



**The Image of The Fayetteville Area.
Survey: April-May 2002**

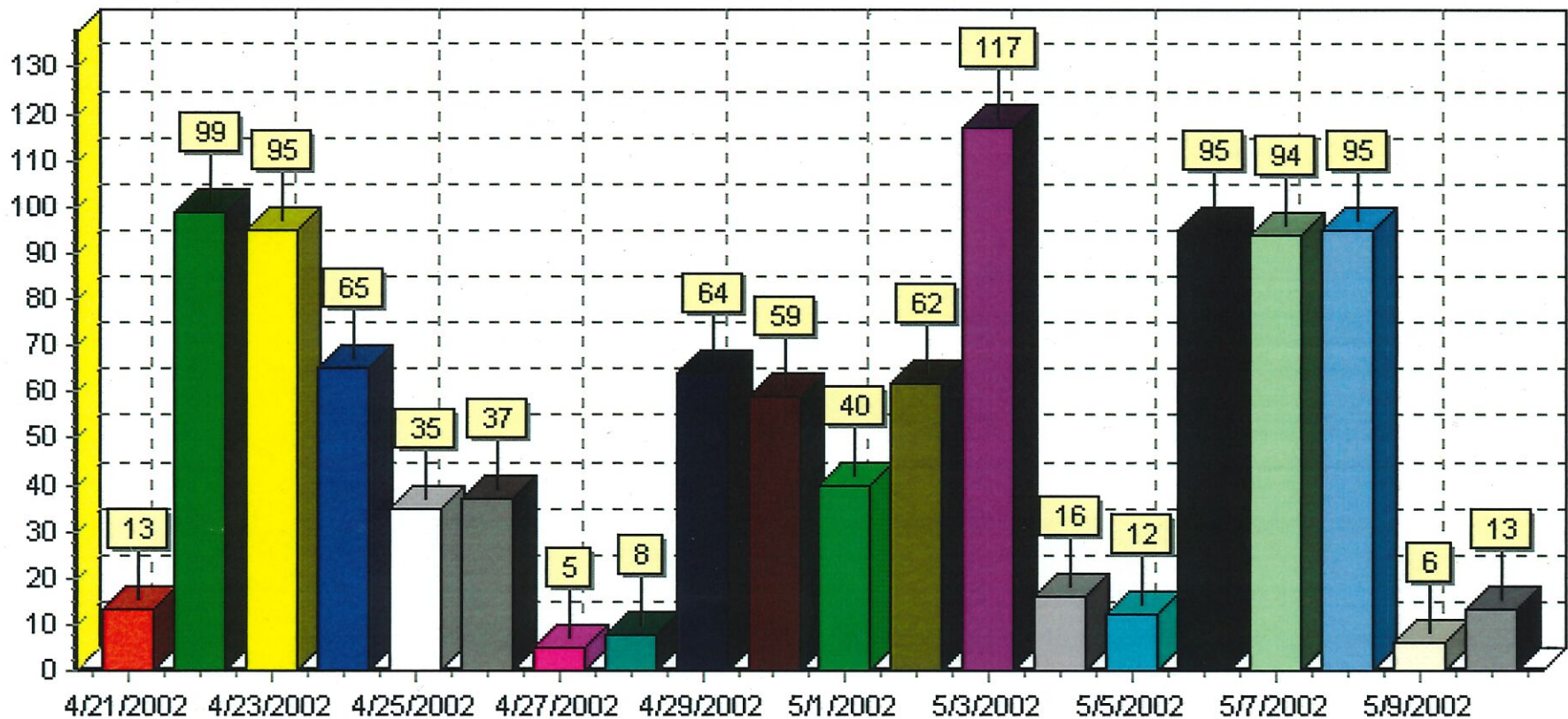
n=1,030
MoE=±3%

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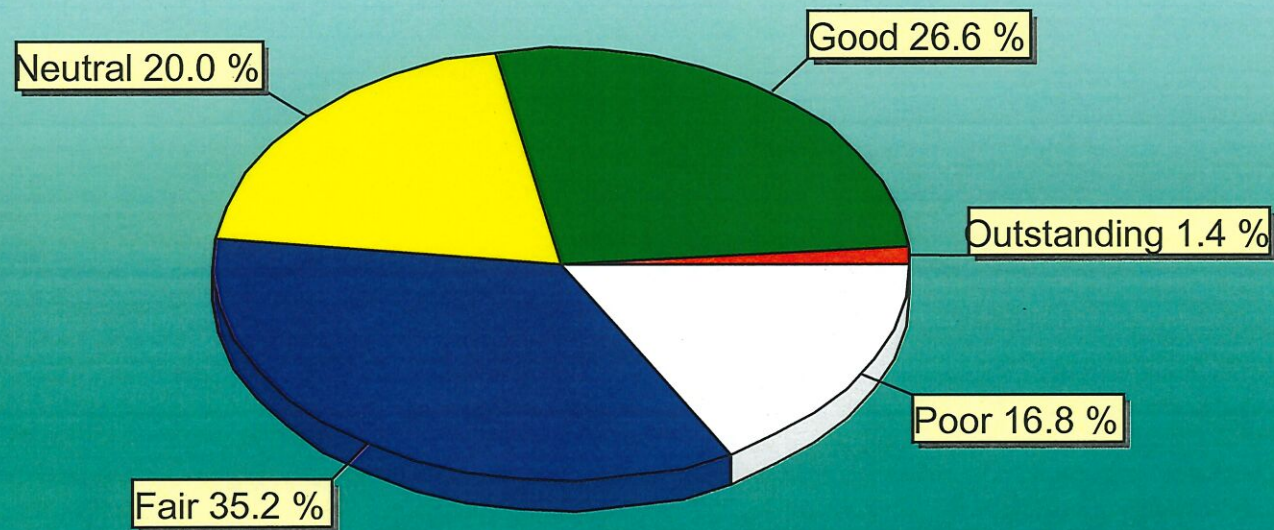
www.brogan.com

1,030 Surveys were received both online and on-paper between 4/21 and 5/9/02. Paper surveys were then manually input in groups.

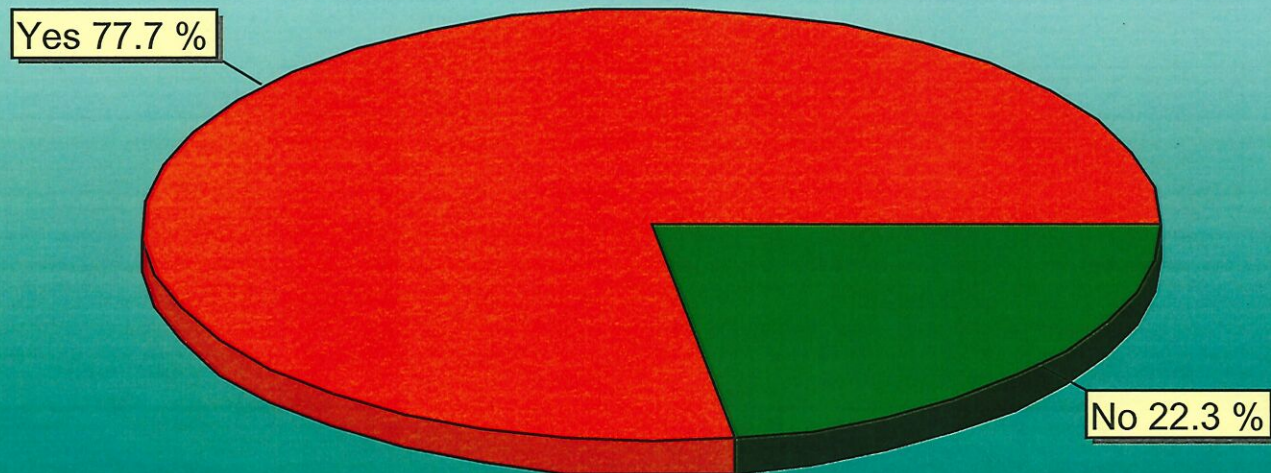
Date Survey Received



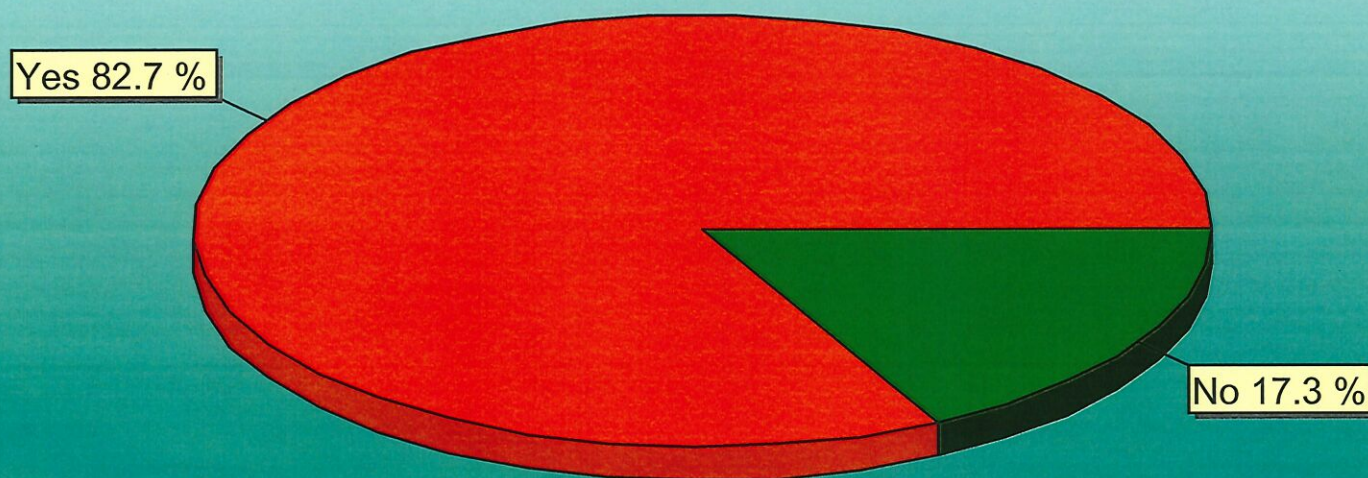
How would you describe the current image of the Fayetteville area?



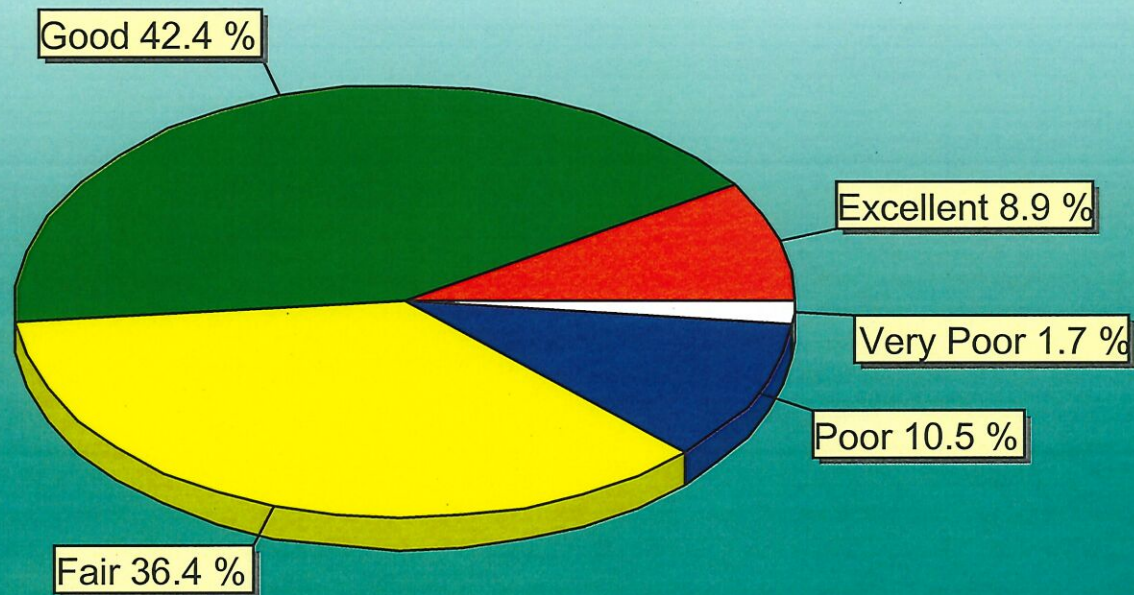
Do you think Fayetteville's image is improving?



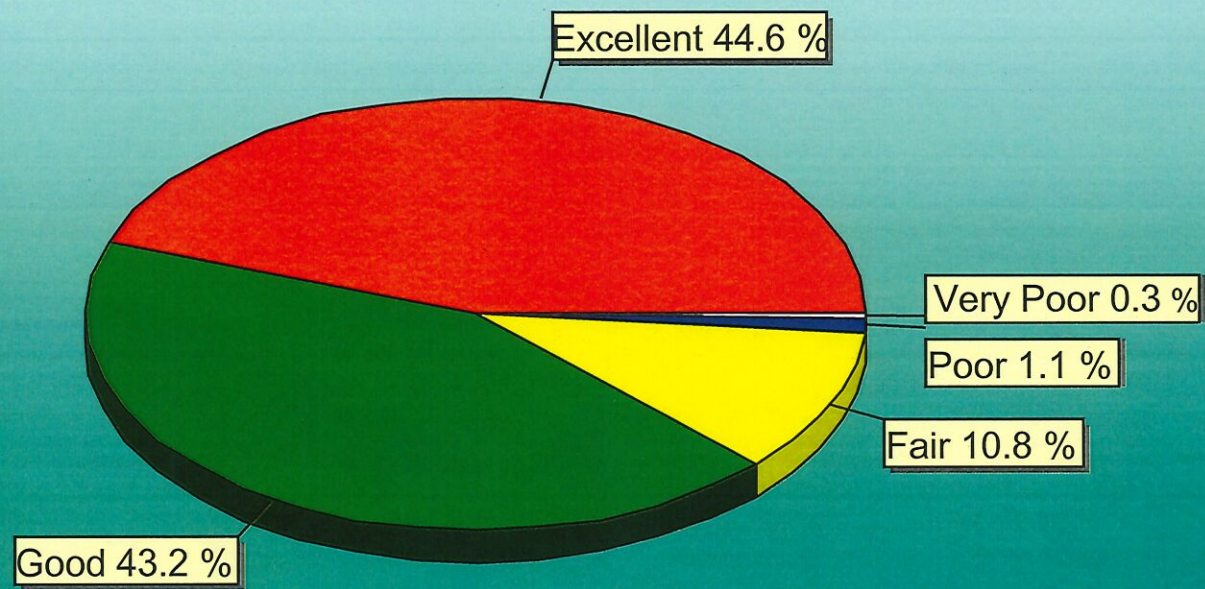
Do you think Fayetteville is improving?



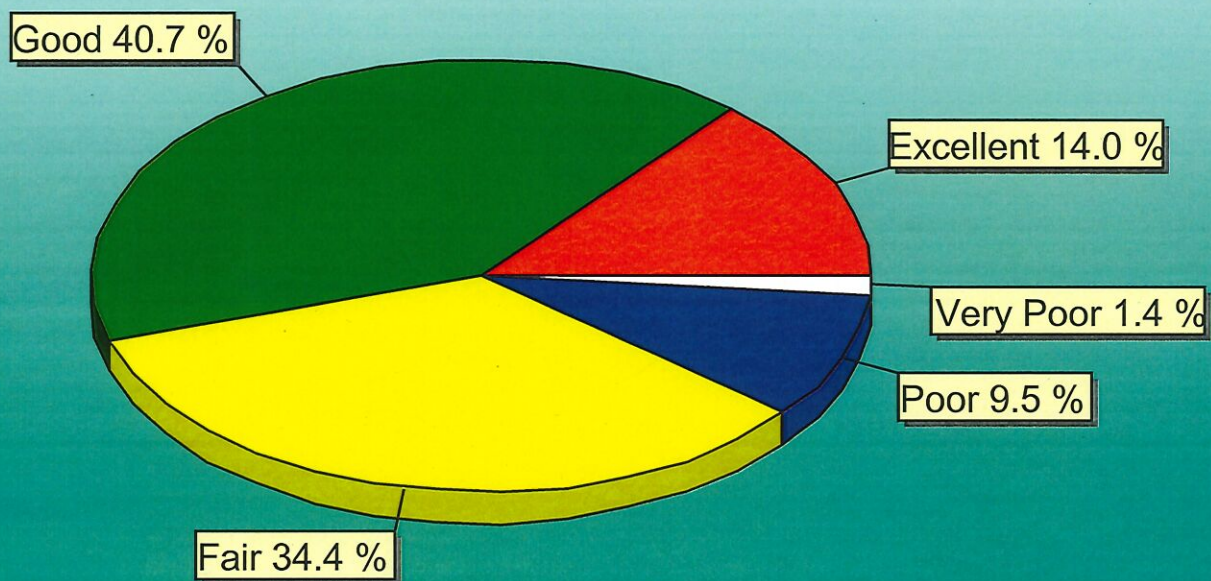
How would you rate the Fayetteville area on the following attributes? - Arts (Galleries, Theaters)



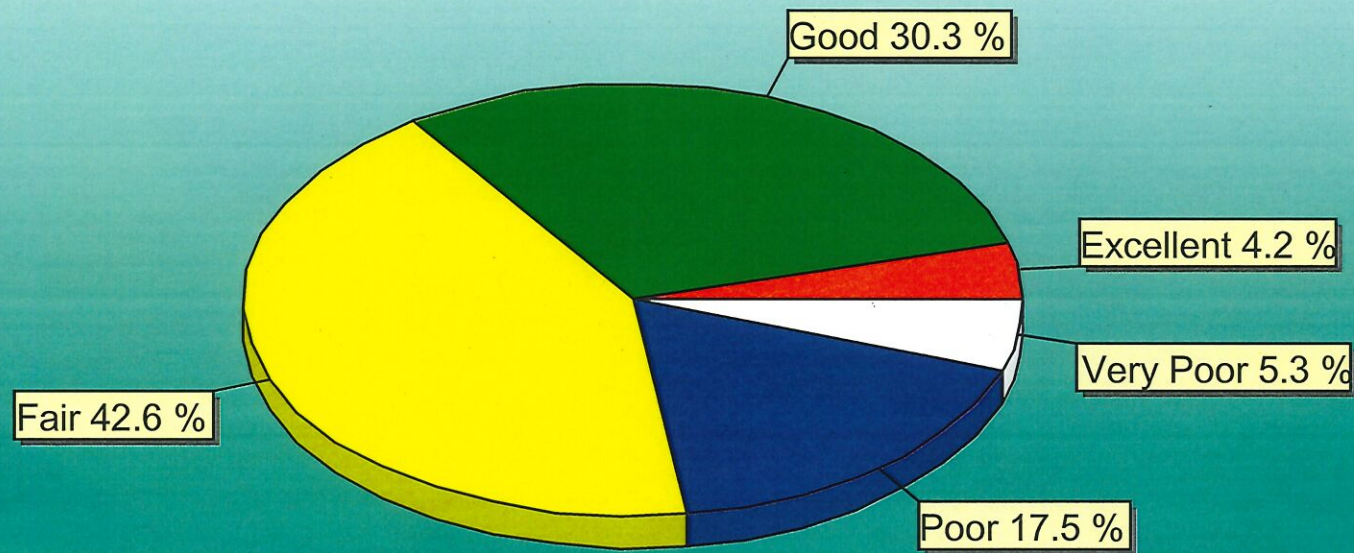
How would you rate the Fayetteville area on the following attributes? - Military History/Attractions



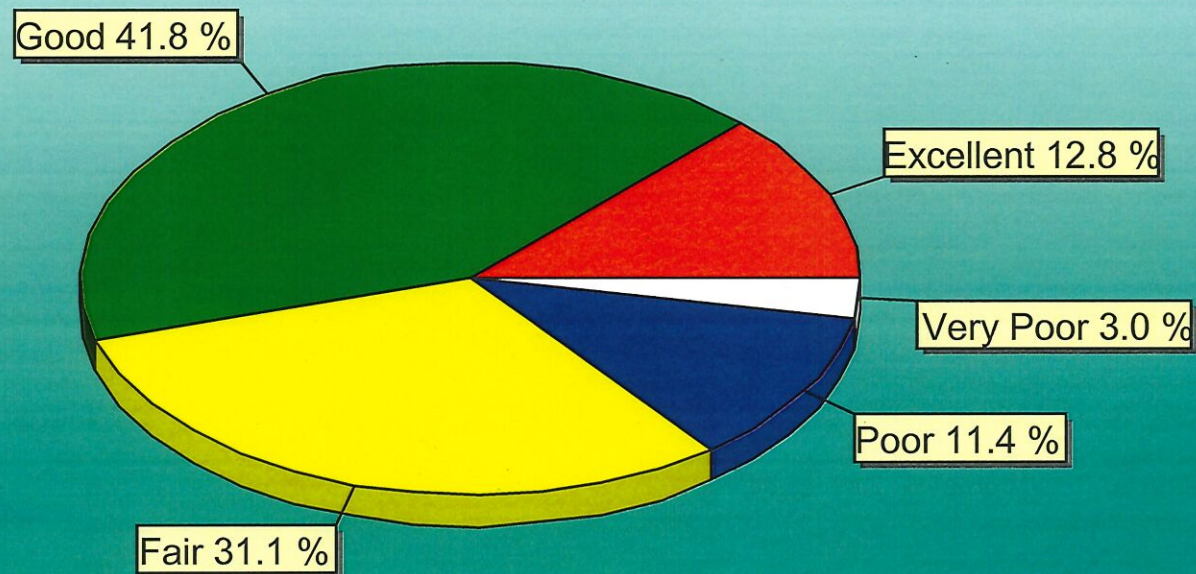
How would you rate the Fayetteville area on the following attributes? - Museums



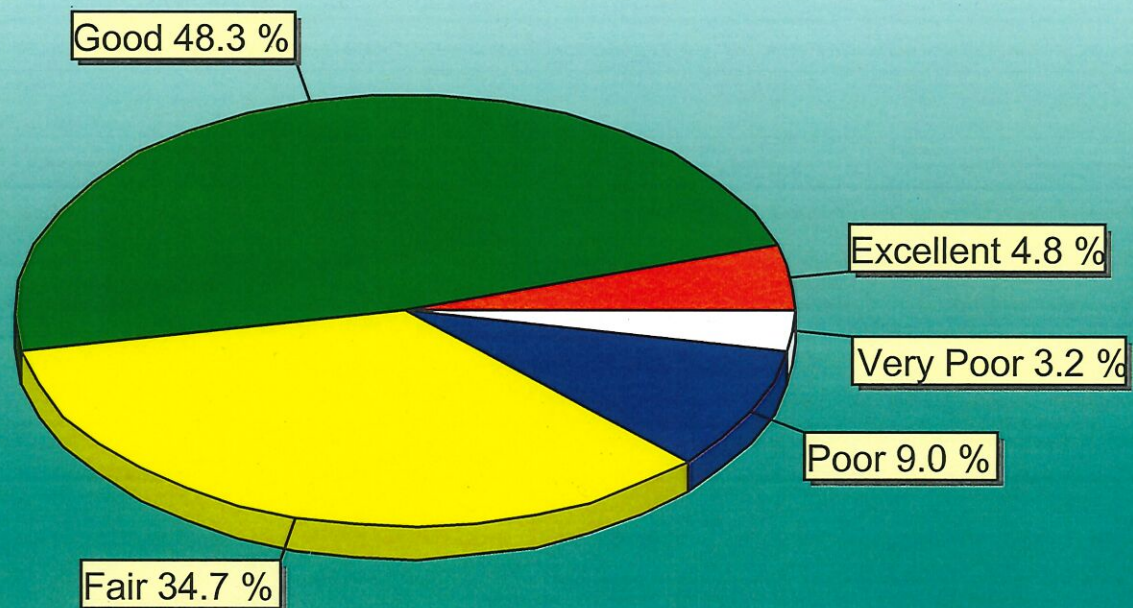
How would you rate the Fayetteville area on the following attributes? - Outdoor Activities



How would you rate the Fayetteville area on the following attributes? - Shopping



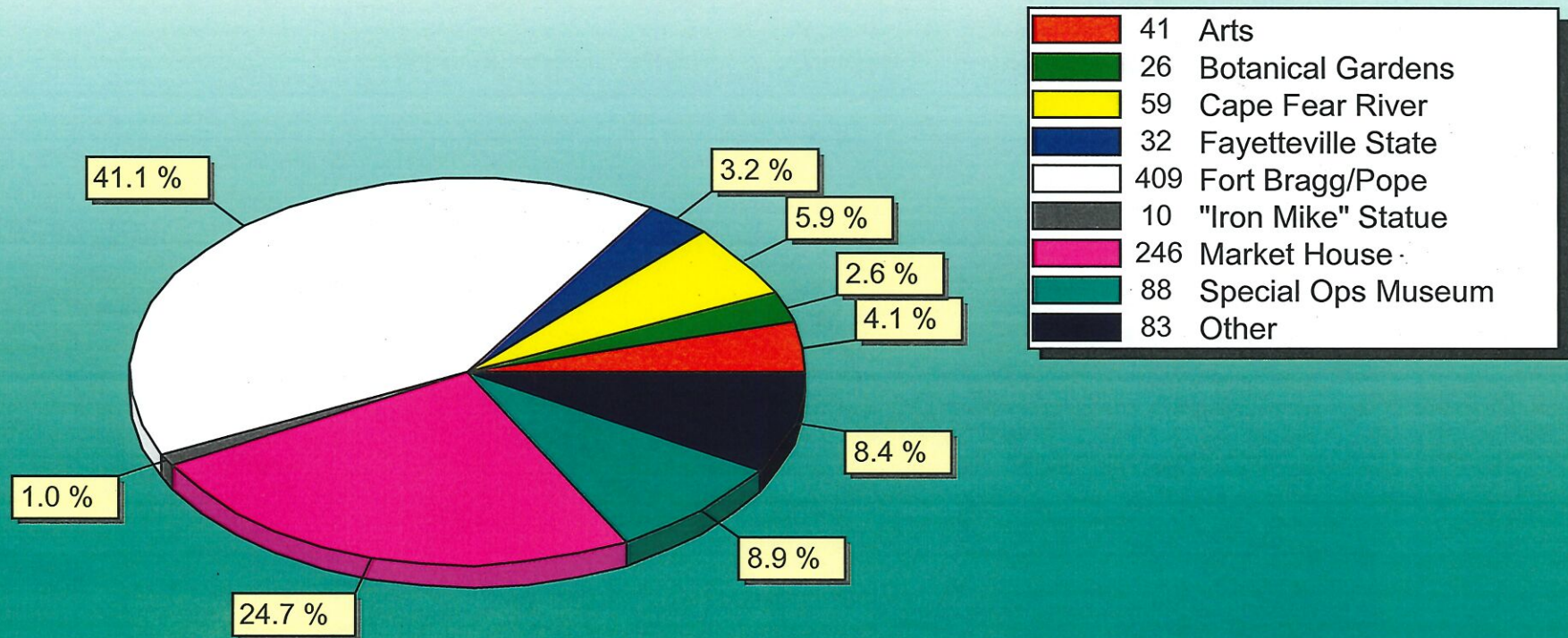
How would you rate the Fayetteville area on the following attributes? - Quality of Life



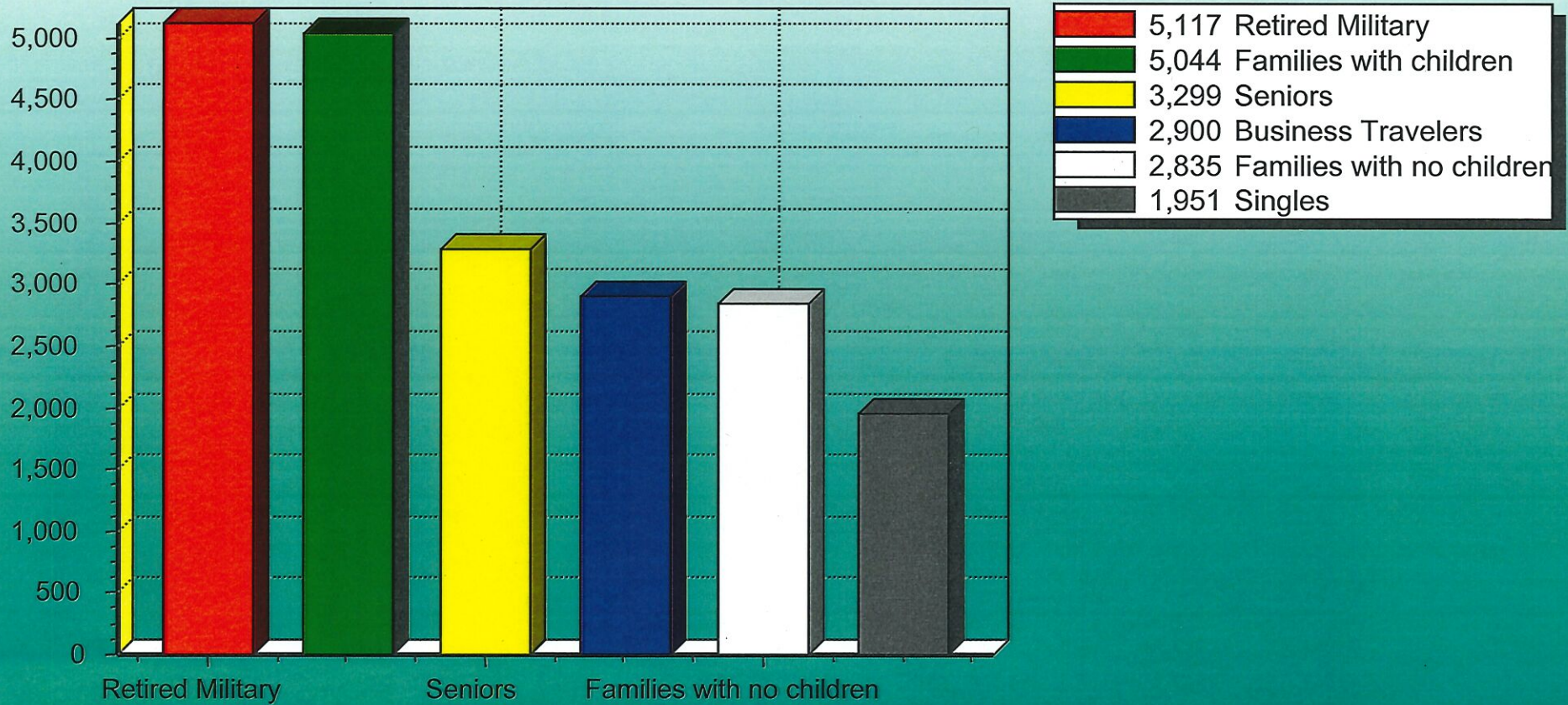
If you could make people understand 2 improvements, what would they be?



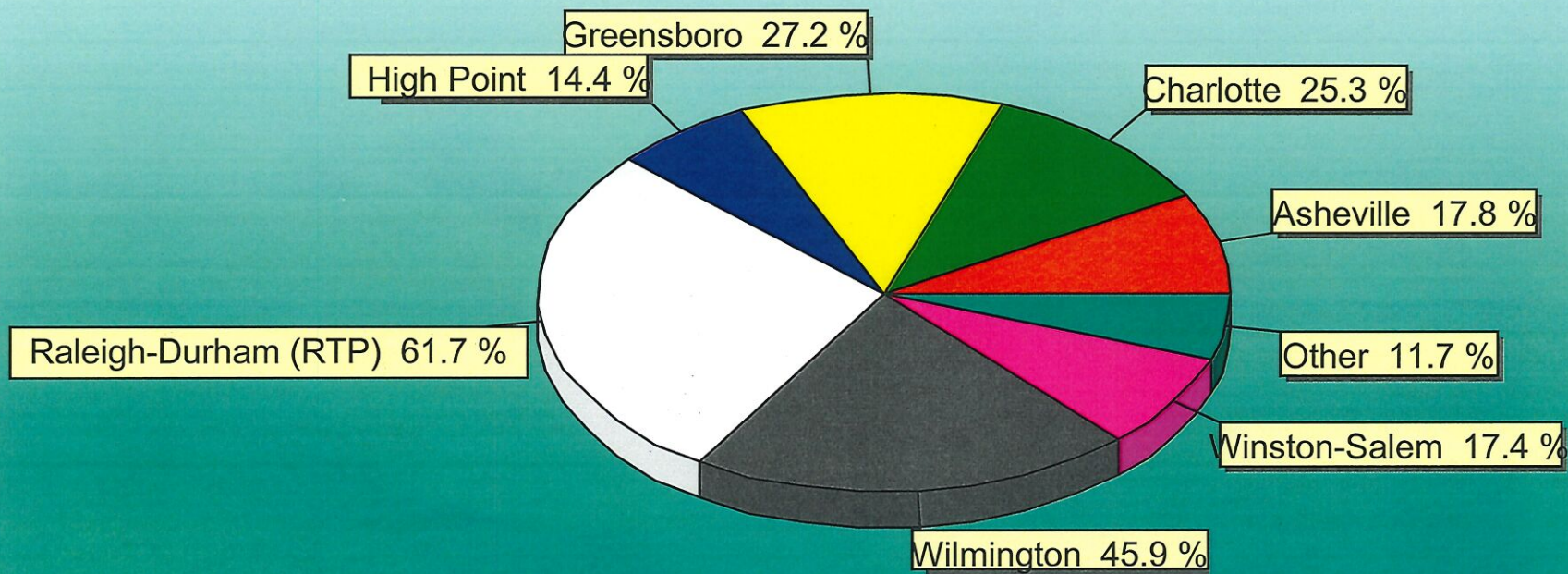
First thing that comes to mind for single image as best representative of Fayetteville?



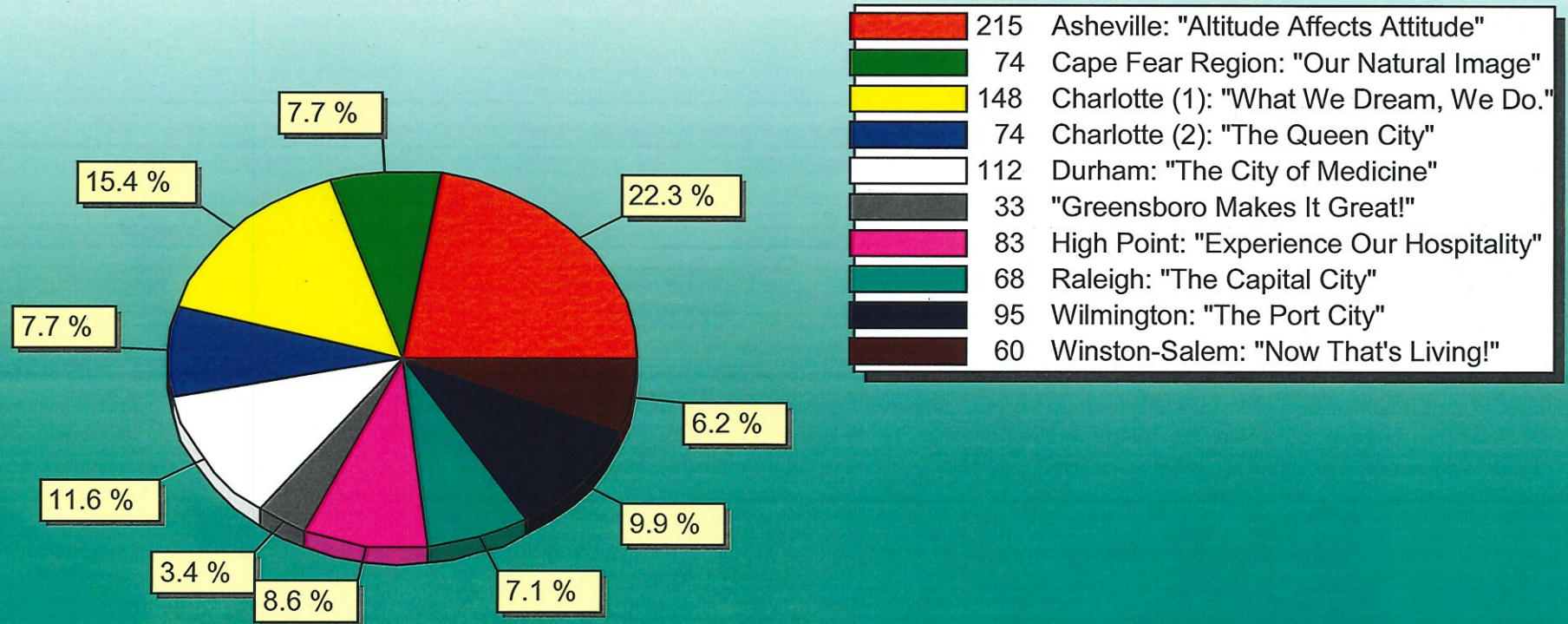
Rank groups below for which would be most interested in visiting the area for leisure activities.



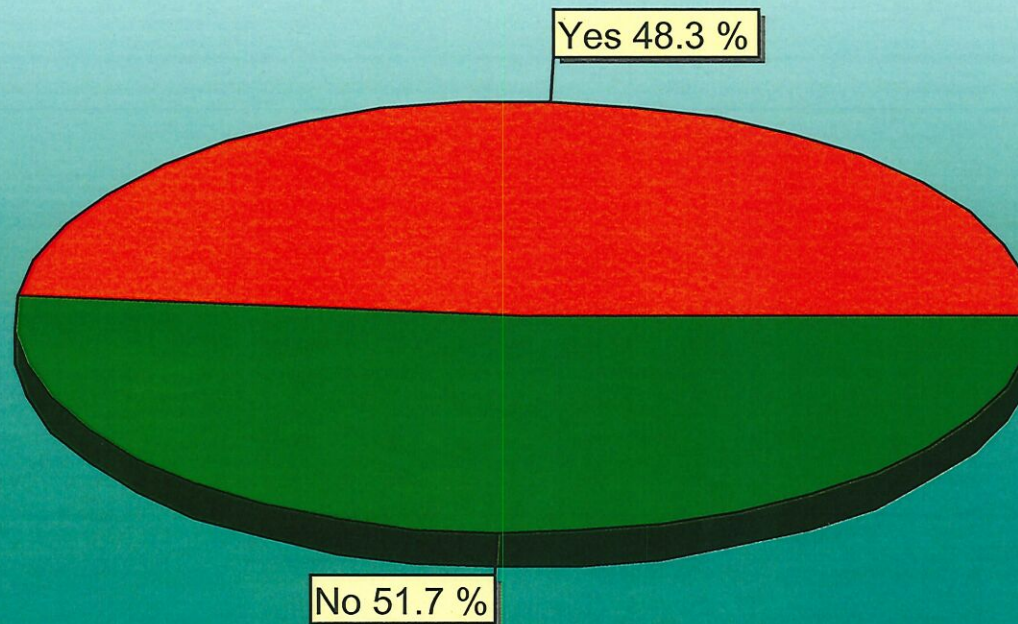
Which cities does Fayetteville actively compete against for tourism and business development?)



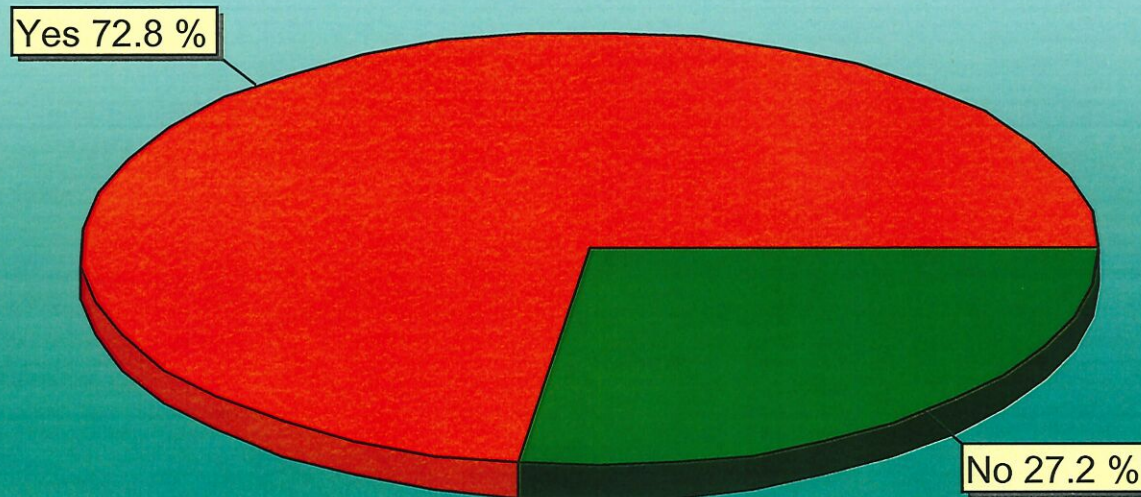
Below are themelines for several NC cities and one region. Choose the one you think is best.



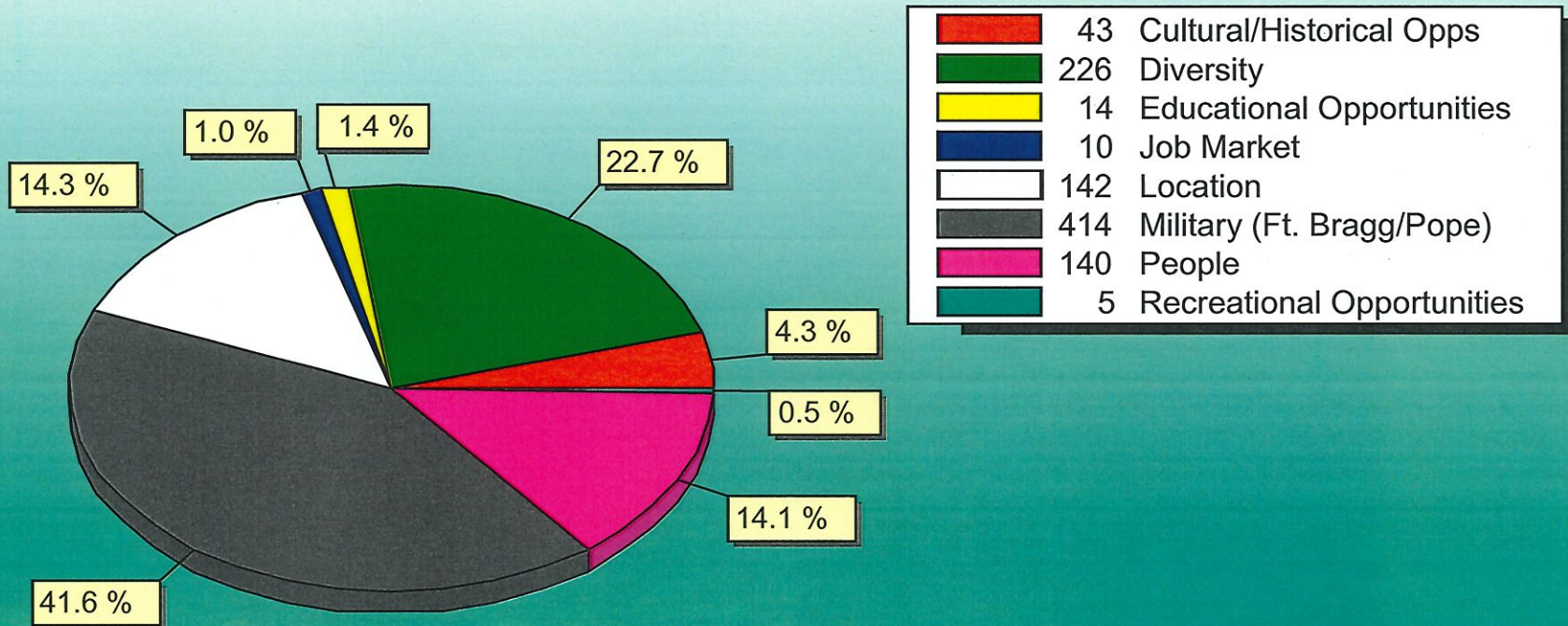
Would you recommend the area to a friend for weekend trip?



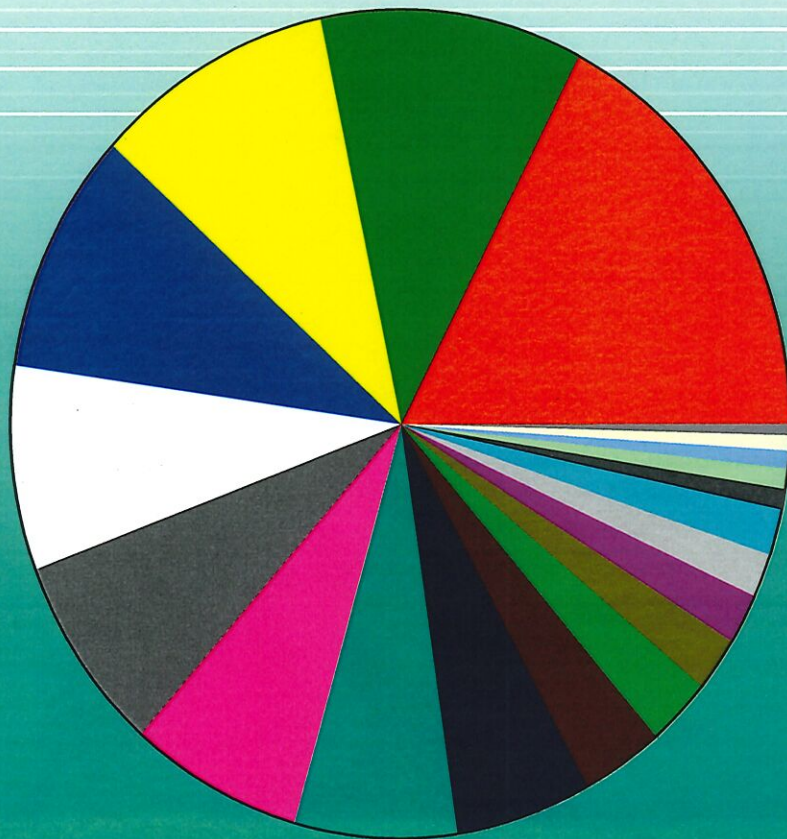
Would you recommend the area to a friend as a business location?



What is Fayetteville's biggest asset?

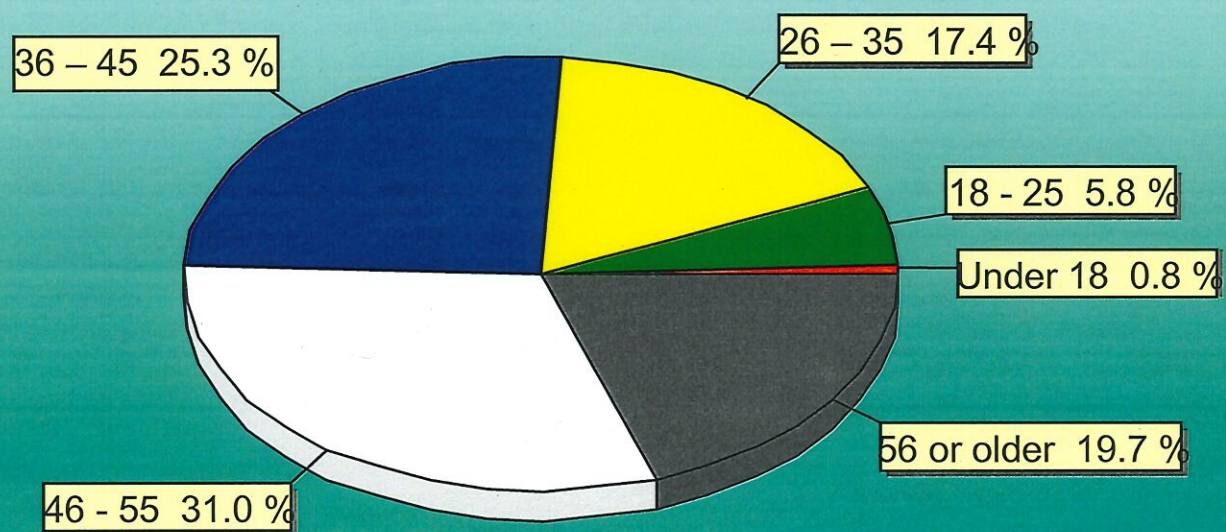


What is your single favorite Fayetteville attraction?

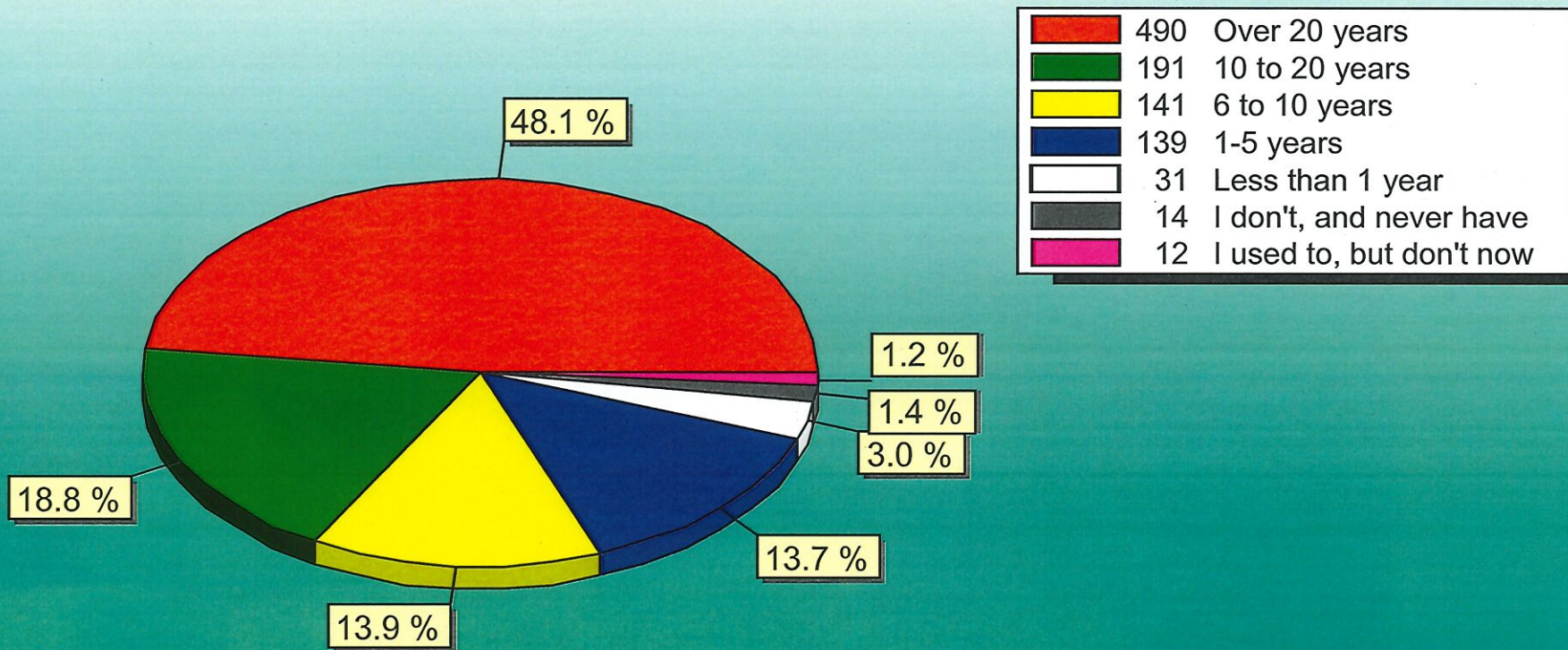


	168	Airborne and Special Ops Museum
	105	Crown Coliseum
	95	Dogwood Festival
	91	Cape Fear Regional Theater
	78	Fort Bragg (including on-base)
	74	Downtown
	69	International Folk Festival
	65	Botanical Gardens
	54	Other
	33	Fayetteville State University
	26	Cape Fear River
	20	Historic Churches
	19	Museum of the Cape Fear Historical Complex
	17	Fascinate-U Children's Museum
	17	Market House
	8	Fayetteville Museum of Art
	7	Other Festivals
	7	Arsenal Site
	6	Fayetteville State University Planetarium

What is your age?



How long have you lived in the Fayetteville area?





A UNIFIED VISION FOR ECONOMIC GROWTH

Ten Proposed Themelines for the Greater Fayetteville Area

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Detroit • Raleigh/Durham • Chicago • Ann Arbor • Silicon Valley

May 23, 2002

Today's Agenda

- Present 10 suggested themelines
- Present branding boards
- Vote to narrow 10 to 3
- Why no new logo?
- Why you won't like all 10

Objectives of a Themeline

- Advance an aspect of the community that is truly unique.
 - "Altitude Affects Attitude"
 - "City of Medicine"
- The best themelines are:
 - correct;
 - creative; and
 - memorable.
- Drive people to act.
- Themelines are never unsupported.

Remember the Hypotheses

- **It is positive to position Fayetteville as a city with rich military history.**
 - But with Fort Bragg being difficult to access after 9/11, this has been a point of significant debate.
- **Fayetteville's diversity is one of its greatest assets and a true differentiator.**
- **The residents of Fayetteville are viewed as more friendly, caring and open-minded than residents of other southern cities.**
- **History buffs, military retirees and seniors** are the most likely groups to visit Fayetteville for tourism purposes.
- **The downtown area** is in the midst of revitalization.

Categories

- Military
 - Overtly Military
 - Subtle Military
- Historic
- People: Diversity/Friendly
- Renaissance
- Omnibus

Themelines



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Omnibus/Subtle Military

Fayetteville.

Come See What We're Bragging About.



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History/Subtle Military

Surrender to Fayetteville.



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Renaissance

FayetteNow



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Branding Boards



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Branding Boards

- **Branding Boards are used by the creative team to give a feeling for emphasis, direction and types of graphics for future work.**
- **They are NOT logos, nor actual images to be used in ads, but examples of the kinds of images that support the positioning.**



Fayetteville. We love company.

Fayetteville
North Carolina

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Fayetteville. Shoulders back. Chest out.

Fayetteville
North Carolina

BROGAN & PARTNERS
CONVERGENCE MARKETING



Fayetteville. Red, White, And You.

Fayetteville
North Carolina

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Fayetteville. What So Proudly We Hail.

Fayetteville
North Carolina

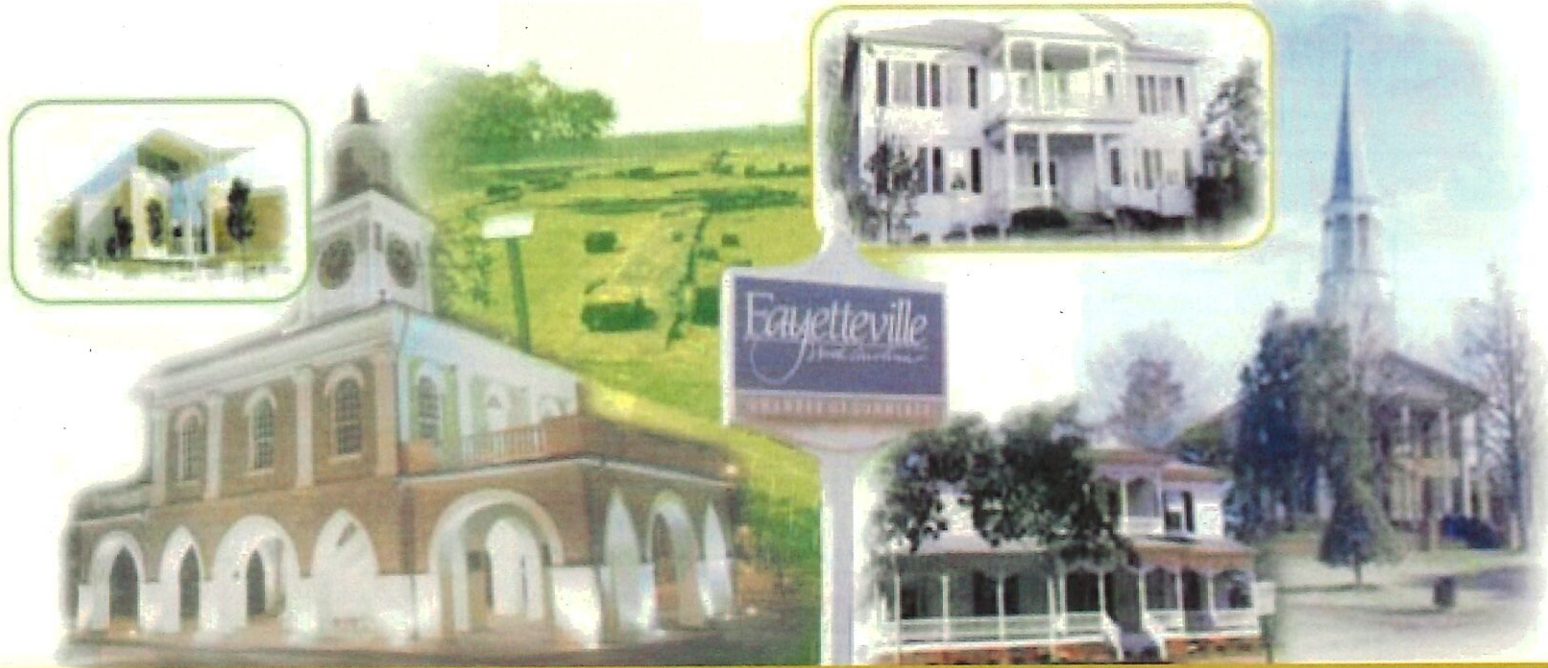
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Fayetteville. History. Heroes. And A Hometown Feeling.

Fayetteville
North Carolina

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Fayetteville. History's Hometown.



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Fayetteville. Visited Yette?

Fayetteville
North Carolina

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**Fayetteville.
Come See What We're
Bragging About.**

Fayetteville
South Carolina

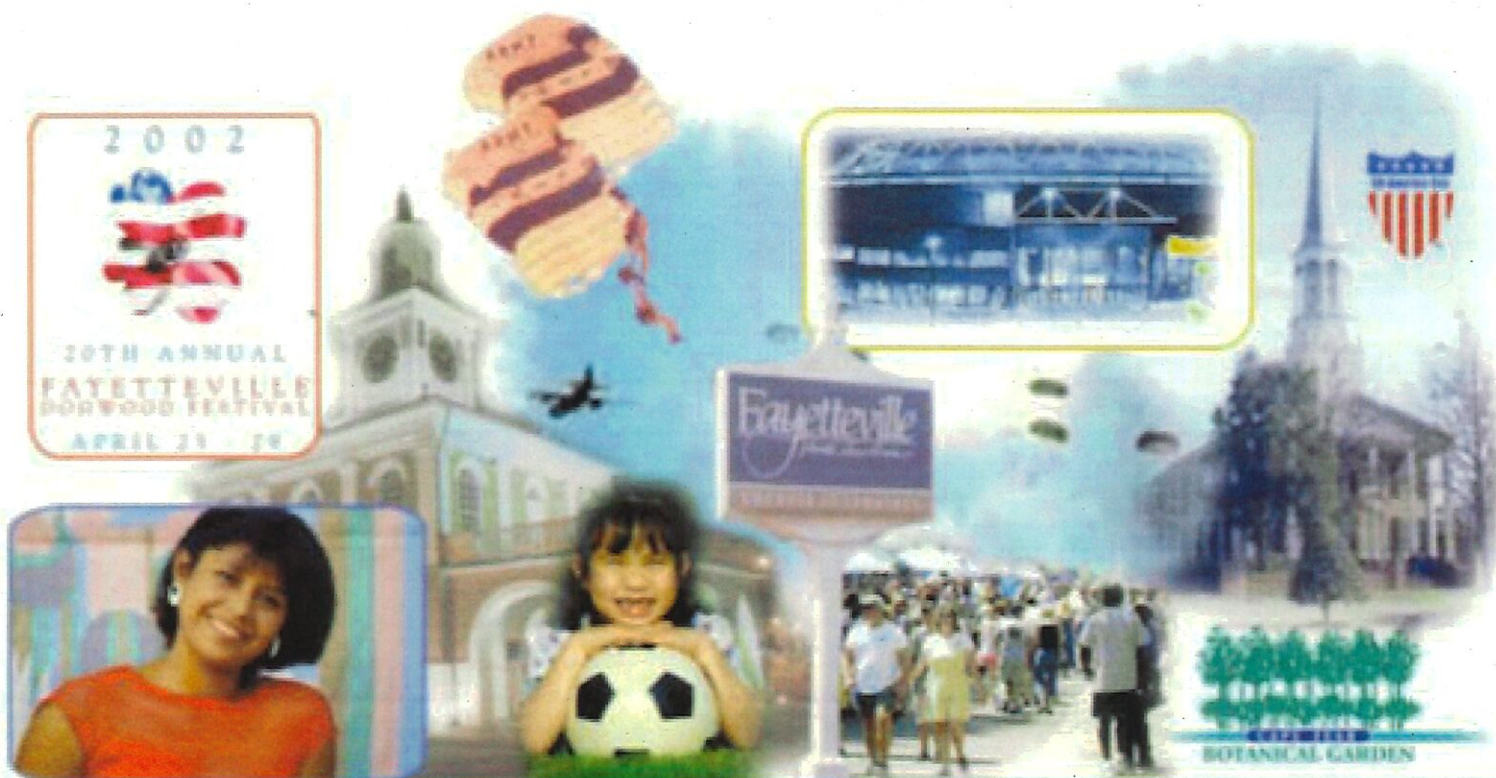
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Fayetteville. Come See What We're Bragging About.

Fayetteville
North Carolina

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CONVERGENCE MARKETING



FayetteNow.

Fayetteville
North Carolina

BROGAN & PARTNERS
CONVERGENCE MARKETING

People/Subtle Military
(also good for Economic Development)

Fayetteville.
We Love Company.



BROGAN & PARTNERS
CONVERGENCE MARKETING

Military / Renaissance

**Fayetteville.
Shoulders Back. Chest Out.**

Military/History

**Fayetteville.
Red, White and You.**

Omnibus/Subtle Military

**Fayetteville.
What So Proudly We Hail.**



BROGAN & PARTNERS
CONVERGENCE MARKETING

People/History/Military

Fayetteville.

History. Heroes. And a Hometown Feeling.



BROGAN & PARTNERS
CONVERGENCE MARKETING

History

**Fayetteville.
History's Hometown.**



BROGAN & PARTNERS
CONVERGENCE MARKETING

Omnibus

Fayetteville. Visited Yette?



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CONVERGENCE MARKETING