

Northeast Wisconsin Regional Economic
Development Summit
Brand Launch

December 8, 2005

Branding and Marketing Objectives

Brand and Marketing Objectives

- Create a singular, compelling and relevant difference for Northeast Wisconsin
- Have “top of mind” recognition as a place for companies to locate
- Develop a brand strategy to enhance the image of Northeast Wisconsin and to make a statement to businesses and organizations inside and outside the area that Northeast Wisconsin is a sought after location to live and to work

Strategic Market Analysis – Previous Research

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- Jon Udell's studies
- Phase III conducted by Northstar Economics
- Richard Florida's work
- Next Generation Consulting's work
- KMPG Survey of High Tech Workers

Strategic Market Analysis – SamataMason Research

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SamataMason conducted two research studies:

- Web Survey
- Northeast Wisconsin Key Leadership Study

Strategic Market Analysis – SamataMason Research / Key Leadership Study

The objectives of the Key Leadership Study were to gain Northeast Wisconsin stakeholder insight into the following areas:

- Understand the underlying opinions and aspirations of key Northeast Wisconsin organizational and business leaders
- What does the Northeast Wisconsin brand stand for today?
- What makes the Northeast Wisconsin brand unique, valued and attractive to both people and businesses?

Strategic Market Analysis – SamataMason Research / Key Leadership Study

RESEARCH DESIGN

Qualitative interviews (in-person and telephone) were conducted in February and March 2005

SAMPLE

Individuals were recruited from the Northeast Wisconsin Regional Economic Development Partnership list and fell into three groups:

- Business
- Government
- Education

Strategic Market Analysis – SamataMason Research / Key Leadership Study

FINDINGS

- People external to Northeast Wisconsin do not have sufficient knowledge about what the region stands for, the value it provides, and the benefits that they can accrue from living and working there.
- External perceptions are:
 - Cheeseheads
 - Cold tundra
 - Bare-chested Green Bay Packers fans
 - Rural / small town

Strategic Market Analysis – SamataMason Research / Key Leadership Study

Top-of-mind differentiators cited by all respondents were:

QUALITY OF LIFE / LIFESTYLE

“If balance with your family and your community is an important aspect of your life... it’s easier to do it here than in a big city.”

THE PEOPLE

“It’s the quality of the people first and foremost.”

“They’re genuinely friendly.”

HARDWORKING WORKFORCE

“You’ve got the kind of people here that you can build an organization around.”

“An excellent work ethic.”

Strategic Market Analysis – Key Leadership Study Findings

Additional top-of-mind differentiators cited were:

EDUCATION

“I think from the standpoint of the educational system, the university system, the public school system... people are always surprised at the strength.”

SAFE COMMUNITIES

“People laugh that folks here go away and leave their doors unlocked.”

CULTURAL/RECREATIONAL ACTIVITIES/ENTERTAINMENT

“Northeast Wisconsin... the whole world is a stage. You can go north of Milwaukee and find great culture, whether it's music or theater. It's all here.”

Strategic Market Analysis – Key Leadership Study Findings

Additional top-of-mind differentiators cited were:

PRIDE IN COMMUNITY AND FAMILY

“People around here will overwhelm you with how proud they are.”

GREEN BAY PACKERS

“I think it would be national awareness... via the Packers.”

Strategic Market Analysis – Key Leadership Study Findings

Study participant attitudes and perceptions of Northeast Wisconsin

CRITERIA	AVERAGE RATING
Job / business environment	3.4
Quality of life	4.3 (highest)
Education	4.0
Talent	3.7
Infrastructure	3.7
Ideas and innovation	3.4 (lowest)
Overall satisfaction	4.2

(On a scale of 1 - 5)

Strategic Market Analysis – Key Leadership Study Findings

ATTRACTING AND RETAINING TALENT

- Young families with children, especially people with ties to Northeast Wisconsin, are the “low-hanging fruit”
- A wide range of industries could be attracted to the region
- Young, single professionals and minorities are difficult to attract

Strategic Market Analysis – Key Leadership Study Findings

ADDITIONAL AREAS COVERED IN THE INTERVIEWS

- Diversity
- Parochialism

Positioning

Positioning – **Competitive Analysis**

OTHER PLACES POSITIONING

Denver	Economic, business, transportation, and financial center of the Rocky Mountain Region
Seattle	Leading center of Pacific Northwest – the alternative to California
Atlanta	Center of the New South
Miami	Financial capital of South America
Fairfax County	Nation's second most important address
Berlin	Capital of the new Europe
Spain	Rising star of the European Community
Cost Rica	Latin America's most stable democracy
New Hampshire	The alternative to Massachusetts
Mitchell Field	The Northern Illinois alternative to O'Hare congestion
Thailand	Tourism haven of the Far East

Positioning

Northeast Wisconsin is being positioned around the core benefits of great people, a favorable business climate and a great place to live.

Positioning

Northeast Wisconsin's brand positioning challenge is that external audiences perceive the region to be much less than it is.

Therefore, the initial branding and marketing communication initiatives are to 1) honor who we are and 2) illuminate our assets. Northeast Wisconsin is...

not what you expect.

Positioning – Northeast Wisconsin's Promise

WHAT IS OUR PROMISE?

Northeast Wisconsin will surprise you with the unexpected in both your business and personal life, by providing the best of small town Midwest with the amenities and services of larger cities.

Region Name and Brandmark

Region Name

There's the old west, the far east and the deep south and now there's...

Regional Name

The New North

Brandmark w/ Holding Device



Brandmark Color Options



Brandmark w/ City Name



Brand Elements

Typography

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Visual Elements (Photography)



Tagline

Tagline - **Place Analysis**

Spain	Everything Under the Sun
Pennsylvania	America Starts Here
Hershey, Penn.	The Sweetest Place on Earth
Detroit	The Renaissance City
Boston	The Bicentennial City
Quebec	It Feels So Different
Aruba	Our Only Business Is You
New York	The Big Apple
Paris	The City of Lights
Rome	The Eternal City
Virginia	Virginia is for Lovers
Las Vegas	What happens here, stays here

Tagline

Identify the benefit that the region has more to offer than you know or would expect...

And there is a focus on the geography and location...

Tagline

north of what you expect

Brandmark w/ Tagline

north of what you expect



Brand Standards

Brand Standards 3



Brand Standards 5

Presentation System Proposal Cover 1

Size
51p9 x 66p0
(8.625" x 11")

Paper Stock
75# Curious Translucent
Cover. Printed 4-color with
spot Pantone 383c.

Name of Presentation
Rendered in Arial Bold
at 12/12.4 with -5 point
leading in black. Printed on
first sheet to follow cover.
Shows through translucent
cover.



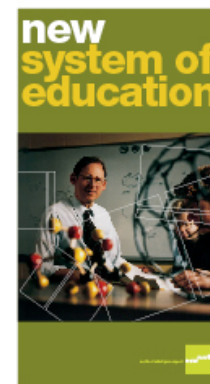
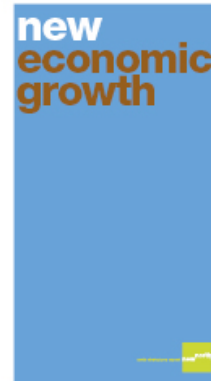
Final size scaled to 64%

[Go to Template page >](#)

Brand Standards 6

Print Media Brochures

10.1
☰



Final size scaled to 38%

Brand Standards 7

Print Media Posters

10.5
:

our
standard
of living
is better
than your
standard
of living

Wisconsin placed 6 communities among the nation's top 10 metro areas for percentage of households with median incomes between \$45,000 and \$75,000.

north of what you expect new north

Marketing Communications

Stationery

15,000 lakes cover more than one million acres	#16 ranked city by Forbes as the best metro area for business	4 metropolitan areas rank #1, #3, #6, & #13 in the "safest 25" metropolitan areas in the nation	3rd lowest dropout rate in the nation	6 communities are among the nation's top 10 metro areas with percentage of households with median income between \$40k & \$75k	10th shortest travel time to work according to 2000 US census bureau study
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north of what you expect

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New North, Inc.
 P.O. Box 8110
 Appleton, WI 54912

Recipient Name
 Company Name, Inc.
 124 Street Address, Suite A
 City, State/Province 00000-0000
 Country

New North, Inc.
 P.O. Box 8110
 Appleton, WI 54912
 15484 1st St
 123.456.7891
 www.newnorth.com

March Day, Year

Recipient Name
 Company Name, Inc.
 124 Street Address, Suite A
 City, State/Province 00000-0000
 Country

Dear Recipient:

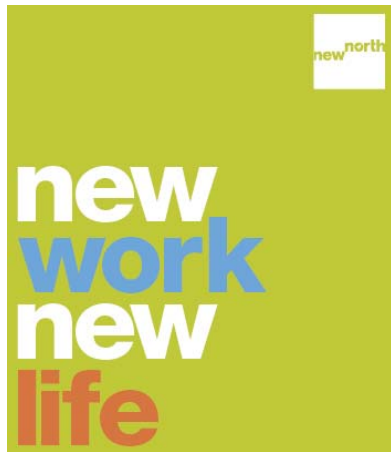
The message communicated in a letter consists of three elements: the word, context, design of the letterhead, and a clean consistent typing format. All of these elements contribute to the overall impact of a letter.

This letter demonstrates the recommended typing format for all correspondence using the New North letterhead template. All typed information is set in Arial Regular at 8 1/2, justified left and right with no hyphenation. The text box is 9p2 (1,247) from the left edge of the page and should be 34p10.5 (5,811) in width.

The date begins the letter 30p3.5 (5,937) from the top of the page. Leave one line space between the date and recipient name. Leave two line spaces between the recipient address and the salutation. One line space separates the salutation from the body of the letter. There are no paragraph indentations. Leave one line space between paragraphs. A single line space separates the body of the letter from the complimentary close.

Complimentary Close,

New Work / Life Hand Book



fact: 4 metropolitan areas in the New North are ranked in the "safest 25" metropolitan areas in the nation, making the list at #1, #2, #5 and #13

fact: a city in the New North was ranked the #1 place in the nation to raise a family

4 source: morgan's quality awards, 2004

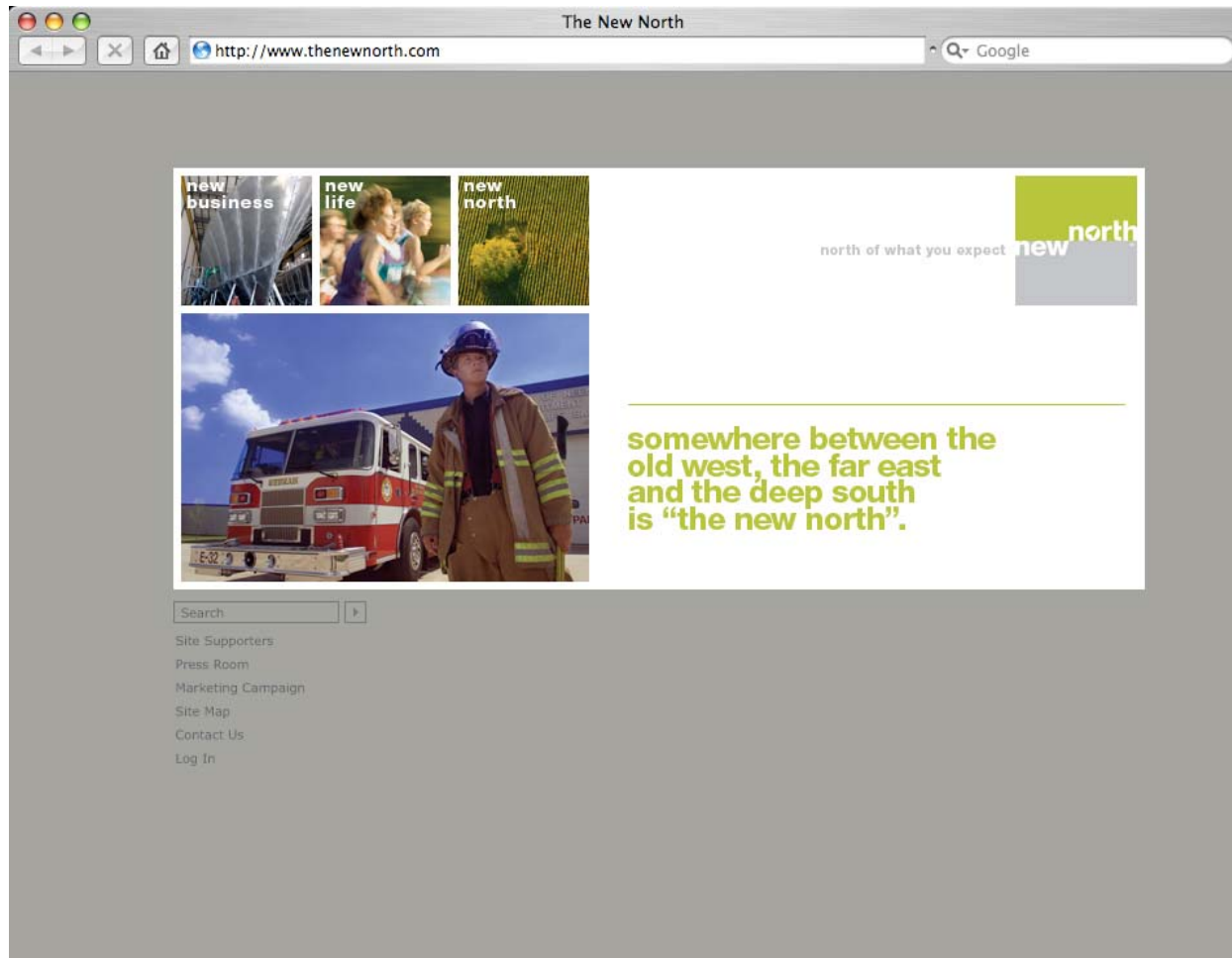
5 source: reader's digest, 1997



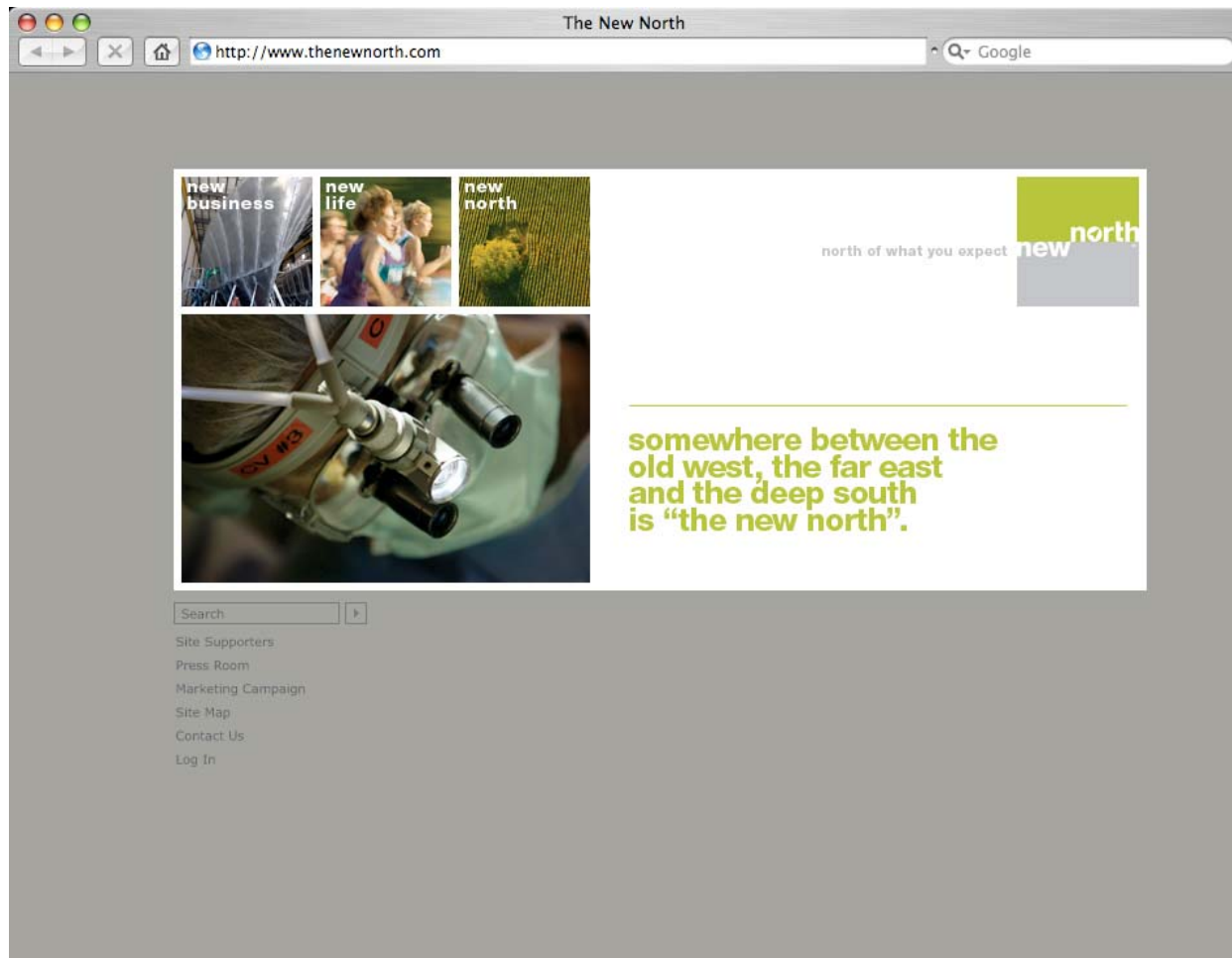
Web Site URL

www.thenewnorth.com

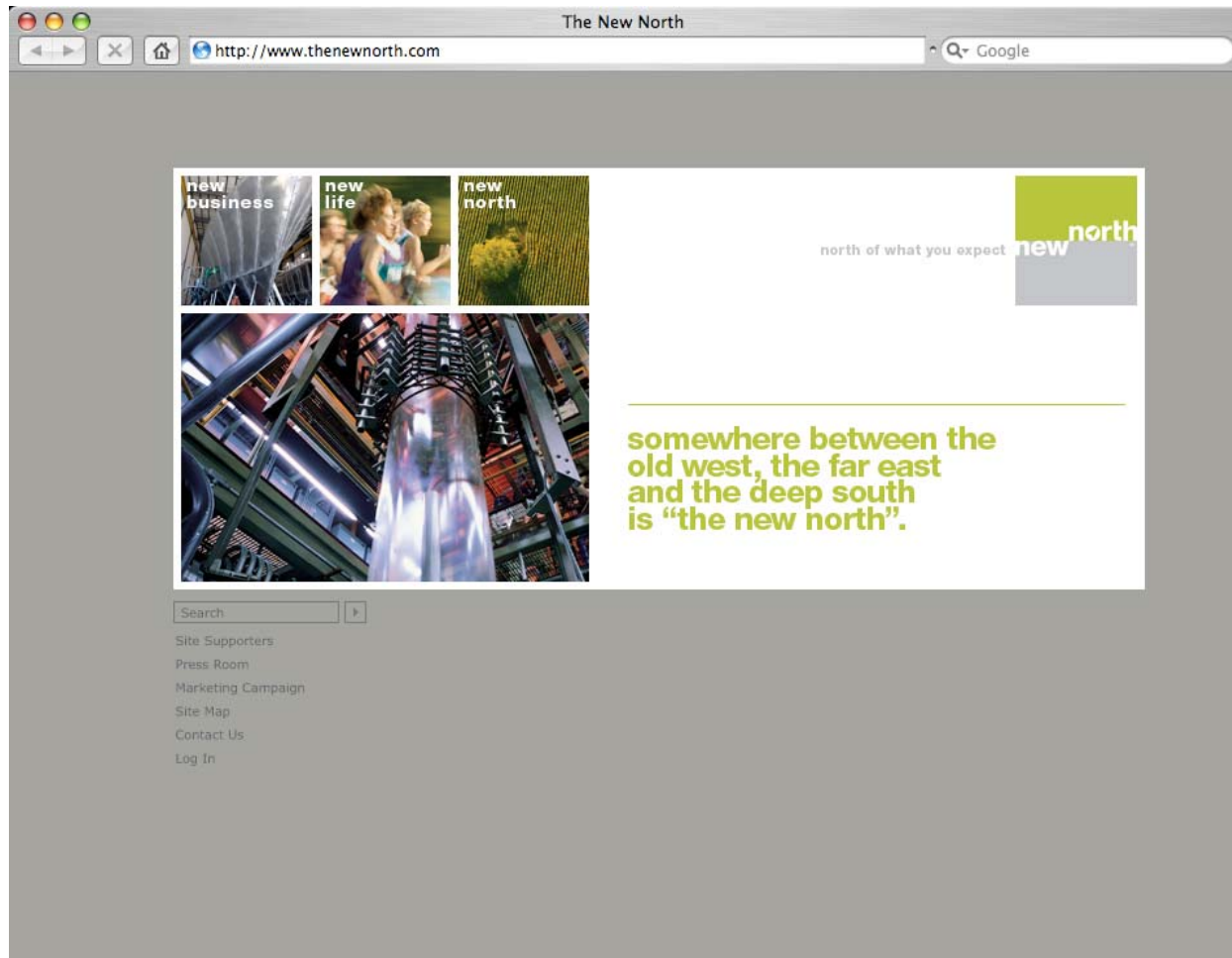
Website Homepage Screen One



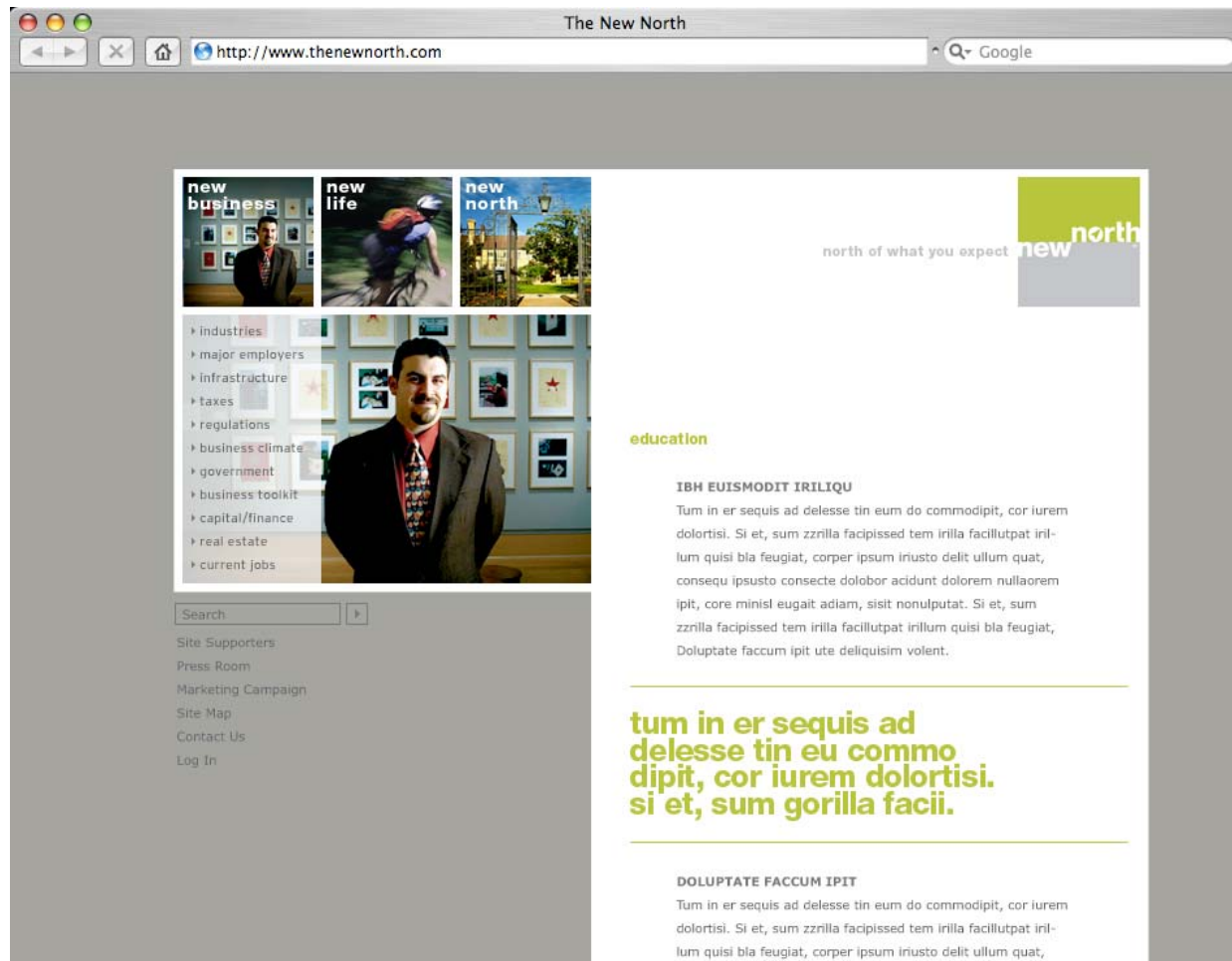
Website Homepage Screen Two



Website Homepage Screen Three



Website Subpage Screen 1



Thank you.