

HARNEY County

QUICK GUIDE TO BRANDING

WHAT IS PLACE BRANDING?

Place branding is a process of purposeful storytelling with the intention of forming positive, accurate perceptions of a community or place.

A place brand is more than a logo. Built on solid research that accurately reflects who you are as a community, a brand communicates the identity of the County as determined by the community while providing an inspiring vision of the future.

A compelling brand will increase the magnetism of the community, and enhance the reputation of the County, and its most important assets. It should promote visitation, attract new business & talent, and generate economic growth, ultimately enhancing quality of life for residents.

The 80/20 Principle:

A successful brand is 80% actual (who you are now) and 20% aspirational (who you are striving to become).

GOALS OF BRANDING



COMMUNITY & ECONOMIC DEVELOPMENT. Attract visitors, talent, and new investment to the County in an effort to strengthen the community and grow the local economy.



VISION. Create an inspiring and attainable vision of the County that the community sees as their future.



CONSISTENCY. Develop a unified and consistent approach to marketing the County through messaging, visual design, and storytelling so that the community is telling people who they are vs. those outside the community telling them who they think the community should be.



COMMUNITY BUY-IN. Establish an identity that residents can embrace and be proud of.



AWARENESS. Increase outside awareness of the County and create more positive associations in the minds of residents, visitors, and future investors.

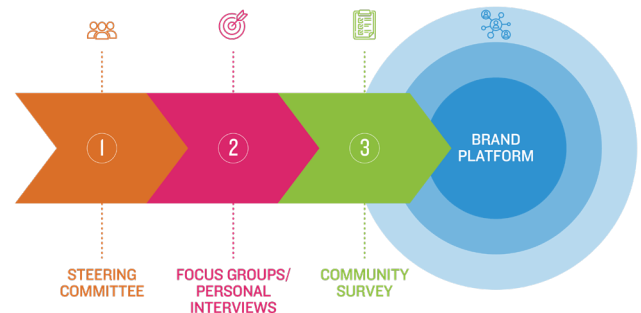


STORYTELLING. Identify and establish the defining characteristics and most compelling story themes of the County.

THE BRANDING PROCESS

1) Brand Discovery and Community Engagement

Guided by a Project Committee of community stakeholders, the consultant team, Destination by Design (DbD), will work to develop a clear understanding of the distinct stories, assets, and culture which make Harney County unique. A critical part of this process involves engaging residents and stakeholders through personal interviews, focus groups, and surveys to gain contextual perspective into the community and its most remarkable attributes.



2) Strategic Brand Platform

Informed by the research data and community feedback, DbD will develop the Strategic Brand Platform, which provides written positioning statements and a messaging strategy to guide all future marketing activities. This includes the brand goals & objectives, brand promise, essence, and positioning strategy.

3) Visual Identity System

Building upon a well-articulated strategy, visual design elements will be created such as logos, and other marketing materials to carry your brand vision and story into the world. These serve to form memorable impressions and distinguish the County as a unique and authentic place.

4) Marketing Content

According to the approved brand strategy and visual identity system, communication deliverables can now be developed for distribution through branded marketing campaigns.

PROJECT CONTACTS



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