

Brand Action Plan Overview

April 4, 2017



LOS ALAMOS
ATTACHMENT B



What is a brand?

Your reputation



What is branding?

Managing your reputation



Why brand at all?

We are a brand-driven society. Individuals seek what they know.





**Place Branding =
Place Making +
Place Marketing**



All three
elements
drive the
community
brand



Ensure a
great
customer
experience
(CX)



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Energize
community
members
under the
new brand

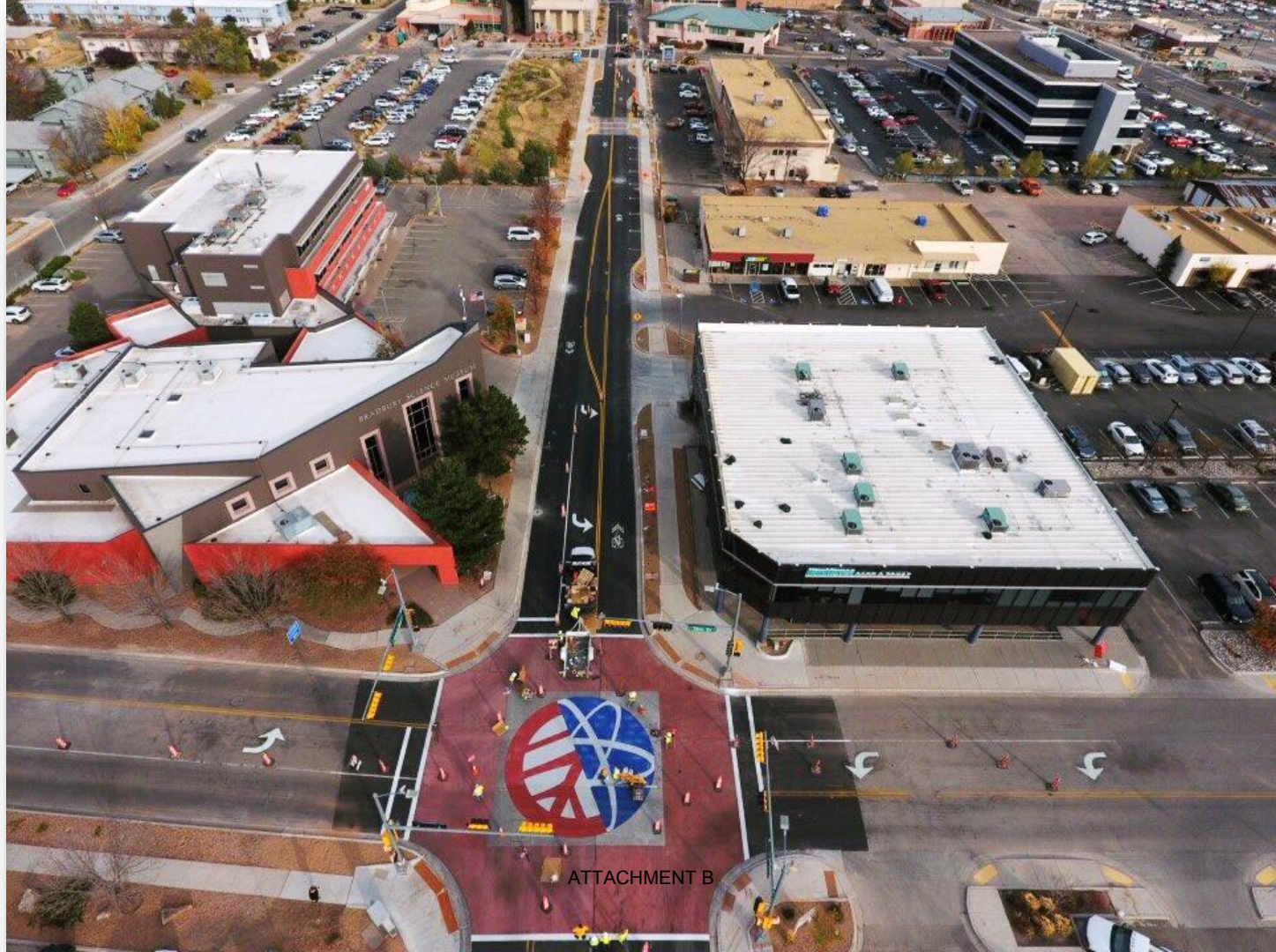
Live
Committee

Work
Committee

Play
Committee

Stay
Committee

Marketing
Committee



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LOS ALAMOS

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Brand Platform Statement

For those who never stop questioning what's possible (**target audience**), Los Alamos County, in the elevated outdoors of Northern New Mexico (**frame of reference**), and home to the Los Alamos National Lab, is where some of the world's best brains power the breakthroughs that shape our world (**point of difference**), so you are challenged to think bigger and live brighter (**benefit**).

LOS ALAMOS

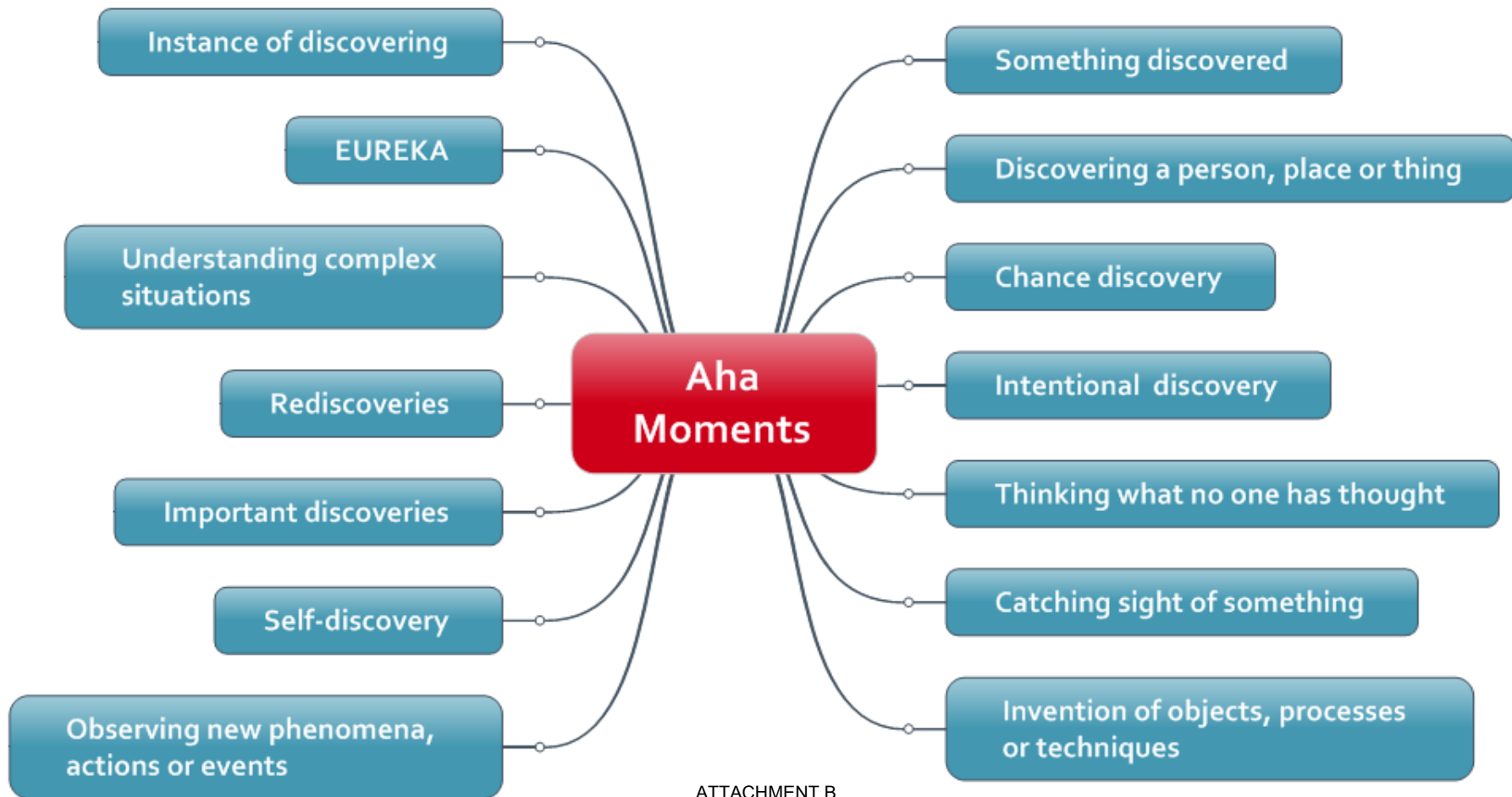


where discoveries are made

Brand Essence

Cultivating curiosity and
creating aha moments





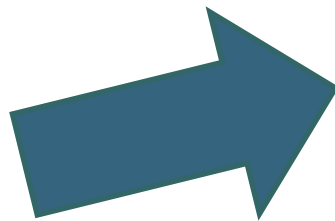
Brand Positioning



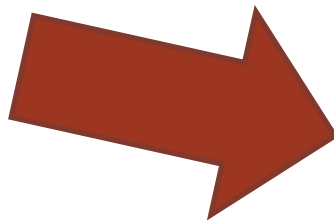
Brand Identity



Brand Integration



Inside
Los Alamos



Outside
Los Alamos



VILLAGE *of* LOS LUNAS
Economic Development

[HOME](#)

[WHY LOS LUNAS](#)

[BUSINESS RESOURCES](#)

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VILLAGE *of* LOS LUNAS
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A Community That Works

We are a safe community with rich history, culture, and tradition and we will never relinquish our cherished qualities.

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Rendering of Facebook's 7th World Wide Data Center Village of Los Lunas, NM



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FARMINGTON N

Jolt Your Journey



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#livefarmington



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OUTDOOR RECREATION IS BIG BUSINESS

Prepared by

Farmington Branding Alliance



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Campaign ONE:

Community Engagement Strategies

- ❖ County Councilors Integration
- ❖ LAC Integration
- ❖ Discoveries Action Team
- ❖ CX Audit/A2D Customer Service
- ❖ Community Outreach
- ❖ Cooperative Marketing

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DISCOVERIES ACTION TEAM

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Campaign TWO:

Business/Talent Attraction Strategies

- ❖ LACDC Partnership
- ❖ LANL HR Generalists
- ❖ Work Committee (LAC, LANL, LACDC+)
- ❖ Watermelon Web Marketing
- ❖ LA Recruitment Ambassadors



Campaign THREE:

Tourism Attraction Strategies

- ❖ National Park Partnership
- ❖ Griffin and Associates
- ❖ New Mexico True
- ❖ “Go. See. Do.” - Local
- ❖ Tourist/Visitor Conversion



Aha Moments

Challenge

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