

Presentation for

Green California Summit and Exposition

April 18, 2011



Credit Where Credit's Due: Getting the Word Out about Your Green Programs

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THE
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Credit Where Credit's Due: Getting the Word Out about Your Green Programs

- Branding
- Publicity
- Social Media



Branding Blueprint

What is a brand?



Brand Elements	
Brand Destination	What is your destination?
Brand Vision	The big picture – what is your destination for the long run? (Example: Apple Computer: "putting a computer on top of every desk.")
Brand Positioning	Where does your destination perception should your visitors see you from the competition?
Brand Target	Identify your prospects. What Attitudes, and Opinions)
Brand Name	What is the name of your destination's personality, easy to remember, and consistent with the destination's personality.
Brand Identity	This is the logo, the name, and the graphics and design you choose to use. People will identify you with these graphics and design.
Brand Promise	What does your destination expect from the customer? It is essential to meet the customer's expectations.
Brand Personality	This is about the destination's personality. (Example: Mercedes-Benz: "Mercedes-Benz is short, snappy, consistent with the destination's personality, easy to remember, and consistent with the destination's personality.")
Brand Packaging	How will your destination be perceived? (Example: Mercedes-Benz: "Mercedes-Benz is short, snappy, consistent with the destination's personality, easy to remember, and consistent with the destination's personality.")
Brand Distribution	How does your destination reach the customer? (Example: Mercedes-Benz: "Mercedes-Benz is short, snappy, consistent with the destination's personality, easy to remember, and consistent with the destination's personality.")
Brand Association	Sometimes associations with another brand can be helpful. Do you provide more value to your customer than your competitors? (Example: Mercedes-Benz: "Mercedes-Benz is short, snappy, consistent with the destination's personality, easy to remember, and consistent with the destination's personality.")
Brand Credentials	Awards, Certifications, Quality-checking authorities, and articles etc.
Brand Message	What is the single most important thing you want your prospects to know about your destination?





What is a brand?

Branding is owning a single idea, concept or feeling in the mind or heart of the customer. Sometimes it's just a word. A phrase. A thought. An emotion. ..you want to own it in the mind of the customer. A brand helps differentiate you from the competition.



-Dave Dunn, Branding: The 6 Easy Steps

Branding

The Branding Blueprint is the foundation of a PR/marketing program.

Brand Elements	Strategies, Descriptions, Comments
Brand Product/Service	Visually appealing waterfront location, pedestrian friendly, water sports, boating, eco-tourism, popular events, with moderate prices.
Brand Vision	A Bay Area destination of choice with excellent dining and shopping, and an artsy element that attracts people with expendable income to shop, dine and enjoy the waterfront life-style.
Brand Positioning (Current)	Significant awareness of events. Lack of awareness from those outside Suisun City of waterfront attractions, not enough retail choices or other activities to warrant repeat visits.
Brand Target	Suisun City residents, Fairfield and Vacaville residents, Bay Area residents, specifically: 1) Baby Boomers and active seniors, 2) Boat-owners, 3) Water sports enthusiasts
Brand Name	City of Suisun City, California
Brand Identity	TBD-This will develop from the Logo Integration
Brand Promise	Free family-friendly fun events, popular restaurants that are moderately priced with good value, appealing waterfront area, eco-tourism (kayaking, fishing, nature center), water sports.
Brand Personality	Family-friendly, relaxing, sense of community
Brand Emotion	Quaint Cape Cod New England feeling, relaxing.
Brand Experience	Memorable events and dining experience. Pleasant waterfront. May be left with feeling that there's not enough to do.
Brand Quality	Affordable dining, competitively priced marina slips for boaters, eco-tourism activities, easily accessible for many Bay Area water sports enthusiasts, not congested.
Brand Pricing	Competitive to lower than many Bay Area locations
Brand Packaging	Quaint, appealing waterfront location. Needs marketing-communications plan, including unification of all marketing images, materials and activities.
Brand Distribution	Currently limited exposure. Needs a cohesive advertising plan.
Brand Association	Suisun City, Solano County
Brand Credentials	Ranked as one of best places for fishing in the U.S., recognized for environmental stewardship



Branding Blueprint: Brand Product/Service

What is your product?

What distinguishes you from the competition?



Brand Essence	What is your distinctive brand essence?
Brand Vision	The big picture - what is your ultimate goal? (Example: Apple Computer)
Brand Positioning	Where does your distinctive personality stand your market?
Brand Target	Identify your prospects. What interests, and opinions?
Brand Name	What is the name of your distinctive personality, service, or product?
Brand Identity	This is the logo, the name, you with these graphics and colors.
Brand Presence	What does your distinctive personality represent?
Brand Personality	This is about the "feeling" of your brand.

Branding Blueprint: Brand Vision

The big picture-What is your overall goal for your company/product for the next five years?



Branding Blueprint: Brand Positioning

Where does your product sit among like products in the customer's mind? What perception should your customer have about you?



Branding Blueprint: Brand Target

Who are your customers?

What are their demographics?



Branding Blueprint: Brand Name and Identity

The name of your product and any logo or tagline.



Branding Blueprint: Brand Promise

What does your product/service promise to deliver?



Branding Blueprint: Brand Character

What does the customer find reassuring about your company?



Branding Blueprint: Brand Emotion and Experience

What will make your customer like your product/service?

What will their experience be?



Branding Blueprint: Brand Quality

How does your product compare to the competition?



Branding Blueprint: Brand Pricing

How much do you charge?

How does your price compare to your competition?

Do you provide more value?



Branding Blueprint: Brand Packaging and Distribution

How will your product be packaged?

How will your product or service get to the customer?



Branding Blueprint: Brand Association and Credentials

Are you members of an association?

Are you partnering with a big-name company?

What credentials do you or your employees have?



Branding Blueprint: Brand Message

What is the single most important thought you want your customers to remember about you?



Strategic Planning

- Adds to the brand
- Identifies how to communicate



Web Sites

- Key Words for Search Optimization
- Blogs and links to drive traffic



Logo

- Positioning and key messages
- Define your company's personality



Social Media

- Facebook
- Twitter
- LinkedIn
- YouTube
- Four Square and more....



Publicity: 2020 Gateway

- First privately built LEED Gold Office building in California



Publicity: 2020 Gateway

- Tell the building's story
- What makes it different ?



The Sacramento Bee

Publicity: 2020 Gateway

Positioning

- LEED Gold revised to high performance building



Publicity: 2020 Gateway

Email Newsletter

- Reach brokers, business community and target tenants



2020 Gateway is a Winner.



 Sacramento's 2020 Gateway Tower was just awarded the coveted Gold Nugget Award of Merit for office/commercial building.

Why does 2020 Gateway tower above the rest?

- LEED Gold Features that Translate into Higher Productivity.
- Energy and Money Saving Power and Water Systems.
- Better than Hospital Indoor Air (99% Free of Particulates).
- 1,200 Free Parking Spaces.
- Location, Location, Location - Five minutes from State Capitol and Sacramento International Airport, immediate access to freeways.

[Click here to learn more >>](#)

Call or email us today to secure your space at 2020 Gateway.



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Publicity

Online sources to get the word out:

- HARO
- ReporterConnection.com
- PitchRate.com
- Radio Guest List.com
- @Profnet





Social Media

Statistics



Facebook: 500-million



Twitter: 175-million



FourSquare: 7.5-million users



LinkedIn: 90-million users



YouTube: 2-billion views/day



Social Media

It's just one marketing tool.



Social Media

- 79% more  followers for businesses that combine a blog with social media.





Social Media

- 97% more links for companies that combine SEO with social media

The Google logo is displayed in its signature multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and a shadow. A small trademark symbol (TM) is located to the upper right of the letter 'e'.

Google™



Social Media

- Talk with target audience
- Create value for them



Social Media

- Success Story
- Suisun City Stays On Message



Social Media

- Success Story: 1-800-Radiator
- Showcase your expertise



Social Media

- Success Story: Orinda Academy
- Create demand with new audiences



Social Media

- Social Media Optimization
- It's all about sharing and engaging



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