Greenville BrandPrint Final Presentation



How do we uncover the brand for Greenville, North Carolina?

North Star moves from research to strategy to creative to action.



Research & Planning Audit Communication Audit Situation Analysis Familiarization Tour Stakeholders

- Key Stakeholder Interviews
- Stakeholder Focus Groups
- Undercover Interviews
- Vision Survey
- Community Survey
- Brand Barometer
- Student Imagery Exercise

Geo-demography Consumer Profiling

(Residents)



Geo-demography Consumer Profiling (Region) Perception Study

(Qualitative) Community stakeholders; state/regional economic development and tourism professionals

Consumer Awareness & Perception Study

(Quantitative) Visitors and Non-visitors **Top Business Prospects Online Brand Monitoring**



Competitive Positioning Review Brand Message Assessment Perception Study (Qualitative) Community stakeholders; state/regional economic development and tourism professionals Consumer Awareness & Perception Study (Quantitative) Visitors and Non-visitors





What do we expect from the leading community in a region?

"But we do not own our position as the regional leader. We compare ourselves to our smaller neighbors and weaken our advantage" *Perception Study*

"We do not act like the Hub of Eastern North Carolina. We rely solely on Vidant and ECU for that." *In Market Conversation*

"We are the best kept secret in the East. And we are the economic engine of the East." *In Market Conversation*

"Territorialism kills us. We cannot get out of our own way." *Perception Study*

STRATEGIC BRAND PLATFORM

what makes us special

Greenville, NC Brand Platform

Target Audience:

For those who value the sincerity and commitment in a firm handshake,

Frame-of-Reference:

Greenville, home to East Carolina University and Vidant Health,

Point-of-Difference:

serves as the capital of Eastern North Carolina

Benefit:

where your pursuit of health, wealth, and wisdom keep good company.



CREATIVE EXECUTIONS

the look and feel of the brand









LOGO and STRAPLINE DEVELOPMENT

two of many brand identity tools



Find yourself in good company









Find yourself in good company





OFFICE OF ECONOMIC DEVELOPMENT









bringing the brand to life with action ideas

Now what?

"What do we do first?"





#1 Assign a brand leader.



#2 **Create a** brand PowerPoint or video.







#3 Develop branded stationery and business supplies.







Identify easiest consumer touch points and brand them.





Find yourself in good company





#5

Brand your digital and social media.











HBG Develop branded merchandise.











#7 **Motivate** city employees to become brand ambassadors.










In the company of good ideas.



Build community pride and enthusiasm with the brand.

Greenville

Good Company | Oct. 2013 Find yourself in friendly company



Join Friends with Greenville Ambassador Program



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Pirates Football Heats Up!

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EE Cultivate public and private sector partnerships.













#10

Show local businesses how to play.















#11

Infiltrate your infrastructure and brand cost-effective, relevant signage.











#12 Attract attention to **Greenville as** a place for good companies.





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In Good Company

Find your beverage manufacturing in tasty and successful company in Greenville

Smart, welcoming, talented, innovative, flavorful, gracious, warm, fun, forward-thinking, accommodating, successful, generous. Greenville, North Carolina is the epitome of good company for beverage manufacturers. With an abundance of water resources, affordable utilities, and power generation, Greenville, the capital of East Carolina, presents a perfect locale for your operation.

A skilled workforce, convenient distribution, and access to suppliers and raw materials get you to market with ease, and Greenville's business friendly nature gets you to production with ease. Greenville offers everything from expansive properties ready for development to tax incentives geared for success, from workforce development opportunities at East Carolina University and Pitt Community College to start-up resources at the Greenville Seed Company.



Greenville has the preferred environment for the new economy where a density of activity and lifestyle ease come together. Bottom line, Greenville is good company for beverage manufacturers with big ideas and big ambition.



Supportive Company

 Incentives • Loans Tax Breaks Business Friends



· East Carolina University Pitt Community College · Workforce Development

Profitable Company · Distribution and Logistics · Suppliers and Raw Materials

Utilities Power Generation

Innovative Company

Research and Development Greenville Seed







IF YOU'RE AS HARD TO DEFINE AS WE ARE, YOU PROBABLY BELONG HERE.

Senior Product Designer Big Glass Onion

Privately held creative high-tech organization is seeking a Senior Product Designer to create experiences from concept to execution (moodboards, visualizations, information graphics, flows, wireframes, interaction models, element animaition, mockups, and specs).

DEVELOPMENT NEW ORLEANS DISTRICT neworleansdowntown.com/notforeveryone



DIGITAL MEDIA



#13Feature Uptown as a centerpiece for the brand.











#14 Draw visitors

to Greenville with the brand.











#15

Be good company to your neighbors across East Carolina.









Thank you Greenville, North Carolina!