

Integrating
Vision
Projects
Brand Positioning
and Marketing
for Roswell

September 26, 2012



Strategic Framework



Values

Respect - Acknowledging the worth of others and their ideas

Flexibility - Adapting effectively to change

Inclusion – Welcoming diversity among all ages, ethnicities, religions

Communication - Promoting effective exchange of information, experiences and ideas

Values

Trust – Consistently doing what we say we will do

Courage – Strength of character to do the right thing

Innovation – Willingness to explore and implement
creative opportunities



Vision

Desired future state

Guidance for projects we pursue,
decisions we make

Vision Statement

Roswell is a family-oriented, safe and inviting community that embraces the natural environment and the arts, celebrates its historic treasures, and supports a thriving business environment.

A dark blue rounded rectangle serves as the background for the text. On the left side, there are three overlapping light blue circles of varying sizes. The text is white and centered within the rectangle.

Vision Statement

To be the premier riverside community
connecting strong neighborhoods and
the entrepreneurial spirit.

Mission Statement

To provide our citizens with responsive,
high-quality services in a fiscally sound
manner to ensure Roswell continues to be a
vibrant community

Strategies

Roswell will deliver on the Vision by enabling excellence in the following core areas of focus:

- Cultural Arts and History
- Lifelong Learning and Education
- Travel and Tourism
- Business and Economic Development
- Recreation and Entertainment
- Support Services and Infrastructure



Cultural Arts and History

Performing Arts

Galleries and Antiques

Preserving, protecting and promoting our
Historic treasures

Cultural activities

Affordable and accessible experiences

Arts Festivals

Attract and welcome the creative class



Lifelong Learning and Education

Health and wellness programs

Support a learning environment from early childhood through adulthood

Strong public schools

Strong private schools

Adult learning opportunities

Flexible and accessible learning opportunities

Foster internships and mentoring



Travel and Tourism

Convention and Visitors Bureau

Destination Marketing

Support and enhance facilities necessary
to welcome visitors

Promote weddings

Promote local activities and events

Ecotourism



Business and Economic Development

Enabling growth opportunities

Retain and attract businesses

Retain and attract a world-class workforce

Public/Private Partnerships

CVB

RBA

DDA

Maintain and support up-to-date technology



Recreation and Entertainment

Riverside as focal area

Parks and Recreation

Walkability – walking trails

Bicycle friendly – bike paths/bike lanes

Community Connections

Neighborhood focus, community view

Community engagement

A culinary hotbed

Canton Street and other Local restaurants

Local entertainment options/Local events



Support Services and Infrastructure

Healthcare

Faith-based organizations

Non-profit support organizations

Public Safety

Public Works – physical infrastructure

Cityscape/landscape

Green initiatives



Branding Roswell

Defining a Brand - Entire Experience

Images we convey

Messages we deliver

Ways employees interact with
customers

Opinions and perceptions



Branding Roswell

Brand positioning

Positioning Statement

Tagline

Marketing communication planning



Brand Positioning

Understand ourselves

Brand Audit

Understand our target markets

Market analysis

Find the Connections

Brand positioning

Communicate

Marketing communications plan



Brand Positioning

To occupy a distinctive and valued place in the prospects mind.

Promise of an experience

Differentiate

Our challenge – multiple audiences

Residents/Community

Business/Economic development

Travel and Tourism

Brand Positioning

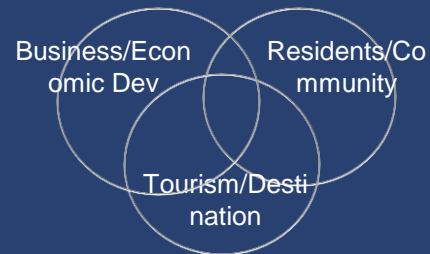
Finding connections

Most important attributes and benefits

Key motivators

Common values

Couple all with the *heart and soul* of Roswell





Brand Positioning

VISION Roswell's work to date has helped inform initial steps needed for Brand Positioning

Who we are

Who we want to be

What we stand for

Our assets and key benefits



Brand Positioning

Core descriptions of Roswell

Family-friendly with a strong sense of community

One of the best places to raise a family
– *Frommers*

Best place to live in Atlanta – *Atlanta Magazine*



Brand Positioning

Benchmark Report - Resident Survey – Jan 2011
Entire database – several hundred
Comp cities – 40-50

Roswell rated considerably above both
Public Trust
City Services
Safety

Except below average - Traffic



Brand Positioning

Benchmark Report - Resident Survey – Jan 2011

Most favorable ratings

Quality of Life

Community

Safety

Reasons for living in Roswell

Location

Neighborhoods

Schools

Parks

Biggest concern - Traffic



Brand Positioning

Business Survey – March 2012

102 responses

64% live in Roswell (11% N.
Fulton, 24% Other)

Top reason for choosing Roswell

Location – 63%

Brand Positioning

Business Survey – March 2012

Top 2 box scores

Rental rates – 58%

Tax environment – 39%

Local pop as customers – 39%

Access to highways – 37%

Commute time – 35%

Economic incentives – 26%

} Location

Brand Positioning

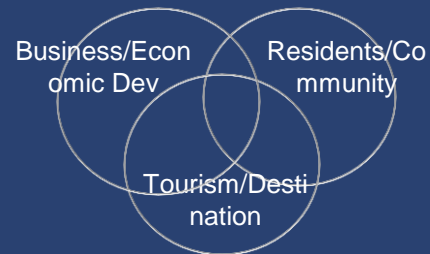
Finding connections

Most important attributes and benefits

Key motivators

Common values

Couple all with the *heart and soul* of Roswell





entrepreneurial
entertaining
music
natural
supporting
engaging
culture
growing
historic
living
relevant
ecotourism
arts
thriving
bike-friendly
respecting
giving
smart
volunteering
celebrating
friends
participate
sustaining
green
recreation
fascinating
destination
inviting
community
achieving
healthy
educated
family
naturally
galleries
activity
clean
preserving
learning
beautiful
activities
experience
water
education
quality
safe
neighborhood
responsible
foodies
playing
dining
upscale
incubating
producing
cool
community
achieving
healthy
educated
family
naturally
galleries
activity
clean

Roswell



Brand Positioning Statement

Roswell understands and delivers the services I need with the values I want.

I can have it all in Roswell.

I can live, work and play in Roswell.

It's all here in Roswell.

Where people, business and culture thrive.

Where people, business and culture connect.

The perfect balance – provides exactly what I want.



Right in the heart of what
matters.



Communication Plan

How we will communicate

Tonality, personality

Messaging platform

Headline = sound bite

Body copy = elevator speech

Full story



Communication Plan

Where will we communicate it

Advertising, Web sites, Brochures,
Presentations, Econ Dev. kits

Compelling. Consistent.

When will we communicate

Seasonality, opportunity

Resources needed



CREATIVE



LEARNING



HEALTHY



GREEN



INCLUSIVE



CONNECTED

greenville
FORWARD

YOUR VOICE. YOUR GREENVILLE.
JOIN THE VISION.

Home

The Visions

Programs

Events in GVL

Get Engaged

About Us

Contact Us

The Vision Goals

Greenville Vision 2025 is bold and aggressive; dreaming about what Greenville can aspire to be in the next twenty five years. While the complete vision cannot be completely understood through eleven main points, it can certainly be more understood.

By 2025, we dream that Greenville is the most livable place in the country and...

- Is a **highly recognized center for the arts** and cultural activities.
- Is **healthy**, supported by programs for community health, care for the medically underserved, bikeway and walkway networks, and a collaborative healthcare system.
- Is a **national leader in environmental stewardship** and keeps the "Green" in Greenville.
- **Embraces the spirit of innovative government**, and local governments collaborate with each other.
- **Values authentic mixed-use neighborhoods** and town centers which keep the "village" in Greenville.
- **Values learning**. Everyone is educated to their potential and every child enters first grade ready to succeed.
- **Takes care of those in need** and everyone has a home.
- Is **accepting, inclusive, and diverse** to all people regardless of where they live, how much they make, where they worship, who they vote for, or who they love.
- **Cultivates and inspires creativity**, and retains and attracts young, talented people and their families to Greenville.

Download the Visions

The current vision emphasizes ensuring a high quality of life in Greenville around six primary focus areas.



Learning

- [Education](#)
- [HeadStrong](#)



Creative

- [Arts](#)
- [IGNITE \(Coolness\)](#)



Inclusion

- [Inclusion](#)
- [International](#)



Connected

- [Transportation](#)
- [Planning](#)
- [Economy](#)



Healthy

- [Health and Wellness](#)
- [Families](#)
- [Public Safety](#)



Green

- [Environment](#)
- [Green Spaces and Parks](#)
- [Green Umbrella](#)