

# Gahanna Branding Project



CITY OF GAHANNA

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Nov. 9, 2016

# Why are we developing a brand?...

**Go FORWARD**  
**GAHANNA**  
**results that matter**

**Strategic Result:** 4.4 Brand Launch

**Strategic Priority:** Character of the City

**Strategic Result:** By mid-year 2017, the City will launch a new brand that expresses the character of our community.



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**Why are we  
developing a brand?...**

***Don't we already  
have one?***



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**During the strat plan development, businesses repeatedly told us there isn't a shared understanding of what Gahanna is.**



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# What is a brand?



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# What is a brand?

*Is it a logo?*



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# What is a brand?

*Is it a logo?*

*Is it a slogan?*



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# What is a brand?

*Is it a logo?*

*Is it a slogan?*

*Is it an ad campaign?*





**It's much more. A brand is a promise. It's a shared set of values, perceptions and expectations. And a brand has a distinct personality.**



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**A brand is *not* about inventing something; it's about discovering what's already there.**

**Through research, we will uncover the essence of brand Gahanna.**



***Dozens and dozens* of details shape how the Gahanna brand is communicated and perceived. Some are tangible, some are intangible and experiential.**

- Logo
- Website
- Recruitment Materials
- Park Signage
- Email Signature
- Intranet
- Council Brochure
- Building Signage
- Employee Uniforms
- Greeting @ Reception
- City Vehicle Decals
- Building Signage
- Open Enrollment Mat'ls
- Utility Bills
- City Flag
- Social Media
- eNewsletters
- Gateway
- Screensaver
- Street Signage
- Business Cards
- Etc., etc., etc.!



# Benefits of a Brand for Gahanna

- Shape perceptions and make Gahanna a community of choice in Central Ohio for residents and businesses
- Differentiate Gahanna from other communities to create a real competitive advantage
- Synergies with community stakeholders



# Characteristics of Powerful Brands



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# Powerful brands have four things in common:

- Clearly positioned
- Consistently communicated
- Precisely executed
- Go beyond functional benefit and get to emotional benefit



# What is Brand Positioning?

We determine what people think of our brand vis-à-vis common reference points and the competitive set.

A brand cannot be all things to all people. Strong positioning is unique, ownable and defensible.





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# Corona has become the fifth best-selling beer in the US.



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# Consistently Communicated

“We had a very consistent message to the consumer... year in and year out. That’s a differentiating factor versus the competition, which has kind of been all over the place trying to find some hook with the consumer in a market that’s been down overall.”

*-Robert Sands, CEO, Constellation Brands*



**“Everything you do,  
and don’t do,  
says something  
about your brand.”**

*- Ian Rowden, CEO, Wendy’s*



# Benchmarking



City of Dublin

OHIO, USA

**COLUMBUS**



COLORADO  
SPRINGS



find it here.



**COLUMBUS**

# Columbus Umbrella Model

**COLUMBUS**

**CONNECT  
COLUMBUS**



BUILDING COLUMBUS' TRANSPORTATION FUTURE

EXPERIENCE  
**COLUMBUS**

THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

**COLUMBUS  
2020**

**FLYCOLUMBUS.com**

  
Branch Out  
**COLUMBUS**



THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

**And that brings us to  
our branding project...**



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# Desired Outcomes for Branding Project

- To establish an umbrella brand for Gahanna that is rooted in real insights and validated by research that all community stakeholder organizations can embrace and leverage.
- To heighten the level of communication, cooperation and collaboration amongst community stakeholder organizations.
- To create a rallying point for members of our community that drives pride in Gahanna.





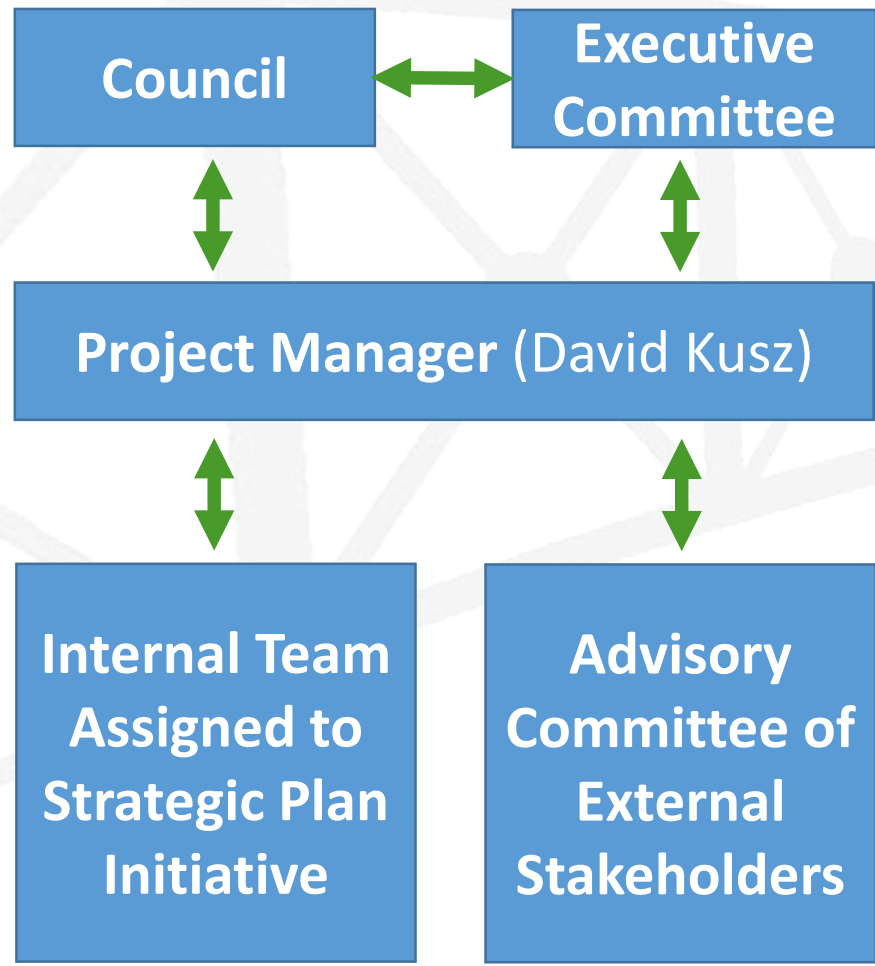
# Project Team



**Gahanna  
Business  
Community**



# Project Team



- Mayor Kneeland
- Jennifer Teal
- Anthony Jones
- David Kusz
- Council President

- Anthony Jones
- Jennifer Teal
- Mayor Kneeland
- Beth McCollum
- Jeff Barr
- Niel Jurist
- Rob Priestas
- Dottie Franey
- Michael Blackford
- Bonnie Gard
- Abby Cochran

- Council
- City of Gahanna
- CVB
- Chamber
- CIC
- Gahanna Schools
- Local Business
- Columbus 2020



# Roles & Responsibilities

**Executive Committee + Council → Decisions**

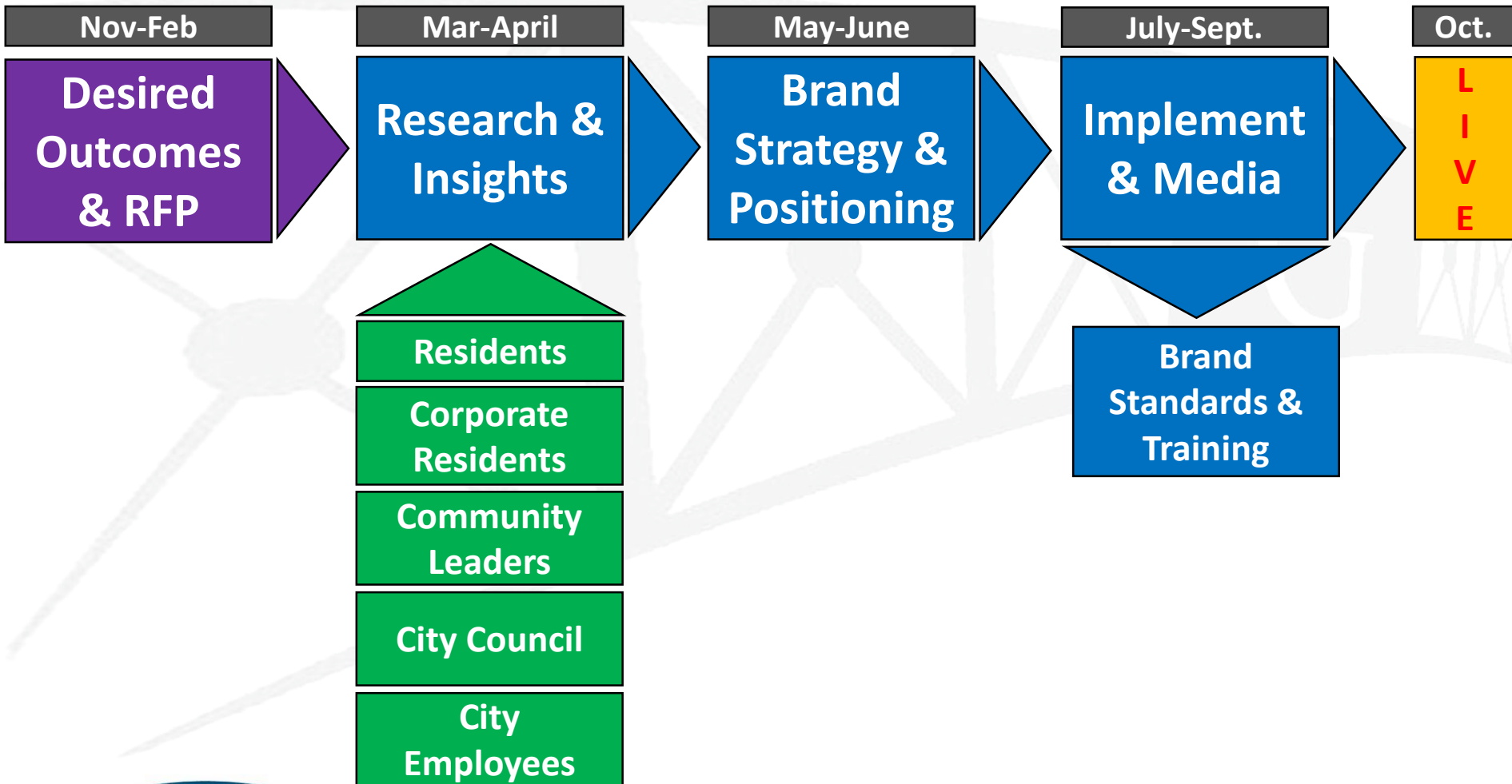
**Advisory Committee → Consultant + Responsible**

**Internal Project Team → Consultant + Responsible**

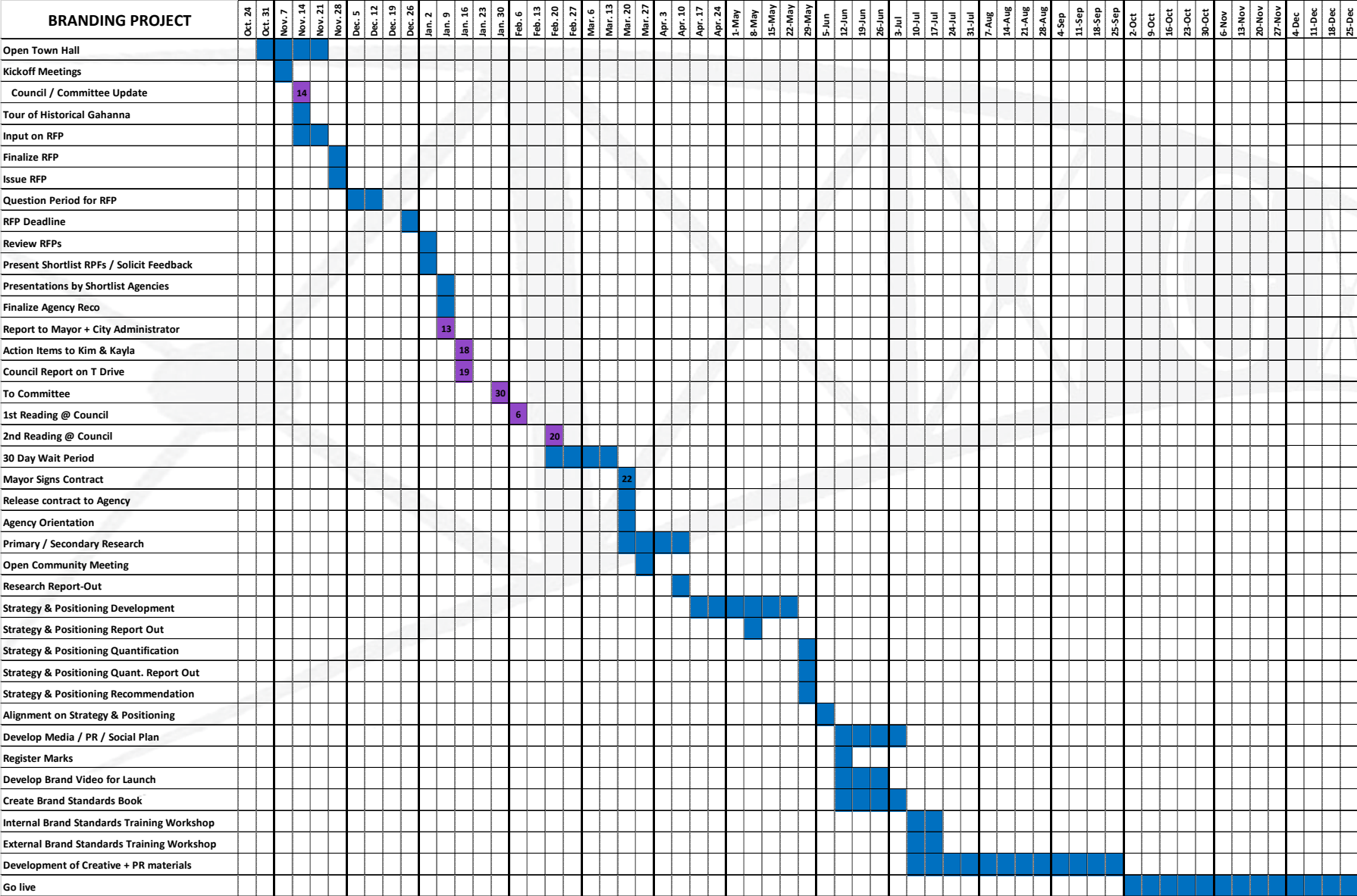
**Project Manager → Facilitator + Inform + Responsible**



# Project Overview



# Project Timeline



# Next Steps

- Engage Internal Team, Advisory Committee and Council
- Understand how Gahanna branding can help stakeholder groups
- Draft RFP within input from Advisory Committee and Internal Team



# RFP / Agency Candidates

*Growing list; 60% local/Columbus-based*

- McClain Group
- North Star
- Cult Marketing
- Roger Brooks
- Tree Tree
- Fahlgren & Mortine
- Ologie
- Collective Genius
- Cement
- Upward Brand Interactions
- Other?





**“What gets measured  
gets done.”**

***- Peter Drucker***



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# How will we know if the brand is creating value?

- National Citizen Survey
- Level of citizen and business engagement
- Create & engage brand ambassadors
- Metrics on social media and *types* of chatter
- New resident, new business and visitor counts
- Adoption of new branding by stakeholders





**And the journey begins...**



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