

# WHERE SOUL LIVES.

## MACON BRANDING FAQ

### Why does Macon need new branding?

Macon's previous tagline, "Song and Soul of the South," defines Macon as more of a destination brand. While there are benefits to this, it can also be limiting. So, Macon's new brand "Where Soul Lives" aims at creating a sense of unity among the community by encouraging residents to embrace and embody this message, allowing local businesses and organizations to adopt and utilize Macon CVB's resources.

### How will this distinguish Macon?

The new brand clearly conveys the essence of Macon – as well as its combined characteristics, personality, and advantages – into one clear idea: Soul. Everything about Macon can fit under this umbrella idea, which allows us to highlight all of Macon's best assets. When we pair this with other branding/story-telling elements, our audience gets a clear picture of everything Macon has to offer, and why there's no other place like it.

### How will this create more unity?

Branding is about positioning "Where Soul Lives" in the marketplace. For this branding initiative to be effective, it must be embraced by our partners, local businesses, and residents, who are our best tourism and community ambassadors.

We must speak with one voice. The tools listed below provide a closer look at our branding platform. We encourage you to use these tools when you speak about Macon. There are PowerPoint templates for our partners to use for presentations to reinforce our brand. If we speak with one consistent, strong voice, we will be heard. We can show the rest of the world what it means to be "Where Soul Lives."

The CVB will use the new branding throughout all of Macon's promotional materials. The CVB will also provide various ideas and programs encouraging businesses and organizations to join the push by integrating some of Macon's branding elements into their own brands. This will spread the message that everyone in Macon is all in this together.

### What are the expectations?

With this new sharable brand platform, everyone in the community will be an advocate of Macon. This will highlight our best attributes, and reiterate our message in many varied placements and locations throughout Macon.

### How will all of this be deployed?

The new Macon brand launched in January 2016. The Macon CVB is now in the process of helping implement the brand in the community. With your partnership, it will be a great success.



### **What's in it for me?**

In preparation for the launch, the CVB partnered with organizations and businesses to help promote our brand within their own. These "Soul Ambassadors" will not only be advertising Macon, they will also be promoting themselves as an important piece of Macon's story.

### **What are some examples of community involvement in the new brand?**

- Embracing "Soul" verbiage and themes in your organization through programs and communication
- Becoming part of our "Soul Stop" or "Soul Food" programs
- Creating a retail theme around "Soul"
- Promoting "Where Soul Lives" on your media channels
- Joining the Community Branding Committee

See the Macon CVB Brand Implementation Ideas document for specific ideas on how you can adopt and implement elements of "Where Soul Lives" in your organization.

### **Which organizations are currently Soul Ambassadors?**

New organizations are joining every day. If you would like to know how you can become a part of the effort, contact Valerie Bradley at [vbradley@visitmacon.org](mailto:vbradley@visitmacon.org) or 478.743.1074, ext. 106.