

Differentiation

Creating a Regional Brand



(www.goodlogo.com)

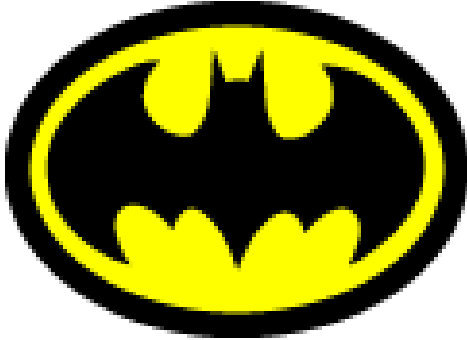




(The Ultimate Driving Machine)



The Windy City





The Crescent City?

The Big Easy?





The Big Apple





Big Sky Country

Why create a BRAND?

- **Make an old thing “new and improved” and it shows that an organization is competitive in the marketplace**
- **You can put your best face forward**

Steps to developing a place brand:

- **Step 1: Define Clear Objectives**
- **Step 2: Understand the Target Audience**
- **Step 3: Identify Current Brand Image**
- **Step 4: Set the Aspirational Brand Identity**
- **Step 5: Develop the Positioning**
- **Step 6: Create Value Propositions**
- **Step 7: Execute the Brand Strategy (co-branding)**
- **Step 8: Measure Success**

Research will explore:

- What associations are linked to the region?
- Has the image of the region changed over time?
- What is the current personality of the region?
- What visual imagery does the place evoke?

Likely research questions:

- **When I say the name “NCARED”, what is the first thing that comes to mind? Why?**
- **What are the strengths and weaknesses/pros and cons of this region?**
- **What benefits does the region provide for you?**
- **Describe the experience you have had, or expect to have, with this region?**



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Why Ask These Questions?

1. To understand how the target audience perceives the region
2. To understand the gap between the current perception and the desired perception
3. This allows new branding and positioning to close the gap.

A regional brand should:

- **Have a purpose**
- **Have an identity that represents the area, not individual people or segments**
- **Maintain credibility – represent what is actually here**
- **Identify key target audiences and offer them value**

The New North

An 18 county region in Northeast Wisconsin

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

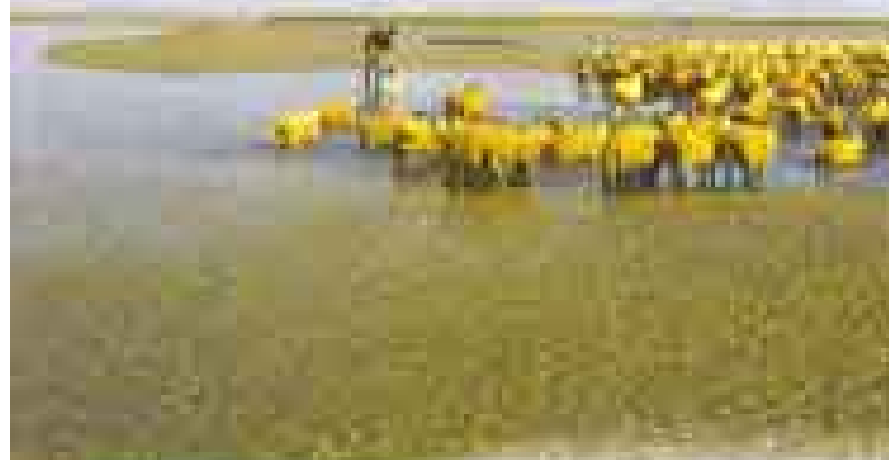
north of what you expect





La Somme so close, so French

Discover the 2018 World's
Most Beautiful Places in the World
and the most beautiful in France



More beautiful destinations in France

Discover
the most
beautiful

La Somme
the most beautiful in France

Important for a brand to have an effective Tagline:

- **Holiday Inn: "Pleasing people the world over"**
- **Karry-Lite: "Takes the 'lug' out of luggage"**
- **Polaroid: "The fun develops instantly"**
- **Timex: "Takes a licking and keeps on ticking"**
- **"Easy as Dell"**
- **"Oregon is For Dreamers"**

An hour from Calais and already you can smell the croissants.

You know the signs on the
autoroute to Paris: "Vous êtes
en Picardie", it says. Millions
of motorists see it every year
as they head north to their
holidays in France.

The funny thing is, of course,
that this is already in France.
Indeed, behind the trees growing
past is a little bit one of the
most gastronomically French
regions in the whole country.

Whether you're travelling in
search of scenery, gastronomy
or history, Picardy has them all
in abundance. Medieval castles,
châteaux,
cathedrals,
hospitals,
markets and
museums.



Woodlands where wild boar still roams, trawled rivers, streams,
creeks, a coastline that ranges from shellfish-rich cliffs to rolling
sand dunes. And, here, such a
variety of landscapes, an equally
rich and diverse cuisine, from
impeccable seafood to wild
boar, or both served on the
soft cushions of the Bretones.



Are we tickling your palate? Just one brief break will begin
to reveal the region's treasures. So why not start by doing a little virtual exploration of
your own? Visit www.picardie.org or call us on 011 2033 1700
for information on virtual tour offers in Picardy from £29
for 2 for 2 nights.

Take a look at the picture of Amiens again. It's the
real France. And it really is that close.

Where France began, and the REAL France begins



What Next?

**Maintain your equilibrium
(and momentum!)**



MoneyGram
The International Money Service

CASA DAVID
RESTAURANT & BAR

**Reflect on your potential to
make a difference!**



**Remember the importance of
balance and teamwork**



Challenge yourself!



Avoid distractions that cut
into your success!



Questions?



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