

6F Branding Your Byway



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2:00 Tuesday, August 25, 2009






Branding Your Byway


- **What is a brand? Why do you want one?**
- **The 5 key elements of a brand**
- **The brand essence**
- **The 3 criteria for brand development**
- **Your CMP as a branding resource**
- **Your byway brand's short story**
- **How brand stewards protect and enhance brands**





Harley-Davidson
John Deere
FedEx
Walt Disney
Chevrolet





Harley-Davidson – Independence
John Deere – Dependability
FedEx – Confidence
Walt Disney – Permission to play
Chevrolet – Dependability??!





What is a brand? What makes it a brand?



Elements Of A Brand

- **Brand Position**
- **Brand Promise**
- **Brand Personality**
- **Brand Message/Story**
- **Brand Artifacts**



Elements Of A Brand

- **Brand Position**

This is your position in the marketplace as it relates to your customers, partners and competition.



Elements Of A Brand

- **Brand Promise**

This is the ONE most important thing that the brand promises to deliver — every time!



Elements Of A Brand

- **Brand Personality**

What is the brand known for?

What personality traits come to the customer's mind about the brand?



Elements Of A Brand

- **Brand Message or Story**

This is the history and/or a summary of experiences that add value and credibility to the brand.



Elements Of A Brand

- **Brand Artifacts**

These are the tangible elements that represent the brand – such as the name, logo, colors, tagline, fonts, and imagery. Brand artifacts reflect all of the other elements and shape the brand. They create a more tangible way of articulating the brand.



What Is A Brand?

- Brand Position
 - Brand Promise
 - Brand Personality
 - Brand Message/Story
 - Brand Artifacts
- A brand is the essence of your organization.**





What Is A Brand?

**A brand is the essence of
your byway experience.**



Why Does A Byway Need A Brand?

**A brand allows you to
simply and effectively
communicate who you are
and what you do.**



PLACE

- Visitor Centers
- Interpretive Signs
- Wayshowing Signage
- Landmarks
- Views

PEOPLE

- Conferences
- Staff
- Volunteers
- Personal Experiences
- Tradeshows

BYWAY BRAND

- Books
- T-shirts
- Movies
- Maps
- Take-aways

PRODUCTS

- Tours
- Fundraising
- Advertising
- Word-of-mouth
- Publicity

PROMOTION



An Effective Brand Is:

- **Memorable**
- **Meaningful, relevant, authentic**
- **Easy to understand**



What Is A Brand?

**A brand is the essence of
your byway experience.**

***How do you identify your
“brand essence” ?***



Start With Your CMP

- CMP Point #2 – **Intrinsic Qualities**
- CMP Point #3 – **Vision**
- CMP Point #4 – **Partners and Stakeholders**
- CMP Point #12 – **Marketing Plans**
- CMP Point #14 – **Interpretation Plans**



Start With Your CMP

- **CMP Point #2 – Intrinsic Qualities**
 - Historic
 - Archaeological
 - Scenic
 - Recreational
 - Natural
 - Cultural



Start With Your CMP

- **CMP Point #3 – Vision**

Helps to ensure your brand looks forward, and works to help move you to your goals. It's a big part of WHY you shape and hone your BRAND.



Start With Your CMP

- **CMP Point #4 – Partners And Stakeholders**

How do they perceive your byway?

How do they add value to your byway?

Their current perceptions may hold clues to your brand discovery.



Start With Your CMP

- **CMP Point #12 – Marketing Plans**

Your brand is going to touch every aspect of the marketing plan. The brand essence will lead each and every tactic.



Start With Your CMP

- **CMP Point #14 – Interpretation Plans**

Here, you'll find the root of the byway story and very helpful clues about articulating the brand essence.



Start With Your CMP

CMP Point #2:

Intrinsic Qualities = Brand Personality

CMP Point #3:

Vision = Brand Promise

CMP Point #4:

Partners and Stakeholders = Brand Position

CMP Point #12:

Marketing Plans = Brand Artifacts

CMP Point #14:

Interpretation Plans = Brand Message or Story



Get The Facts



An Effective Brand Is:

- **Memorable**
- **Meaningful, relevant, authentic**
- **Easy to understand**



A Byway Short Story

Once upon a time there was a road that _____.

The route was important to _____,

because _____.

It's an experience that _____.

Or, as we like to say: _____.



A Byway Short Story

Once upon a time there was a road that climbed up and down a wooded scenic mountain overlooking spring-fed Lake Vista. The route was important to families on vacation and the local resort industry, because it connected visitors and residents for the past century to the recreational opportunities in the region, and helped support a healthy economy there. It's an experience that helps people enjoy outdoor activities and gain an appreciation for the area's beautiful natural resources. Or, as we like to say, Lake Vistas Mountain Scenic Byway brings families back to good times. And once you come here, you'll live happily ever after. The End.



A Byway Short Story: Exercise

Byway Facts

- Features “small” businesses, organizations and guilds
- Legendary and old
- Both urban and rural destinations with expansive city at end
- Main attraction is a true gem – a monochromatic city with a massive castle-like building
- Passes through natural, scenic areas, including forests and fields of wild flowers
- A variety of interesting wild life
- Paved with distinct stone pavers that have a golden tint
- Long route with few crossroads
- Popular journey for people seeking discovery and adventure
- It gives travelers a better understanding and appreciation of their own hometowns

A Byway Short Story

Once upon a time there was a road that _____.
Brand Personality; check CMP #2 – Intrinsic Qualities

The route was important to _____,
Brand Position; check CMP #4 – Partners

because _____.
Brand Message or Story; check CMP #14 – Interpretation

It's an experience that _____.
Brand Promise; check CMP #3 – Vision

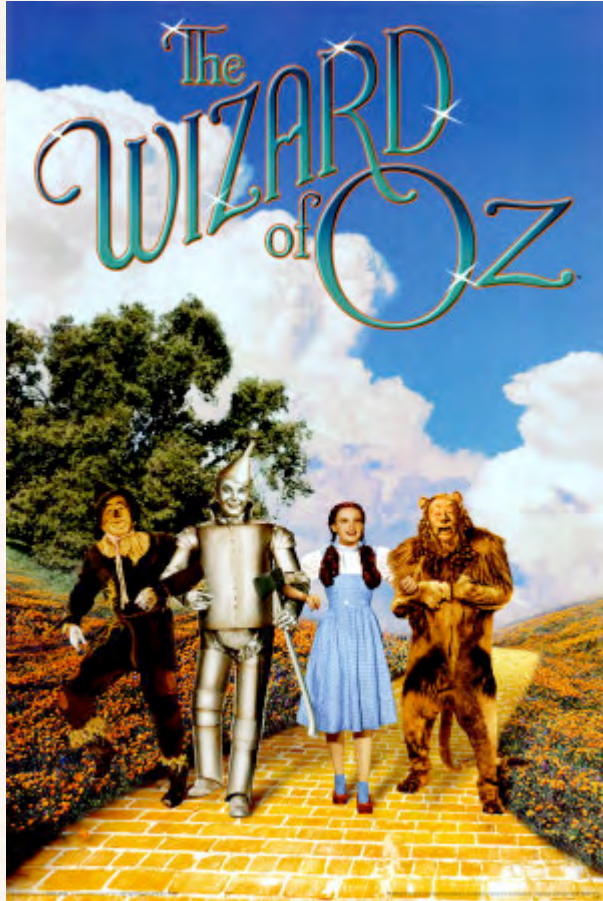
Or, as we like to say: _____.
Brand Artifacts; check CMP #12 – Marketing



A Byway Short Story

Once upon a time there was a road built of distinctive yellow bricks that led directly to the enchanting Emerald City. The route was important to tourists and residents seeking adventures in Oz, because something exciting and magical always happened on this yellow brick road. It's an experience that dreams are made of – helping travelers discover a new appreciation for who they are and where they're from. Or, as we like to say...





There's no place like home.





Thanks!



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