The Cary BrandPrint
A competitive Identity for the Town of Cary
Our Vision for Cary

The Town of Cary will . . . The community also continues to prosper through attention to quality and a commitment to a sense of community, culture, and history, revealing the authentic and special Cary.
Branding has a branding problem.
4 p’s of marketing

- Product
- Place
- Price
- Promotion
4 p’s community marketing

Politics
Politics
Politics
Politics
4 p’s community branding

Passion
Passion
Passion
Passion
PASSIONATE PEOPLE
Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

“People in this country have had enough of experts.”

– Michael Gove, Member of Parliament, U.K.

Source: 2017 Edelman. Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.
Cary BrandPrint

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- Educational PowerPoint
- Educational Site – Brand Story Site

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EDUCATION & RESEARCH
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Town vs. City
Why Cities Boom While Towns Struggle

The jobs gap is also a jobs map. Places that succeed have a critical mass of creativity.

By William A. Golston
March 13, 2018 7:24 p.m. ET

I have recently finished reading what may be the most important book of the decade on the contemporary economy. It is not Thomas Piketty's controversial "Capital in the Twenty-..."
Quantitative Study in The Greater Phoenix Area
Mean Ranking

- Phoenix: 1.48
- Mesa: 4.33
- Tucson: 4.45
- Scottsdale: 4.68
- Tempe: 5.61
- Chandler: 5.80
- Glendale: 6.21
- Gilbert: 6.83
- Peoria: 6.96
- Surprise: 8.64

How would you rank the following cities and towns in Arizona by population? Drag each into order from largest to smallest.
For each of the following, please indicate whether you associate it more with a city or a town.

- **Affordable**: 8% City, 92% Town
- **Busy**: 3% City, 97% Town
- **Charm/Character**: 7% City, 93% Town
- **Clean**: 8% City, 92% Town
- **Densely populated**: 12% City, 88% Town
- **Good air quality**: 6% City, 94% Town
- **Good for sightseeing**: 32% City, 68% Town
- **Good healthcare services**: 25% City, 75% Town
- **Good place to retire**: 9% City, 91% Town
- **Good selection of educational resources**: 18% City, 82% Town
For each of the following, please indicate whether you associate it more with a city or a town.

- Safe: 94% City, 6% Town
- Selection of places to shop and dine: 92% City, 8% Town
- Small geography: 92% City, 8% Town
- Sparsely populated: 93% City, 7% Town
- Transportation choices (e.g., roadways, transit, air travel, bike lanes, etc.): 90% City, 10% Town
- Urban setting: 78% City, 22% Town
- Variety of employment opportunities: 94% City, 6% Town
- Variety of residential housing options: 77% City, 23% Town
- Walkable neighborhoods: 81% City, 19% Town
For each of the following, please indicate whether you associate it more with a city or a town.

### Greater Phoenix Study

- **High crime**: 94% City, 6% Town
- **Historic places to visit**: 47% City, 53% Town
- **Large geography**: 90% City, 10% Town
- **Loud**: 100% City, 0% Town
- **Parks and recreation choices**: 47% City, 53% Town
- **Public and protective services**: 74% City, 26% Town
- **Quaint/Comfortable**: 96% City, 4% Town
- **Racial/ethnic diversity**: 96% City, 4% Town
- **Rural setting**: 95% City, 5% Town
Greater Phoenix Study

Which is more appealing – City or Town – when you think of the following?

- **Vacation destination**: 38% City, 36% Town, 26% No Preference
- **Place to live**: 17% City, 67% Town, 16% No Preference
- **Conducting business**: 8% City, 16% Town, 16% No Preference
- **Place to work**: 16% City, 16% Town, 16% No Preference
- **Place to study / attend school**: 50% City, 30% Town, 20% No Preference
Which is more appealing – City or Town – when you think of the following?

Percentage of people who prefer a city in each case:

- **Vacation destination**: Millennials 41%, Older Generations 37%
- **Place to live**: Millennials 23%, Older Generations 15%
- **Conducting business**: Millennials 82%, Older Generations 74%
- **Place to work**: Millennials 82%, Older Generations 64%
- **Place to study / attend school**: Millennials 44%, Older Generations 73%
Which is more appealing – City or Town – when you think of the following?

Percentage of people who prefer a city in each case:

- Vacation destination: 43% (Gilbert), 32% (Non-Gilbert)
- Place to live: 19% (Gilbert), 15% (Non-Gilbert)
- Conducting business: 77% (Gilbert), 74% (Non-Gilbert)
- Place to work: 74% (Gilbert), 62% (Non-Gilbert)
- Place to study / attend school: 60% (Gilbert), 40% (Non-Gilbert)
It may surprise you to know that Gilbert, Arizona, is one of the largest TOWNS in the U.S., with over 150,000 people. How does that change your perception of “town”, if at all?

Little, if at all

- “It doesn’t. I’ve lived in Gilbert many years and have seen it grow. It still maintains the small town feel though.”
- “Not at all we in AZ consider Gilbert a suburb of Phoenix. More like a neighborhood rather than a separate town.”

Somewhat

- “I find that interesting but I think Phoenix and Mesa are bigger. Gilbert does have that "TOWN' feel to it. I would say I am surprised.”
- “It really doesn’t, but that is an interesting fact.”

Just a name

- “It makes me question that "town" might just be a legal registration name.”
- “I have grown up and lived in Gilbert almost my whole life. The city is a TOWN because of the atmosphere of the town not necessarily due to the amount of people that live here. Gilbert is a very tight knit community where even though it is large you still feel like you are in a small town which is one of the reasons I chose to start my own family here.”
Would learning that Gilbert is a “town” rather than a “city” cause you to think about it more positively, more negatively, or have no impact at all? Explain.

Positive

- “For a town it provides ample things to do, places to eat, etc.”
- “They're trying to keep it authentic.”
- “Makes it sound not as crazy busy and more for families.”
- “Family oriented atmosphere, cleaner, safer neighborhoods.”
- “I like the idea that Gilbert retains the idea of a "town" but has more amenities of a city.”

Negative

- “It's a suburb not a "town"”
- “It is a large, highly populated area that might not have the right amount of community resources for safety.”
- “I like the feel of a city.”
- “Makes it appear small.”
Greater Phoenix Study

Would learning that Gilbert is a “town” rather than a “city” cause you to think about it more positively, more negatively, or have no impact at all?

- No impact: 64%
- More positively: 30%
- More negatively: 6%
How might Gilbert be unique compared to other places, being one of the largest towns?

Small town feel

- “Gilbert has a lot to offer with a smaller town feel but a lot of options.”
- “Gilbert is unique in that it makes you feel like home and has the feel of a town. I live in Gilbert and really like the city.”
- “It has a rural feel but lots of options like shopping and dining and schools that you would expect more from a big city.”

Family-friendly, safe

- “Gilbert is very family friendly. The schools are great and it routinely ranks as one of the safest towns/cities.”
- “Gilbert feels safe and comfortable despite having a large population.”
- “It has a lot of trendy restaurants, everyone is of a similar socio-economic status, it’s super safe.”
Qualitative Study with the Site Selectors Guild
In terms of attractiveness for business recruitment, would being known as a “town” rather than a “city” negatively impact a larger community, such as Gilbert, AZ?

- “Would not make any difference whatsoever.”
- “Not in the least”
- “The city or town designation would not change any their performance measures”
- “State and metropolitan area are chosen first...then it is about performance and the deal”
- “No, being part of a larger metropolitan area covers the soft-side quality of life issues”
- “The labor shed is the entire Valley . . . So no.”
- “Only in the most superficial, cursory glance”
- “...Town may actually have some advantages when it comes to talent recruitment”
EDUCATION & RESEARCH

STRATEGIC DNA

NORTHSTAR
The greater Sacramento region offers a vibrant, farm-fresh, inclusive lifestyle to people of all ages; home to the world’s best food and wine, education, innovation, policy advocacy, recreation, and the arts. The greater Sacramento region is a wonderful place to visit, with plenty to see and do. It is an excellent place to learn, to start or grow a career, to raise a family, to experience new adventures, to make a difference, or to settle in for an enjoyable retirement.
Sacramento is shaping the world’s relationship with food.
EDUCATION & RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION

NORTHSTAR
Creative Development: Category Expertise + Fresh Thinking
### Santa Ana, CA DNA

<table>
<thead>
<tr>
<th>Target Audience:</th>
<th>For those seeking the energy of an urban and artistic setting,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame of Reference:</td>
<td>Santa Ana, Orange County’s downtown and county seat,</td>
</tr>
<tr>
<td>Point-of-Difference:</td>
<td>welcomes the celebration and understanding for all (people, perspectives, religions, ideas)</td>
</tr>
<tr>
<td>Benefit:</td>
<td>and elevates cultures and everyday narratives into a colorful, vivid sensory experience.</td>
</tr>
</tbody>
</table>
Results
9.1x increase in brand advocacy  
Lee’s Summit, MO

30.81% increase in RevPar  
North Star Study

Over $4 billion in new investment  
Downtown New Orleans, LA

84% increase in total job creation  
State of Florida

17% increase in tax revenue  
McKinney, TX

95.6% familiarity with brand  
Columbus, GA

101% increase in web traffic  
Brookings, SD

Reversed a declining trend in population  
Bay City, MI

3.89% increase in employment growth  
North Star Study

Over $1 million increase in tourism funding  
Virginia’s Blue Ridge

7.95% increase in restaurant sales  
Cape Girardeau, MO

19.2% increase in tour sales income  
Columbus, IN

23.6% increase in resident advocacy  
Cape Girardeau, MO

23% increase in web inquiries  
Montrose, CO
Endorsement by action
Who’s been ON AIR with Hattie

She never actually speaks and is only seen by her straw hat, yet Hattie’s spirit can be heard every Friday morning on 96.1 FM as her guests promote the events that bring so many visitors to Hattiesburg. Recent guests have included:

APRIL
- Grey Swoope & Rick Taylor
- Tourism Hall of Fame
- Bernice Linton & Historic Downtown’s Spring Art Walk
- Ellise Cole & Hattiesburg Arts Council

MAY
- Kristie Fairley & National Tourism Week
- Patrick Bell & Chinese Acrobats at the Saenger
- Derrick Ivy & May Fest at the Multi Purpose Center
- Betty Chain & 10th Annual Day Lily Show

JUNE
- Kristie Fairley & Go 10 Summer Fun Ideas
- Bill Powers & The Longhorns
- Sharon Roberts & Grey Dinner Theater
- Eddie Loper & Ray Price Concert
- Buddy Nelson & Paul Blowers Fireworks

JULY
- Traci Rouse & Miss Hospitality Program
- Caroline Murphy & Miss Hospitality
- Thesenry Nickles & The Treme House Players
- Troy Aby & The Hattiesburg Band Box

AUGUST
- Traci Rouse & Saenger Classic Movies
- Molly Skidmore & Lake Tomes Update
- Bethany Sharp & Hattiesburg Civic Light Opera
- Derrick Ivy & Great Southern Stampede

SEPTEMBER
- Jane Bryant & Southern Miss
- Layla Essary & Pick-Up the Pine Belt
- Patrick Ball & Second City Comedy Show
- Jay Davis & USM Symphony Orchestra
- Bernice Linton & Historic Downtown Fall Art Walk

OCTOBER
- Gloria Green & Pinet Belt CMA’s Bernie Show
- Layla Essary & Pick-Up the Pine Belt
- Traci Rouse & Rocky Horror Picture Show
- Matt Martin & Zooboo

Tune in every Friday morning at 7:35 am
To 96.1 FM for “Tourism Talk with Hattie!”
Montrose, Colorado

Black Canyon Roast

A Full-Bodied French Roast

Roasted on the very doorstep of the majestic Black Canyon, this coffee is
naturally pleasing to the soul and the palate.

Rich smoothness, low acidity and a pleasant
milk chocolate finish will leave you longing for more.

Montrose
visitmontrose.com
Columbus, Indiana
Please excuse our appearance as we update our site.

Mayor David N. Cicilline and the Department of Art, Culture + Tourism launched Creative Providence to explore the strengths and weaknesses of the capital city’s creative ecosystem. The community-wide cultural plan is designed to better position the city to realize its full potential as a creative center and deliver on its promise of innovation and change. Creative Providence will guide public policy, private initiative, and investment over the next ten years.

Download the Creative Providence Executive Summary
Download the City of Providence Cultural Plan (full document).
Green County, Wisconsin
Lima-Allen County, Ohio
Providence, Rhode Island

CREATIVE CAPITAL

Innovating Urban Districts

Panelists
- Brian Bock, Urban Studies
- Andrew Mchargue
- Alvia C. London, Landscape Architect

Thursday, February 6th & 26th
Brown University
100 Hoppin
85 Waterman Street

FREE AND OPEN TO THE PUBLIC

Providence, Rhode Island
Thank you Denison!

Have you heard that the City of Denison has just announced a new brand?
“Moving Forward. Kicking Back”

The logo and slogan define what it means to live, work and play in this Lake Texoma community. “A town with a history of ingenuity and a casual lifestyle.” Sounds like Caterpillar Denison doesn’t it? Ingenuity? Casual? So, in support of our community and our company effective March 9, 2012

**Friday’s are deemed Jeans Days!**

Each of us represents Caterpillar and ourselves through our appearance, our behavior and our work. As a result, portraying a consistent professional image is an important part of our job. (Employees are encouraged to use good judgment in their dress when meeting with outside customers, suppliers or when attending meetings in locations that have other dress code policies.) While employees enjoy this well-deserved benefit, please observe the guidelines below:

- Jeans must be in good shape with no holes or frayed edges
- In no case should jeans fit ultra tight or ultra loose
- No T-shirts of any kind, only business casual or collared shirts
- Only Caterpillar logos may be visible on clothing
- No flip flops of any kind
Cary BrandPrint

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Cary BrandPrint
Top 10 Ways to Screw This Up

1. Make your brand just about a logo and tagline
2. Proceed without research
3. Ignore your culture and heritage focusing solely on your aspiration
4. Unveil your brand identity and ask for public feedback before you implement
5. Apply strict controls for usage by private sector and other public agencies
6. Think of this as an ad campaign
7. Appoint a large stakeholder group to approve creative development
8. Engage the press for the first time during the unveiling
9. Hire a dog and then do your own barking
10. Make a contest of creating your community’s slogan