### Gahanna Branding Project



Nov. 9, 2016

# Why are we developing a brand?...



**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.



# Why are we developing a brand?...

Don't we already have one?



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



#### What is a brand?



# What is a brand? Is it a logo?



# What is a brand? Is it a logo? Is it a slogan?



#### 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.



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
   Utility Bills

- Building Signage
- Employee Uniforms
- Greeting @ Reception
- City Vehicle Decals
- Building Signage
- Open Enrollment Mat'ls

- 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



# 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.







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





#### **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













### COLUMBŮS

#### Columbus Umbrella Model

### COLUMBŮS















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



#### **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**

**Project Manager** (David Kusz)

**Executive Committee** 



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

**Ad Agency** 

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



Council

Internal Team
Assigned to
Strategic Plan
Initiative



Advisory
Committee of
External
Stakeholders

- Partner
- 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**

**Nov-Feb** 

Desired
Outcomes
& RFP

Mar-April

Research & Insights

**May-June** 

Brand
Strategy &
Positioning

July-Sept.

Implement & Media

Oct.

L V

Residents

**Corporate Residents** 

**Community Leaders** 

**City Council** 

City Employees Brand
Standards &
Training



#### **Project Timeline**

BRANDING PROJECT	Oct. 24	Oct. 31	Nov. 14	Nov. 21	Nov. 28	Dec. 5	Dec. 12	Dec. 19	Dec. 26	Jan. 2	Jan. 9	Jan. 16	Jan. 23	Jan. 30	Feb. 6	Feb. 13	Feb. 20	Feb. 27	9 7 7 9	o lair	Mar. 13	Mar. 20	Mar. 27	Apr. 3	Apr. 10	Apr. 17	Apr. 24	1-Mav	, 200	8-May	15-Мау	22-May	29-May	5-Jun	12-Jun	19-Jun	26-Jun	3-Jul	10-Jul	17-Jul	24-Jul	31-Jul	7-Aug	14-4119	Sn W-t-T	21-Aug	28-Aug	4-Sep	11-Sep	18-Sep	25-Sep	2-0ct	9-0ct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	10-01
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#### **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



### 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...

