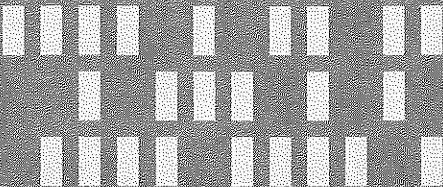


//brac::

doc **1A-COVER**
brand.assembly.lab//



//brand.workbook::



Copyright.2002//TheRepublik.Corp.

0151/PPK

“Home is where the army sends us.”

- Jeanette, military wife

Fayetteville BRAC DNA

Marketplace

Situation

Positioning opportunity

**marketplace: moving isn't the problem,
making the right decision is**

what they want::

*“A nice affordable house and services
they can use.”*

- Fort Knox Commander, Major General Robert Williams



**marketplace: wading through the plethora of
relocation choices is difficult and overwhelming.**

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relocation choices is difficult and overwhelming.**

There's no substitute for being there

marketplace: wading through the plethora of relocation choices is difficult and overwhelming.

There's no substitute for being there

Rely on word-of-mouth

- Friends/Family/Colleagues
- Realtors
- Internet

marketplace: wading through the plethora of relocation choices is difficult and overwhelming.

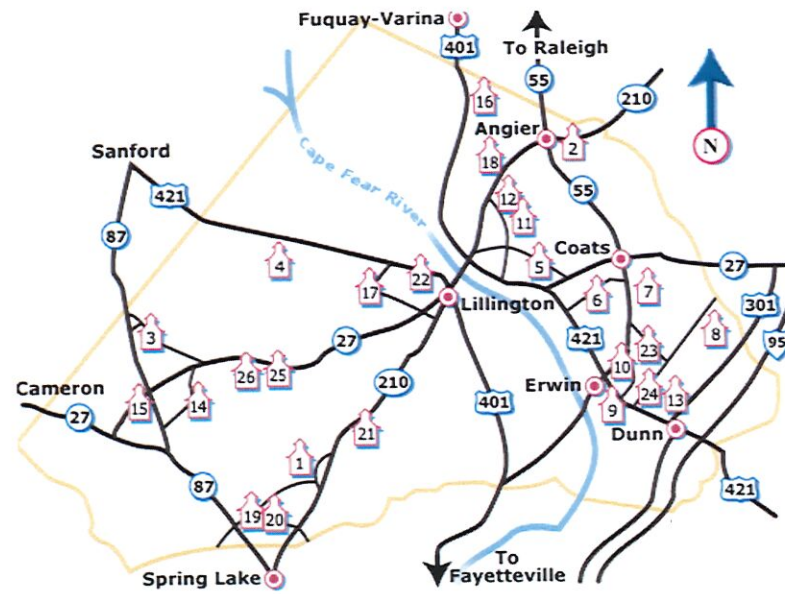
There's no substitute for being there

Rely on word-of-mouth

- Friends/Family/Colleagues
- Realtors
- Internet

Visit/selection from short list

marketplace: competitors do their best to sell a dream of a better place to live.



*it's just not an attractive, green or
peaceful place to live'...*

*“Thanks for all the responses.....we will not ever
move there. Thanks for proving my point to my
husband.”*

marketplace: perceptions, not facts are primary driver

Status quo favors competing areas

*"A nice affordable house and services
they can use."*

- Fort Knox Commander, Major General Robert Williams

**marketplace opportunity: a community that is built
around an understanding of their lifestyle.**

Make them feel special.

what we've learned: key strengths::

Experienced partner of the military

“It’s the ultimate military town.”

- former Ft. Bragg soldier



fyv/cc, what we've learned: key strengths::

Experienced partner of the military

Surprising options



fyv/cc, what we've learned: key strengths::

Experienced partner of the military

Surprising options

Best prepared for the future

fyv/cc, what we've learned: key strengths::

Experienced partner of the military

Surprising options

Best prepared for the future

Best location/shortest commute



Fort Bragg

CITY LIMIT

POP 6963 ELEV 80

EMERGENCY-CALL 9-1-1

conclusion: strengths can align with marketplace opportunity

what we've learned: key weaknesses::

Overshadowed by negativity



"I'd either live on post, or well away from post."

- former soldier

what we've learned: key weaknesses::

Overshadowed by negativity

Perception is based on some fact

what we've learned: key weaknesses::

Overshadowed by negativity

Perception is based on some fact

Availability of well-paying jobs

conclusion:

**weaknesses present an obstacle to a
market-driven orientation**

- Create willingness to hear story
- Seeing is believing

Proactive approach

who is fayetteville/cumberland county?

//core.values.exploration::

Core Values Exploration: A tool for identifying and understanding your core values.

Military

patriotic
supportive (of military)
family-oriented
military support
dependable

Civilian

honest
nostalgic
humble
committed
dependable
versatile
inclusive

RPK Picks

supportive
cooperative
accommodating
conductive
steadfast
resolute
staunch
familiar
belonging
protective
nurturing

Core Values Exploration: A tool for identifying and understanding your core values.

//identify.fyv/cc's.core.value::

protective

//the importance of brand personality:

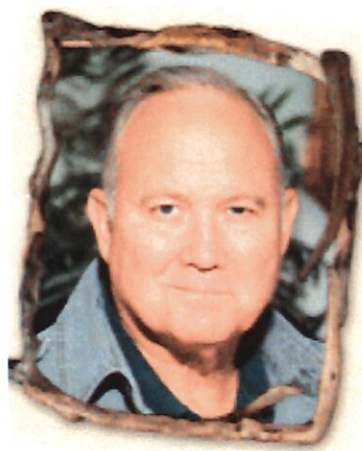
Buying decisions are rarely made on a purely logical level. If that were the case, product attributes would be the sole reason one brand gets picked over another. Suffice to say, brand personality plays a considerable role in a product's survival. Using your company's core values, we will generate a brand personality.

//action::

The brand's personality must not contradict the core values of the company.

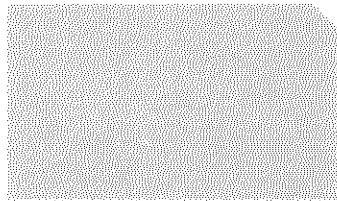
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person::  
  
norman schwarzkopf
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norman schwarzkopf

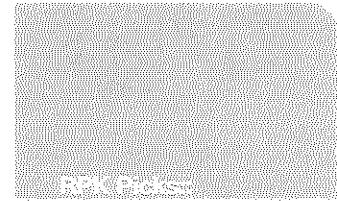
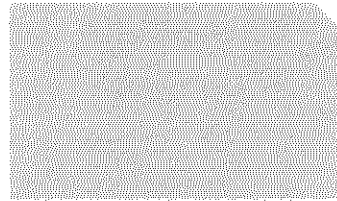


//personality.exploration:: ↙

with a little more than 100 words, you can tell me more about you.



welcoming
warm
genuine
believable
athletic
prepared
all-american
earnest



RPK Pickst

congenial
hospitable
encouraging
affirming
fostering
harboring
genuine
nurturing



//identify.fyv/cc's personality:

genuine

 session.6
//positioning.fyv/cc::

watching over
those who watch
over us

identify.the.
brand's.positioning::

Value Proposition::

In the military world where change is inevitable, Fayetteville CC provides a welcome constant -- a community who has watched over our military sons and daughters for generation after generation. We understand first hand what is most important -- a place you can truly call home, with people just like you. We'll help you find the right neighborhood, the right schools, the right dentist, the right church and everything you need to feel welcome. Then we'll watch over your family when you're not here.

Fayetteville CC -- watching over those who watch over us

Brand Goal::

Become the epicenter of American military living.

How it works:: the old way

Choice largely based on community attributes

A “get them here” mentality

Look inward for support

Not vested in community

The ultimate pass-through community

How it works:: fayetteville/brac

Option based on lifestyle

Features/attributes as neighborhood check list

Integrated into community of peers

Become long-term residents

A stronger, more stable community

communication plan

communication plan

current scope of work:

- Web site/Interactive Development

Strategy: Development a digital platform that will function as the information center for BRAC-Fayetteville/Cumberland County.

- Trade Show Concept Development

Strategy: Create a trade show experience that will bring to life the brand's positioning in a way that is desirable to the BRAC consumer.

communication plan

objective: overcome perception (atlanta)

- Set Up Office at Fort McPherson

Strategy: Overcome negativity by having a full-time staff member on hand to answer questions, assist with relocation and implement programs at Fort McPherson.

- PR/Press Conference

Strategy: Get FYV/CC portrayed positively in civilian and military publications.

- Presence on Web sites

Strategy: Be visible on sites frequented by military, such as Fort Bragg, MWR, etc.

communication plan

objective: overcome perception (atlanta)

- Ambassador Program

Strategy: Bring the FYV/CC brand experience to Atlanta and don't hide from flaws - acknowledge them.

- Events

Strategy: Display what life will be like in FYV/CC through monthly cookouts, symphony and theatre performances, and receptions.

- Free Monthly Cookies/Apple Pie

Strategy: Provide branded cookies or apple pie in the MWR office on a set day every month to help shift perception.

communication plan

objective: overcome perception (atlanta)

- FYV/ATL Pen-Pal Program for Kids

Strategy: Allow for a direct line of communication between the two areas so they can get to know how the other lives and what they like and don't like about their hometowns.

communication plan

objective: overcome perception (fyv/cc) / fulfilling promise

- Internal Community Campaign/Recruitment

Strategy: Put together a team that will be responsible for pushing through new ideas and educating key city and county players.

- Realtor Training

Strategy: Ensure realtors are showing BRAC prospects a true FYV/CC experience and communicating about the area in a way they'd like to hear.

- RDU/FYV Airport Signage

Strategy: Speak to prospects before they ever get to FYV/CC.

communication plan

objective: overcome perception (fyv/cc) / fulfilling promise

- BRAC-specific Billboards

Strategy: Speak to prospects before they ever get to FYV/CC.

- “Ask Me Why I Live Here” program

Strategy: Create a program that allows current residents to display pride in their hometown and give reasons for why it’s such a great place.

- First Friday for all New Military Residents

Strategy: Hold a monthly welcome event honoring all military who’ve moved to FYV/CC within the previous month.

communication plan

objective: overcome perception (fyv/cc) / fulfilling promise

- Downtown Military Discount Program

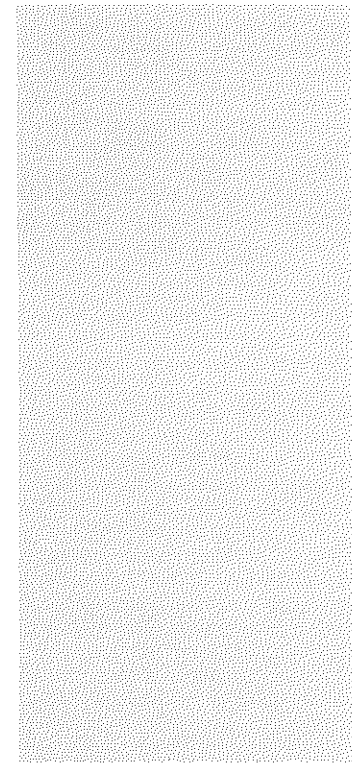
Strategy: Give soldiers an extra reason to feel welcome downtown.

- Wall of Fame for Retired Military

Strategy: Visually display how many former military decided to stay in the area.

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//feedback// branding session evaluation
you do the best of your brand, we listen to you.





**//please.read.carefully:your.
professional.life.is.at.risk!!**

In the event of an advertising disaster, please
contact the trained professionals below and help
will be on the way::

//contact::

//inquiries::

//location::

1 1111 1111
1 1 111 1
1 1 1 1111

//location::



//approve::

//disapprove::

.....

“I’d either live on post, or well away from post.”

- Don, former soldier