



Inspiring great Connecticut downtowns, Main Street by Main Street

Branding & Promoting Your Main Street District



*A presentation for CT Main Street Center by
Jane Jenkins, President & CEO
Downtown Oklahoma City, Inc.*

Without promotion
something terrible
happens.

Nothing.

Branding and the Main Street Four Point Approach™

1
Organization
Restoring Civic Value

2
Design
Restoring Physical Value

3
Promotion
Restoring Social Value

4
Economic
Restructuring
Restoring Economic Value

Downtown Promotion Today

- To stay competitive, rethink how to:
 - Define
 - Attract
 - Keep customers
- Develop and implement a clearly articulated strategy for marketing downtown

Branding Basics:

assessment of current situation

Discover

why

identity

is important



“A brand is a yardstick by which
visitors measure their
destination experience.
Be genuine!”

im age *n.*

- The opinion or concept of something that is held by the public.
- The character projected to the public, as by a person or institution, especially as interpreted by the mass media.

A Brand is a **PROMISE**

- Branding begins with the promise you make to visitors and ends with what you do to **fulfill** it.
- Your packaging, logo, advertising, and web collateral must **communicate** this **promise**. *(But they are NOT the brand!)*
- You must support that promise with all your **actions**.

A Brand is **NOT**...

- ...a new logo or slogan
- ...an advertising campaign
- ...new brochures or promotional activities

A Brand IS...

- ...what someone else thinks of you, not what you say you are.
- ...obvious and pervasive throughout the community.
- ...a feeling. In this case a feeling that makes you want to go there.
- ...about product more than marketing.

A well-executed branding program can:

- Differentiate your destination from competitors
- Create a clear expectation about the downtown experience
- Increase support and involvement for downtown from residents, community leaders and the business community
- Increase visitation and/or the financial benefits from tourism

The Brand Development Process:

Step 1

Assessment of current situation.

- Determine how the brand is perceived today by targeted customers.
- Identify what the brand is NOT.
- Use resident and visitor input.

The Brand Development Process:

Step 2

Develop the brand promise.

- Know your competitive advantage
 - Who are you and what makes you different?

The Brand Development Process:

Step 3

Create the brand communications plan.

- Develop logo, color palette, positioning, messaging

The Brand Development Process:

Step 4

Live the brand.

- Be consistent.

Assessment of Current Situation

Determine how the brand is
perceived today by
stakeholders (*property owners,
merchants, employees*) and customers
(*visitors to downtown*).

Assessment of Current Situation

Stakeholder Input

- Who are we?
- What do we offer?
- What are we known for?
- What do we want to happen/not happen as a result of our downtown development program?

Assessment of Current Situation

Customer Input

- Review existing research
- What do customers know about your downtown?
- What do they expect?
- What did they do while they were here?
- How satisfied/unsatisfied are they with their experience?

<p>Criteria example</p> <ul style="list-style-type: none"> ➤ Capabilities? ➤ Competitive advantages? ➤ USPs (unique selling points)? ➤ Resources, Assets, People? ➤ Marketing - reach, distribution, awareness? ➤ Innovative? ➤ Location and geography? ➤ Price, value, quality? ➤ Cultural, attitudinal, behavioral? ➤ Philosophy and values? 	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria example</p> <ul style="list-style-type: none"> ➤ Disadvantages? ➤ Gaps in capabilities? ➤ Lack of competitive strength? ➤ Reputation, presence and reach? ➤ Own known vulnerabilities? ➤ Outside distractions? ➤ Reliability of plan? ➤ Committed leadership?
<p>Criteria example</p> <ul style="list-style-type: none"> ➤ Market developments? ➤ Competitors' vulnerabilities? ➤ Industry or lifestyle trends? ➤ Niche target markets? ➤ New USP's? ➤ Information and research? ➤ Partnerships, agencies, distribution? ➤ Seasonal, weather, fashion influences? 	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria example</p> <ul style="list-style-type: none"> ➤ Political effects? ➤ Legislative effects? ➤ Environmental effects? ➤ Competitor intentions - various? ➤ Market demand? ➤ Sustaining internal capabilities? ➤ Obstacles faced? ➤ Insurmountable weaknesses? ➤ Loss of key staff? ➤ Economy - home, abroad? ➤ Seasonality, weather effects?

Expectation Management:

Develop the brand promise

Identify Market Position

Know your competitive advantage

- Identify your REAL competition: The commercial district you replace in the market.
- Know your differentiating benefit: What makes you a better choice than your competitor.
- Strengthen the downtown attributes that support this differentiator.
- Understand the emotional motivator for your target customer.

Examples of National Brands and Positioning

- Disneyland

- Consumer Promise: *“The Happiest Place on Earth”*

- Westin Hotels

- Consumer Promise: *“Modern Luxury”* and *“Heavenly Hotel Experiences”*

- Frontier Airlines

- Consumer Promise: *“We Want to Be Your Favorite Way to Fly”*

Marketing Position Template

Target Audience	Focused enough? Big enough? Can you target it effectively? Do you know who NOT to talk to?
Brand Name	Memorable? Understandable? Accurate?
Your Competition	If your downtown didn't exist – what is a comparable experience?
Competitive Advantage	What do you deliver in a superior manner? Know what you do well.
Emotional Hook	Connect on an emotional level. Be credible and motivating to your target.

Try It!

What is your...

Target Audience	
Brand Name	
Your Competition	
Competitive Advantage	
Emotional Hook	

Marketing: Old Rules

- Marketing simply meant advertising.
- Advertising needed to appeal to the masses.
- Advertising relied on interrupting people.
- Advertising was one-way: company to consumer.

Marketing: New Rules

- Marketing is more than just advertising.
- People want authenticity, not spin.
- People want participation, not propaganda.
- Two-way dialogue.
- Blogs, podcasts and other forms of online content allow communication directly with customers.

Public Relations: Old Rules

- Only way to get “ink” was through the media.
- Nobody saw a press release except reporters and editors.
- Only way customers would learn about a press release was if the media wrote about it.

Public Relations: New Rules

- For more than just a mainstream media audience.
- Public – not just focused on the media.
- You are what you publish.
- Authenticity, not spin.
- Participation, not propaganda.

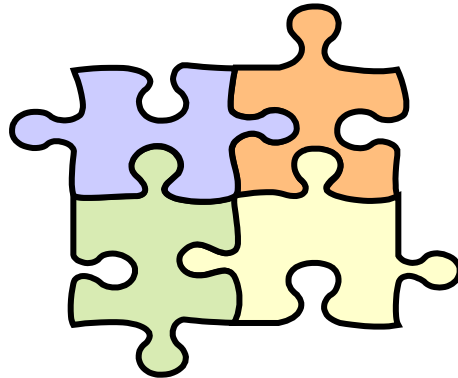
Publicity - NOW

Accurate, consistent and timely communications that convey the right message to the right audience.

Includes:

- Community participation
- Bylined articles
- Public speaking
- Media commentary
- Relationships
- Good professional citizenship

Putting it all together: *Sustain the brand*



- How do brand development and positioning work together to develop an effective downtown management plan?
- How do we want to structure the plan?
- How do we engage the community?

Action Steps

Action steps will state:

- WHAT is the specific action
- WHEN it will be completed
- WHO is responsible

Action Steps

Action steps are:

- Action-oriented, not procedural.
- Numerous.
- Should consider external/internal constraints.
- Compared with other options, chosen based on potential benefit, and cost/consequences.

Our chosen actions are:	When will it be done?			What are the things we need to do to make this happen?	Who is going to be responsible for making sure these things happen?
	Now	Soon	Later		
Action 1					
Action 2					
Action 3					
Action 4					
Action 5					



Downtown Willimantic – July 4, 2012