2018 BRAND NAVIGATOR

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INTRODUCTION

As this part of the branding project comes to an end, it's worth recognizing many of the community stakeholders that participated in this process.

Cedarburg's Economic Development Board identified the need for a purposeful branding direction for the community, not only for growing businesses, residents, and tourism, but also for rallying the entire community behind a central theme. Investors were secured, and from them a steering committee was formed that also included a representative from the Cedarburg Chamber of Commerce.

City of Cedaburg, Alderman – Jack Arnett
Cedarburg Light and Water – Dale Lythjohan
Cedarburg Landmark Preservation Society – Vince Cameranesi
Cedarburg School District – Todd Bugnacki, Superintendant
Ozaukee Bank's Gift to the Future Fund – Jill Hepburn
Cornerstone Buildings, LLC – Greg Zimmerschied
Cedarburg Chamber of Commerce – Jennifer Andreas

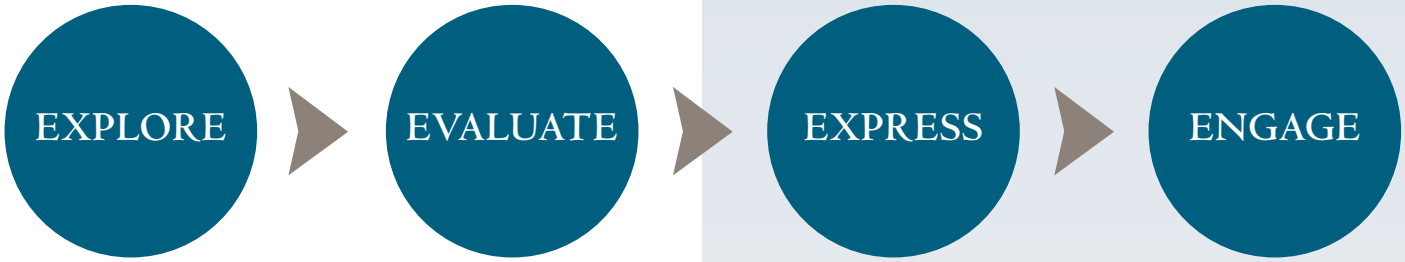
Community stakeholder participants include:

Amy's Candy Kitchen	Cedarburg Light & Water	Frill	Olsen Piggly Wiggly
Anvil Pub & Grille	Cedarburg Overhead Door	From Scratch	Out & Out
Ashley's Confectionary	Cedarburg Parks and Rec	Funjet	Ozaukee County Board
Bella Lei Salon Spa & Boutique	Cedarburg Performing Arts Center (CPAC)	GHL International Inc.	Parkview PTA Cedarburg
Beyer Hardware	Cedarburg Police Department	Grafton High School	Partnership Bank
Birchwood	Cedarburg Preservation Society	Greater Cedarburg Foundation	Pink Llama
Bohemia	Cedarburg Settlement	Groth Design	Plan Commission
Carlson Tool & Manufacturing	Cedarburg Toy Company	Homes By Towne/Towne Realty	Port Washington State Bank
Castle of the Cedars	Cedarburg Woolen Mill	Kapco	Rita Edquist Foundation
Cedar Crest	City of Cedarburg	Koehler Insurance	Rivoli Theatre
Cedarburg Artist Guild	Collins & Co. Realty	LaBudde Group, Inc.	Stagecoach Inn
Cedarburg Chamber of Commerce	Commerce State Bank	Landmarks Commission	State Senator
Cedarburg Corp (Engineering)	Common Council	LaRosa Landscaping	Stilt House
Cedarburg Creek Settlement	Community Development Authority	Levy & Levy	Summer Sounds
Cedarburg Cultural Center	Concord Development	Lillies/Weeds	Temperature Pro
Cedarburg Economic Development	Cornerstone Buildings	M Magazine	The Kubala Washatko Architects, Inc.
Cedarburg Education Foundation	Dorothy Gallun Fine Jewelry	Master Screen Printing	Today's Dentistry
Cedarburg Festivals	Downtown Dough	Milwaukee Realtors Association	Washington House
Cedarburg Fire Department	Family Vision Center	Mueller Funeral Home	White Rice Advertising
Cedarburg High School	Fermentorium	Wisconsin Museum of Quilts & Fiber Arts	Newman Chevrolet
Cedarburg Junior Woman's Club	News Graphic	First Immanuel Lutheran Church & School	

To briefly summarize the final deliverable that will assist Cedarburg in moving your community forward, the Brand Explorer with the Brand Navigator program was created to help communities, like yours, navigate through the delicate process of discovering, exploring and promoting their strongest brand position. The Brand Explorer and Brand Navigator program helps you create a destination of distinction, and shows you how to create traction within the community so your brand works harder and smarter for you.

INTRODUCTION

The stages of the Brand Explorer program for building the Cedarburg brand are:



Phase I: Explore — In this phase, we measured the pulse of the community and strategic external audiences through research. This research is a building block from which brand truths emerge – the foundation for brand building.

**The research findings reports were submitted at the end of Phase II, after the research presentation was completed.*

Phase II: Evaluate — What does all the research say and what's the best brand positioning? After evaluating the research that was done, we were able to determine the best brand positioning for Cedarburg. You will see the brand positioning that was developed based on the research in the following sections.

Phase III: Express — In this phase, we were able to turn your community brand from a strategy into a story. We were able to materialize your brand creatively and develop your story into the expressions that will gain attention from others.

Phase IV: Engage — This phase covers how to integrate the elements of your community brand into the fabric of the community so it creates traction. We call this the Brand Navigator because it gives you the navigational tools you need to actually put the plan to work rather than putting it on a shelf. You will see the full Brand Navigator in the sections that follow.

Again, thank you for the confidence placed in our team. We enjoyed our experience with each of you and know you will move forward in branding your community quite successfully.

Let's get started!

PHASE I:
EXPLORE

The following summary provides the key takeaways from the collective research that affects the branding of Cedarburg.

We received lots of input from many people and organizations, from within Cedarburg, as well as outside.

- ★ 41 interviews with community stakeholders
- ★ 53 focus group participants
- ★ 571 community surveys completed
- ★ 455 attitude, awareness and perception surveys completed by a sample of general consumers in the Milwaukee MSA
- ★ A review of Cedarburg's digital footprint

RESEARCH HIGHLIGHTS: COMMUNITY FEEDBACK

IN-MARKET VISIT:

The interviews with community stakeholder and the focus groups with various members of the community, including business owners, high school students, arts and education, and downtown merchants and government revealed the following:

Strengths:

- ★ Downtown Cedarburg/Washington Avenue
- ★ Historic preservation
- ★ Festivals and events
- ★ Strong arts community
- ★ Shopping
- ★ Small town atmosphere/model
- ★ Strong quality of life
- ★ Outdoor assets
- ★ Strong local movement
- ★ Second largest tourism attraction in Wisconsin
- ★ Ozaukee County Fairgrounds

Weaknesses:

- ★ Lack of lodging options
- ★ Perceived exclusivity/lack of diversity
- ★ Too expensive for young families
- ★ Preservation may stall progress
- ★ Short business hours
- ★ Shortage of parking/high traffic during festivals

Opportunities:

- ★ Infrastructure updates
- ★ Added lodging options
- ★ Additional housing options/affordable rents
- ★ Uniform/extended business hours

Threats:

- ★ Resistance to change
- ★ Political challenges

PHASE I:
EXPLORE

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Key Insights:
Historic preservation is strongly tied to Cedarburg's identity:

- Cedarburg is known for its historic preservation - particularly historic downtown/Washington Avenue, its repurposed mills, the Rivoli, St. Francis church and preserved architecture throughout.
- It is a point of pride and a strong tourism asset. It is a top descriptor. It helps differentiate Cedarburg, helps it stand out within the state, and provides the town with an iconic visual.
- It can also be a challenge as the town grows - historic preservation comes with lots of red tape that can limit development. This does not have to be a bad thing.

Downtown is the energy and charm of Cedarburg. "It's a storybook place."

- Traditional Americana: often compared to Norman Rockwell or a Hallmark movie set
- Downtown is the center of activity, which lends Cedarburg its liveliness: shops, restaurants, coffee shops, bars, lodging, galleries, museums, festivals and events, etc.
- Walkable
- Strong local movement: lots of small, locally owned boutiques, restaurants, bars and coffee shops

Cedarburg offers great quality of life:

- Proximity to Milwaukee
- Good school district
- Small town model community
- Safe
- Outdoor assets: Parks, Interurban Trail, River Walk
- Strong arts community
- Strong values
- Charming neighborhoods
- Walkable downtown
- Festivals and events
- Historic and well-maintained

Cedarburg strongly values the arts:

- Cedarburg Art Museum
- Cedarburg Cultural Center
- Museum of Quilts
- Galleries
- Artist Studios
- Exhibits
- Art Walks
- Holiday Art Fair
- Shops with locally-made goods
- Live music, e.g., Summer Sounds; shows at the CPAC

PHASE I:
EXPLORE

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Community Survey

The Community LOVES Cedarburg.

- ★ High ratings as a place to live and visit (ratings > 4 out of 5)
- ★ High community pride of Cedarburg's assets (ratings of 4+ out of 5)
- ★ High performance ratings of Cedarburg's quality of life attributes and heritage attributes (ratings of 4+ out of 5)
- ★ Primarily high performance ratings of Cedarburg's downtown attributes and visitation/entertainment/culture attributes (ratings of 4+ out of 5)
  - Exceptions: experiential downtown, evolving downtown
  - Exceptions: dining, shopping and activities for young professionals
- ★ Community feels certain that Cedarburg has a positive reputation among outsiders (94%)

Historic preservation makes Cedarburg charming and unique.

- ★ Historic is a top descriptor (23%)
- ★ Historic architecture is a top visitor asset (33%)
- ★ Cedarburg outperforms community expectations in all heritage attributes (ratings of 4+ out of 5)
- ★ Historic charm is a top differentiator that makes Cedarburg stand out in Southeast Wisconsin

Downtown Cedarburg is Cedarburg's top attraction.

- ★ Downtown/Washington Ave is considered the number 1 visitor asset (58%)
- ★ It is also a top business asset (58%)
- ★ It was named the most iconic visual representing Cedarburg (46%)
- ★ Of all Cedarburg's assets, the community is most proud of downtown/Washington Avenue (rating of 4.6 out of 5)

Controlled growth presents Cedarburg's biggest challenge.

- ★ Cedarburg's biggest challenge is managing growth expectations. The community is divided and lacks uniform vision and buy-in.
- ★ Some feel there's too much focus on tourism and not enough on residents.
- ★ Some want to preserve the status quo and maintain the town's charm.
- ★ Others want to see a more energetic downtown, additional dining options, more industry, affordable housing to attract young professionals, etc.

PHASE I:
EXPLORE

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RESEARCH HIGHLIGHTS: OUTSIDER'S FEEDBACK

AAP SURVEY

Cedarburg is a highly-loved tourist destination

- ★ 81% visit for pleasure and do so repeatedly
  - 29% visited 5+ times in the past 3 years
- ★ Cedarburg meets or exceeds outsiders' expectations in all attributes related to quality of life, heritage, downtown and visitation/entertainment/culture (ratings of 4+ out of 5)
- ★ 86% say Cedarburg has a positive reputation
- ★ 46% say their perception of Cedarburg was changed in a positive way after visiting

Historic downtown/Washington Avenue puts Cedarburg on the map and makes it unique

- ★ Historic downtown is considered Cedarburg's best known asset (40%) and most iconic visual (53%)
- ★ Visiting downtown is outsider's number one activity while in town (66%)
- ★ Cedarburg's downtown attributes are highly rated, exceeding outsiders' expectations (ratings of 4+ out of 5)
- ★ It helps ensure Cedarburg's positive reputation among outsiders and is said to positively changes visitors' perceptions
- ★ It helps Cedarburg stand out as a historic town in Southeast Wisconsin

Cedarburg's festivals are popular and highly associated with the town.

- ★ Festivals/events are Cedarburg's second best known asset (39%)
  - Festivals are also among Cedarburg's most brag-worthy assets (12%)
- ★ Festivals are among Cedarburg's top descriptors (17%)
- ★ One in five (18%) think Cedarburg is most suited for festival enthusiasts
- ★ 44% visited the Strawberry Festival while in town
- ★ Festivals are a driving reason outsider's perceptions of Cedarburg are changed in a positive way after visiting
- ★ Festivals help Cedarburg stand out in Southeast Wisconsin

Cedarburg offers quality shopping and that's a huge tourism attraction and asset.

- ★ Shops are considered Cedarburg's most brag-worthy asset (35%)
- ★ 63% shop while they're in town
- ★ One in five (18%) think Cedarburg is most suited for shoppers
- ★ Shopping (12%) is among Cedarburg's top descriptors
- ★ It helps ensure Cedarburg's positive reputation and is the main reason outsiders' perceptions of Cedarburg are changed in a positive way after visiting

PHASE I:
EXPLORE

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RESEARCH HIGHLIGHTS: DIGITAL FOOTPRINT

WEBSITE THEMES:

- Photos:
  - Washington Avenue
  - Grist Mill
- Voice:
  - Historic
  - Small town getaway
  - Preserved downtown
  - Specialty shops
  - Festivals and events

SOCIAL MEDIA THEMES:

- City of Cedarburg has no social on their website!
  - In fact, the City of Cedarburg is not active on social media at all – surprising and not at all what one would expect of a friendly place that is so personal and full of charm
- Cedarburg promoters are inconsistently represented on social media
  - But the community of Cedarburg is on Facebook
  - Residents and visitors are talking about Cedarburg – and sharing about it on Instagram
  - And very likely much more than your neighboring communities
- Instagram is prime growth opportunity: City's picturesque streets, shops, natural beauty and festivals

REVIEW SITE OBSERVATIONS:

- Local wineries, breweries and cultural attractions are the most reviewed things to do in Cedarburg
- A variety of independent pubs and steakhouses are highly rated as local dining options
- Lodging options are sparse but, include highly rated B&Bs and Washington House Inn

SEARCH OBSERVATIONS:

- Approximately 10,000 searches for Cedarburg per month
- Search results for "things to do" starts showing Cedarburg's charm
- Image searches for Cedarburg show historic buildings along downtown streets

MAIN ONLINE OBSERVATIONS:

- Downtown – Washington Avenue, the Grist Mill are strong images often used in promoting Cedarburg
- Cedarburg's voice is very consistent – quaint, historic, small-town charm with specialty shops
- Cedarburg does not have a city-wide social media strategy – and you have a lot that people will share

PHASE II:
EVALUATE

This is where we take all that we've learned and bring it together. We look at how everyone is involved. We look at the themes of what everyone is saying. We look at what stands out the strongest.

CEDARBURG PLACE BRANDING WHEEL

After reviewing the research findings, we were able to determine Cedarburg's strengths and key attributes in the various areas that make up the Cedarburg community. You can see these attributes in the Cedarburg Place Branding Wheel below:

PHASE II:
EVALUATE

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THE SENSES OF CEDARBURG

If you want to create a strong sense of place, you need to learn to engage the senses. All great destinations do this. See. Hear. Feel. Taste. Smell. Through the research performed, we were able to determine the senses that are most engaging for Cedarburg. This helps you deliver a memorable experience. Below are some of the many senses of Cedarburg:

SEE | HEAR | FEEL | TASTE | SMELL

What do you see?
Downtown, Washington Avenue, historic architecture, the Settlement, Cedar Creek

What are your sounds? What do you hear?
Cedar Creek rushing, waterfall, dam, commotion of people, activity, Summer Sounds, live music, festivals, parades

What physical and emotional experiences do you deliver?
Downtown, Washington Avenue, walking downtown, historic stone buildings, Cedar Creek, warm and cozy feeling

What flavors are experienced?
Amy's apples, wine, Tomaso's Pizza, beer, Chocolate Factory

What fragrances can be associated?
Coffee roasting, coffee, Tomaso's Pizza, Amy's Candy Kitchen, popcorn

PHASE II:
EVALUATE

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KEY INSIGHTS AND BRAND TRUTHS

Brand truths are undeniable facts about Cedarburg according to what was learned in Phase I. Brand truths cannot be ignored when developing a brand promise and a direction for branding efforts. Embracing these truths allows us to face what it takes to create a place of distinction that can truly be delivered well.

1. Inside and outside, Cedarburg is described as historic, quaint, charming, friendly, small.
2. Washington Avenue is iconic and strongly tied to Cedarburg's identity.
3. Cedarburg offers strong quality of life. It's a picturesque, unique storybook place of safety, quaintness and family values.
4. The community is incredibly proud and residents LOVE their community.
5. Your visitors, past and present, greatly admire and LOVE Cedarburg.
6. The community's ongoing concern with progress versus preservation has served Cedarburg well and is necessary for its future.

What is the right branding strategy that leverages and exploits Cedarburg's many strengths and assets, while minimizing and overcoming its current weaknesses?

How do we make sense of all of this information?

- ★ What makes Cedarburg compelling?
- ★ What makes Cedarburg distinct?
- ★ What can Cedarburg envision?
- ★ What is authentic?

PHASE II:
EVALUATE

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BRAND STRATEGY

Celebrate what people love
about Cedarburg in everything.

BRAND STRATEGY IN ACTION:

Celebrate what people love about Cedarburg in everything.

- ★ Its historic architecture
- ★ Its quaint and charming feel
- ★ Its friendly personal nature
- ★ Its picturesque and timeless presentation

BRAND PROMISE

Cedarburg, Wisconsin is an irresistible place to love.

PHASE III:
EXPRESS

There are a lot of ways a brand can tell its story. We call these various storytelling elements "expressions." For this project, we developed the expressions of a tagline, a logo and a visual platform for telling the Cedarburg story. The intent is a creative platform for consistent messaging that reinforces Cedarburg's strengths and points of differentiation.

THE BRAND STRATEGY (AGAIN)
Celebrate what people love about Cedarburg in everything.

THE BRAND STORY AND TAGLINE
The brand story is more than a tagline – it is a story that tells where Cedarburg has been, and more importantly, where it is going.

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Fall in love.

Most towns will naturally take their sweet time to grow on you. You have to spend some time there to get to know them, to truly appreciate their character and what they have to offer.

Not so, though, with Cedarburg, Wisconsin. The moment you set foot on the ground and eyes on your surroundings, you'll be immediately taken in by the inherent charm of this quaint city. No doubt, it is love at first sight, because Cedarburg's unspoiled beauty will work its way into your heart, making it very difficult to leave this special, one-of-a-kind place.

You can't help but be drawn to the nostalgic appeal of a picture perfect downtown where historic inns, museums, restaurants, specialty shops, confectioners and a restored theater lure you to spend an hour, a day, a weekend or more. The old cream city brick and limestone buildings lining its iconic main street, the bridges and former mills all set against the enchanted backdrop of Cedar Creek combine to create a storybook setting. This is a place that has only grown lovelier and more appreciated with the passing of time. A place that is truly authentic and beautifully aged. Because here, growth happens in an intentional and orderly fashion with a commitment to preserving Cedarburg's historic assets and spirit.

From the aromas wafting from a delightful candy shop and the babbling sounds emanating from Cedar Creek to the inviting glow of a vintage beer sign on Washington Avenue, Cedarburg is simply irresistible. Tree-lined streets that beckon with their cultural attractions, arts and amenities make it easier to be seduced by this charmer. Naturally, a school district ranked among the state's very best, along with a community spirit that exudes friendliness and warmth increases the allure. And, unique annual festivals and special events keep the appeal and relationship with this small town more than just a seasonal affair, but one that actually continues year after year.

There's no use fighting it. You can't help but succumb. The attraction is real.
You'll fall in love.

PHASE III:
EXPRESS

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THE BRAND LOGO

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BEHIND THE LOGO:

The overwhelming image of Cedarburg is its classic charming and quaint downtown. It carries Cedarburg's historic nature with architecture that delivers an endless moment captured in time. Downtown Cedarburg is its greatest appeal; therefore it made sense to showcase a handful of its many downtown structures. The Grist Mill steadies the collection that includes City Hall, Washington House Inn, and a handful of other notables all found along Washington Avenue.

The typeface and color used for Cedarburg is an attempt at providing a balance between traditions and modern day presentation. Cedarburg is not bold or loud, rather it is established and cozy.

A complete Identity Standards Guide has been developed for Cedarburg's future use and reference. It is included in the next section, as well as provided in digital format. The Standards Guide will outline the proper use of the logo for Cedarburg and the various organizations that may want to use it (i.e. Chamber of Commerce, tourism, EDC, etc.).

BRAND PERSONALITY AND ASSOCIATIONS

- ★ Caring
- ★ Comfortable
- ★ Charming
- ★ Safe
- ★ Historic
- ★ Nostalgic
- ★ Inspiring
- ★ Romantic
- ★ Inviting
- ★ Quaint
- ★ Classic
- ★ Personal
- ★ Enchanting
- ★ Warmth
- ★ Entertaining and fun

PHASE III:
EXPRESS

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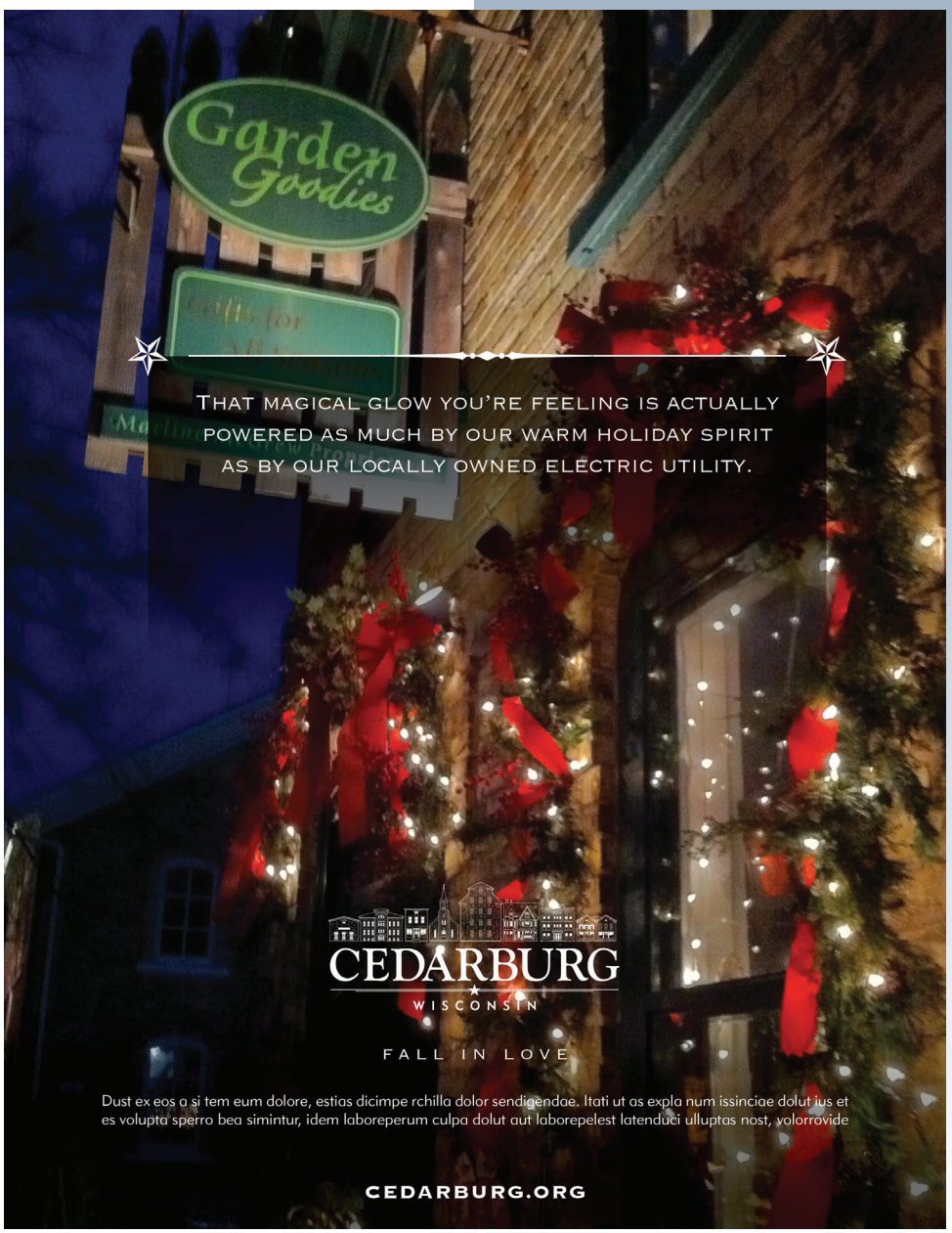
MESSAGE CONCEPTS

Now that a brand story has been established, Cedarburg can begin applying its central idea and personality into more specific communications. What follows are a variety of messages created to tell this story for Cedarburg.



PHASE III:
EXPRESS

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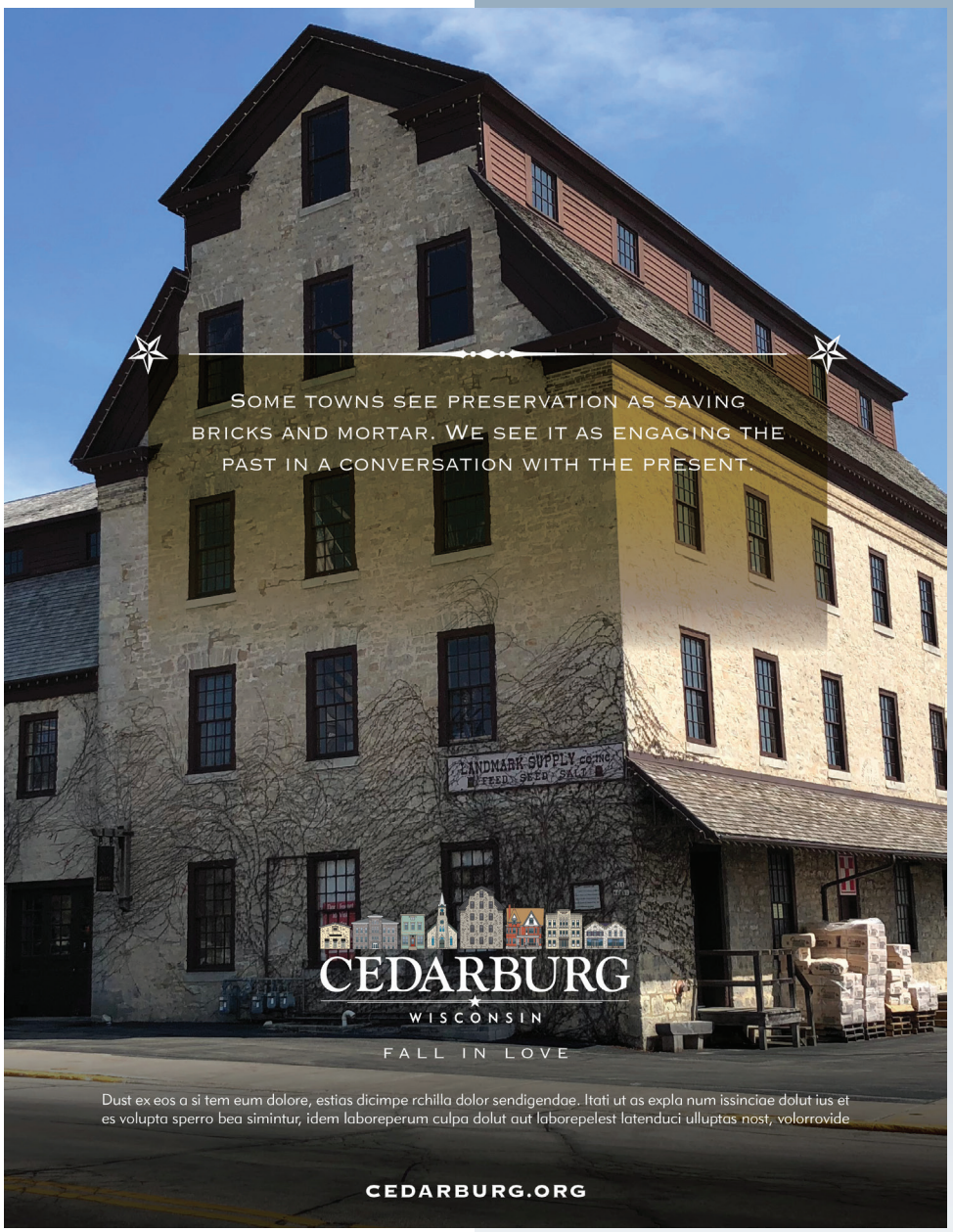

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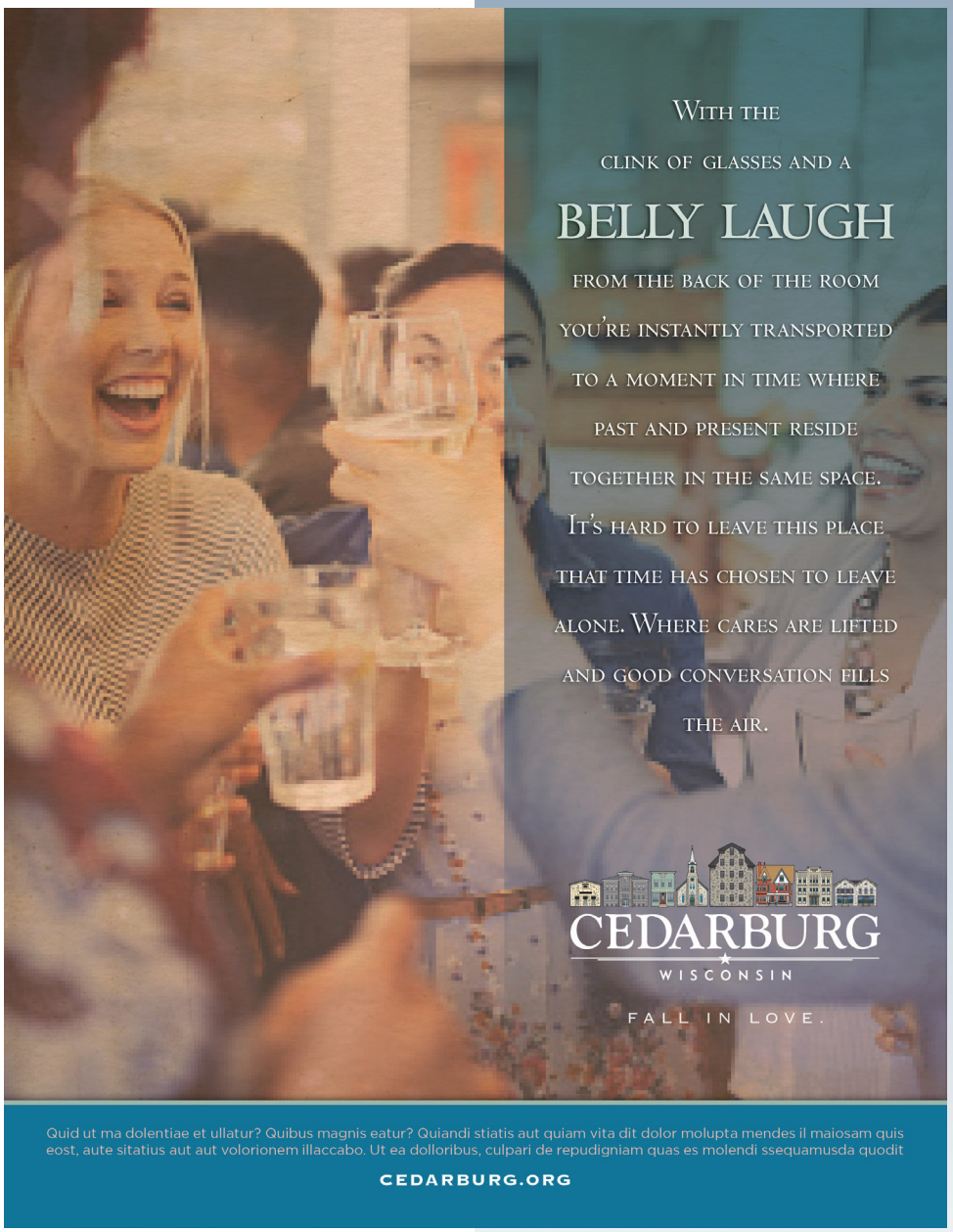

Quid ut ma dolentiae et ullatur? Quibus magnis eatur? Quiandi stiatis aut quiam vita dit dolor molupta mendes il maiosam quis eost, aute sitatius aut aut volorionem illaccabo. Ut ea dolloribus, culpari de repudigniam quas es molendi ssequamusda quodit

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PHASE III:
EXPRESS

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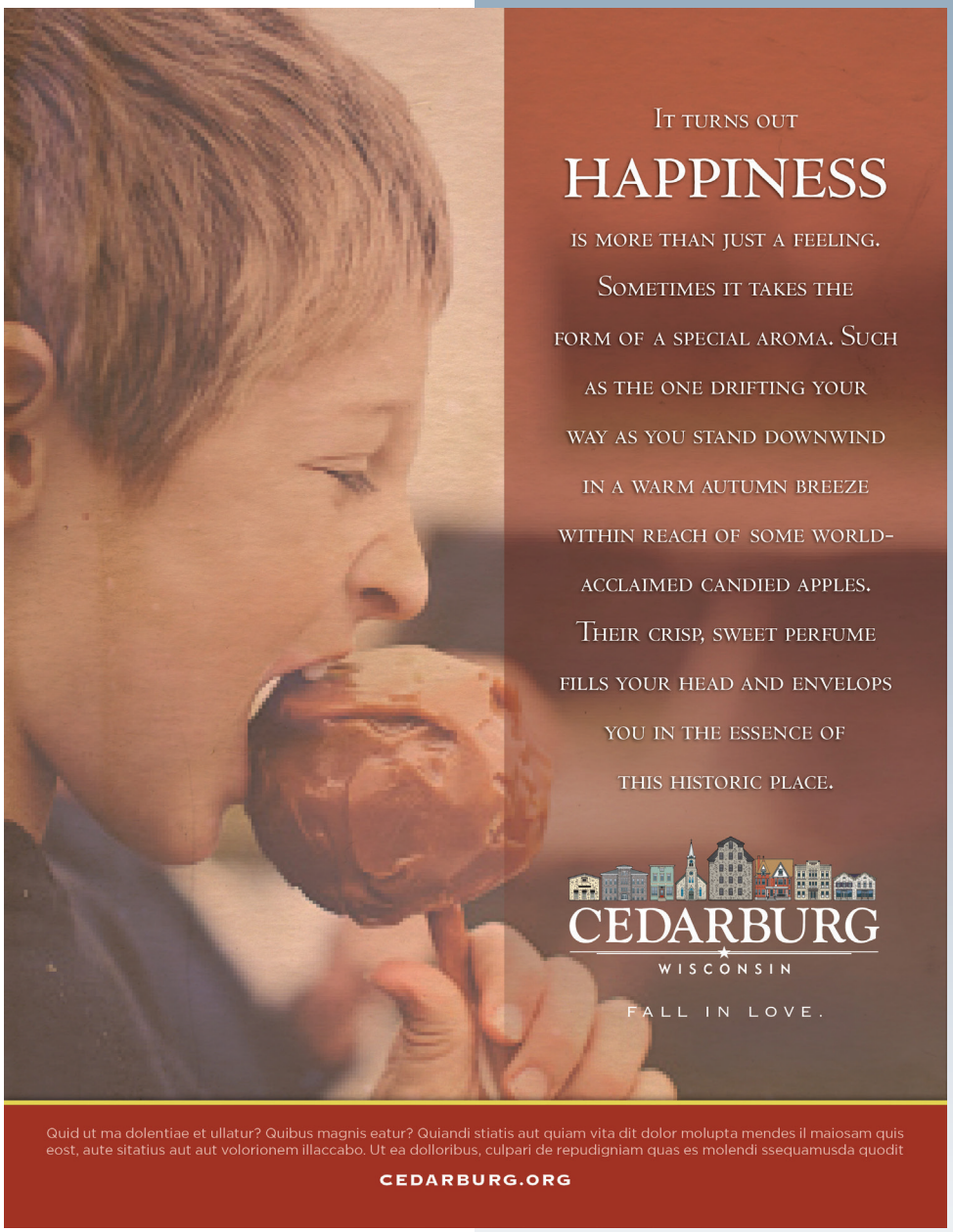

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PHASE III:
EXPRESS

PHASE III:
EXPRESS

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BILLBOARDS

PHASE III:
EXPRESS

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WELCOME SIGNAGE

PHASE III:
EXPRESS

PHASE III:
EXPRESS

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PHASE III:
EXPRESS

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MERCHANDISE

PHASE III:
EXPRESS

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SNAPCHAT FILTER

PHASE III:
EXPRESS

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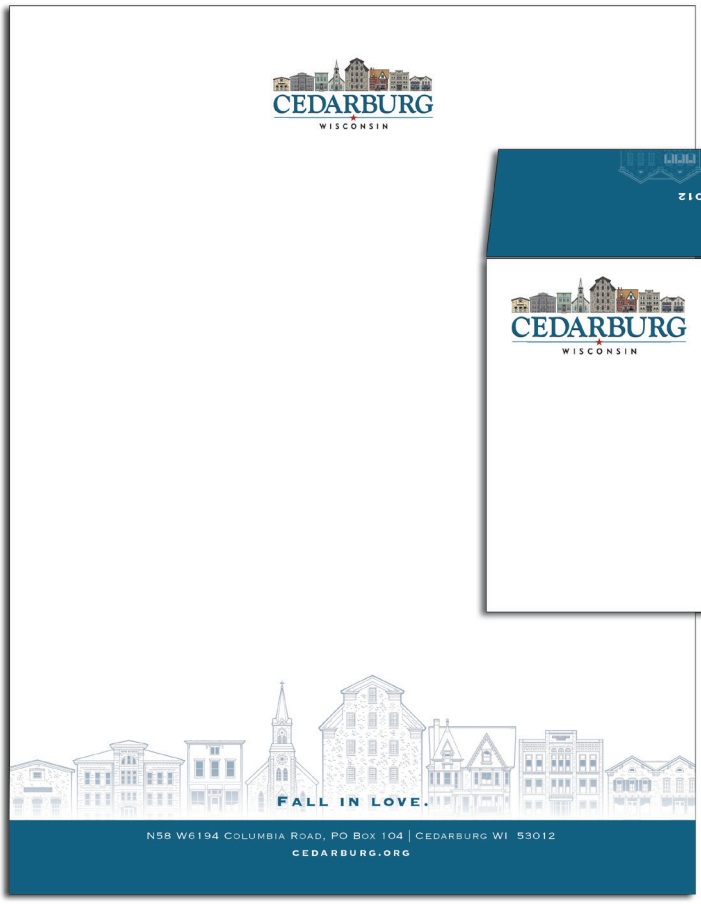
STATIONERY



PHASE III:
EXPRESS

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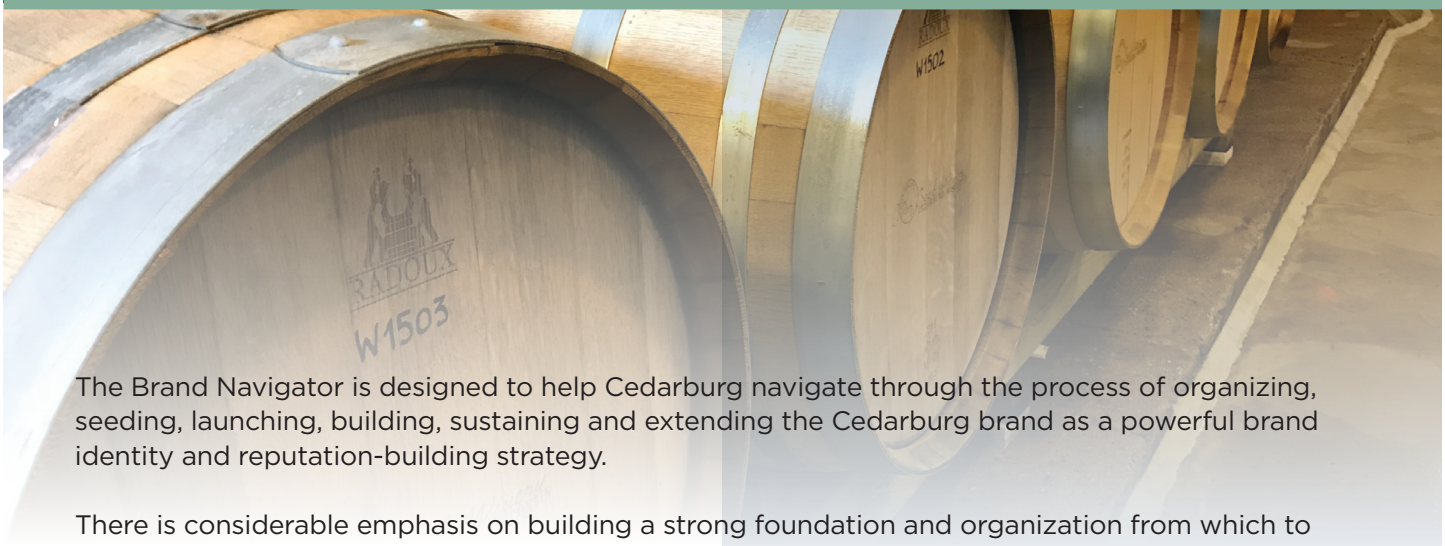
POSTCARD

PHASE IV:
THE BRAND NAVIGATOR

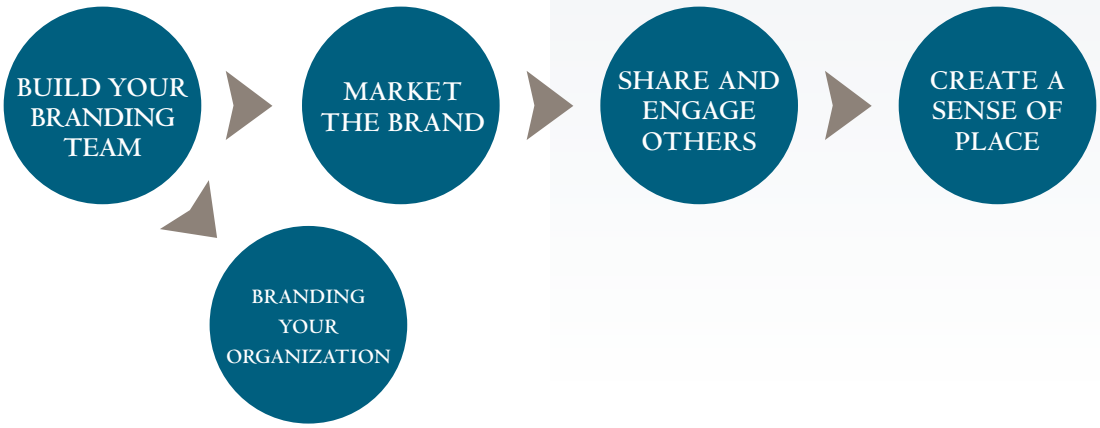


The Brand Navigator is designed to help Cedarburg navigate through the process of organizing, seeding, launching, building, sustaining and extending the Cedarburg brand as a powerful brand identity and reputation-building strategy.

There is considerable emphasis on building a strong foundation and organization from which to launch and sustain the brand. There is a simple reason for this – from practical experience, we know the reason place brands fail isn't because they haven't captured the essence of the organization or community, or because they lack appropriate funding or marketing expertise. Place brands fail because lead organizations and brand leadership do not invest the time, commitment, imagination and persistence necessary to properly seed and nurture the brand.

While the brand is intended to support the work of the City of Cedarburg, tourism efforts, the Chamber of Commerce and economic development efforts, we know the ability to achieve the overall goal is largely dependent upon the ability to influence a compatible environment in which the existing industry clusters and businesses grow and prosper. This is why it is so important to rally others to your brand and to integrate it throughout the organization and into the public and private sector communities. This is how Cedarburg can extend its capacity to cultivate a brand culture that delivers on the brand promise.

As a consequence, the term "community brand" is used liberally throughout the Brand Navigator; sometimes interchangeably with "Cedarburg brand." This is not a mistake; it is imperative. The strategies and tactics recommended here will provide the community of Cedarburg with the tools necessary to achieve their goals. The following Brand Navigator document could be interpreted as complex, but truly it is rather simple in approach and can be best understood by the following diagram:



PHASE IV:
THE BRAND NAVIGATOR

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BRAND NAVIGATOR OUTLINE

I. BUILD YOUR BRANDING TEAM: ASSEMBLE A COMMUNITY ORGANIZATION DEDICATED TO MANAGING CEDARBURG'S IMAGE

1. Cedarburg Brand Ambassador
2. Leadership Structure
3. Recruitment
4. Consider a Community Brand Foundation
5. Cast a Purpose, Vision and Understanding
6. Coach the Brand
7. Identify funding and resources

II. MARKET THE BRAND — PREPARE TO TELL THE CEDARBURG STORY

1. Create a One-Page Cedarburg Brand Story
2. Develop a Preliminary "Cedarburg Branding 101"
3. Create and Maintain a List of All Sponsoring and Participating Organizations
4. Develop a Branding Project Q&A to Share with the Community
5. Develop a Cedarburg Brand Storytelling Package or Media Kit
6. Keep the Brand Website Updated
7. Join the Discussion on Social Media
8. Create a Cedarburg Brand Video
9. Create Cedarburg Merchandise

III. SHARE AND ENGAGE WITH OTHERS — MAKE THE BRAND MESSAGE EASY TO COMMUNICATE

1. Create an Internal Marketing Campaign
2. Roll Out Into the Community
3. Get the Community Involved

IV. CREATE A SENSE OF PLACE

1. Revisit Signage Programs for Creating an Instant Sense of Place
2. Implement a Plan to get Interstate Travelers to Stop in Cedarburg
3. Enlist the Arts for Sense of Place Storytelling by Everyone

V. COMMUNITY INVOLVEMENT OPPORTUNITIES

1. The Brand as a City of Cedarburg Platform
2. The Brand as a Cedarburg, Wisconsin Chamber of Commerce Platform
3. The Brand as a Platform for Tourism
4. The Brand as a Platform for Economic Development
5. The Brand as a Platform for the Arts
6. The Brand as a Platform for Historic Preservation
7. Additional Ideas for Community Involvement

VI. CREATE BENCHMARKS FOR MEASURABLE RESULTS

VII. TELL THE STORY THROUGH PUBLIC RELATIONS

PHASE IV:
THE BRAND NAVIGATOR

One would assume the first thing to do when developing a new branding direction is to start sharing it with the world — right? Not so fast. Individual organizations promoting tourism, economic development, local government or the Chamber can move ahead. They are marketing organizations by design so they are good at it. We have specific recommendations for these organizations within section V. COMMUNITY INVOLVEMENT OPPORTUNITIES. But if Cedarburg is going to be successful at creating a real branded place, it must create a new way of actively managing the community's reputation and brand image. What follows next helps teach you how to make this happen.

I. BUILD YOUR BRANDING TEAM: ASSEMBLE A COMMUNITY ORGANIZATION DEDICATED TO MANAGING CEDARBURG'S IMAGE

Assemble a community organization for developing, implementing, promoting and sustaining the Cedarburg image, reputation and brand experience. For a brand to take root, grow and flourish, leadership is essential. A dedicated group of public and private sector stakeholders and organizations should be established to ensure the brand's success. Champion the story, accept responsibility for it and do what's necessary to sustain its potential and power. Passion, drive and enthusiasm are key components of successful branding, but a designated group must be identified to assume the responsibility for creating and sustaining a solid foundation for brand development, implementation and accountability. Doing this ensures that Cedarburg's reputation never becomes the mission of one organization and always reflects the entire community.

Some examples of this from other communities? Marshall County, Kentucky, on the heels of their Kentucky Lake themed community branding project, assembled a group called "Team Kentucky Lake." Seguin, Texas created the "Seguin Branding Rangers" to engage local stakeholders in spearheading their branding kick-off and subsequent initiatives. Our recommendation is to name your group and educate the community at the same time about the need to always brand Cedarburg. Call the group **Brand Cedarburg.**

1. CEDARBURG BRAND AMBASSADOR

There must be someone who claims ownership and speaks on behalf of the community organization. Assign the brand implementation to the most qualified leader willing to take on the additional leadership responsibilities of brand management, along with his/her other full-time responsibilities. This person will be charged with integrating the brand within his or her own organization as well. Although the group should make this decision, we recommend someone from the Chamber. It should be someone versed in this project and capable of being the point person in the immediate days ahead. We've seen some communities contribute financially to this position, with some portions being paid by private company donors, and portions by key organizations. It's worth consideration.

2. LEADERSHIP STRUCTURE

Because the Cedarburg Chamber of Commerce is already spearheading the Cedarburg branding effort, we recommend that the organization continue to lead the charge. Once the Cedarburg brand team develops, it's possible some other organization takes the reign. The Chamber will always be a strong community voice and brings together local businesses. So it's a good fit.

I. BUILD YOUR BRANDING TEAM... *continued*

3. RECRUITMENT

Recruiting key drivers and organizations are crucial to the success of the brand. The Cedarburg Brand Steering Committee was a great start. Keep those members on board, but also seek representation from any/all of the following organizations:

- Chamber of Commerce
- City Government
- Tourism
- Cedarburg Arts Commission
- Cedarburg Cultural Center
- Ozaukee Fairgrounds
- The Rivoli
- Washington House Inn
- The Anvil
- Key Attractions (galleries/museums, theaters, events, fairgrounds, lodging and restaurants)
- Education (Cedarburg Education Foundation, Cedarburg school district)
- Industry Representation
- Banks
- Local businesses
- Cedarburg Landmark Preservation Society

The branding task force assembled at the onset of this project already started this process. Leverage momentum from that assembly of community leaders.

4. CONSIDER A COMMUNITY BRAND FOUNDATION

The Cedarburg brand is a community brand. Creating a tax-exempt 501(c) Cedarburg Community Foundation to house and headquarter the brand organization, initiatives and programs is often the most effective way to separate, yet unite the stakeholders in a common mission. It will help protect the assets of the stakeholders and avoid the potential political pitfalls and liabilities associated with either real or perceived city or private sector ownership.

The following resources will help you define and organize the best 501(c) to fit your organization:

- http://www.irs.gov/Charities-&-Non-Profits/
- www.grantspace.org

Samples of similar community foundations and their programs include:

- Oklahoma City Community Foundation, www.occf.org
- Tulsa Community Foundation, www.tulsacf.org
- Three River's Community Foundation, www.trcommunityfoundation.org
- Team Kentucky Lake, http://thesouthsgreatlake.com/

Flexibility is key to constructing a foundation. Crafting by-laws, a mission statement and vision for the foundation build in sufficient flexibility so the foundation can keep pace with the branding initiatives and future opportunities that arise.

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
WISCONSIN

I. BUILD YOUR BRANDING TEAM... *continued*

5. CAST A PURPOSE, VISION AND UNDERSTANDING

As a newly-formed team (whether official or casual), there must be an agreed upon purpose and goals. Be sure to give a copy of the Brand Navigator to each member asking them to be familiar with its direction. Then the group should address the following for future assembly and key decision making:

Items to address:

- ★ **Leadership roles** — beyond an "Image Ambassador" what other roles are needed (i.e. treasurer, secretary, etc.)
- ★ **Short-term goals** — start identifying the programs with which you want to move ahead
- ★ **Responsibilities** — give ownership of task to individuals; in the next section (II. Marketing the brand) is a nice starter list of things that need to be created to get things going
- ★ **Group meeting frequency** — we recommend a monthly timeframe to get started
- ★ **Funding** — we give greater insight into this topic a little later

6. COACH THE BRAND

Take the time to roll out the brand in a formal and orchestrated way to this new organization so it creates enthusiasm and understanding. The brand's reach and potential depend on the Cedarburg brand team to understand, embrace and articulate the brand's implications, brand promise, internal and external applications and how to interpret them in daily activity.

- ★ **Host a half-day branding retreat.** Use the arrival of the Brand Navigator as an opportunity to focus on the brand platform, positioning statement, messaging and other opportunities.
- ★ **Make it fun.** Send the participants a set of trivia questions about Cedarburg in advance that will highlight the information discovered during the branding process.
- ★ **Collect experiences.** Ask participants to share their most memorable Cedarburg experience using the five senses; or while attending a community event or while volunteering in the community. These stories can be used through social media channels, websites and marketing materials.
- ★ **Provide Cedarburg in brand swag.** Provide participants with brand swag, like lapel pins, t-shirts, pens, water bottles, or other branded merchandise. Get a jumpstart on building brand awareness visually through brand advocates.

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
WISCONSIN

I. BUILD YOUR BRANDING TEAM... *continued*

7. IDENTIFY FUNDING AND RESOURCES

There are different ways your efforts can be funded, but it's important to identify the short- and long-term expectations of how it will work. It could include any of the following:

- Because the branding effort of Cedarburg is running through the Chamber, there may be budget available for the short-term communications that will take place once initiating the branding elements and plan begins. But there are more ways to fund community branding.
- Multiple community organizations and private company donations should be considered. It is common for some of the community stakeholders to collectively fund the first year's priorities. If this is desired, then fundraising should be priority number one for the brand team. We advise the Chamber give this consideration. The more others are financially involved in the branding of the community, the more people will be involved. And THAT IS the point. Everyone does not have to give the same amount or large amounts. Local healthcare and financial institutions and higher education all have strong interests at stake for the community branding efforts to be successful. They may contribute financially.
- Federal, state and private grants can also be considered. These are nice ways to claim regular funds appropriated on a regular or special occasion basis. Doing this requires attention to opportunities. The recruitment of a strong grant writer is a must if this avenue is going to be pursued (and it should – it's free money).

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
WISCONSIN

II. MARKET THE BRAND – PREPARE TO TELL THE CEDARBURG STORY

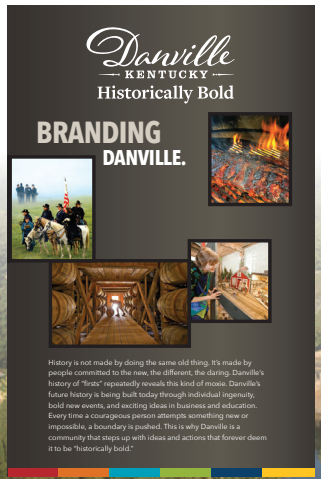
Telling your brand story in the community doesn't just happen. Some basic communication messaging must be developed so everyone can see this was a serious effort and will be a priority for the community moving forward.

This section emphasizes merchandising the actual branding project. It is important to create the proper materials that demonstrate to others that this is not just a new fancy logo or tagline; rather this is a serious effort to manage a purposeful identity for the community. It will merchandise the hard work that has been put forth. Most importantly, it packages the story that you've worked hard to create and presents it so others can join in the storytelling.

1. CREATE A ONE-PAGE CEDARBURG BRAND STORY

Capture the essence of the Cedarburg brand identity on one page that can be distributed to easily communicate its story. We've already started the creative process with this project. Designing a nice one-sheet requires a small amount of work, but needs to be all things Cedarburg – nothing flashy, but sophisticated. Quickly print copies in small amounts as needed.

One approach for doing this may be to do a one-page summary of the research and strategy, then another for telling the story. Or all of it together can make a nice folded brochure (8"x11" flat).



2. DEVELOP A PRELIMINARY "CEDARBURG BRANDING 101"

This storytelling piece will be for educating others on the Cedarburg brand promise and brand creative. This could be in the form of printed (i.e. a 4-panel vertical brochure) and digital materials (PDF document in a presentation format). Information to be included:

- ★ Introduction to the brand
- ★ Outline and explain the Cedarburg brand promise
- ★ Words and phrases integrated with the brand
- ★ Example messaging (advertising or promotion messages)
- ★ Examples of how to connect the words and phrases with business, industry and organizations (creating a worksheet may also work)
- ★ Copy that will invite the recipient to get involved and be part of the effort

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
WISCONSIN

II. MARKET THE BRAND... *continued*

3. CREATE AND MAINTAIN A LIST OF ALL SPONSORING AND PARTICIPATING ORGANIZATIONS

This list should be a fluid document that will continually be updated as changes occur. Keeping this list up-to-date will be part of the Brand Ambassador's responsibility (or whoever has the role of leading this effort). This list should be one of your measures for the branding process. How many organizations are on board and doing their part to brand Cedarburg? Perhaps the group can be given a brand appropriate name to denote they are doing their part to tell the Cedarburg story. Maybe they become the Cedarburg Love Evangelists or the Cedarburg Love Crew? If you are looking to measure results of this branding effort, this is a good place to start. The more people involved, the more momentum you are likely creating.

4. DEVELOP A BRANDING PROJECT Q&A TO SHARE WITH THE COMMUNITY

Q&A addressing the obvious questions:

- ★ Why a Cedarburg brand? Why now?
- ★ How does the Cedarburg brand promise, platform and positioning help Cedarburg distinguish itself?
- ★ How will Cedarburg use the brand?
- ★ What does Cedarburg expect from the brand?
- ★ How will the brand be deployed?
- ★ What organizations will support the brand process?
- ★ How will organizations, businesses and residents benefit from the brand?
- ★ What are some examples of how the brand can be used?
- ★ How can people or businesses get involved?

5. DEVELOP A CEDARBURG BRAND STORYTELLING PACKAGE OR MEDIA KIT

Create a communications package that describes the Cedarburg brand, its purpose and promise for distribution to local and regional media that includes:

- ★ Press Release
- ★ Brief description of brand process
- ★ One-page Cedarburg brand story highlighting research, findings, brand conclusions, brand promise and brand strategy
- ★ Access to branded images, graphics, etc.
- ★ Branding project Q&A

II. MARKET THE BRAND... *continued*

6. KEEP THE BRAND WEBSITE UPDATED

You already launched a brand website (www.brandingcedarburgwi.com) to manage this process. While not intended to replace or consolidate existing public/private sector websites, this website is intended to be the "go-to" place for anyone wanting to know about or engage with the Cedarburg brand. The current site was designed to be non-branded during the exploration and development process. But now it needs to reflect the brand story and identity. This website will tell the Cedarburg story, explain the branding process and research, and be the place where all brand integration materials and opportunities will be accessed. Keep this site updated as you continue your branding efforts for the city.

7. JOIN THE DISCUSSION ON SOCIAL MEDIA

The Chamber already manages social media accounts. Other organizations, such as the City or Ozaukee County do not (or have a very limited presence). There is opportunity for Cedarburg to develop a plan across the board tying the various organizations together. Getting everyone involved in the sharing of Cedarburg branded content is one way to create a consistent image.

Cedarburg should also consider the creation and implementation of branded, customized Cedarburg hashtags. Cedarburg has already started using several hashtags, for example: #Cedarburg or #VisitCedarburg, but also a hashtag hinting at the new brand: #FallInLovewithCedarburg. Bravo! Now go and use it abundantly, not just sporadically, to create content that tells your story.

Develop a local social media effort behind the brand

Create a local social media effort to help launch the branding into the community. Ideas that include engagement of the community and encourage them to discover the unique assets that make you fall in love with Cedarburg are an easy way to connect people with the brand theme.

Perhaps a photo contest where people can show off the places that reflect why they fell in love with Cedarburg? This is a great promotion for Instagram.

PHASE IV:
THE BRAND NAVIGATOR

II. MARKET THE BRAND... *continued*

8. CREATE A CEDARBURG BRAND VIDEO

Storytelling is done in a number of ways, but none more compelling than when words, brand promise and an experience are brought to life on video. Videos can showcase the progressive attitude, historic values and the charming, fun and family-friendly character that defines Cedarburg and which makes people fall in love with it. A series of short videos (less than one minute if possible – no more than two minutes at maximum) can become the heartbeat of your brand. Featured on websites, YouTube, Instagram, Facebook, etc., videos can demonstrate pride for elected officials, residents and community organizations and maximize search engine optimization. Perhaps a series highlighting the many lovable experiences of Cedarburg called: "Fall in Love with Cedarburg." Chandlerthinks has created brand videos for past clients and we can discuss further, if desired.

9. CREATE CEDARBURG MERCHANDISE

Perhaps the easiest way to create ambassadors is to make them human billboards. We've all seen countless "I love NY" shirts. Although not as big, we should aspire for the Cedarburg community to proudly wear their city on their chest (or head, or bag or whatever). Of course, shirts are one easy option. But if you really want to make a statement, give out merchandise that reflects the inviting, lovable character of Cedarburg, showing off your brand theme "Fall in Love." Heart-shaped friendship necklaces, friendship bracelets, illuminated/flashing heart-pins, heart-shaped mugs or bags and any other love-inspired items may be a fun way to get others using Cedarburg gear. "Cedarburg Lover" bumper stickers may create some momentum.

III. SHARE AND ENGAGE WITH OTHERS – MAKE THE BRAND MESSAGE EASY TO COMMUNICATE

The effort to create a competitive identity for Cedarburg is only as strong as its partners, residents and government decide it will be. If Cedarburg wants to build and seed a reputation, which they can depend upon to help them effectively compete, they must rally their public and private resources for a greater common purpose. Collectively, the public and private sector must cultivate and nurture the brand synergy that is the core of the Cedarburg identity. This means all entities must work together.

Below breaks out three phases for getting the community involved. This section also outlines how to roll out a community launch celebration. This may not be necessary, and we certainly do not believe it is mandatory, but it could be fun!

1. CREATE AN INTERNAL MARKETING CAMPAIGN

Enlist advocates first

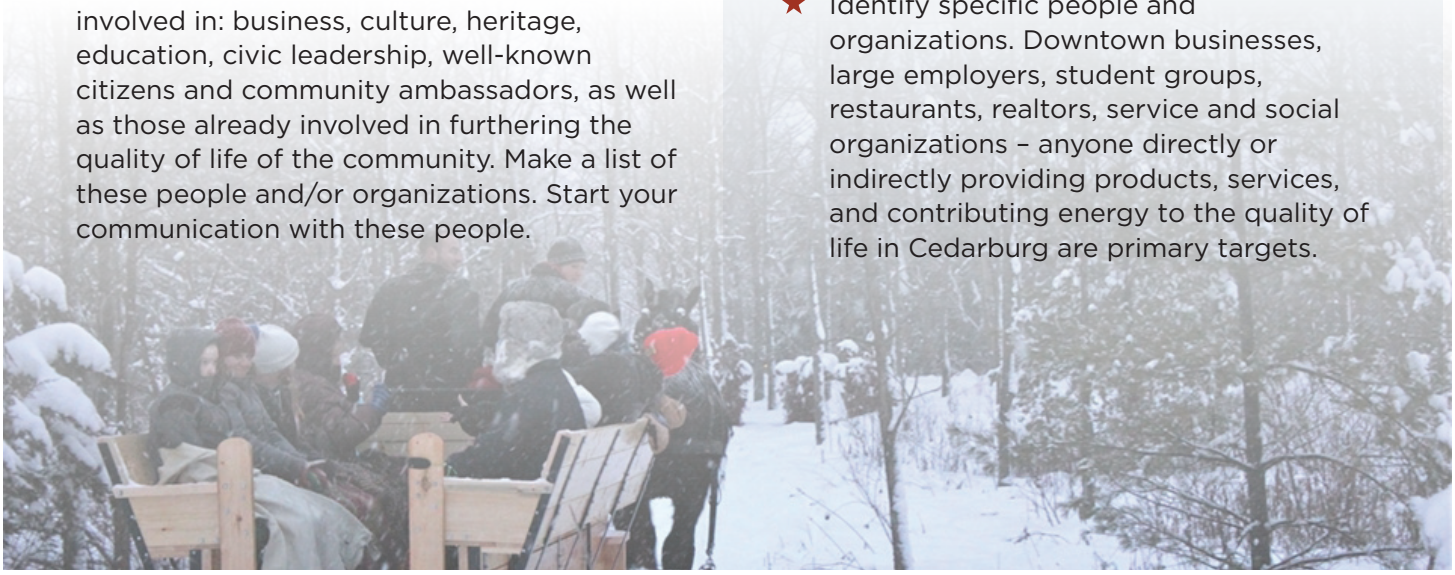
Throughout this project we've been talking about the importance of community stakeholders being a part of the branding effort. Now is the time to re-engage your biggest community influencers. Many of the people involved in the research stage through interviews or focus groups are very eager to get involved in the branding. Another easy way to identify these players is to go back to the Cedarburg Place Branding Wheel shared during the research presentation. It shows the many ways the Cedarburg brand can be experienced and the people and organization behind the experience delivery.

Determine your community stakeholders involved in: business, culture, heritage, education, civic leadership, well-known citizens and community ambassadors, as well as those already involved in furthering the quality of life of the community. Make a list of these people and/or organizations. Start your communication with these people.

Hold a series of small presentations with your biggest stakeholders

Educating and getting your biggest stakeholders on board will help your brand move forward more quickly. Keep the meetings short and sweet to ensure participation and to keep things simple.

- ★ Follow up with and include all branding participants from the beginning of the project. They volunteered from the start of this project so they want (and expect) to be involved. Put them at the front of the line.
- ★ Challenge Cedarburg to identify other stakeholder organizations, public and private, to participate in telling the Cedarburg story. All organizations can benefit from promoting the brand, which will increase the cohesiveness and build momentum.
- ★ Identify specific people and organizations. Downtown businesses, large employers, student groups, restaurants, realtors, service and social organizations – anyone directly or indirectly providing products, services, and contributing energy to the quality of life in Cedarburg are primary targets.



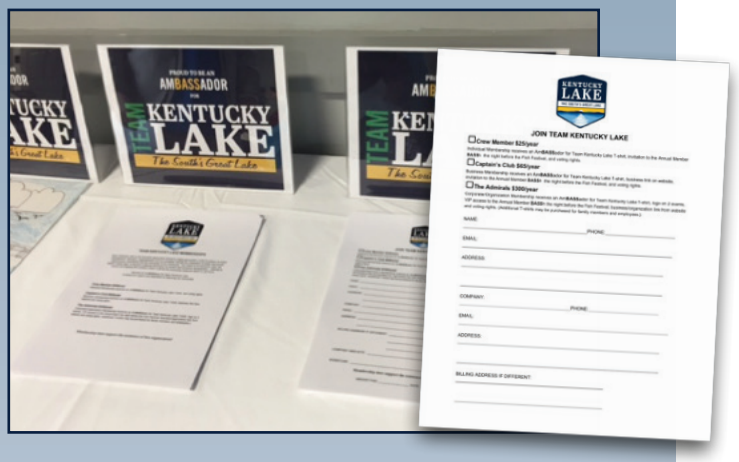
PHASE IV:
THE BRAND NAVIGATOR

III. SHARE AND ENGAGE WITH OTHERS... *continued*

- ★ Develop preliminary ideas for collaboration. Collect experiences. Ask participants to share their most memorable Cedarburg experience using the five senses, or while attending a community event or while volunteering in the community. These stories can be used through social media channels, websites and marketing materials.
- ★ Assign the right people to make the calls. Your people are your biggest asset. The brand team provides a tremendous asset through their existing relationships within the community. Select influential volunteers within the identified organization list to set up a meeting and provide a brief presentation and share the branding collateral summarizing the new direction – as a leave-behind.

Make it a goal to have all of these presentations done within a two-month window. Remember, your goal in these meetings is to create high buy-in, excitement and a willingness to get involved.

Hold an invite-only community rally
Once you've given each stakeholder the personal attention they deserve, bring everyone together for a rally. This would be the place to show a brand video and request each organization to get involved. Creating a Cedarburg Branding Commitment Form may be a nice way to hold people accountable and begin measuring buy-in. Have these types of meetings at a place that creates energy and excitement.



Other elements to consider to assist in the rallying support are:

- ★ Branded merchandise: shirts, hats, thermal coffee cups, etc.
- ★ Post brand messaging on the walls and on the tables using the already created graphic elements.

III. SHARE AND ENGAGE WITH OTHERS... *continued*

Present your new brand to media channels and distribute press releases

Cedarburg has a story worth sharing. Develop your pitch and include the local media in the process of spreading the word in the community. It's more than a press release. This is an opportunity for partnering with media in a constant storytelling role about Cedarburg. Target Milwaukee and state media for this effort.

This is very important. Prepare a one-sheet that explains the branding process. Do not simply provide a logo and tagline, and allow them to report that that's all the branding effort was about. Tip: if you lead with a logo and tagline, so will they. Give them an easy explanation about destination branding and how it's different than traditional product branding. Then roll out a story that includes creative elements, such as logo, ads, signs and community partnering opportunities.

Build your brand using social media

Utilize social media for creating a "brand voice" and conversation (that is relevant and timely). The strength of social media marketing cannot be ignored. Consumer activity often occurs in this space from visitors and residents. Social media must have a role in the marketing of Cedarburg in order for branding and marketing to be relevant.

(a) Follow #hashtags

Hashtags use the # sign prior to a word or phrase. They are used for creating or following purposeful social media content around a topic. This is a great way to be a part of existing conversation going on about Cedarburg. You can also use hashtags to create conversation around the destination brand. Consider using #IloveCedarburg, #FallInLoveCedarburg #CedarburgLoves, #LoveCedarburg, #LovingCedarburg, etc.

(b) Identify and create content worth sharing

Great content is key for engaging others to talk about your brand on social media. Simply put – give them something to talk about. The following resources should be identified or created for engaging others with great Cedarburg content.

(c) Start a blog called "Cedarburg Love Stories"

Use this blog to tell the Cedarburg branding story. Start with telling the story of how the branding effort was started: For the Love of Cedarburg Branding. Then evolve blog topics to keep stories current with branding effort updates: Cedarburg gets on board; the first Cedarburg Love Stories; Cedarburg falls in love with branding; etc.

(d) Use compelling photography

Nothing engages more effectively in social media than an arresting photo. Research shows people are 44% more likely to engage with images. Beyond utilizing your existing bank of photos, engage your stakeholders and community members in a "Fall in love with Cedarburg" photo contest.

(e) Create a Cedarburg video series highlighting Cedarburg Loves Points of Interest

Cedarburg is too vibrant to have it only captured by photography. To show action to its fullest, use Snapchat or video shorts to easily show off the many stories throughout Cedarburg. In fact, make it a competition and collect this content from Cedarburg's best ambassadors – its residents.

III. SHARE AND ENGAGE WITH OTHERS... *continued*

2. ROLL OUT INTO THE COMMUNITY

The best way to engage the broader community is to expose them to the Cedarburg story and provide easy ways to participate.

Provide marketing copy, clings, lapel pins, merchandise, etc.

People will use branding elements if you give them tools to use on site, on their websites, in brochures and in social media outlets. This is a good time to distribute some of the branding program elements outlined in Section II of the Navigator: "Market the Brand – Prepare to tell the Cedarburg Story."

Gather testimonials

Everyone has a story about his/her connection to Cedarburg. These stories create authenticity. Capture stories and create advocates. These stories can be used in brochures, on social media, the website and in community marketing content. Who wouldn't want to be in the featured story of Cedarburg? The themeline "Fall in love" works perfect for this occasion.

Keep people informed through email messages

Creating a routine email about branding effort updates is a great way to maintain local interest. Sign-ups can be on the existing branding website and promoted through other organizations' communications. This is also a great way to merchandise back all of the testimonials you've received from residents and businesses and showcase how businesses are all part of the story. Sharing real tangible examples builds credibility. Set up an email address for this purpose called Questions@BrandingCedarburgWI.com.

Run Cedarburg community advertising showing "Fall in Love"

Start building the message internally so people have a campaign to rally behind. Showcase Cedarburg's people and its most prized assets such as downtown, festivals, historic buildings, the Rivoli Theater, or the Settlement Shops, for example.

Partner with the local newspaper for a special branded section

This may be a good time for a special edition section in your local newspaper that showcases "Fall in Love with Cedarburg." It may make a nice opportunity for the newspaper to create new revenue from this section highlighting education, business and living. Local outdoor billboards and posters around town and around downtown can do this effectively as well.

An example of this is from Stillwater, Oklahoma. The *Stillwater News Press* created special editorial around their new community branding. Each Sunday for four weeks, they featured an area for the community using the brand theme. An example of this is below.

III. SHARE AND ENGAGE WITH OTHERS... *continued*

Maximize social media

Social media is an easy and effective way to keep the community informed and updated, but also engaged and participating. Use your existing social media channels to promote your new brand to the community. Make it fun and interactive, asking your fans and followers to share your posts with their network of friends to spread the word even further. Word-of-mouth is a powerful tool and people certainly like to talk on social media.

Planning a community-wide celebration

This is optional, but if the branding team believes that a community brand launch is desirable, Chandlerthinks will work with them to help identify the most effective community brand launch strategy. But ultimately, this event and its intrinsic characteristics must reflect ownership of the brand and embody the spirit and energy of Cedarburg.

- ★ Theme: Must reflect the brand platform and the brand theme "Fall in love"
- ★ The Do's and Don'ts of a successful roll-out event:
  - Event should be less formal and more fun.
  - Choose an open and welcoming venue versus a stodgy corporate/government environment.
  - Avoid the urge to "unveil" anything. Seriously, this is not a magic show. Have the brand elements out for people to see and warm up to. They could be displayed on banners and/or brochures, and talking points about the branding direction should be provided to the event leaders.
  - People react positively when they see you are already getting some sort of result. Show testimonials.
  - Brand advocates should be wearing branded items (e.g., shirt, hats, buttons, etc.).
  - Provide prizes for questions related to Cedarburg (e.g., branded mugs, refrigerator magnets, buttons, etc.).
  - Prepare the press prior to the event with talking points, graphics and ready-to-go social media posts and designated hashtags to follow the discussion. Create an event-specific hashtag for participants to join the discussion on social media - #CedarburgFallsInLove, for example.

III. SHARE AND ENGAGE WITH OTHERS... *continued*

3. GET THE COMMUNITY INVOLVED

Brand to the senses to create a sense of place. Brand-speak can be confusing or lack substance for many people. But everyone was taught the five senses from an early age. The senses are the purest form of experience. We learned in our research phase of this project that Cedarburg delivers some fantastic senses. Ask your community stakeholders, business partners, retail and restaurants to get involved using any of these examples or create their own sensory marketing that shows how they are in love/ fell in love with Cedarburg is.

Is there a way your business can tell a story (or sell its products/services) that shows falling in love through tastes, sounds, touch, smells or visuals? Most businesses are already using these elements so finding one should be easy. Find the easy ones:

- ★ Someone that makes pies or sells food may name a product with the brand theme: Cedarburg Love candy apples, chocolates, coffee, burgers, etc.
- ★ Downtown window contest displaying items that are uniquely Cedarburg and make you fall in love
- ★ Got candles? Create a fragrance that ties in with the Cedarburg story. Coffee-scented, candy apple scented or even love scented candles? Why not?

SEE | HEAR | FEEL | TASTE | SMELL

What do you see?
Downtown, Washington Avenue, historic architecture, the Settlement, Cedar Creek

What are your sounds? What do you hear?
Cedar Creek rushing, waterfall, dam, commotion of people, activity, Summer sounds, live music, festivals, parades

What physical and emotional experiences do you deliver?
Downtown, Washington Avenue, walking downtown, historic stone buildings, Cedar Creek, warm and cozy feeling

What flavors are experienced?
Amy's apples, wine, Tomaso's Pizza, beer, Chocolate Factory

What fragrances can be associated?
Coffee roasting, coffee, Tomaso's Pizza, Amy's Candy Kitchen, popcorn

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
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IV. CREATE A SENSE OF PLACE

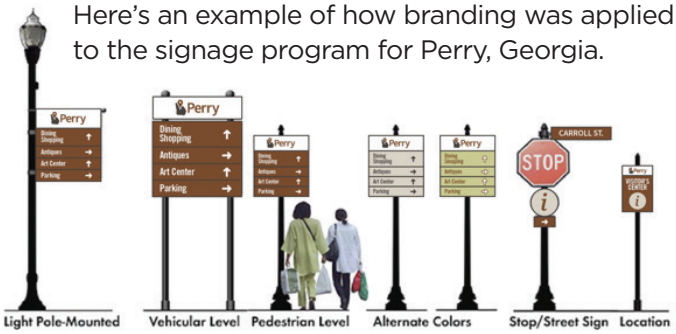
This section outlines what needs to be done to start telling the Cedarburg story visually when people are within the geo-political limits of Cedarburg. A sense of place is not easy to create. It requires more than signage. It requires attention to curbside cleanliness, landscaping and infrastructure enhancements. It requires knowing where you are and the ability to see where you are going.

1. REVISIT SIGNAGE PROGRAMS FOR CREATING AN INSTANT SENSE OF PLACE

Brand your Borders with new welcome/ gateway signage

It's important for visitors, as well as residents to know their surroundings. Border signage helps create expectations of an experience and tells people they've arrived. Whether it's a traditional "Welcome to Cedarburg" sign or a sign that simply says "You're in Cedarburg – Fall in Love." Using the new branding identity in colors and marks is a must.

Here's an example of how branding was applied to the signage program for Perry, Georgia.



Wayfinding

Creating a wayfinding program is important for Cedarburg because it doesn't have a major interstate run through it. Therefore, a wayfinding signage program should be created and a plan developed for implementing the branding. Look for opportunities to extend this type of system beyond roadways. Integrate wayfinding signage throughout bike trails, parks, etc.

Look to local out-of-home advertising opportunities

Billboard advertising, bus bench-shelter advertising and other similar opportunities are a great way to create a sense of place within the community around the "Fall in Love" theme. And by all means, locate and paint the biggest water tower or two.

Initiate a marker program for points of interest

"Cedarburg Love Connections" are called-out by markers, a simple device for telling the Cedarburg story. Small tidbits along Cedarburg's outdoor journey are a great way to educate more people about your story. Feature these markers on park benches and in public places, for example. Package them with literature and digital mapping.

Here's an example of a marker program for Rowan County, North Carolina.

IV. CREATE A SENSE OF PLACE... *continued*

2. IMPLEMENT A PLAN TO GET INTERSTATE TRAVELERS TO STOP IN CEDARBURG

As previously mentioned, Cedarburg doesn't have the advantage of an interstate going through it; it sits approximately five miles west of I-43. Therefore, Cedarburg doesn't really benefit from any through-traffic of people traveling to Milwaukee or Chicago, for example. People don't know how much sweetness awaits them in Cedarburg, if they were just willing to take a short detour off their main path down a major interstate. There is huge opportunity to grow tourism by finding ways to lure these people to Cedarburg.

You could start with signage along the interstate exits that connect to I-43 or which connect to other roads leading to Cedarburg. Billboards could educate by-passers of all the lovable things there are to discover in Cedarburg and the unique experience that awaits them there.

Follow it up with a street marker program to make the roads leading into Cedarburg intriguing. Signage along the way letting people know they're getting closer and closer to Cedarburg could be fun. "Only 10 more miles to falling in love!"

3. ENLIST THE ARTS FOR SENSE OF PLACE STORYTELLING BY EVERYONE

Some of the best ways residents and visitors are sharing their "place" are by the must-do photo opportunities that go with public art. Wall murals and sculptures can create an instant attraction that makes people want to brag that they've been there. Engage the strong Cedarburg arts community in creating such tasks. Consider a "Fall in Love" mural or sculpture. Downtown would be a great place for this type of public art, but feel free to sprinkle them throughout all of Cedarburg.

Below is an example of a wall mural creating a sense of place in Nashville, Tennessee and some examples of sculptures that create memorable places and encourage engagement.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES

This section breaks out specific recommendations for some of Cedarburg's key voices: the City, the Chamber, Tourism, Economic Development, the Arts and Historic Preservation. In order to avoid being redundant, here are some action steps all organizations should consider:

1. THE BRAND AS A CITY OF CEDARBURG PLATFORM

Audit and organize your communication tools

Everyone has an arsenal of marketing tools. Evaluate your entire communication mix by first conducting an audit of your current efforts. Your list may look similar to the one below. Challenge a member of your team to identify one small way the brand can be incorporated for each. Yes, even answering the phone says something about your brand. Consider incorporating a branding story element into the way you greet others.

Once you've created your communications list, try to identify ways where the Cedarburg branding direction can be applied. It may be graphically, could include copy or may just be the theme "Fall in Love."

EMPLOYEES	PUBLICATIONS	EMAILS	EXHIBITS
NEWSLETTERS	PUBLIC AFFAIRS	VOICEMAILS	MKTG PARTNER RESOURCES
WORD OF MOUTH	WEBSITES	SOCIAL MEDIA	SALES PROMOTIONS
BUSINESS FORMS	MEMBER EXPERIENCES	VOLUNTEER	LUNCHEONS
TELEPHONE	PACKAGING	MAILING LISTS	MAPS
PRODUCTS	SPONSORS	PRESENTATIONS	BUTTONS/PINS
STATIONARY PACKAGE	WEBSITE LINKS	GIFTS	BILLBOARDS
PUBLIC RELATIONS	ENVIRONMENT	DECALS/MAGNETS	NETWORKING
SERVICES	SIGNAGE	MKTG AND ADVERTISING	POSTERS/BANNERS
PROPOSALS	FACILITIES	VEHICLES	DIRECT MAIL

Prioritize action

It is too wasteful to throw away old materials. Where budgets and supplies are valuable, we recommend a rolling change. In other words, take inventory of your brochures, business cards and related materials that are printed on a regular basis. Estimate when it's time to re-order and roll any changes into the new copy and graphics. Everything does not need to be done all at once. This effort is for the long haul. Consider splitting costs between fiscal budgets. We do suggest picking a drop-dead date. Usually the best date is in sync with a re-skin or new website.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Protect your logo and tagline through proper legal application

Upon adopting the branding elements, be sure to go through the proper legal channels for protecting your intellectual property. And secure whatever is necessary for website URLs and social media handles. Chandlerthinks has conducted an initial search through the U.S. Trademark website and it appears Cedarburg's line, Fall in Love is available. However, Chandlerthinks advises official legal protection of marks and taglines go through the City of Cedarburg legal counsel.

Tell the branding story using the five senses: Now that you've identified where you can apply the branding messaging, you've got to decide how to do it. A reminder that a memorable destination with a strong identity delivers great experiences. One way to emphasize the experience is to ignite the five senses.

Your local tourism stakeholders want to be a part of the branding, but they need ways they can do so beyond a logo. Think about their business growth and how they use the senses in their delivery of their product or service. Collect these senses and package them in your marketing.

SEE

What do you see?
Downtown, Washington Avenue, historic architecture, the Settlement, Cedar Creek

HEAR

What are your sounds? What do you hear?
Cedar Creek rushing, waterfall, dam, commotion of people, activity, Summer sounds, live music, festivals, parades

FEEL

What physical and emotional experiences do you deliver?
Downtown, Washington Avenue, walking downtown, historic stone buildings, Cedar Creek, warm and cozy feeling

TASTE

What flavors are experienced?
Amy's apples, wine, Tomaso's Pizza, beer, Chocolate Factory

SMELL

What fragrances can be associated?
Coffee roasting, coffee, Tomaso's Pizza, Amy's Candy Kitchen, popcorn

PHASE IV:
THE BRAND NAVIGATOR

CEDARBURG
WISCONSIN

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Emphasize what can be **SEEN**
This can be done easily with great photography or other visual artwork, but words can just as easily allow anyone to envision the scenery for themselves. Show pictures of places not normally seen and show pictures of objects that ignite the senses (i.e. Washington Avenue, historic architecture, Cedar Creek). From a consumer perspective, this is the most used sense-branding device; therefore, choose your images wisely. You've got to stand out. Imagine an ad for foodies with a great plate picture and the copy literally describes the flavor with which they're about to fall in love.

Emphasize what can be **HEARD**
This branding sense device can be a bit tough for many destinations, but not for Cedarburg. Cedarburg has a vivid downtown, Cedar Creek with a waterfall and dam, and parades and music festivals. Sounds can show up on websites, phone ringers (imagine a Cedarburg ring), and even activated motion sensors in retail entryways. Imagine if all of downtown Cedarburg adopted a universal greeting in stores. That would be a great endeavor and leave a big impression.

https://www.amazon.com/SmartSound-Motion-Activated-Audio-Player/dp/B019WYBR4W or Google "mini pir motion activated audio player"

Emphasize what can be **TOUCHED**
Activities and things that can be touched are memorable. This includes any way a person can make physical contact. These can be created or shared (through advertising). For example, when you're arranging for tours around Cedarburg, make the following a priority: strolling down Washington Avenue; touching historic stone buildings; Cedar Creek; show them the family-friendliness of your city during a festival. Have any Cedarburg ghosts stories? Goosebumps are a very memorable feeling!

Emphasize what can be **TASTED**
This is a gift and a great opportunity for Cedarburg. Foodie-driven tourism has never been stronger and Cedarburg has some great places to eat. Be sure to treat guests to your great local restaurants and make them bite into an Amy's Candy Kitchen apple or stop by the Chocolate Factory. We highly recommend packaging your food experiences and promoting them.

"Cedarburg Love Bites' is a fun name to consider for tying together the many delectable tastes found around Washington Avenue. This is community branding, a program with a story behind it where multiple businesses can get involved!

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Emphasize what can be **SMELLED**

This is the most difficult branding sense to execute, but research shows that it leaves the strongest impact of all senses. Think about some of the great smells of Cedarburg and find ways where it can work. How about a scratch and sniff feature in your visitor's guide (or business cards or direct mail or promotional cards for tradeshows) promoting falling in love with Cedarburg. Of course, coffee, candy apples and popcorn should be a consideration. Some local businesses might just be interested in using Cedarburg air fresheners or offering locally roasted coffee to their guests.

An idea? Have someone create a Cedarburg candle with a unique fragrance such as Love Potion. Perhaps it's a line of Cedarburg scents: Love Potion, Strawberry Festival Bliss, Candied Apple, Quaint and Warmth, and Waterfalls.

1. THE BRAND AS A CITY OF CEDARBURG PLATFORM

The story of Cedarburg is not limited to tourism and visitors. Its residents are the ones that give Cedarburg its lovable personality that makes you "Fall in Love." The people are Cedarburg. If Cedarburg wants to create a strong destination of distinction, it starts from the inside out: its people.

Embed the brand

It is important to align the brand with communication opportunities; the City should conduct a communication audit to produce a baseline for city messaging. Below are priority items that will deliver consistency vital to the brand mission:

- ★ Brand City Vehicles – The Cedarburg logo lends itself to a simple stencil application or cling, which makes it affordable and easy to brand City vehicles. Law enforcement vehicles should always be given extra and different consideration on how to apply any brand identity marks. They require their own set of communications rules.
- ★ Brand Utility Boxes – Neighborhood, park and business utility boxes can be branded with "Fall in Love" and/or the new Cedarburg logo. It tells your story better than just a dull green box.
- ★ Brand City Signage – This is a very easy and high profile way to seed the brand throughout the Cedarburg community quickly. Audit current city signage and determine where the brand can be applied immediately. Ensure all new signage includes the new brand and logo. For financial reasons, it may make sense to conduct an inventory of all signs (buildings, property, parks, etc..) and prioritize. This will allow the City to change out signs by priority areas.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

- Brand Email Signatures – Customize Cedarburg's email signatures with the brand logo and an agreed upon set of quotes that reflect Cedarburg's brand promise.
- Brand Uniforms and Clothing – Branding City uniforms and clothing that support the City's brand identity can be both a point of pride for employees, and a comfort for a staff member as a point of identification.
- Brand Business Cards – Cedarburg's business cards must reflect a singular focus on Cedarburg brand building – bring all city business cards into compliance with the new Cedarburg logo and tagline.

Brand merchandise

Coffee mugs are an easy way to apply the branding to something people touch and see everyday. Other ideas are brand window clings, bumper stickers and popular promotion items. Hand out new branded Cedarburg items at upcoming city council meetings. A shirt that simply states "Fall in Love with Cedarburg." could be popular.

Recognize your residents

How about this fun idea: every baby born in Cedarburg gets a onesie that says "Made of Cedarburg Love" Another way to recognize residents would be to feature one Cedarburg resident each month at city council meetings.

Maximize social media

Consider creating social media platforms for Cedarburg. There's no easier way to share the Cedarburg city government and brand story better than on social media. Make "Fall in Love" a purposeful effort in your daily social media efforts. Feature one lovable Cedarburg resident each day. Maybe allow people to submit entries to topics that you choose? #CedarburgLovePicks

Cedarburg has a great brand story. The City of Cedarburg does a lot of great things for its residents. Trust will be strengthened when Cedarburg is more active in communications and uses social media. It should not be an option. Not using it is a lost opportunity.

We recommend Facebook and Twitter pages for the City of Cedarburg and a separate one for safety (police and fire). YouTube should be strongly considered as well. Instagram also has a role, and is really good for showcasing the beauty of the City and event announcements. Chandlerthinks welcomes more detailed discussions about the proper channels and use of social media if desired.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Here are 10 reasons why the City of Cedarburg needs to be more active on social media.

1. Public safety
Police departments across the country are using social media to help create awareness of alerts, but also for educating the community on preventive safety programs. Communications build trusts.

2. Emergency Alerts
Communities have been very effective at using social media for keeping contact with residents during times of crisis such as hurricanes, floods, earthquakes, fires and other incidents. It's a very effective way to get out immediate information to a large amount of people in a short amount of time. This should be a part of the City's crisis communications planning. Severe weather and other emergencies can occur very quickly with little or no warning.

3. Activities and Class Registration
Use social media for access to registered events or to make people aware of available classes and events.

4. Town Halls and Council Meetings
Municipalities all over the U.S. are using social media (i.e. Facebook Live) to broadcast City Council meetings. It also provides immediate storage archive of the events, making it easy for residents to access and easy for the City to provide.

5. Road and Traffic News
Traffic is always a frustrating issue for residents and often it gets directed towards the City. When you know closing are eminent, use social media to help make the public aware of the delay, or possible detour.

6. Job Announcements/Openings
The largest job search site in the world is LinkedIn. So it's a natural to use social media to help promote job openings.

7. Public Service Announcements
Facebook can be your community bulletin board. Use it to inform your residents about important issues and initiatives.

8. Connect with Employees
One easy way to show appreciation of the great work by your employees is to publically recognize them.

9. Connect with Residents
The fact you are active with local residents on social media gives them a mouthpiece to their local government. It shows you care and want to hear them. Social media should not be a burden, rather a responsibility. Ask for their feedback on important issues.

10. Merchandise about your successes
Brag about the accomplishments of the City. Share pictures and videos of the many great things happening in Cedarburg.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Create storytelling opportunities in your public spaces

Parks, trails, sidewalks, parking lots and public buildings – what if there were subtle markers that told Cedarburg's story? This would allow everyone be educated on the many places and stories behind "Fall in Love."

Consider creating a large, branded public sculpture or mural similar to the examples of "I am Amsterdam" or "Indy" mentioned earlier in the Brand Navigator. "I Love Cedarburg." Place the sculpture/mural in a prominent place. Encourage people to pose with it for a picture opportunity. It becomes a mobile photo booth for your residents and visitors alike. Make sure to print a visible hashtag on the sculpture (#LoveCedarburg) which you want your "photographers" to use when they share their photo on social media.

Building a new street? Why not name it Love Avenue?

Website brand facelift

Hire a web design firm to apply the Cedarburg brand identity system to the website for the City of Cedarburg (www.ci.cedarburg.wi.us). This can be more than color palettes and logos. Look to tell the Cedarburg story based on what you know makes Cedarburg so special. Research told us Cedarburg has many lovable assets. Find ways to bring this out in your website communications. And since you make people "fall in love" with your city, this theme can be used to show the many ways this is delivered throughout Cedarburg.

Brand city programs

Challenge the City departments to look for ways to tie the branding into existing programs, either in renaming or including it in part of its offerings. For example, business licensing may be repositioned so the narrative encourages people to start a "Love-Certified Business" in Cedarburg, Wisconsin.

Use policy and incentives to create your place

Cedarburg is already doing a great job at preserving its historic charm. Create new or update existing City incentives to keep it going: incentives for replacing artificial business front facades to reflect a more authentic historic representation. City policies can require architectural styles that follow a specific historic look for future retail building designs, or tax incentives can be given for restoring historic buildings to their original design. Fall in love preservation grants.

Other areas where policy or incentives can be coordinated to encourage place branding are:

- Restaurants that apply a farm-to-table model in using locally grown foods.
- Retail shops that include Wisconsin-made items.

Create Cedarburg branded license plates

Reach out to the Department of Transportation and submit a Cedarburg license plate, allowing resident to wear their love for Cedarburg on their car for all to see. That's city branding.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

City of Cedarburg Logo Standards Guidelines
Complete standards on the do's and don'ts for your new logo and graphic guidelines have been developed. They are included as part of the appendix section of the Brand Navigator and have been provided as a separate file to you.

A new branding look for the City of Cedarburg
The branding process has created a story for the City of Cedarburg that includes a new logo, tagline and campaign theme for advertising and other communications. The theme "Fall in Love" is one that several creative directions could be created. However, this should get you going for quite a while with a strong look and brand message that can be carried to your website, social media and beyond.

2. THE BRAND AS A CEDARBURG, WISCONSIN CHAMBER OF COMMERCE PLATFORM

The Chamber of Commerce is the first point of contact for businesses interested in being more involved in Cedarburg. The Chamber's purpose is also to unite and connect all existing businesses in the community. Therefore, the Chamber plays an important role in the branding of Cedarburg.

Here are a few ideas to consider on how the Chamber of Commerce could help create a strong Cedarburg destination brand:

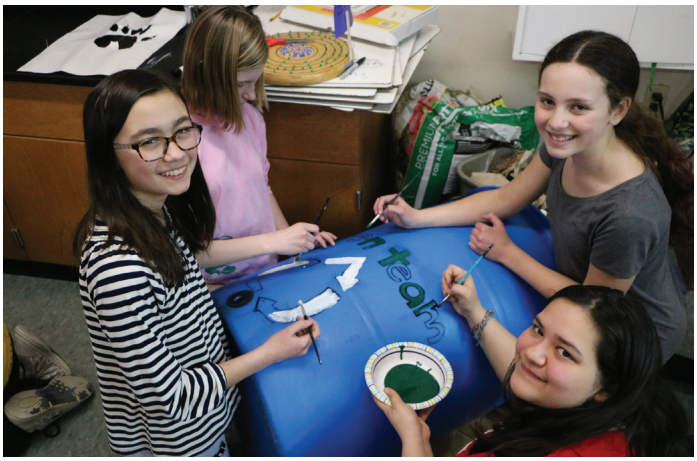
Use the branding elements wherever possible
The Chamber has a tool chest of new branding graphics and messaging from which to work. Use it in all that you do. A reminder to start with an audit of your communication assets and make "rolling changes" previously discussed. This will help save money.

Use the brand as a theme development platform
Consider using the concept of "Fall in Love" to frame Chamber programs in memorable ways. For example:

- Loving business.
- Most Lovable Business of the Month Award.
- "Love Notes" - certificates given to those businesses or individuals that identify a new and impressive way to promote Cedarburg with their marketing and/or product offerings.
- Change from routine ribbon cutting or ground breaking for new businesses to a "Love Note" plaque or marker, indicating a business is now part of the Cedarburg family. Hand out a "Welcome to Lovable" new business starter kit. It's meant to welcome and congratulate a new business, but also sets an expectation to follow the example of the rest of Cedarburg to achieve "love-inspiring status."

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

- ★ At the annual Chamber Meeting, recognize people for their achievement in various categories that made them even more lovable.
- ★ "Lovable faces of Cedarburg:" These are weekly shout-outs to people or business leaders who help move Cedarburg forward by doing great things. Have them featured in your local news and on the Chamber's website.
- ★ Add a "Weekly Love Confessions" section to the Chamber newsletter that shares one great, love-inspiring thing about Cedarburg. Extend the "Weekly Love Confessions" to other news channels, such as TV, radio and newspaper.
- ★ Create a leadership program for Cedarburg's schools, designed to showcase tomorrow's leaders found in Cedarburg's schools today. Host an annual recognition of the most lovable student for having done something impactful that wowed the community.



- ★ Create an "Love Preservation Award" recognizing historic architecture.
- ★ "Service Love Award": Allow hotel guests and residents to nominate front line personnel for service/hospitality that's going above and beyond – create posters and/or table tents for hotel front desks.

<u>Adopt a brand vocabulary</u>

"Fall in Love" offers the Chamber an opportunity to express, cluster, bundle and shuffle the deck of Cedarburg's assets under a variety of themes. It also offers the Chamber a new vocabulary with almost endless options to describe experiences, services and programs to fit your membership.

To dial in on this vocabulary, look no further than the brand attributes identified in the research. Cedarburg is historic and charming. It's festivals and artsy. It's comfortable, walkable and family-friendly. Use language around these ideas to bring out Cedarburg's personality.

Reference the Brand Story development section of this project for a reminder of story language.

<u>Build your brand using social media</u>

Utilize social media for creating a "brand voice" and conversation (that is relevant and timely). The emergence and strength of social media marketing cannot be ignored. Social media must have a role in the marketing of Cedarburg and the Cedarburg, Wisconsin Chamber of Commerce in order for branding and marketing to be relevant to today's consumer.

- ★ Follow and use #hashtags that are relevant.
- ★ The #CedarburgLoves or #FallinLovewithCedarburg hashtag (or some derivative) should be used whenever possible for Facebook, Twitter and Instagram posts (especially Twitter and Instagram).

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

- ★ Identify and create content worth sharing – Great content is key for engaging others to talk about your brand on social media. The following resources should be identified or created:
  - Create a new Chamber blog and call it "Cedarburg Businesses Worth Falling in Love!" – This blog should be aimed at telling all your successful business stories. A blog is necessary to help the Chamber website rank well in relevant search listings.
  - Create a Cedarburg Loves Business video series. This would be a great way to create enthusiasm toward the branding effort. It is also a great tool for sharing on YouTube and recruiting new businesses to get involved.
  - Use compelling photography. Beyond utilizing your existing bank of photos, engage local businesses in an "Fall in Love with Cedarburg" photo contest. Have community members take photos of the charming things found in Cedarburg, which they love and which make Cedarburg special.

Theme your annual Chamber dinner with the branding

Give your annual Chamber dinner a theme related to "Fall in Love" to help set a platform for sharing the branding effort with the entire business community.

- ★ Give your event planner the task of creating table centerpieces around the brand theme.
- ★ Show examples of how the branding is already creating conversation and buzz inside and outside of Cedarburg.

Cedarburg, Wisconsin Chamber of Commerce Logo Standards Guidelines

Complete standards on the do's and don'ts for your new logo and graphic guidelines have been developed. They are included as part of the appendix section of the Brand Navigator and have been provided as a separate file to you.

A new branding look for the Chamber of Commerce

The branding process has created a story for the Chamber of Commerce that includes a new logo, tagline and campaign theme for advertising and other communications. The theme "Fall in Love" is one that several creative directions could be created. However, this should get you going for quite a while with a strong look and brand message that can be carried to your website, social media and beyond.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

3. THE BRAND AS A PLATFORM FOR TOURISM

Cedarburg Tourism has crafted a thoughtful, well-developed approach to marketing. Your strategies for marketing, advertising, promotions and communications are smart and well executed. Now, you can put the new brand to work for the destination by taking advantage of these important strategic opportunities.

Use the branding elements wherever possible

Tourism has a tool chest of new branding graphics and messaging from which to work. Use it in all that you do. A reminder to start with an audit of your communication assets and make "rolling changes" previously discussed. This will help save money.

Your most noticeable communication elements that should immediately embrace the branding are:

- ★ Advertising
- ★ Merchandise
- ★ Trade show display
- ★ Travel Guide
- ★ Social media
- ★ Website: Stake a claim to brand URLs such as FallinLoveWithCedarburg.com
- ★ Visitor Center storytelling opportunities

Use the brand as a theme development platform

Use the concept of "Fall in Love" to frame your tourism experiences in memorable ways. This connects the experiences in unexpected ways and drives home the Cedarburg brand. It allows you the flexibility to mix and match as you bundle the assets to create experiences. This technique expresses what Cedarburg does best; and what differentiates it from the competition. And, it separates you from your competition by informing visitors at the trip-planning stage how they should plan their trip to the area, the time they should allocate for the trip and what they can expect upon arrival. Your understanding of your assets, along with your very capable marketing skills, will direct how these themes are developed. But here are a few ideas to get you started:

- ★ "Fall in Love with family fun" – Use this for promoting and packaging your family entertainment.
- ★ "Fall in Love with sports" – Amateur sports tourism.
- ★ "Fall in Love with meetings" – Promote Cedarburg as the most inviting place to hold meetings.
- ★ "Fall in Love with shopping" – Speak to women interested in shopping while they are in town visiting.
- ★ "Fall in Love with food" – Foodies love to find new tastes in their travels. And Cedarburg has fun and great dining experiences to offer. Create a food trail and include local restaurants, bakeries, breweries, wineries, etc.
- ★ "Fall in Love with preservation" – Package tours of historic sites around Cedarburg.
- ★ "Fall in Love with arts and cultures" – Package tours of cultural staples, such as museums, art galleries, public art, etc.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Build your brand using social media

Use picture contest stations to tell your story, enlist stories and encourage sharing. One thing we've learned about Cedarburg is that there are lots of stories out there. Tell your story. Create stations (probably working with the City of Cedarburg) and storytelling centers that also encourage a camera phone user to capture the moment. Then request the photo be posted on social media using a branded hashtag, such as #ILoveCedarburg.

Sponsor the "Cedarburg Loves" social media contests and encourage your fans to submit videos, photography or stories highlighting what makes them noteworthy in order to be featured on your website for the month. This could be creative achievements, social activism, leadership examples, etc. For example, on Valentine's Day, encourage fans to post a picture of their favorite Cedarburg person with a little story about why this person is particularly lovable. Encourage the use of a branded hashtags of your choice.

Develop a branded mobile app

Consider developing a branded mobile app focused on "Fall in Love with Cedarburg." It should feature a map with various points of interest around town. It should feature a map with various points of interest around Cedarburg.

Apps should be functional, easy to use tools. Make it easy for local businesses to be identified on the app sorted by: Food Lovers Trail; Shop Lovers Stops; attractions and hotels. Coupons can be included for each to drive traffic locally and make it measurable. A small sign promoting the app might be featured at hotel check-ins. This may also be a nice way to engage and promote your stakeholders without featuring them in advertising (expensive).

Public relations

This new branding effort is an opportunity to begin a new public relations push to the local, regional and national media. We would recommend leveraging the new branding platform "Cedarburg, Wisconsin. Fall in Love" into all public relations efforts. Using this theme can add uniqueness to ordinary stories. A Cedarburg Fall in Love press kit would also be a nice touch.

- ★ The quality of Cedarburg's historic preservation is a story.
- ★ "Cedarburg Falls in Love with Food" is a story in today's foodie centered world. It's an opportunity to feature the area's great restaurants and culinary experiences.
- ★ Try to work the branding into all event press. Give the writer a nice t-shirt with the brand theme - "Cedarburg, Wisconsin. Fall in love." or simply #ILoveCedarburg.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Make the Visitor Center the visual marker of "Fall in Love"

Rather than expecting a passive observational visit, prepare for an active place where you can fall in love with Cedarburg. Think of the Visitor Center as the central location of where all things Cedarburg start. The story of Cedarburg should be seen, felt, tasted, smelled and heard. You've already done a great job of creating an "active" and engaging Visitor Center highlighting your history. Here are some ideas of how you might further improve the visitor experience:

- ★ See: Maps highlighting "Love Connections" around the city; a miniature replica of downtown; apply some elements to the exterior as well as your interior.
- ★ Feel/touch: Engage your visitors and give them an incentive to touch items around your Visitor Center: stones from historic stone buildings; items on loan from the Quilt Museum, etc.
- ★ Taste: Food is easy. Having some sort of tasting of your local fare is a must. Maybe host wine/beer tastings on the weekends.
- ★ Smell: Burn some of your locally made, Cedarburg-branded candles; hand out locally roasted coffee; etc.
- ★ Hear: How about a motion detector that plays people cheering from your famous July 4th parade; play (and sell) music by local musicians; maybe have local musicians play pop-up acoustic shows on weekends.

Package and promote Fall in Love with Cedarburg experiences

Public markers, signs, icons, marketing brochures and websites all create channels for tourism to do what they do best – package and promote experiences. A "Fall in Love with Cedarburg" program can package the many authentic experiences in Cedarburg together. Creating a map of these experiences harnesses what already exists but does it in a way that's memorable from anywhere else. Cedarburg Love-Certified Places.

- ★ A marker program can be used to tie-in Cedarburg experiences that can be found nowhere else; places such as the Rivoli Theater; the Settlement Shops; staple buildings along the historic district; the River Walk, to name a few.
- ★ Package together a food program of authentic Cedarburg restaurants by using a branded icon they can use on menus. They could each identify one menu item to be the "Cedarburg Love Bites" feature. This program would work well for the Travel Guide and on the website.
- ★ Cedarburg Fall In Love Locals: Create markers around town that highlight specific stores that sell local goods, such as arts and crafts. The stops could be packaged and featured on the website and on visitor maps. This creates partnerships with the community and packages them all together around a single theme.

Create the "Fall in Love" Walk of Fame

Create a branded Walk of Fame, which connects Cedarburg's best tourism assets: your "Cedarburg Love-Certified Places." Start the tour at the Visitor Center. Make sure to create a map that shows how this Walk of Fame routes through Cedarburg.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Turn the Cedarburg North Pole Santa Station into a Cedarburg Post Office

Wait? What? Keep the North Pole up all year, but transform it into a post office where guests can mail a Love Letter from Cedarburg for free. Supply Cedarburg branded post cards, and these are the only things capable of being mailed form this post. A small outside decoration change can turn the gingerbread house into a post office quite easily (after a stop at Home Depot).

Create a calendar of events

Create a calendar or event guide with great photography of local sites, highlighting your most-loved events and happenings each month. Give it out to visitors along with your Visitor Guide when they request information, but make sure it's a separate piece. This should be something they can pin on their wall, keep in their car or on their fridge to remind them of the many fun things that are coming up in Cedarburg, Wisconsin.

Downtown Cedarburg Storefront Contest

Issue a challenge to the downtown merchants to create a window display around "Fall in Love" for one month during your most tourism heavy season. This is an opportunity for local businesses to show off their items, which are unique to Cedarburg.

Find ways to incorporate branding into operations

Live your brand from the inside out and the ground up. Find clever ways to name your volunteers that hint on the theme "Fall in Love" - maybe they become the Cedarburg Love Patrol. Change your phone greeting to deliver the experience. Repurpose any partner training programs around the new theme.

Find ways to incorporate branding into the sales of tourism

Create themed goody baskets for special hotel guests. Your new logo can work well on shirts, mugs, buttons and more. Or maybe just brand them with a fun hashtag: #ILoveCedarburg. Local discounts from restaurants and attractions now can all tie-together under this theme.

Create recognition for tourism brand ambassadors

Once a year give recognition to the tourism partners that assist in the delivery of not just branding Cedarburg, but for all tourism efforts. You may already be doing something similar to this. Regardless, consider renaming the awards around the brand theme such as the Cedarburg Loves Tourism Awards. Cabarrus County, North Carolina claims to be the home of "Where Racing Lives." As a result, their annual tourism awards are the Golden Helmet awards. You can guess what the awards look like.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Take your brand on tour

Educate others within the state about the new branding of Cedarburg. Head to Milwaukee, Madison and Green Bay for events that present your story to legislative leaders. Then take your road show to state tourism leaders as well. This is all about the narrative of your brand story. A story that everyone will fall in love with. Keep the key pillars of "Fall in Love" in mind when creating the overall narrative of the brand story and taking it on tour. Then create a referral program, so those state storytellers will send tourists to Cedarburg.

Cedarburg, Wisconsin Tourism Logo Standards Guidelines

Complete standards on the do's and don'ts for your new logo and graphic guidelines have been developed. They are included as part of the appendix section of the Brand Navigator and have been provided as a separate file to you.

A new branding look for tourism

The branding process has created a story for Cedarburg tourism that includes a new logo, tagline and campaign theme for advertising and other communications. The theme "Fall in Love" is one that several creative directions could be created. However, this should get you going for quite a while with a strong look and brand message that can be carried to your website, social media and beyond.

4. THE BRAND AS A PLATFORM FOR ECONOMIC DEVELOPMENT

It can reasonably be said that in the 21st century, every city in the United States is competing globally, not just with neighboring cities within a region or across the country. It is therefore necessary for cities to adapt to a new imperative. "Fall in Love" offers you an opportunity to build reputation and enhance your efforts to gain greater traction among targeted customers. Being competitive today requires a holistic and comprehensive approach to positioning and marketing. The strength of the community brand provides the platform that results in a powerful, proactive economic development approach.

Engage on Social Media

Currently, economic development lacks a social media presence. Once you establish social media accounts for Cedarburg's economic development, ensure using brand speak and brand hashtags in the content.

- ★ Facebook: Engage users (developers, construction companies, etc.) who could make development happen in Cedarburg. Share testimonials, business features, project updates, incentive information, staff bios and city highlights to inform users about all the benefits of locating to Cedarburg. "Cedarburg Loves Success Stories."
- ★ Twitter: Devote the time to follow key national and state economic development organizations. Review the list of users they're following, and follow users applicable to economic development. Use applicable hashtags, start conversations, retweet valuable information, and tag users when tweeting important Cedarburg economic development information. Consider doing a regular "Cedarburg Love Tweet of the Week."

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

- ★ LinkedIn: Post information about available land, key site selection criteria, available incentives, business highlights and news, upcoming projects, etc. Ensure you're connecting with key developers and economic development professionals on your LinkedIn pages and encourage them to follow your organization's page.
- ★ Use the hashtag #DevelopCedarburgWI, or #FallinlovewithCedarburgWI

Target economic development messaging

The brand platform and promise provides Cedarburg powerful positioning and marketing language to help influence target markets. Communication needs to be targeted to commercial realtors/brokers, developers and site selectors.

(a) *Commercial realtors/brokers:*
This is the frontline sales team for Cedarburg property, representing property for sale or lease. This target market will respond to a brand message that provides them with tactical advantages and reliable data necessary to present an accurate and compelling sales proposition.

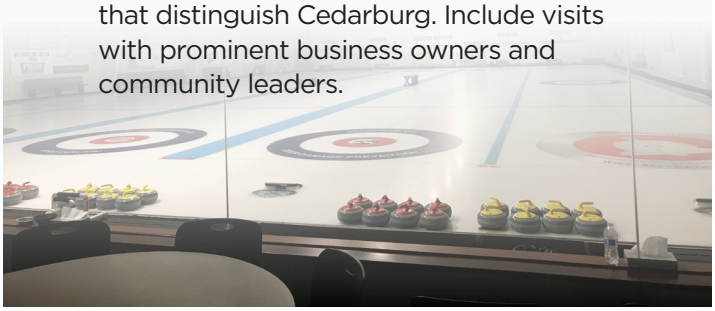
- Provide copies of the Cedarburg brand messaging, including programs they can use as client incentives.
- Create a Develop Cedarburg branded collateral piece that shows the available sites all using the new logo, design and "Fall in Love" story. This should be preprinted with open space for custom or frequently changing information.

(b) *Developers:*
Developers are generally thought of as the facilitators of a vision. Developers buy land, finance/develop real estate deals and obtain necessary public approval. Challenge them to us the Cedarburg brand theme into their next community and/or development.

Get closer to realtors

Engage realtors to inject energy and motivation to strengthen Cedarburg's image through the promotion of their properties. In addition to the targeted economic development messaging recommendations, try to execute the following:

- ★ Host an annual or bi-annual Cedarburg realtors roundtable and use "Fall in Love" as your theme: Invite realtors and developers currently engaged in or considering Cedarburg to the event. Include relevant information they can use to effectively market their properties. Make it fun and memorable. Realtors network with other realtors. Send them home with a positive and energized perspective of Cedarburg.
- ★ Host an annual commercial realtor/ developer/investor FAM event: Familiarization trips have been used for decades to help cities showcase their assets. Cedarburg needs to invite those in the development community who aren't familiar with Cedarburg to the community and show it off. Now you have a theme to package around this tour. Show them the Cedarburg Love-Certified Sites, the Cedarburg Love-Certified Businesses that started here and the Cedarburg Loves Incentives available, not found anywhere else. Plan a half-day event that coincides with an already existing and well-executed Cedarburg community event. This will help provide a true and memorable Cedarburg experience. Show off prime parcels, development sites and opportunities, integrating lifestyle amenities that distinguish Cedarburg. Include visits with prominent business owners and community leaders.



PHASE IV:
THE BRAND NAVIGATOR

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Promote your "Cedarburg Fall In Love-Certified" businesses

Identify all the businesses, which started in Cedarburg and sell the entrepreneur attitudes of Cedarburg. Create a logo, campaign or hashtag to identify these businesses and sell Cedarburg to entrepreneurs looking to start their own business.

Providing a specific cling or certificate to businesses originating in Cedarburg is a way to not only recognize long-standing Cedarburg businesses, but to help support shop local programs and show appreciation for existing businesses.

Embed brand into groundbreakings, ribbon cuttings, etc.

Incorporate the brand into all groundbreakings and ribbon cuttings. This can be done through event invitations, advertising and signage. For starters, hand out "Cedarburg, Wisconsin. Fall in Love" work gloves and hard hats.

Hand out a "Fall in Love" new business starter kit. It's meant to welcome and congratulate a new business, but also sets an expectation to fall in line with the rest of Cedarburg to achieve "lovable status." Include a window cling or plaque and a certificate.

The Economic Development's Logo Standards Guidelines

Complete standards on the do's and don'ts for your new logo and graphic guidelines have been developed. They are included as part of the appendix section of the Brand Navigator and have been provided as a separate file to you.

A new branding look for Economic Development

The branding process has created a story for Economic Development that includes a new logo, tagline and campaign theme for advertising and other communications. The theme "Fall in Love" is one that several creative directions could be created. However, this should get you going for quite a while with a strong look and brand message that can be carried to your website, social media and beyond.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

5. THE BRAND AS A PLATFORM FOR THE ARTS

Cedarburg enjoys a strong arts community. Telling your brand story through the arts is a natural fit. Below are some ideas to get you started:

- ★ Cedarburg's Arts Guild could start the "Fall in Love with Art in the Park" series, with weekly community art classes for painting, photography, or even songwriting. This could also be a seminar.
- ★ Invite Cedarburg art students to submit their branding-themed art for consideration to be featured in quarterly art shows at a Cedarburg gallery.
- ★ Host a monthly poetry slam at the Cedarburg Performing Arts Center themed "I am in love with Cedarburg."
- ★ Create a mural around "Fall in Love with Cedarburg" – this could be a school project or a collaboration among local artists.
- ★ The historic Rivoli Theater could show the brand video before each feature film.
- ★ Create a Fall in Love with Cedarburg quilt design, promoted at the Quilt Museum and sold in local stores.
- ★ Host the Fall in Love with Cedarburg concert series, featuring different local artists.
- ★ Have the Cedarburg Performing Arts Center write and perform a play about falling in love in Cedarburg – a Cedarburg Love Story.

6. THE BRAND AS A PLATFORM FOR HISTORIC PRESERVATION

Your heritage is incredibly important. There are ways to incorporate the new brand and tagline into telling your story. Below are some ideas to help get you started:

- ★ Create a new celebration that's all about your brand story on the city's birthday.
- ★ Create "Love Avenue" that routes through Cedarburg, past historic sites and architecture.
- ★ The Cedarburg Preservation Society could plan an exhibit around "Falling in Love with Cedarburg since the 1800's."
- ★ The Quilt Museum could feature an exhibit of the most loved quilts – maybe residents and visitors vote for a favorite.

7. ADDITIONAL IDEAS FOR COMMUNITY INVOLVEMENT

Education

Schools can also use the new brand to their advantage and incorporate it into their curriculum. Use the new brand theme to name or inspire student groups and programs. Here are a few examples:

- ★ The Love Story of Cedarburg: have a student theater group write and perform a play about the story of Cedarburg at the school or at the Performing Arts Center.
- ★ The "Cedarburg Loves Students Awards" for middle school and high school students: award students who have shown extraordinary compassion helping other students.
- ★ "I am love" contests: Have students submit what makes them lovable and stand out, then choose a winner and feature him/her on the school's website.
- ★ Create a "Fall in Love Scholarship" awarded to students who have displayed leadership.
- ★ A "Fall in Love Science Fair" with the goal to solve problems in innovative ways.

V. COMMUNITY INVOLVEMENT OPPORTUNITIES... *continued*

Festivals and Events

Your festivals and events are a great opportunity to get your brand out into the world. Not only are your locals exposed to it, but also visitors from all over the place get the opportunity to learn more about your brand. Here are some ideas of how to incorporate the brand into your festivals and events:

- Map out parades and 5K runs to take people past Cedarburg Love-Certified Places to better show off your city.
- Create a new "Fall in Love" festival that celebrates Cedarburg's history each year and promote it across the state.
- Have local bands compete to be voted the "Cedarburg Love-Certified Band of the Year" and allow them to play your grand finale of your summer concert series.
- Create the "Cedarburg Food and Wine Lovers Festival." Sponsor a recipe contest and award the most loved food creation – based on categories such as flavor, uniqueness of the recipe and presentation.

Businesses

Businesses may not all start using the new Cedarburg logo and tagline or even the brand colors. But there are ways to incorporate the new theme into their own brand speak.

- Realtors can use the tagline "Fall in Love" to emphasize the architectural beauty of Cedarburg and the above and beyond lovable character of its people.
- Healthcare institutions/ businesses can use the tagline to emphasize the compassionate quality care they provide: "Fall in Love with Healthcare."
- Restaurants could brand food items under the new theme: Cedarburg Love-Certified cupcakes/hamburgers/coffee, etc
- Create a community-wide shopping program called "Cedarburg Loves Shopping" featuring stores, which offer items that are authentic to the area. Merchandise it with shared program stickers that all Cedarburg retailers can use.
- Restaurants could initiate a baking/ cooking competition where chefs or community members can enter Cedarburg's most loved food creations.

Parks and Recreation

- Have local artists design public art, which are permanently placed along the River Walk. You could do this once a year, in celebration of your city's birthday, for example. Ask a different business to sponsor it each year.
- "Cedarburg Loves Cache" – Design a branded geo-cache adventure in your parks for Cedarburg visitors.
- Design "Cedarburg Love-Certified Places" throughout your parks that teach about the story/history of Cedarburg - for example, plaques or "Love Notes" on park benches.

PHASE V:
MEASURING THE BRANDING EFFORT

CEDARBURG
WISCONSIN

VI. CREATE BENCHMARKS FOR MEASURABLE RESULTS

How do you begin to measure this entire branding initiative? Should it result in increased business investment or higher generated sales tax dollars? It is really not fair to assign those areas of increase solely to better branding. But you can, and should, create new measurements for success.

Start right away by documenting participation:

- ★ The number of organizations committed to the branding effort of Cedarburg ("Cedarburg Branding Commitment Form").
- ★ The number of requests to use elements of the branding effort such as the logo or tagline – You could track downloads from the brand website.
- ★ Direct number of "Fall in Love" related projects that are created and completed.
- ★ Number of businesses actively using branded materials in their own marketing.
- ★ Track the use of brand related hashtags. Do you see an increase over time?
- ★ Track hotel occupancy rates. Is visitation increasing during the calendar year?

Several benchmarks have been established in the branding project's research phase. There are many things to consider for ongoing measurement:

- ★ The community descriptions of itself says a lot. Does it begin to change more toward the brand personality you are telling in the brand story? Currently Cedarburg residents describe it as: historic, charming, friendly. How will this change?
- ★ How does the community rate itself as a place to visit? How does it rate its various attributes related to quality of life? Do these measures increase in three to five years?
- ★ What do residents see as the community's greatest assets? How do they rank these assets and indicate where community pride exists (or not)?
- ★ Outside awareness and descriptions of Cedarburg: How are perceptions shaped and changed over time?

VII. TELL THE STORY THROUGH PUBLIC RELATIONS

Very few other types of exposure do more to affect a community's reputation than the ongoing press it receives. As a part of this branding project, we started the process of telling the brand story of Cedarburg, Wisconsin. After all, if the brand is captivating enough and compelling enough, it should get some attention.

Positive public relations is the easiest way to get the story going. We recommend consideration of a PR firm to start fishing Cedarburg stories to the media. It should be easy since Cedarburg already receives noteworthy positive press. Press stories are measurable and something that can be reported back to the City council and community as a result of this branding effort.

SUMMARY

CEDARBURG
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Are you ready? Branding Cedarburg begins now. It's about action and engagement from the entire community. Branding a community is about delivering a real authentic experience to residents, businesses and visitors. And although we're very proud of the new Cedarburg logo and theme-line, "Fall in Love" alone is not branding. It's only a tool for branding.

Branding a community requires long-term commitment. This process and action plan gives you the roadmap to get started in telling the Cedarburg story. The story that has unfolded is a great one to tell. It can help you set yourselves apart from other communities when talking about economic development, living or tourism.

Now, it begins with you. Your enthusiasm to create a better community is contagious. It will be fun to see the transformation.

Best of luck to you!

CEDARBURG

WISCONSIN

These graphic standards were developed as a method for protecting the graphic brand of Cedarburg, Wisconsin. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

Economic Development Coordinator

City of Cedarburg

(262) 375-7600

branding@ci.cedarburg.wi.us

Prepared by Chandlerthinks

LOGO USAGE

FULL COLOR LOGO

The logo may be represented in full color using 4 color process printing techniques.

An alternate version without the cityscape is also available for use when needed.

ONE COLOR LOGO

The logo may be represented in a single color using Black or PMS 634 in either spot color or 4 color process printing techniques.

LOGO ON COLOR

The contrast must be sufficient when printing a color version of the logo on a photo or color background. The city name can be reversed if all other elements in the logo maintain sufficient contrast and remain in color.

REVERSE LOGO

The contrast must be sufficient when reversing the logo on a photo or color background.

COLOR AND FONTS

RECOMMENDED COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the city's communications.

COLOR PALETTE

PMS 634
C-100/M-13/Y-10/K-41
R-0/G-95/B-131
HEX 005F83

PMS 549
C-56/M-8/Y-9/K-21
R-107/G-164/B-184
HEX 6BA4B8

PMS 554
C-84/M-22/Y-77/K-60
R-32/G-92/B-64
HEX 205C40

PMS 557
C-44/M-4/Y-37/K-10
R-133/G-176/B-154
HEX 85B09A

PMS 610
C-8/M-1/Y-74/K-2
R-225/G-213/B-85
HEX E1D555

PMS 4505
C-16/M-27/Y-83/K-42
R-153/G-133/B-66
HEX 998542

PMS 484
C-8/M-92/Y-100/K-33
R-154/G-51/B-36
HEX 9A3324

RECOMMENDED TYPEFACE

The following typeface family should be used on all Cedarburg, Wisconsin materials.

Copperplate Bold: AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ 1234567890
Copperplate, Reg: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

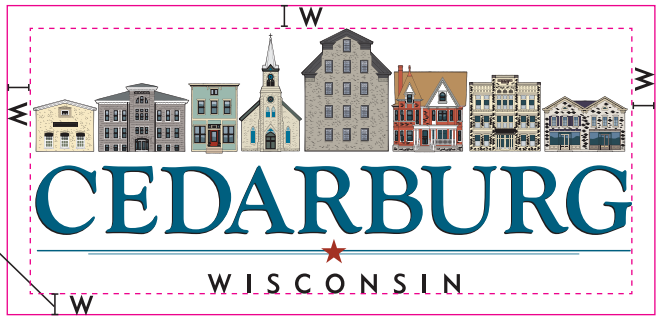
Alternate:
Gotham Book: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

LOGO RECOMMENDATIONS

RECOMMENDED LOGO SPACING

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the “W” in Wisconsin. (See example) “W” equals the height of the state.



MINIMUM SIZE

The logo may not be used smaller than 1” for the full logo and .5” for the name only version in order to retain readability.

TAGLINE USE

The logo with tagline should be presented as shown.

FALL IN LOVE.

UNACCEPTABLE LOGO USAGE

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

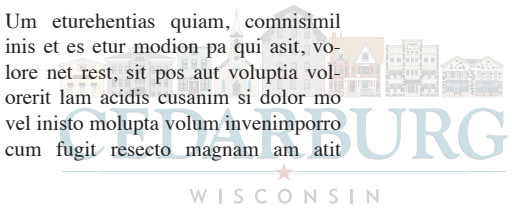
DO NOT add unofficial copy or graphics covering any part of the logo.

DO NOT delete, add or adjust any element of the logo.

DO NOT change the proportions of the logo.

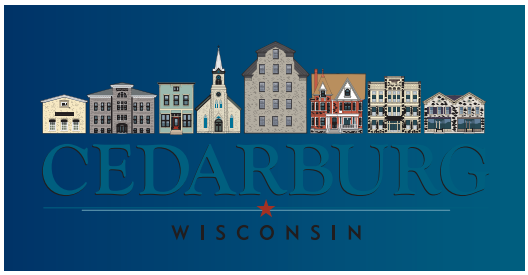
DO NOT rotate or flip the logo.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.

DO NOT alter the logo for any other unapproved entity.



DO NOT print the logo on a dark background or image without the white outside border.

ALTERNATE LOGOS

CEDARBURG
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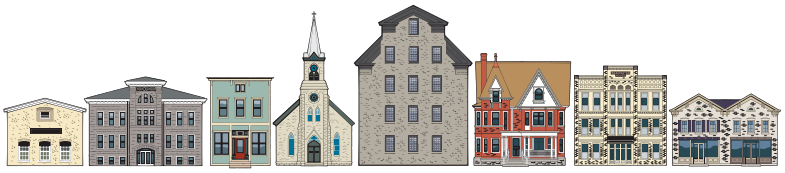
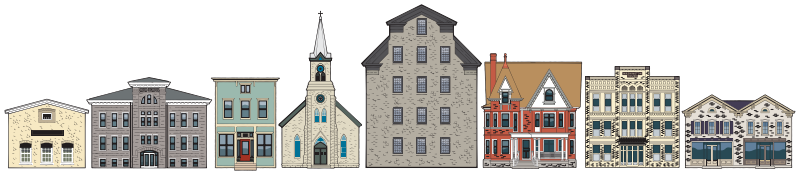
HISTORIC



CEDARBURG
WISCONSIN



CEDARBURG
CHAMBER OF COMMERCE

CEDARBURG
WISCONSIN

STATIONERY

CEDARBURG
WISCONSIN

FILE SPECIFICATIONS

CEDARBURG
WISCONSIN

COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of corporate colors the recommended breakdowns are as follows:

PRINTING

Pantone® (PMS)

Blue	PMS 634
Light Blue	PMS 549
Green	PMS 554
Light Green	PMS 557
Yellow	PMS 610
Taupe	PMS 4505
Red	PMS 484

4-Color Process (CMYK)

Blue	C-100/M-13/Y-10/K-41
Light Blue	C-56/M-8/Y-9/K-21
Green	C-84/M-22/Y-77/K-60
Light Green	C-44/M-4/Y-37/K-10
Yellow	C-8/M-1/Y-74/K-2
Taupe	C-16/M-27/Y-83/K-42
Red	C-8/M-92/Y-100/K-33

RGB

Blue	R-0/G-95/B-131
Light Blue	R-107/G-164/B-184
Green	R-32/G-92/B-64
Light Green	R-133/G-176/B-154
Yellow	R-225/G-213/B-85
Taupe	R-153/G-133/B-66
Red	R-154/G-51/B-36

ON-SCREEN

Web-Safe (HEX)

Blue	005F83
Light Blue	6BA4B8
Green	205C40
Light Green	85B09A
Yellow	E1D555
Taupe	998542
Red	9A3324

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

WORD

.EPS
.BMP
.JPG
.GIF
.TIF

POWER POINT

.PNG
.BMP
.JPG
.GIF
.TIF

WEB (HTML)

.JPG
.GIF

INDESIGN

.EPS
.TIF

Brand Implementation Roadmap Recommendations		Budget Ranges	1-3 mos.	4-6 mos.	6-12 mos.	12-24 mos
Section I - Build Your Branding Team: Assemble A Community Organization Dedicated to Managing Cedarburg's Image						
1.	Cedarburg Brand Ambassador	$40,000 - $60,000	X			
2.	Leadership Structure	$0	X			
3.	Recruitment	$1,500	X			
4.	Consider a Community Brand Foundation	$0 - $2,000	X			
5.	Cast a Purpose, Vision and Understanding	$150 - $300	X			
6.	Coach the Brand	$300 - $500		X		
7.	Identify Funding and Resources	$0		X		
	Section Total	**$41,950 - $64,300**				
Section II - Market the Brand - Prepare to Tell the Cedarburg Story						
1.	Create a One-Page Cedarburg Brand Story	$0		X		
2.	Develop a Preliminary "Cedarburg Branding 101"	$0		X		
3.	Create and Maintain a List of All Sponsoring and Participating Organization	$0		X		
4.	Develop a Branding Q&A to Share with the Community	$0		X		
5.	Develop a Cedarburg Brand Storytelling Package or Media Kit	$1,800 - $2,500		X	X	X
6.	Keep the Brand Website Updated	$0		X		
7.	Join the Discussion Social Media	$0		X		
8.	Create a Cedarburg Brand Video	$20,000 - $30,000		X		
9.	Create Cedarburg Merchandise	$5,000 - $10,000		X		
	Section Total	**$26,800 - $42,500**				
Section III - Share and Engage with Others — Make the Brand Message Easy to Communicate						
1.	Create an Internal Marketing Campaign	$0		X	X	
2.	Roll out Into the Community	$0		X		
3.	Get the Community Involved	$0		X	X	X
	Section Total	**$0**				
Section IV - Create a Sense of Place						
1.	Revisit Signage Programs for creating an Instant Sense of Place	$0			X	X
2.	Implement a Plan to get Interstate Travelers to Stop In Cedarburg	TBD			X	X
3.	Enlist the Arts for Sense of Place Storytelling	TBD		X	X	
	Section Total	**TBD**				
Section V - Community Involvement Opportunities						
1.	The Brand as a City of Cedarburg Platform	$0	X	X	X	X