## FAYETTEVILLE & CUMBERLAND COUNTY BRANDING COMMITTEE

Embargoed Media Reveal November 30, 2020

## **Intent for Today**

# Embargoed Until Midnight Tonight

### **Branding Project Genesis:**

- In late 2017, as an out growth of collaboration efforts, the FCCBC completed an inventory of existing materials, marketing messages, research, and implementation plans
- Upon review, the members found that we largely promote the same positive aspects of our community and often share similar audiences
- The partners recognized that while each organization's promotions are positive, branding and messages are largely disconnected and regularly overlap

### **Branding Project Genesis:**

"History, Heroes, and a Hometown Feeling"

"ONE Fayetteville"

"Your Town, Your Crown"

"Always On"



### **Developing a Community-wide Branding Platform:**

In 2018, a core group of community partners, committed to working together, to be more efficient and effective in our efforts to market, promote, and share our community's authentic story.

- Tourism Development Authority
- Cumberland County
- City of Fayetteville
- Vision 2026
- FCEDC
- Arts Council

- CVB
- Cool Spring Downtown District
- Chamber of Commerce
- Spectrum Management
- Cumberland County Schools









### A Truly Collaborative Process













### **Branding Project Vision: 2018**

- Aggressively promote the community locally, statewide, nationally, and internationally as a superior destination in which to live, work, visit, explore, create, and/or grow a business
- Promote a healthy economy to attract private investment, new residents, and young professionals while ensuring retention of key businesses and talent
- Deliver an adaptable platform, meeting the needs of various organizations, government departments, and other business partners in their specific marketing initiatives, while maintaining consistency within the overall brand
- Create a community-wide identity that our partnering organizations, elected officials, business community, and citizens can embrace and proudly share

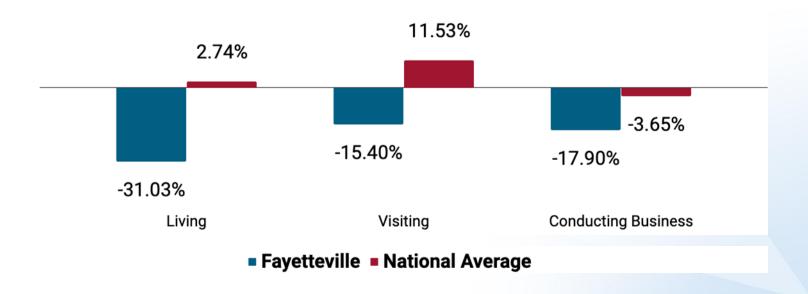
### A Comprehensive, Inclusive Process

### Facilitated by North Star Place Branding & Marketing

- 3,051 residents completed survey
- 200+ interviews/focus group attendees
- 413 out-of-market perception surveys completed
- 20+ statewide influencer interviews completed
- 50+ residents attended community creative workshop
- 8+ creative committee work sessions
- 59 Brand Ambassador sign ups

#### What Did We Learn?

Low Advocacy: On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," how likely would you be to recommend Fayetteville to a friend or colleague...



### What Did We Learn?

- Energy, momentum and commitment to next level success
- Low self-esteem in the community outside perceptions more neutral
- Transience and ethnic diversity drive a welcoming, accepting culture
- An extraordinary talent source (and ethos) is here for employers
- Generosity of spirit and a service mindset
- Area history and Fort Bragg have inspired a culture of readiness & action
- Our diverse strengths are unknown to most... the stage is set for surprise

### DNA statement: the basis for your distinct, authentic and ownable story.

#### **DNA Platform Statement**

Target Audience: For those interested in a southern location with a global

perspective and new energy,

Frame of Reference: Fayetteville and Cumberland County, at the heart of the Carolinas

and home to the world's largest U.S. military installation,

Point-of-Difference: is where America's most highly trained professionals and most

devoted neighbors always go further for you,

Benefit: encouraging, enabling and advancing your goals and dreams.



### **Fayetteville & Cumberland County DNA Pillars**





### **Moving From Strategy To Creative Activation**

- Not an ad campaign
- Yes, there is a logo and tagline but these are foundations, not the end game
- Today you'll see fundamental creative inspirations

   that will be built upon, as our commuity gives life to
   this new Brand Platform

## CAN DO CAROLINA



## CAN DO CAROLINA

Fayetteville & Cumberland County are Can Do Carolina, where readiness, service and generosity support people and organizations in the pursuit of their goals and dreams.





FAYETTEVILLE

A R E A

CONVENTION AND VISITORS BUREAU

Together, we can.













Together, we can.













### **Brand Activation**

### **Achieving Brand Success**

Is: Driving unified actions and behaviors

Is Not: Applying logos and taglines everywhere

### **Regional Brand Activation**

WE

**FIND A WAY** 

CARE FOR ONE ANOTHER

PROTECT THE WORLD

**ALWAYS GO FURTHER** 

**WE ARE** 

CAN DO CAROLINA



### **Regional Brand Activation**











### **City Brand Activation**









### **County Brand Activation**







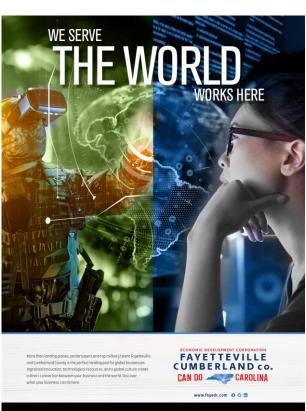






### **EDC Brand Activation**

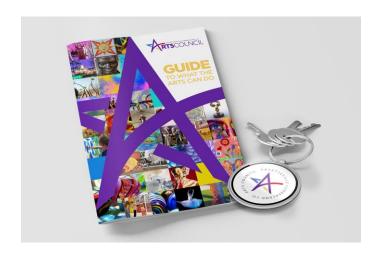








### **Arts Council Brand Activation**









### **Downtown Brand Activation**









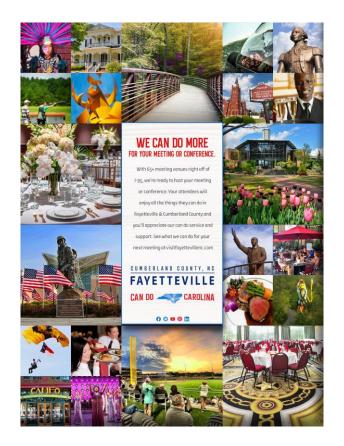
### **Chamber Brand Activation**







### **CVB Brand Activation**











## **Room for Creativity**

#### **Color Palette**



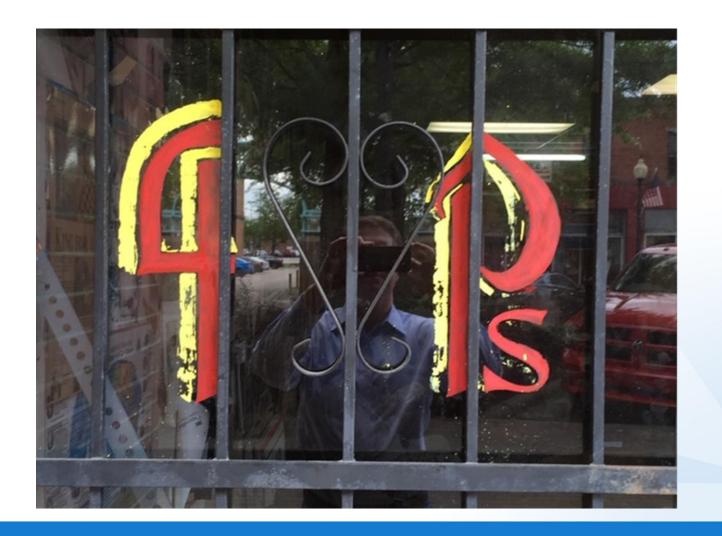


AMERICA'S CAN DO CITY













#### **Next Steps**

- We are asking for your help today, and in the days ahead, to share the amazing "Can Do" stories all around us
- We will be expanding to include more partners (FSU, FTCC, PWC, etc.)
- We are creating a "Can Do" crew to help gather our community's stories
- Achieving Community Goals!

#### **Activation Activities**

- Creating a "Can Do" story inventory
- Artistic competition for creative interpretation of one of the 4 pillars



- Tell your "Always Find a Way" story competition
- "Always Going Further" awards program for hospitality workers
- Recognize "We Care for Our Neighbors" examples

#### What you will see initially

- Website and Partner Logo Changes
- Message Deployment Billboards, Segra, Downtown Gobo, Banners, Ads
- Social Media
- Coordinated Content

# Tomorrow is the first step of a multi-year, continually evolving, implementation

#### Where We Were

"History, Heroes, and a Hometown Feeling"

"ONE Fayetteville"

"Your Town, Your Crown"

"Always On"





FAYETTEVILLE CUMBERLAND co.

CAN DO CAROLINA



Together, we can.











# FIND A WAY CARE FOR ONE ANOTHER PROTECT THE WORLD ALWAYS GO FURTHER



### Comments

### **Questions & Conversation**

# FIND A WAY CARE FOR ONE ANOTHER PROTECT THE WORLD ALWAYS GO FURTHER



# CAN DO CAROLINA

## **Partner Logos**



AMERICA'S CAN DO CITY



Together, we can.

#### **ECONOMIC DEVELOPMENT CORPORATION**

#### FAYETTEVILLE CUMBERLAND co.









THE **BUSINESS** of CAN DO

# FAYETTEVILLE A R E A CONVENTION AND VISITORS BUREAU