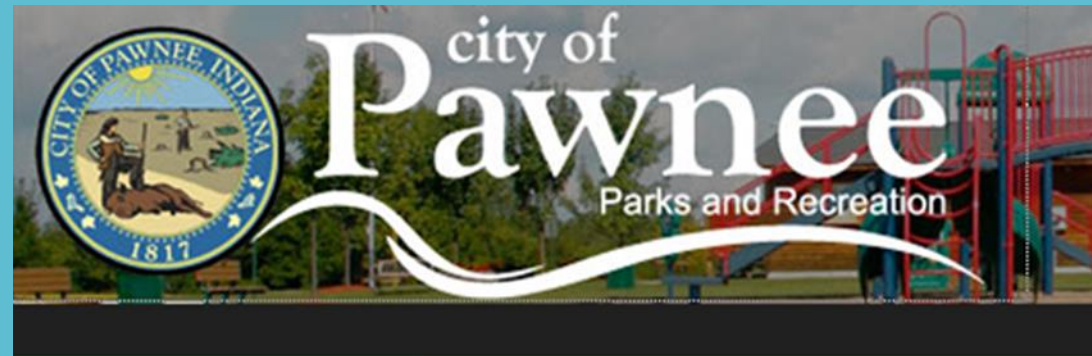


What does *Marceline, MO*,  
the Henry Ford Museum &  
Greenfield Village  
and Fort Collins, CO  
have in common?

# Main Street USA, Disneyland



# Logo Controversy





# Smithsonian Place of Innovation



# Living the Community Values

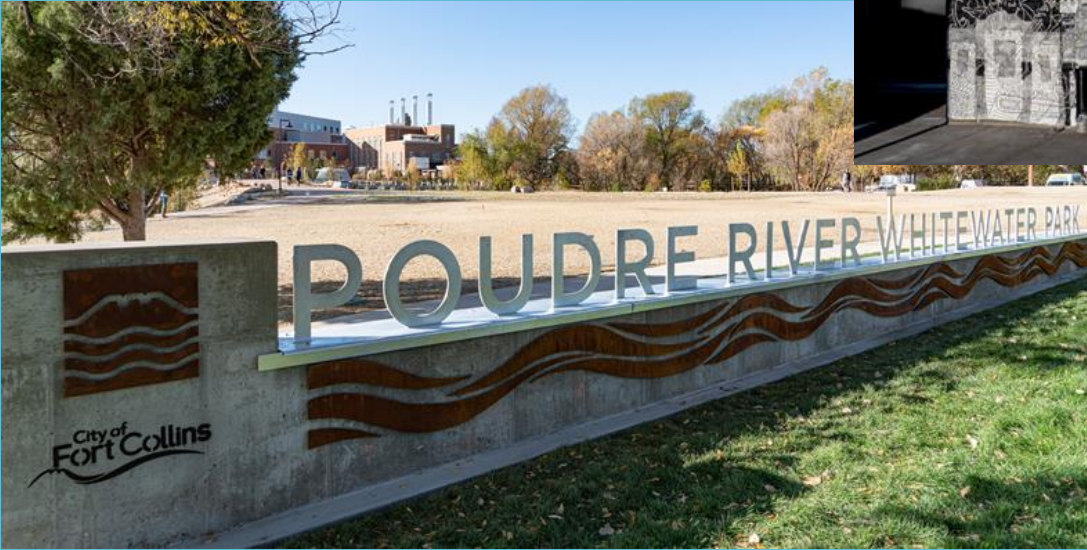


**TRIPLE  
BOTTOM  
LINE**





# Honoring our History





# How Brand Can Shape Your Message



City of Fort Collins

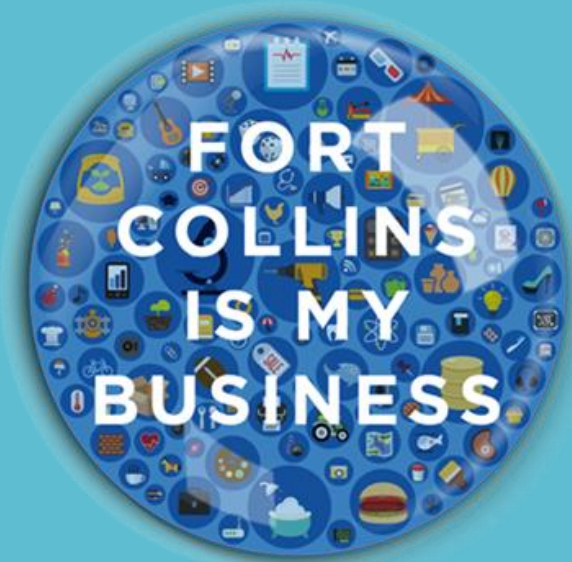
## 2020 STATE OF THE CITY

- »» LOCATION: Colorado State University
- »» SAVE THE DATE: Tuesday, January 28, 2020
- »» TIME: 6 p.m. - 8 p.m.

presented by Mayor Wade Troxell and City Manager Darin Atteberry

Community Pillars:

- Neighborhood Livability & Social Health
- Culture & Recreation
- Economic Health
- Environmental Health
- Safe Community
- Transportation
- High Performing Government



# City of Fort Collins – Economic Health





**60**  
**YEARS**  
SPECIALIZING  
IN  
**MARKETING**  
**PLACES**

**500+**  
represented  
places

**cities**  
**states**  
**regions**  
**countries**

**4 OFFICES**

NEW YORK



LOS ANGELES



DENVER



TORONTO



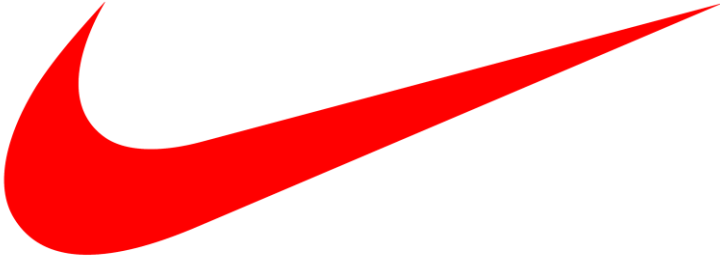
**65**

**MARKETERS**  
WITH A PASSION FOR  
**PLACES**



# What Makes A Brand Power?

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# Memorable Taglines

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I  **NEW YORK.**

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## Memorable Taglines

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WHAT HAPPENS IN VEGAS ,  
STAYS IN VEGAS .

# Building the Foundation of a Brand



**LOGO**

**BRAND**

# A Branding Case Study





**Who knows  
where Acadiana  
is located?**





# The research





# RESEARCH AND DISCOVERY

## IMMERSION TOUR

**60+**

MEETINGS/INTERVIEWS



Companies  
Government Officials  
Local Leaders  
Employees

## PERCEPTION SURVEYS

**2**

SURVEYS

**325**

RESPONDENTS

Site Selectors  
Talent

## SITE SELECTORS: FAMILIARITY WITH THE ACADIANA REGION

**5.8%**

**SAID ACADIANA WAS THE BEST  
NAME FOR THE REGION**



# REACTIONS TO CAJUN COUNTRY

**Talent**

**88%**

**Positive or neutral to  
Cajun Country**

**Site Selection Consultants**

**65%**

**Positive or neutral to  
Cajun Country**



**The logo**



# 37 LOGOS OVER 3 ROUNDS WITH 2 SURVEYS

## ROUND ONE:

**South Louisiana**  
AUTHENTICALLY CAJUN

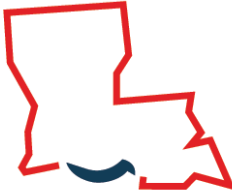
**South Louisiana**

**South  
Louisiana**



*South*  
*Louisiana*  
REAL CAJUN

Icons





**The brand in action**





**South  
Louisiana**  
REAL CAJUN



Where commerce and culture  
meet on **Louisiana's Gulf Coast.**

I want to  
**RELOCATE  
OR EXPAND**  
a business

I want to  
**BE A MEMBER**  
of One Acadiana

I want to  
**FIND A JOB**  
in South Louisiana

POWERED BY





The world knows us as Cajun Country,  
Locals call us Acadiana

We are South Louisiana.

*Located midway between Houston and New Orleans, South Louisiana is a nine-parish region that is red hot for business—just ask TABASCO™, Bell Helicopter and CGI Group.*

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**South  
Louisiana**  
REAL CAJUN





Located midway between Houston and New Orleans, South Louisiana is a nine-parish region that is red hot for business—just ask TABASCO™, Bell Helicopter and CGI Group.

[SouthLouisiana.com](http://SouthLouisiana.com)



**Red Hot  
Business Community.**

**South  
Louisiana**  
REAL CAJUN



**Branding  
Workshop:  
Putting You  
to Work!**



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**If your community was  
a car, what would it be?**

Make, model, vintage bells and whistles?

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# Broken Down SUV





# 1952 Hudson





# 1999 Honda Civic Si





# 2020 Lamborghini Aventador SVJ Roadster



# Tesla Cybertruck





**Who are your  
target audiences?**



**CORPORATE EXECUTIVES**



**SITE SELECTION CONSULTANTS**



**EXISTING BUSINESS**



**ENTREPRENEURS**



**TALENT**



**RESIDENTS**



**STAKEHOLDERS**  
(investors, members,  
government leaders)





**What are your community's  
strengths, weaknesses,  
opportunities and threats?**

# South Louisiana SWOT Analysis

## STRENGTHS

- Cost-competitive location
- Cultural identity
- Location (Gulf coast access, proximity to Texas, NOLA)
- Strong incentives

## WEAKNESSES

- Availability of skilled workforce
- Lack of business identity
- Educational system
- Safety/crime perception

## OPPORTUNITIES

- Diversifying economy
- Shovel-ready sites
- UL and SLCC
- Expanding airport and I-49 connector

## THREATS

- Competitor locations
- Negative stereotypes
- Weather/natural disasters
- State politics/lack of planning



**What are your community's  
key messages?**



# 1 RED HOT BUSINESS COMMUNITY





# 2 PRODUCTIVE AND PLENTIFUL TALENT





3

CONNECTED TO THE WORLD



# 4 LIVING THE GOOD LIFE





# 5 RICH CULTURE





**What is your brand?**



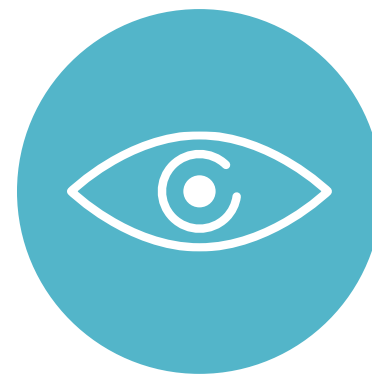
**VOICE**



**IMAGERY**



**COLORS**



**ICONS**



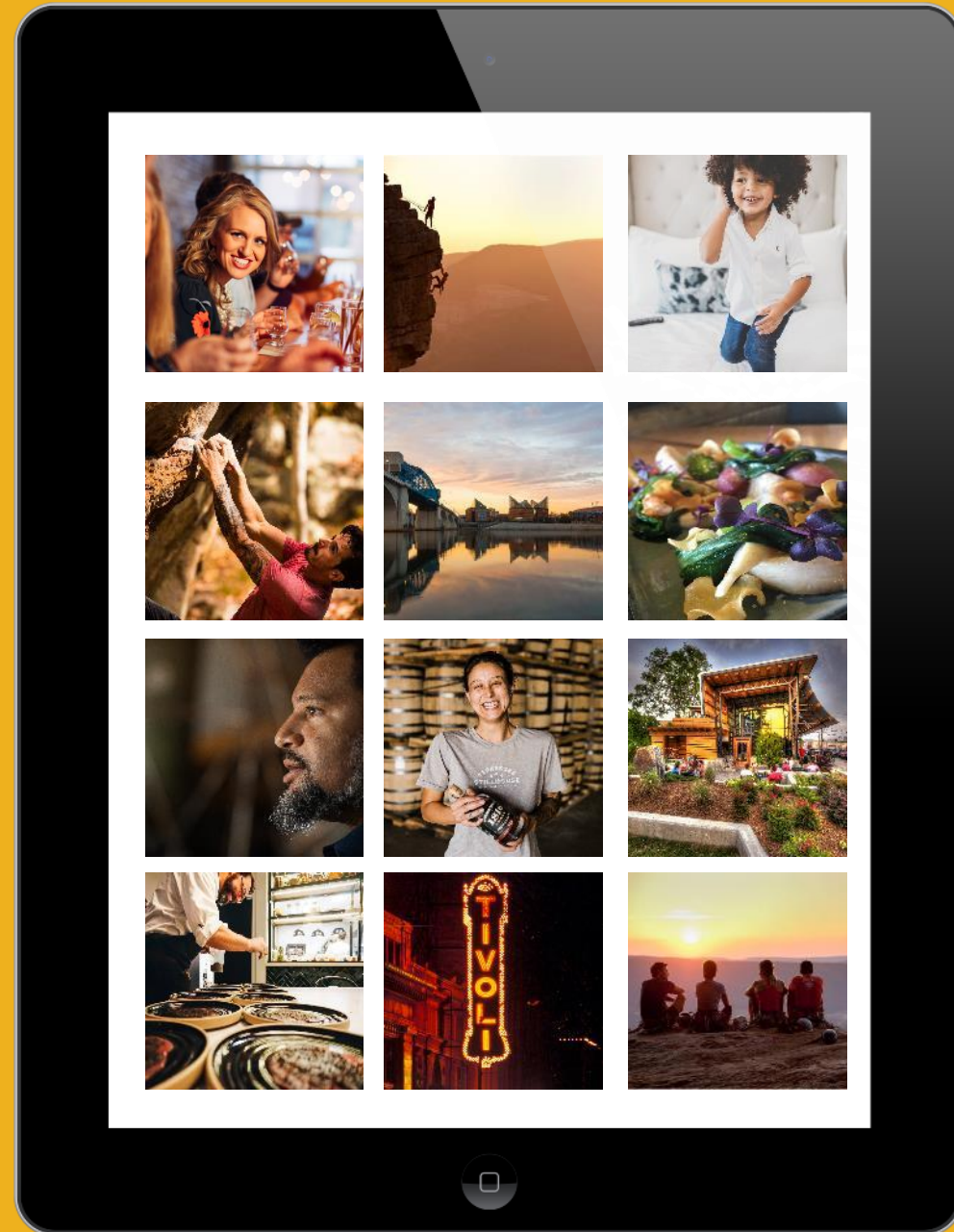
# When We Talk, Chattanooga Sounds...

- **Honest as Heck.** We're one of the kindest, friendliest people you'll ever meet, but we won't lay on the sugar-coated Southern charm.
- **Down to Earth.** We think we're pretty great, but we won't brag about it. Instead, we'll let you experience Chattanooga for yourself.
- **Energized.** Whether you want to scale a cliff, win a race or keep your family happy all vacation long, we're rooting for you.
- **Thoughtful, But Never Serious.** We put care into everything we do, but we're not overly buttoned up. We'll give it to you straight with a side of our famous Chattitude.



**WE DO NOT SOUND SOFT, DREAMY OR FLOWERY.  
WE STAND OUT WITHOUT TRYING.**

# BRAND IMAGERY



WARM  
INVITING  
ACTIVE  
REAL (#NOFILTER)

THE MORE  
PERSONALITY,  
THE BETTER



**What marketing  
tactics can you use to  
activate your brand?**



**Who wants to share?**



# Top Tips for Branding

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- Root it in research
- Define your target audiences
- Do an honest SWOT analysis
- Articulate your value proposition and key messages
- Don't fall into a "sea of sameness"
- Embrace your geography
- Be authentic with your brand voice and imagery
- Activate your brand
- Communicate consistently to your target audiences



**THANK YOU!**

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