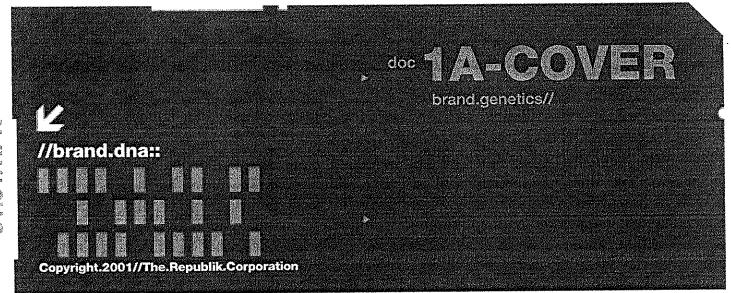
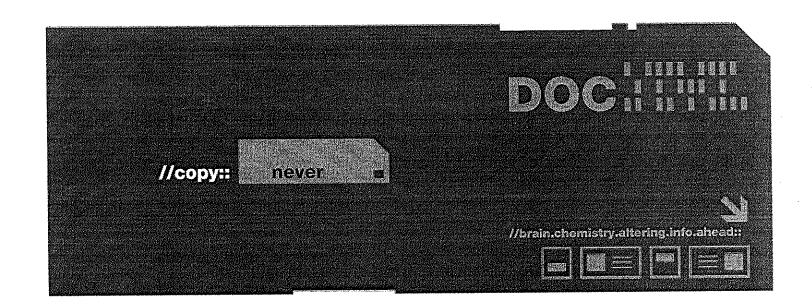
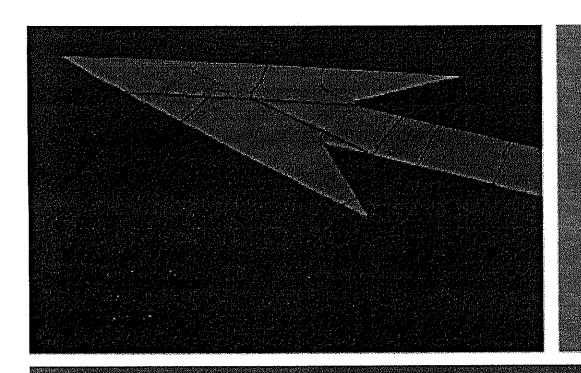
fayettoville.dna::

THE REPUBLIK "Man.advertising, network//

//fayetteville:brand.dna::







//brand.dna::

The DNA report summarizes the core essence of your brand gleaned from your input and our research.

//creative.brief::

The creative brief is based on the conclusions reached in this brand DNA report. The creative team will use this brief to develop powerful marketing communications unique to your brand.

Why.are.we.advertising.at.all?::

In addition to having a less-than-favorable image, Fayetteville has little or no awareness as a tourist destination.

What are the advertising objectives?::

To simultaneously raise awareness of Fayetteville, drive up visits and position it as a not to be missed tourist destination.

Who.are.we.targeting?::

military families/interest: multi generational families connected to military (spouses, children, grandparents, grandkids), middle class (\$50-80k/yr), 50-50 male/female, multi-ethnic and multinational. Leisure travelers: 50+ retirees making \$50-75k/yr traveling to somewhere else.

What.do.they.currently.think.about.Fayetteville?::

Outside of visiting family & friends at Ft. Bragg or stopping over on their way to another destination, most do not consider Fayetteville a place they'd like to visit.

What.do.we.want.them.to.think.after.seeing.our.ads?::

Fayetteville restores, revitalizes reaffirms my belief that America is the greatest country on Earth. As the embodiment of Southern Rockwell, the American Spirit is alive and well in Fayetteville.

What's the single-minded idea that will best achieve this?:: Fayetteville is the most patriotic town in America.

doc 0022

//creative.brief::

Answers to key questions.

Why should they believe it?::

1:: Fayetteville's ties to American history stretch from Pre-Revolutionary War to today

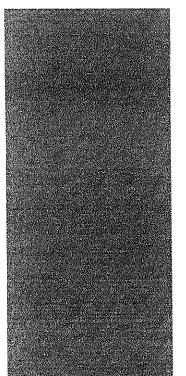
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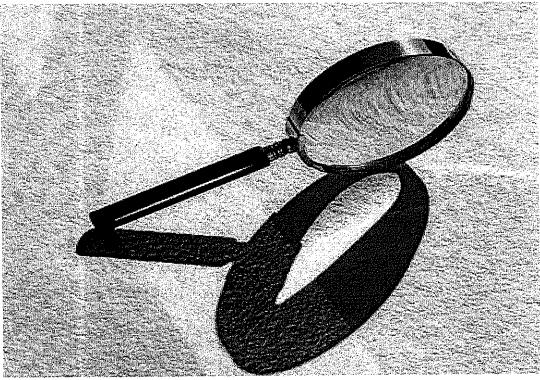
2:: Fayetteville is home to Fort Bragg

3:: It fulfills the American Dream by embodying "History, Heroes and Hometown Feeling" in a Southern Rockwell way.

//creative.brief::

Answers to key questions.





//branding-session:: Insights into the brand from the people who are building it.

//session.1::
//fayetteville.on.fayetteville::

A strong brand has an insightful understanding of its true self - its weaknesses, its unique personality, its potential. You can't expect your customers to understand you if you don't first understand yourself.

*M*ateriori.

"To thine own self be true" - William Shakespeare, Hamlet

//strengths::

- military history/heritage (American Revolution - Iraq)
- 40 golf courses
- 300 restaurants
- · historic sites
- proximity to I-95
- Ft. Bragg
- museums
- diverse architecture
- southern, small-town feeling
- · festivals/events
- place for everyone
- educated labor pool
- patriotic
- parks & gardens

//fyv.weaknesses::

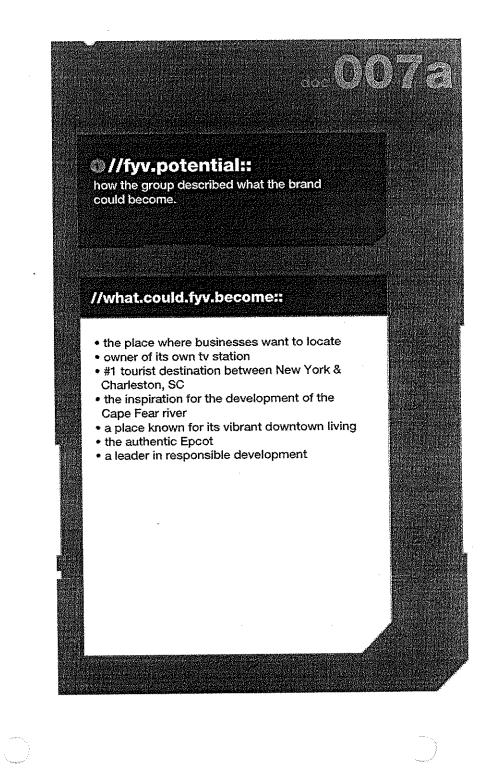
- low self esteem
- confused vision of what fyv should be
- "FayetteNam"
- strip malls
- transient population (military)
- poor public perception of town
- high vacancy rates downtown
- museums not always open
- politics county vs. city conflict
- no large community-based media (TV)
- poor support for local events
- inconsistent marketing
- beautification needed
- poor access to historic buildings and some museums



//describe.fyv::
words, phrases, and metaphors used to identify fyv by the participants.

//key.descriptors::

historic	tolerant
small town	heroic
proud	spirited
frugal	
determined	
Friendly	
inclusive .	
unique	
active	
diverse	
eclectic	
eccentric	The second stronger as seen and a second
patriotic	
Southern	
undiscovered	



MIOTOYAS

//fyv.potential::

how the group described what the brand could become.

//what.could.fyv.be.in.5.years?::

- flowers everywhere all arteries landscaped & visually perfect
- a major golf destination
- a federally designated heritage area
- a community unified by a clear vision of who fyv is and what it wants to become
- a place that attracts corporations
- an attractive destination for good teachers
- a town that has universal pride in itself
- a destination where Ft. Bragg is integrated into tourism



//session.one.summary::

Historic, proud, determined, friendly, undiscovered, Southern and heroic are key words participants used to describe the Fayetteville (FYV) brand. The group listed a rich military history spanning from the Revolution through Iraq, 40 golf courses, 300 restaurants, museums, historic sites, diverse architecture, patriotic and small-town feeling as FYV Strengths.

A low self-esteem, transient military population, poor public perception (FayetteNam), county vs. city politics, unreliable access to museums and sites and a confused vision of what the FYV brand should be were listed as current and potential weaknesses.

The group agreed that in the next five years FYV could achieve the following goals and become: a beautiful town where all arteries are landscaped, a major golf destination, a federally designated heritage area, a community unified by a clear vision of what it wants to become and a plan to do it, a town that has universal pride in itself and has Fort Bragg integrated into its tourism business. (See attached "To-Do List."

Modkerene indice

The FYV brand could become one of the South's top tourist destinations where businesses want to locate, good teachers want to teach and people from all over want to settle down. To do so, the entire community desperately needs a singular railying cry + a clear, concise vision of the FYV brand everyone will promote & deliver.



//fyv.on.its.consumer::

once a brand has defined itself, it must define its customer. rather, the consumer's prevailing attitudes must be picked apart and analyzed to formulate a relevant, motivating brand message.

//alegione

a prand cannot be all things to all people, but it can mean everything to somebody.

doc 0 1 0

//target.profile::

group responses identifying key facts about the core target.

military families/interest::

- multi generational families connected to military (spouses, children, grandparents, grandkids)
- middle class (\$50-80k/yr)
- 50-50 male/female
- multi-ethnic, multinational

leisure travelers::

- 50±
- retirees
- \$50-75k/yr



.

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//psychographic.profile::

how the participants described the core target(s) using psychological insights.

military family/interest::

- very casual:
- drive SUVs
- patriotic
- Republican
- nascar
- · well-traveled
- curious
- knowledgeable
- beer drinkers
- golfers
- family #1
- live from the Mississippi East

leisure travelers::

· interested in history and culture.

//day.in.the.life:: 🗹

how the group described a day in the life of the core target consumer.

both consumer groups::

• 6 a.m.

up early/exercise

• 7 a.m.

eat healthy breakfast

• 8 a.m.

do yardwork/chores

• 12 p.m.

lunch at Rotary

• 1-3 p.m.

volunteer

• 3-4 p.m.

пар

• 6 p.m.

enjoy family dinner

• 7 p.m.

call out-of-town family members

• 8 p.m.

watch tv - Bill O'Reilly, HGTV,

Travel Channel

doc 013

//target/s.view.of.fyv::

from fyv's point of view, these are responses the group felt best represented how the core target perceives the brand.

//target.about.fyv::

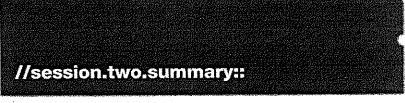
- hard to navigate
- nothing to do downtown or anywhere
- friendly/helpful/welcoming
- perception of rowdy military behavior
- poor service/untrained
- historic
- don't have good reason to visit fyv except for golf, military connection and museums

//what.problem(s).does.fyv.solve?::

- renews my pride in America/NC
- makes me feel great about being an American
- nice daytrip/weekend getaway
- instills patriotism







The group did not have a clear consensus of FYV's potential core target. Right now, the group considers FYV to have two consumer targets: People with Military Families/Interest in the Military and Leisure Travelers. Both have a passion for American history but that's where the similarities end. Those with military families/Interest in the military are a multi-generational group, split 50/50 male and female, make \$50-80k/year and are multi-ethnic and multinational. The leisure travelers are 50+ retirees who make \$50-75k/year and are usually en route to another location.

The group agreed more research is needed to ascertain and define FYV's potential core consumer. (Depending on how FYV decides to markets itself, Destination or Stopover, will further identify FYV's potential core target.)





//the.consumers'.view.of.fayetteville::

your consumers feel a certain way about your brand, find it. interviews will be conducted inside and outside the company, and the accumulated information will be sorted, processed and analyzed.

7/actions

no matter how your feel about your brand message, it has to reinforce what the consumer already thinks. If it doesn't, you'll confuse them.

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//consumer. research::

data and statistics yielding insight into what the consumer thinks about the brand.

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//anonestivaye

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- top 5 dining establishments
- huske hardware
- fast food
- texas roadhouse
- cracker barrel
 chris steakhouse

//consumer. research

data and statistics yielding insight into what the consumer thinks about the brand.

OiGo

Minyanes in realiza

- top 5 attractions visited
- Airborne & Special Ops Museum
- Fort Bragg
- 82nd Airborne Division Museum
- JFK Special Warfare Museum
- Cape Fear Botanical Garden
- average rating of experience
- 9 out of 10
- average length of stay
- 3.59 days
- top 5 zip codes other than
- 28376
- -fayetteville
- **•** 28377 • 24153
- 63376
- 27205



//consumer. research::



data and statistics yielding insight into what the consumer thinks about the brand.

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0160

• number of overnights

• numbers of visitors guides • 8,943 sent

• number of inquiries that visited • 176

• number of inquiries spoken to • 617

W. Figh

//consumer. research::



data and statistics yielding insight into what the consumer thinks about the brand.

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//session.three.summary::

While many of the answers given in the phone survey of visitors are too broad to be conclusive, some interesting data was gathered. With an average age of 36-45, income of \$50,000 - 59,000, and 2.96 travelers, the average visitor in the phone survey seemed to mirror the demographics of the Military Families/Interest and Leisure Travelers.

That being said, far from being a day-trip or one-night stopover, the phone survey indicated that these are staying in FYV for an average of 3.59 days. 14% said they were on vacation and 13% pleasure. Only 7.1% said they were visiting family. The length of stay and reasons given for visit, imply people are coming to FYV as tourists - not just visiting family as the group thought.

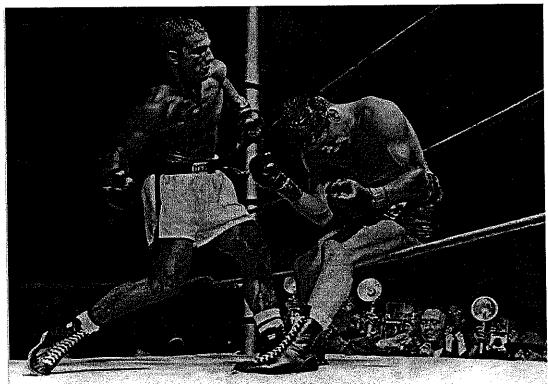
However, the psychographic target of those with a military/American history interest seems right on. The Airborne & Special Ops Museum. Fort Bragg, 82nd Airborne Division Museum and JFK Special Warfare Museum were four of the top five sites they visited. Another finding supporting this conclusion is that one of the top ways they found out about FYV was through the Civil War Trails - indicating many have a keen interest in FYV's connection to the Civil War.

We strongly recommend conducting more consumer research - of both visitors and non-visitors. More specific questions concerning interests, travel itinerary and motivations need to be asked to get deeper and more conclusive insights into FYV's current and potential visitors.

session.4::

//competitive.analysis::
"Hold your friends close. Your enemies closer." Sun-Tzu





//action::

if your competition has an established brand message, avoid it, replicating it will be your downfall.

doc 019a

//competitors'.essential.data:: 🕊

//I-95.stopover.competition:: raleigh::

strengths::

- NC's capital
- downtown bars
- well-known
- sports teams
- museums

weaknesses:

- little charm
- sprawling/difficult to navigate

smithfield::

strengths::

- known for outlet shopping
- location of biotech industry

weaknesses:

- limited history/historic sites
- very few things to do
- limited marketing

lumberton::

strengths::

- home of Lumbee Indians
- scenic/recreational river
- UNC-Pembroke

- tacky
- relatively unknown
- few historic sites
- very few things to do
- limited marketing

doc 019a

//competitors'.essential.data:: **L**

//destination competition:: asheville::

strengths::

- Biltmore Estate, mountains
- wine tour/vineyard
- outstanding spa
- outdoor activities, skiing, hiking, whitewater

weaknesses:

- driving distance
- ice/snow winter
- image of large gay population

winston-salem::

strengths::

- historic old salem
- RJR Tour

weaknesses:

- traffic
- limited restaurants, nightlife

outer banks::

strengths::

- beach
- relaxation
- family-oriented
- water sports
- lighthouses
- first-in-flight- wright brothers history

- crowded in season
- dead out of season
- too touristy

doc 019b

//competitors'.essential.data:: 🕊

//destination competition:: charleston::

strengths::

- architecture
- rich history/culture
- vibrant nightlife, great restaurants
- proximity to coast/boating recreation

weaknesses:

- expensive
- limited parking downtown
- insular

myrtle beach::

strengths::

- major tourist destination
- beach/recreation
- nightlife/attractions
- family activities

weaknesses:

- redneck reputation
- congested
- tacky
- dirty

raleigh::

strengths::

- NC's capital
- downtown bars
- well-known
- sports teams
- museums

- little charm
- sprawling/difficult to navigate

doc 019c

//competitors'.essential.data:: 2

//destination competition:: new bern::

strengths::

- home of pepsi
- quaint
- small town feel
- antiques

weaknesses:

- little or no nightlife
- slow pace
- older demographic

- historic/Tryon Palace

- water recreation

- proximity to beaches

- Neuse River

wilmington::

strengths::

- beach
- nightlife
- historic downtown
- movie studio
- USS NC

weaknesses:

- college town:
- crowded in season
- limited parking
- crime

savannah::

strengths::

- artistic
- classic southern charm
- historical

- out-of-the-way
- crime
- proximity to low-income neighborhoods

//competitors'.essential.data:: 🕊

//destination competition:: pinehurst::

strengths::

- golf
- southern charm
- great dining experience

weaknesses::

- expensive
- limited activities
- out-of-the-way

charlotte::

strengths::

- banking community
- affordable
- major sports teams

weaknesses::

- no history/soul
- sprawled out
- congested
- crime

- nightlife/restaurants

hilton head::

strengths::

- golf
- beach
- water activities
- nightlife

- touristy
- expensive
- out-of-the-way

//identify.competitive.messaging:: This is the essential step in exposing your competition's blind spot. //rientity on made COUNTER TOTAL //I-95 stopovers:: educated/high tech NC's Capitol City raleigh • sports museums shopping • outlet smithfield • cheap biotech development outdoor recreation on scenic river • home of lumbee indians • lumberton laidback tri-racial unc-pembroke //destinations:: active altitude reflects attitude asheville • romantic history, tradition & southern culture • energetic "one destination, endless possibilities" charleston educated/high tech · myrtle beach • sports • museums • nc's capitol city · raleigh

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//identify.competitive.messaging::



This is the essential step in exposing your competition's blind spot.

Zidentily kulls ezimpeittion±

//destinations::

- winston salem
- outer banks
- new bem
- wilmington
- savannah
- pinehurst
- charlotte
- hilton head

- america's most livable communities
- you don't just come to visit, come to live.
- three centuries of north carolina heritage
- historic wilmington
- georgia's first city
- north carolina's golf destination
- the queen city
- live. work. play. visit.

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- comfortable
- relaxed
- historic coastal town
- vibrant
- mysterious
- exclusively athletic
- financial
- exclusive

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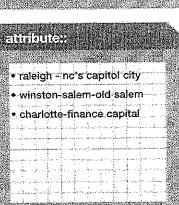
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benefit:: message focuses on a tangible benefit it offers the target sole purpose of message awareness:: is to build awareness of brand name message assumes: a role role:: in target's lifestyle message focuses on a attribute:: single product attribute. messaging attempt to territory:: own a product territory message sole purpose is attitude:: to evoke an attitude associated with brand //plot.competitive.messaging:: Identity competition's communication approach and categorize into grid:: Identify.messaging.opportunity:: Territory/Role

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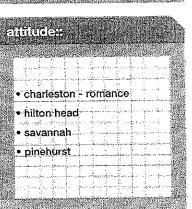
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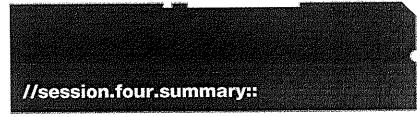


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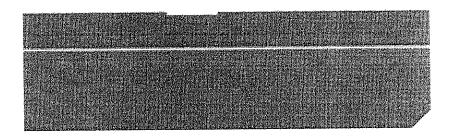






As with defining its core consumer, there was a mixed point of view as to who FYV's competition is. If FYV is marketed as a Stopover town, its competitive set is Raleigh, Smithfield and Lumberton. If marketed as a Destination, its competitive set includes Charleston and Myrtle Beach. Raleigh is viewed as a major competitor either way.

Four of the competition cities' messaging fall into the Benefit category. Ranging from "cheap shopping" to "fun escape" they all market themselves by highlighting consumer benefits. Charleston brands itself with Attitude messaging. Charleston implies it's the destination that puts romance back into its visitors lives. Raleigh uses Attribute messaging to define itself as NC's capitol city. Open messaging categories for FYV, include Awareness, Territory & Role.







session.5::

//finding.fyv's.core.values::

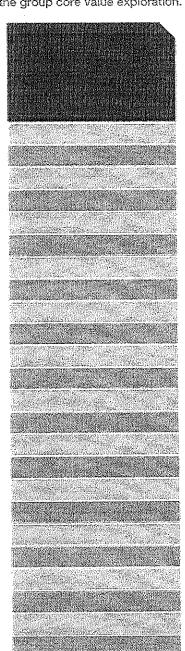
identifying core values is a straightforward process. using words such as playful, safe, serious, trustworthy, etc, identify the values your company stands for, later, we will use these core values as the basis for building the brand personality.

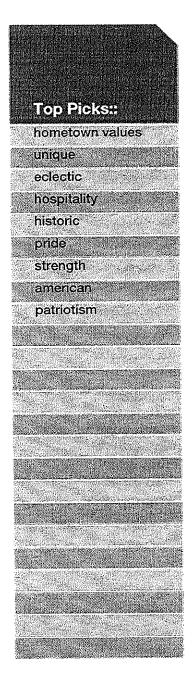
Victorione

If your chosen core values meet resistance in the consumer's mind, no amount of branding can

//core.values.exploration: these are the listed responses from the group core value exploration.

hometown values unique eclectic hospitality historic pride strong american patriotism heroic steadfast safe positive





doc 024

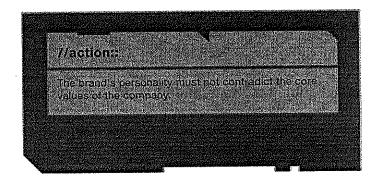


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//identify.fayetteville's.core.value::		
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//the.importance.of.brand.personality::

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.



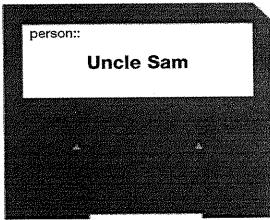




//people::

- Gregory Peck as Atticus Finc "To Kill a Mockingbird"
- Tom Cruise as Maverick in "Top Gun"
- Abraham Lincoln
- Batman
- John Wayne
- Norman Rockwell (paintings)
- Uncle Sam





//identify.fyv's.personality::

patriotic

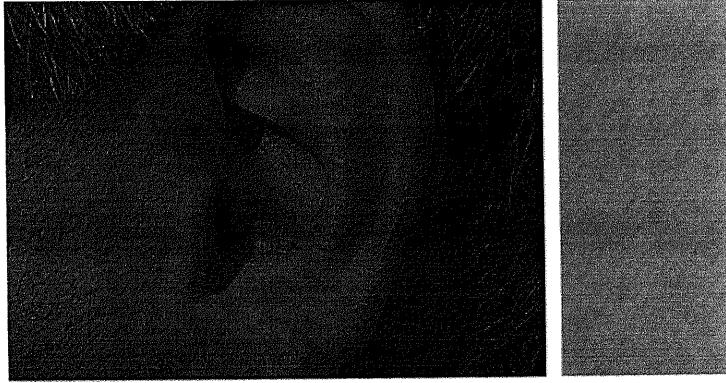
session.7 //positioning.fayetteville::

Positioning is a space we will carve out in the consumer's mind that defines the brand, as well as its relevance to the competition. From this moment on, every communication, print ad, to commercial, radio spot, etc., from your company must reinforce this position or risk losing its place in the consumer's mind.



revitalizes and reaffirms my belief and pride in America. brand's positioning:;

//feedback//branding.session.evaluation:
you are the basis of your brand, we listen to you.



032

//what.did.you.learn.from.today's.session?::

- · we don't know our target
- a lot about branding through easy to understand analogies

//what.would.you.have.liked.to.learn?::

- fyvis exact target market
- how the public views tyv
- more about how to attract people to fly

//what.was.most.valuable.to.you?::

- hearing colleagues perceptions about fyv.
- · having the time to seriously explore fyv's goal

//what.was.least.valuable.to.you?:;

- the ongoing discussion about strengths & weaknesses
- negative talk about tyv

//what.would.you.have.done.differently?

- invite a more diverse group
- explain that we weren it creating anything new

//please.evaluate.the.pacing::

- too fast
- just right

//please.evaluate.the.presenters::

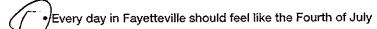
- awesome, casual, open fair
- well-prepared, enthusiastic, knowledgeable

doc 033 //immediate-to-do-list::

- 1:: Beautify every major artery leading into and inside Fayetteville
- 2:: Get Federal Heritage designation
- 3:: Meet with officials from Ft. Bragg to discuss how they might integrate the base into FYV's tourism (perhaps position it as a recruiting opportunity for them)
- 4:: Give downtown a much-needed facelift. Even if the buildings are empty they should feel like part of the tour.
- 5:: Clearly designate trails to sites/attractions.
- 6:: Involve and unify residents in common vision of what town should/could be.
- 7:: Conduct research to ascertain who FYV's potential core consumer is. (Depending on how FYV decides to markets itself, Destination or Stopover, will further identify FYV's potential core target.)

//how to position fayetteville as the most patriotic town in america::

034



- · Give tax breaks to businesses and residences that display the American Flag
- Have a parade celebrating America every day @ a designated time & place
 - · Give police the authority to "ticket" any car in Fayetteville not made in America
 - · Make it a city law that every restaurant must have apple pie and hot dogs on their menus
- Populate the town with American Heroes who embody the American Spirit George Washington, Thomas Jefferson, Ben Franklin, Abe Lincoln, Babe Ruth, Chuck Yeager, Orville & Wilbur Wright, Tommy Franks, Robert E. Lee, Uncle Sam, Blackbeard, Sir Walter Raleigh, etc. These people are never out of character and engage visitors in spirited conversations on the street, in stores and @ bars.
 - Have a flag-saluting ceremony every morning where the flag is raised at the Market House by Special Ops from Fort Bragg
 - Sponsor a county fair once a month with potato sack races, greased pole climbing, etc.
 - Have a Fireworks display every Saturday night
 - Have Special Ops do a demonstration in downtown FYV once a week
- Have famous Americans hitch-hiking to Fayetteville on I-95

//how to position fayetteville as the most patriotic town in america::

035

- Put a Walk of Fame on the sidewalks in downtown Fayetteville featuring great Americans
- Play the star spangled banner every morning as a wake up call
- Call President George W. Bush to come for a visit
- Sell Michael Moore piñatas
- Red, white and blue wrapped transit vehicles
- Every Friday school kids sing National Anthem in class
- WWII reenactments every month
- Distribute free flags for display on cars, houses and businesses.
- · Paint roads red, white and blue with stars for downtown



//inquiries::

robert.shaw.west 919//956:9400

//location::

//durham:: 313//west.main.street durham:nc 27701 rswest@therepublik.net

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035

//approve:: //disapprove::

They're not consumers until they buy something.