

Branding and Marketing Your Place Vision

It Takes a Village

CHANDLER THINKS

Place Branding Strategy



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@placebranders



@chandlerthinks

Historic Franklin, TN





Place Marketing

Research	Branding	Tradigital Marketing
Economic Impact Festivals	Strategic Planning	Design and Advertising
Visitor Profiling and Conversion	Vision Planning	Digital Strategy and Media Mgmt.

Place Marketing



Alabama
Marshall County

Alaska
Kenai Peninsula

California
Carlsbad
Irvine

Colorado
Longmont

Georgia
Calhoun
Columbus
Dahlonega
Douglasville
Macon
Morrow
Perry
Suwanee

Illinois
La Grange
Northfield

Kentucky
Bowling Green
Danville
Henderson
Marshall County
Owensboro

Louisiana
Ascension Parish
LaFourche Parish

Maryland
Cumberland

Minnesota
Elk River

Mississippi
Vicksburg

Missouri
Independence
Saint Charles

Nebraska
Fremont

North Carolina
Alamance County
Cabarrus County
Currituck County
Rowan County

Oklahoma
Stillwater

Pennsylvania
Horsham

South Carolina
Lake City

Tennessee
Bedford County
Clarksville
Clifton
Columbia
Fayette County
Fayetteville
Franklin
Giles County
Meigs County
Monroe County
Polk County
Robertson County
Spring Hill
Stewart County
Sumner County
Williamson County

Texas
Corpus Christi
Ennis
Galveston Island
Katy
Seguin
Sugar Land

Washington
Maple Valley

Wisconsin
Cedarburg
Jefferson



Place branding has become a popular trend.

Norwalk rebrands as 'The Sound of Connecticut', logo unveiled

By ROBERT KOCH
Hour Staff Writer Apr 7, 2016



Hour photo / Erik Trautmann
Hour photo / Erik Trautmann Norwalk Mayor Harry Rilling and Zunda partner Gary Esposito unveil the city's new branding and logo, The Sound of Connecticut, that will grace adds throughout the community.

SAVE \$50 ON THE AMAZON FIRE TV
20+ live channels like ESPN, AMC, TNT and HGTV for just \$20/mo
Offer valid when you prepay 3 months of SLING TV

slingsave

March is Colon Cancer Awareness
Colonoscopies are the best prevention for colon cancer by eliminating polyps, the precursor to colon cancer.

Schedule Screening

Gastroenterology

New Colorado Springs logo unveiled

By: ANDREW WINEKE · April 2, 2012




A new logo for the city revealed on... really tries to put the "Colorado" in "Colorado Springs."

Troy and Sara DeRose of Fixer Creative who designed the logo, said they wanted to capture both the iconic image of Pikes Peak and the energy of the city at its foot by wrapping the "C" from the Colorado...

Rhode Island's new marketing slogan unveiled: Cooler & Warmer

COMMENT



RHODE ISLAND
COOLER & WARMER

By **Kate Bramson**
Journal Staff Writer Follow @journalkate
Posted Mar. 28, 2016 at 4:47 pm
Updated Mar 29, 2016 at 12:03 PM

PROVIDENCE, R.I. — The graphic designer who gained fame for his "I Love NY"



RISK

If key stakeholders, board members or local news media misinterpret your branding initiative to only be a logo project, it's at risk.



Malaysia defends 'hideous' tourism logo despite criticism

The Great Plano Logo Debate continues

Taxpayers Upset About New City Logo~"Make Brownsville Go Boom!"



A Hard Look at Oak Park's Proposed Logo

By Andrew Greiner

Published Nov 19, 2009 at 9:57 AM | Updated at 4:39 PM CST on Nov 19, 2009



Nothing says "Welcome Home" like a penis-shaped municipal logo.

That must be why Oak Park Village Board Members – heh, "members" – are debating whether or not to use a new branding logo for their upscale town, according to *Chicago Now* blogger [Mike Doyle](#).

The phallic presentation is part of a tourism push for the western suburb, intended to give the impression that residents of [Oak Park](#) are risk takers.

State Capitol On Lockdown After Angry Graphic Designers Protest New Tourism Logo

By **Teddy Meadowlark** · October 15, 2018 · 247

NORTH
Dakota
Be Legendary.™
Created in MS Word



Bismarck, N.D. — The State Capitol was put on lockdown after hundreds of angry graphic designers and artists stormed the Governor's office demanding Governor Burgum withdraw the state's new tourism logo.

Last week, Governor Burgum unveiled the state's new Legendary Tourism logo, which prompted today's protests on the capitol grounds.

Hundreds of artists chained themselves outside the Governor's office in response to the logo unveiling. One artist was arrested after spray painting the previous North Dakota Legendary Logo on the side of the Governor's Mansion. Artists also spread petitions demanding the Governor take immediate action to reverse his decision on the state's new brand identity.





Local Opinion Columns

‘Rebranding’ Doesn’t Fix the Roads

By Staff Reports - 2/28/19 1:38 AM

The people governing my mid-sized Indiana city have plenty of vision. Unfortunately, it doesn't have much to do with me or my neighbors. They have "rebranded" us.

Hey, you wouldn't recognize the place from our new and colorful branding website. It features videos about our exciting new life that can be used to entice people to our formerly boring old town. They can see us walking around having a great time in the architectural drawings and artistic renderings.

Officials spent six months working on this new brand, which is aimed at prospective residents and, oddly, people who already live here. They have conducted a national "perception survey" of more than 1,200 people in Chicago, Dallas, Detroit and Toledo and Columbus, Ohio — all of whom, one supposes, will tell us what we should think of ourselves.

Alas, we have been here before. When a corporate chain bought our home-owned newspaper some years ago it undertook a rebranding of the business and its offices. New carpet was put down. Potted plants were sat around — lots of them.





Classic brand building

ads - logos - taglines



Why branding a
community, city or
destination is more
difficult than a product
or service?



Reason #1 why place branding is hard

No one entity owns the name.



Reason #2 why place branding is hard

No control of the product.



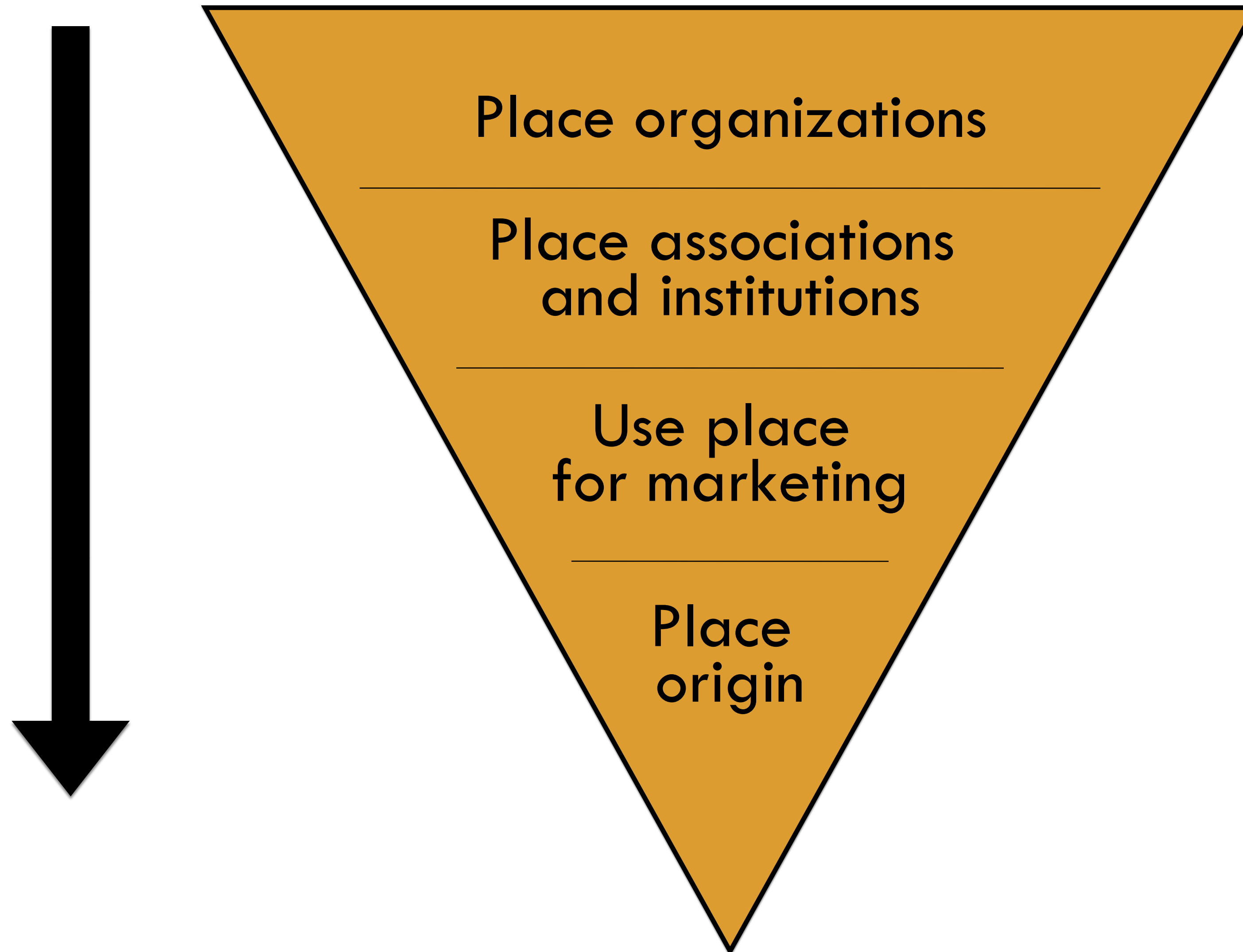
Reason #3 why place branding is hard

No hierarchy of direction.



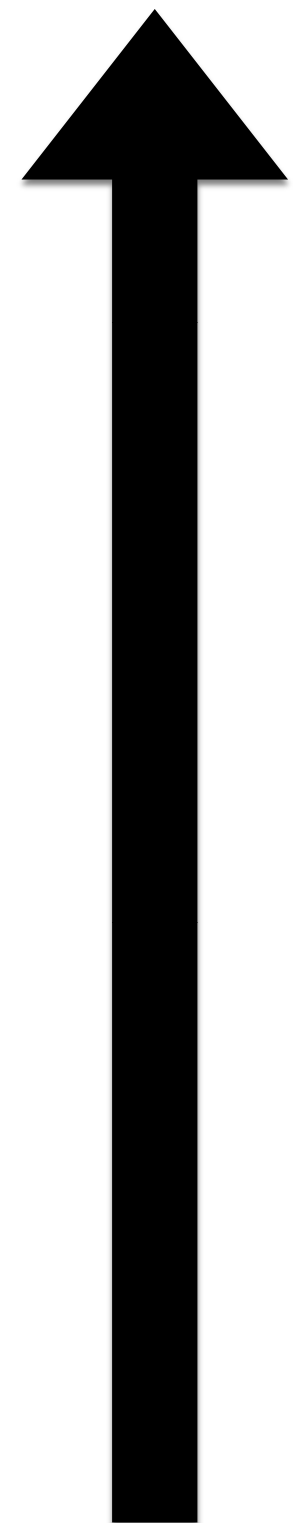
Hierarchy of Place Branding Facilitators

Typical Place Branding Promoter Flow



Off-balance and all the weight is on the shoulders of a few organizations

Desired Place Branding Promoter Flow



Strong destination branding occurs when its people are its greatest ambassadors and promoters.



Place branding is the purposeful orchestration of a place to positively affect its image and build its reputation by exploiting and creating shared experiences that are attractive to residents, businesses and visitors alike.



Think of a memorable destination.



Food
Cool stuff
Architecture
Events
Things worth bragging about



Branding a destination should not be limited to only creating a new logo and catchy slogan, it's about what you deliver.

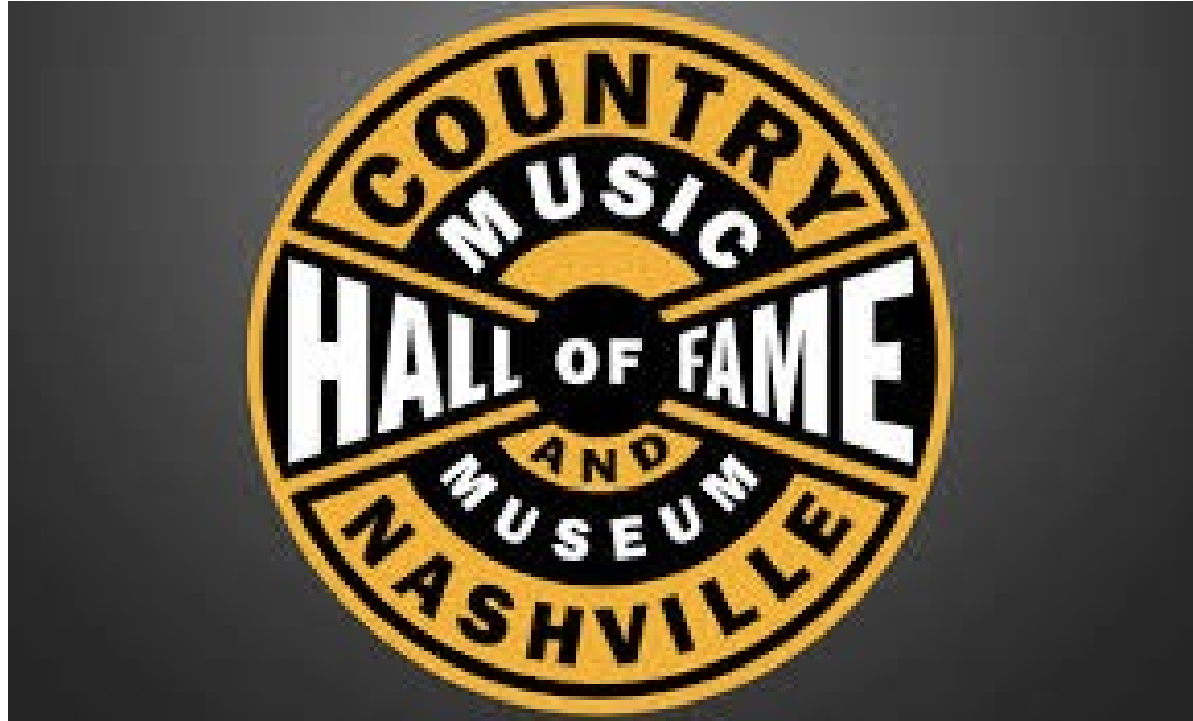


Nashville

















TA
**TravelCenters
of America**



Restrooms Fitness Center
Game Room Restaurant
Drivers' Lounge



Travel Store
Truck Service
Showers & Laundry





whitepages
SEARCH. FIND. KNOW.

PERSON PHONE REVERSE ADDRESS **BUSINESS**

Music City Nashville, TN 🔍

Neighborhood: Talbot's Corner

- 2 Music City Motors**
5409 Charlotte Ave
Nashville TN 37209-3003
Neighborhood: Sylvan Park [View details](#)
- 3 Music City Septic**
1629 Elm Hill Pike
Nashville TN 37210-3603 [View details](#)
- 4 Music City Dental**
705 Craighead St
Nashville TN 37204-2200
Neighborhood: 8th Ave South [View details](#)
- 5 Music City Lounge Bar &**
1111 Dickerson Pike
Nashville TN 37207-5406
Neighborhood: Cleveland Park [View details](#)
- 6 Music City Staffing**
1016 W Eastland Ave
Nashville TN 37206-3534
Neighborhood: Maxwell [View details](#)

166 listed businesses called Music City _____





Authentic experiences



people

attractions

buildings

events

art

businesses

infrastructure



Who should be involved in branding your destination?



What can you do?

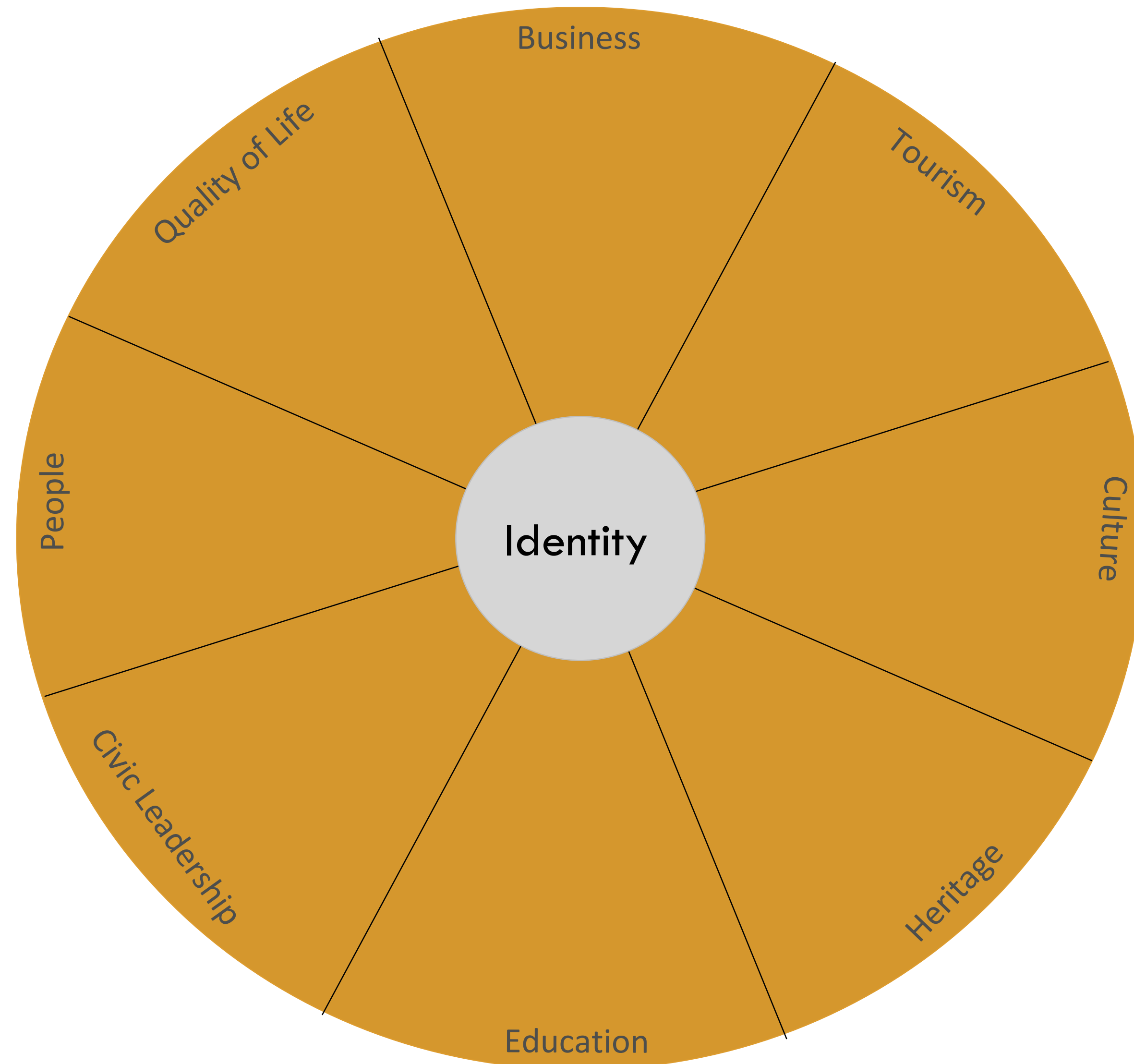
Rally & recruit destination branding champions.

Package and promote.



Rally & recruit.
Who?

Place Branding Wheel





Create a team dedicated to branding your community.





JOIN TEAM KENTUCKY LAKE

Crew Member \$25/year

Individual Membership receives an **AmbASSador** for Team Kentucky Lake T-shirt, invitation to the Annual Member **BASSh** the night before the Fish Festival, and voting rights.

Captain's Club \$65/year

Business Membership receives an **AmbASSador** for Team Kentucky Lake T-shirt, business link on website, invitation to the Annual Member **BASSh** the night before the Fish Festival, and voting rights.

The Admirals \$300/year

Corporate/Organization Membership receives an **AmbASSador** for Team Kentucky Lake T-shirt, logo on 2 events, VIP access to the Annual Member **BASSh** the night before the Fish Festival, business/organization link from website and voting rights. (Additional T-shirts may be purchased for family members and employees.)

NAME: _____ PHONE: _____

COMPANY: _____

EMAIL: _____

ADDRESS: _____

BILLING ADDRESS IF DIFFERENT: _____

WEB ADDRESS: _____

Membership dues support the existence of this organization!
Make checks payable to *Team Kentucky Lake, Inc.* and return to
93 Carroll Road, Benton, Kentucky 42025

SIGNATURE: _____ DATE: _____

AMOUNT PAID: _____ MONTH: _____ SHIRT SIZE: _____



Package & promote

A fun brand, everyone gets involved. And grows business.




www.arcgis.com/apps/MapTour/?appid=da44496fbc124a37b64f2ea64b077c8d

Apps HootSuite Twitter / Home Pin It Universities' Lack of LinkedIn Facebook Franklinis.com Com Chandlerthinks Statu Other Bookmarks

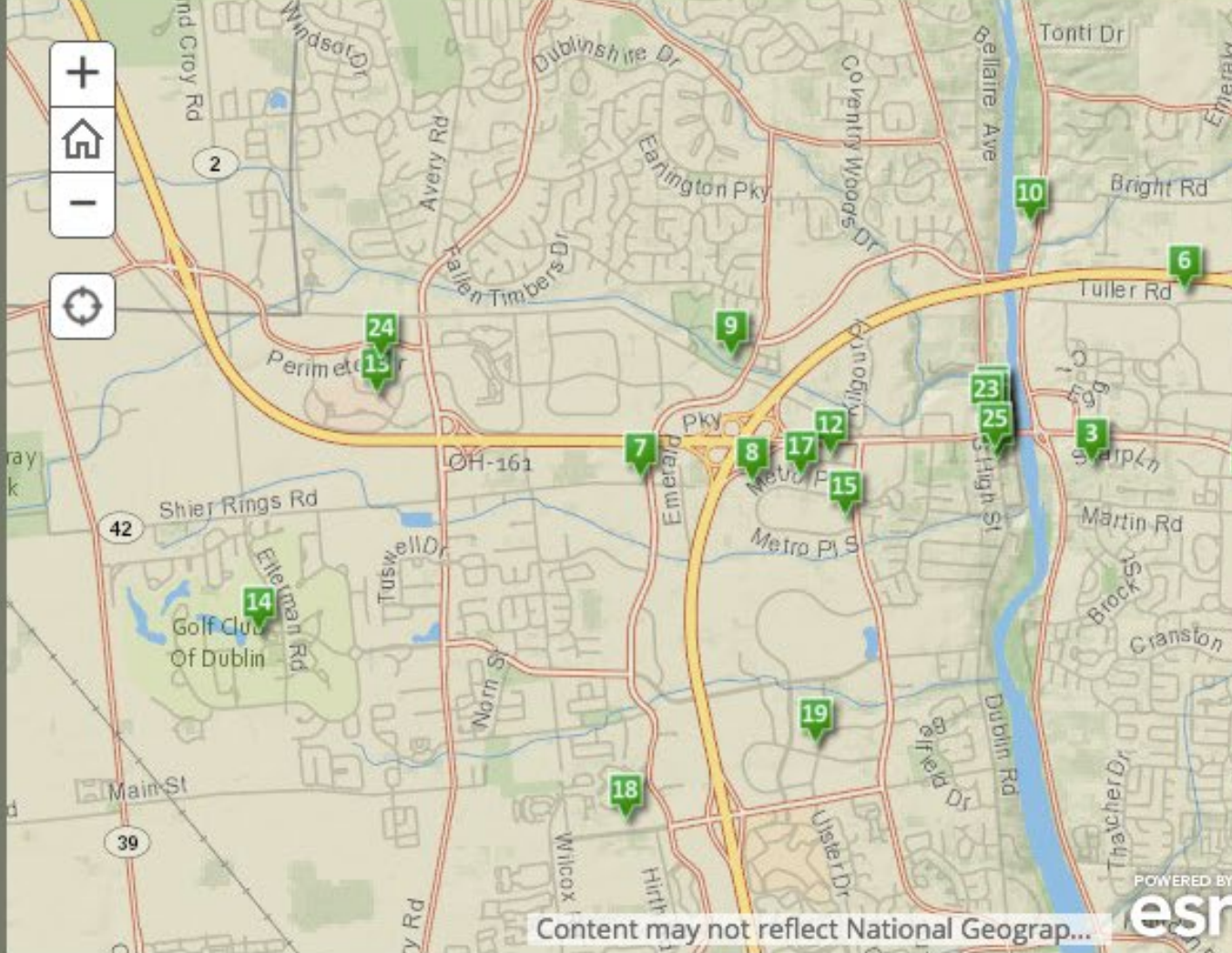
Irish Approved Businesses in Dublin, OH

Dublin Convention & Visitors Bureau

These Dublin businesses have Irish Attitude!



Destination Dublin



Content may not reflect National Geograp... esri

1	2	3	4	5	6	7	8
Picture not available	Picture not available	Picture not available	Picture not available	Picture not available	Picture not available	Picture not available	Picture not available
Dublin Visitor Information Center	1 Stop Bead Shop	Audacious Boutique	boho 72 boutique	Brazenhead	Cloverleaf Residence Suites	Courtyard by Marriott	



IRISH APPROVED

1 Stop Bead Shop: Irish-themed beads and lessons. Groups can experience Irish jewelry making.

Brazenhead: Modeled after the Brazenhead in Dublin, Ireland with much of the decor imported from Ireland. Irish food, events and live music throughout the year.

Cloverleaf Residence Suites: Irish-themed accents and music. Sell Irish Romance Gift Baskets. Groups can arrange an Irish Welcome Reception and can attend an Irish wake.

Crowne Plaza Columbus-Dublin: Irish-themed meeting rooms, restaurant fare and Irish drinks in the pub.

Dublin Village Tavern: Irish Egg Rolls, Irish Kettle Dinner, Irish Car Bomb Brownie, Irish drink specials and an Irish pub atmosphere.

Graeter's Ice Cream: Shamrock Sundaes- mint chocolate chip ice cream with mint whipped cream and jimmies.

Holiday Inn Express: Irish-themed guest room decor, leprechaun-inspired wake-up call. Groups can be greeted by an Irish welcome.

Our CupCakery: Irish gourmet cupcake or decorate an Irish cupcake at the Cupcake Bar.

The Phoenix Bat Company: Mini-bat engraved with a shamrock (available with tour).

Sunny Street Cafe: Irish corned beef and hash. Irish themed meals.

Tehku Tea Company: "My Irish Blend" tea, green tea scones and Colcannon potato soup. Groups can have an Irish tea tasting.

Whole Foods Dublin: Irish cheeses, soda bread and beers. Groups can take Irish cooking classes.



Common Sense Branding





#1 Reason Branding Projects Stall

One person or organization tries to do it all.



#2 Reason Branding Projects Stall

Limiting the branding to a logo, tagline and advertising.



Thank you.

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