

Land-of-Sky Regional Council

WNC Livable Communities Initiative Rebranding Process

April 26, 2012

RURAL SUSTAINABLE DEVELOPMENT WORKSHOP:
CRAFTING YOUR MESSAGE AND BUILDING YOUR RESOURCES



Consultant Team

- **LandDesign**, Lead Consultant
- **Allison Development Group**, Public Engagement & Outreach
- **UNC Asheville's National Environmental Modeling & Analysis Center**, Scenario Modeling & Outreach
- **The Little John Group**, Housing
- **BBP**, Economic Development & Job Growth
- **Martin Alexiou Bryson**, Multimodal Transportation
- **BBP**, Energy & Natural Resources



Project Overview

WHAT

- **Economic prosperity >> JOBS**

HOW

- **Existing plans** and **strategies**
- Extensive **public involvement**
- New ideas and **real solutions**

WHO

- **Consortium** to guide and facilitate
- **Community** to lead

WHY

- So that **Together, We Create Our Future.**

Who are we talking to here?





Are we hitting our target?





Or, are we even on the board?



Original Brand: Message



- Missing one target in particular
- Jumbled Message
- Initiative and Livable out of step with region
- Lacking context

Original Brand: Logo



- **Busy, Complicated**
- **Multiple, competing colors**
- **Trying to be all things to all people**
- **The T-Shirt test**

Targeted Branding





TOGETHER WE CREATE OUR FUTURE

Who are we talking to here?



New Brand: Message



- Collaborative
- Regional
- Contextual
- Positive
- We Mean Business!
- Jobs & Economic Development

New Brand: Logo



- Colors = growth, prosperity, hope, optimism
- Passes the T-Shirt test!
- Clear & Concise
- Flexibility in Design & Use >> the O

The many facets of the 'O'

- Representative of each core study area
- Instant logo for the workgroups
- Versatile in collateral materials



Economic Development



Housing



Transportation



Natural & Cultural Resources



Energy



Health



Land Use





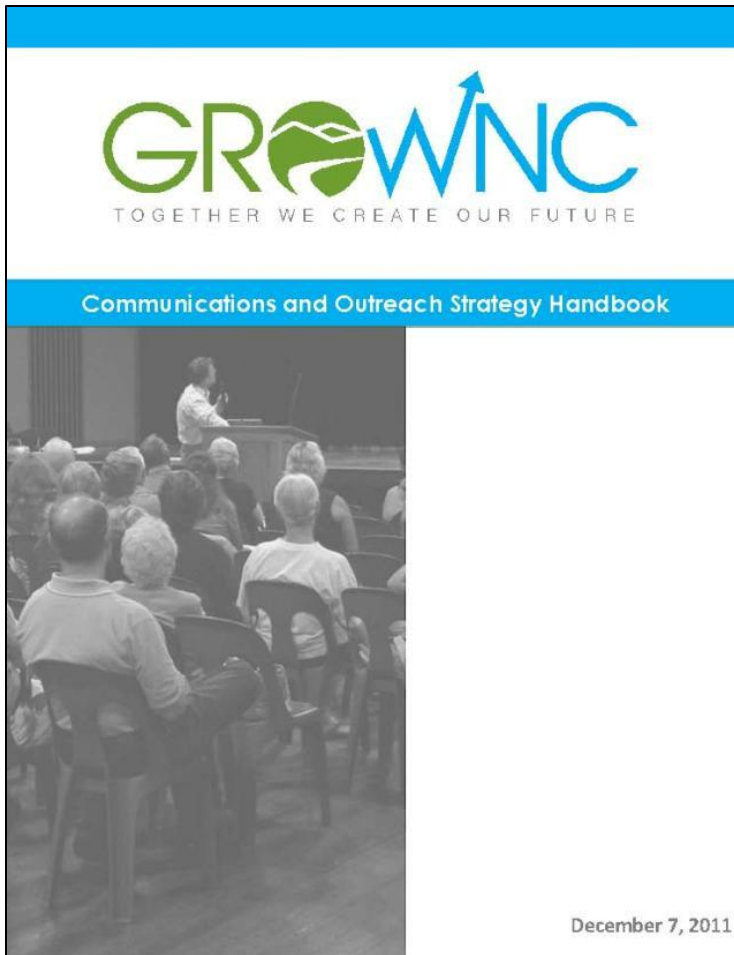
When you pivot...

STAY ON POINT

COVER YOUR BASES

DON'T IGNORE THE ELEPHANTS

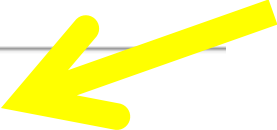
Brand Integrity



- **Messaging & Talking Points**
- **Frequently Asked Questions**
- **Meeting Protocols**
- **Communication Tools**
- **Templates**
- **Graphic Standards**

minding the elephants...

2. Wasn't it called something else? Livable Communities Initiative?



Yes, it was. Our planning team felt it would be better understood if we used an action term to convey the concepts of growing together as a region; growing our choices in Housing, Transportation, Energy, Land Use, Health and Natural Resources...all coming together to achieving Economic Growth and Prosperity for the region.

10. Does this have anything to do with UN Agenda 21?



GroWNC has nothing to do with a concept called Agenda 21.

According to the United Nations, [Agenda 21](http://www.un.org/esa/dsd/agenda21/) is “a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the *environment*.” It was adopted by 178 Governments at the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil, 3 to 14 June 1992.

<http://www.un.org/esa/dsd/agenda21/>

Unlike the focus of Agenda 21, GroWNC will work with the residents in the five counties of this study area to develop strategies to preserve and strengthen local economies, which ultimately strengthens the regional economy. These strategies can be adopted by the local governing bodies, or modified to suit their unique situations and goals.

Brand Collateral

www.gro-wnc.org



SAVE THE DATE!

- January 19, 2012: Workgroup Launch
- Spring 2012: Workgroups Meet
- Late Spring 2012: Reality Check #1

Sign up for email announcements & newsletters, find out more, and stay up to date by visiting: www.gro-wnc.org.

Thursday, January 19, 2012 10-12 noon
Location TBA - check www.gro-wnc.org for details.

Join us for the official Workgroup Launch! Learn more about GroWNC, choose your Workgroup, and together, we begin creating our future!

GroWNC
339 New Leicester Hwy.,
Suite 140, Asheville, NC 28806
Phone: (828) 251-6622



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GroWNC
46 likes · 8 talking about this · 0 were here

Admin Panel
Now
March
2012
Founded

Brand Management



GroWNC shared a link.

April 13

GroWNC has a busy week coming up next week - starting with the Steering Committee meeting on Monday at 10 AM. A full schedule of meetings is available on our website. Join us! <http://www.gro-wnc.org/>

APRIL
16

Welcome to GroWNC

www.gro-wnc.org

GroWNC is a listening and planning process to develop regional and local strategies for economic prosperity, quality growth, and sustainable development. Working in the five county region of

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👍 Ron Townley likes this.

Write a comment...

book.com/joinGroWNC#



GroWNC


April 9

By now you've probably heard about New Belgium Brewery's announcement about locating their second brewery in Asheville. At the announcement on Thursday they had tags with a checklist of all the reasons they chose WNC as their second location - many of them are issues that are being discussed as part of the GroWNC project:

<http://www.newbelgium.com/Community/Blog/12-04-05/Really-Big-News-Asheville-we-re-coming-for-you.aspx>



Bottom Line it for Me

- ❑ **Re-think** your message through a **Marketing Lens**.
- ❑ Understand **Context, Content** and how it drives **Communication**.
- ❑ Be **fearless** in changing what isn't working, *BEFORE* it doesn't work.
- ❑ ALWAYS be ready to **ADAPT** and **PIVOT** and when you do...
- ❑ Stay on **POINT**. 



Develop your ideas
Develop your message
Develop your business



erica@allisondevelopmentgroup.com



ericaallison



ericamallison



AllisonDevGroup