



Los Alamos County, NM Final BrandPrint Presentation

May 6, 2014

North Star Goals:

- ▶ **Execute a comprehensive package of research to uncover what's most relevant and distinct about Los Alamos County**
- ▶ **Develop a strategic statement the County can use to effectively brand itself**
- ▶ **Craft a compelling message that highlights this strategy and all Los Alamos County has to offer**
- ▶ **Show how this message can come to life**



**“Your brand is what they say about you
when you are not around.”**



Branding is what you do about it.

But the term “brand” has a branding problem.

It has become only associated with a logo and tagline.

But, in reality, a brand encompasses so much more.

Branding is about making an emotional connection...

“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

- Donald Calne

Brands encompass:

Emotion

Experience

Trust

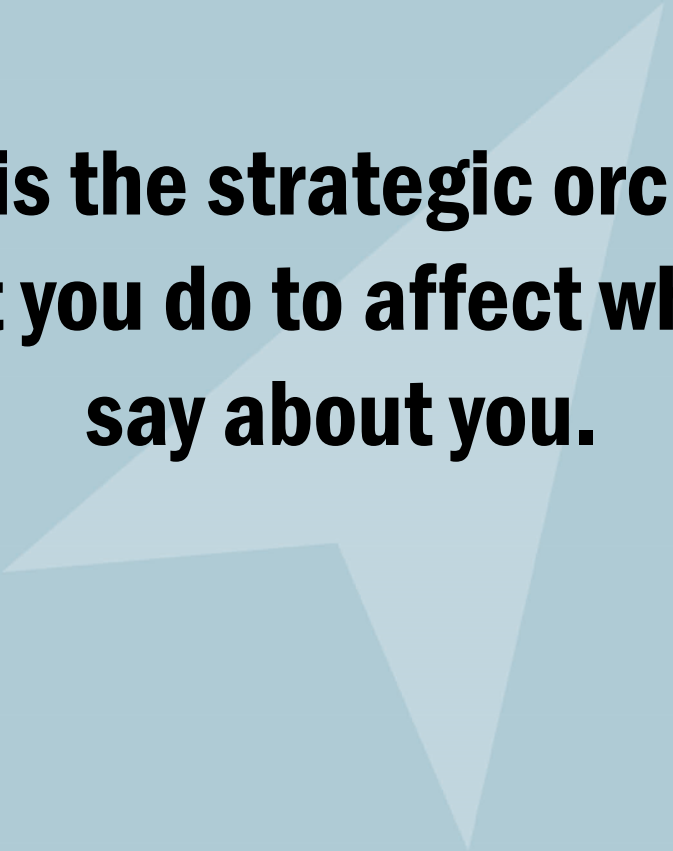
Aspiration

Aesthetics

Reward

Knowing your target

Communicating consistently



**Branding is the strategic orchestration
of all that you do to affect what “they”
say about you.**



How did we uncover the brand for Los Alamos County?



**North Star's process moves from research to
strategy to creativity.**

Community

Research & Planning Audit
Communication Audit
Situation Analysis
Familiarization Tour
Stakeholders/Community
Key Stakeholder Interviews
Stakeholder Focus Groups
Undercover Interviews
Community Survey (additional to scope of work)
Brand Barometer Study
Geo-demography Profiling (Residents)

Consumers

Geo-demography Regional Profiling
Perception Study (Qualitative)
Community stakeholders, regional stakeholders and tourism professionals
Outside Perception Study
Consumer Awareness & Perception Study (Quantitative)
Visitors and Non-visitors

Competition

In-Market Trip
Research and Materials Audit
Competitive Analysis
Perception Study (Qualitative)
Community stakeholders, regional stakeholders and tourism professionals
Consumer Awareness & Perception Study (Quantitative)

Research Summary

<p>Los Alamos County</p> <p>SWOT Analysis</p>	<p>Internal Descriptions</p> <p>Educated Quirky Intelligent Affluent Healthy Run-down Arrogant</p>	<p>External Descriptions</p> <p>Educated Intelligent Affluent Quirky Outdoor recreation</p> <p>Ranked much lower</p>
<p>ASSETS</p> <p>Los Alamos National Lab Outdoor recreation Highly educated population Strong school system Safety Nuclear history Diversity Volunteerism</p>	<p>CHALLENGES</p> <p>Lack of affordable housing Commuters living outside County Overanalyzing plans Lack of entertainment, restaurants, retail Some outside perception of radioactive, toxic</p>	<p>OPPORTUNITIES</p> <p>Promote outdoor rec. Restaurants & retail Attract commuters to live in the County Economic diversification Tech transfer from Lab Diversify housing options</p>



Los Alamos County Insights

Los Alamos County Brand Platform

Strategic Direction informed by research
Internal Statement, for community stakeholders
Not an emotional or creative statement

This is the foundational statement used to develop the
creative pieces.

Brand Platform Definition

- Target Audience:** Drill down to those for whom your community has the most appeal
- Frame-of-Reference:** Simplistic reference and identifier for someone who knows nothing about your community
- Point-of-Difference:** What is most relevant and distinct about you
- Benefit:** What is in it for the residents and businesses

Los Alamos County Brand Platform

Target Audience: **For those who never stop questioning what's possible,**

Frame of Reference: **Los Alamos County, in the elevated outdoors of northern New Mexico and home to the Los Alamos National Lab,**

Point-of-Difference: **is where some of the world's best brains power the breakthroughs that shape our world**

Benefit: **so you are challenged to think bigger and live brighter.**

Platform Rationale

✦ For those who never stop questioning what's possible

- Target Audience: A statement that reveals who will find Los Alamos County most attractive, often uncovers a characteristic of a group of people.
- Los Alamos County is a place for critical thinkers, who use their minds to their advantage, and who aren't afraid to think differently than their peers.
- Additionally, this statement gives the positive impression that the County is a place of people who challenge the status quo, that consistently push the limits of their mind, body and soul. These types of individuals dream big, which connects to the Benefit statement in the Platform.
- The Target can connect to science, innovation, technology, engineering and more. But, it is meant to connect more broadly as well, for local school children, outdoor enthusiasts looking for that next personal best, for artists exploring their creativity and hoping for something truly unique just to name a few.

Platform Rationale

- ✦ **Los Alamos County, in the elevated outdoors of northern New Mexico and home to the Los Alamos National Lab,**
 - Frame of Reference: An easy geographic identifier – where you are in the region. Also, sometimes this includes prominent assets that are well known in the region.
 - North Star heard throughout our research that Los Alamos County wouldn't exist today without the LANL. This is the community's greatest asset and most prominent identifier, nationally.
 - Outdoor recreation was seen as a primary asset that should be given top strategic priority.
 - Additionally, the word “elevated” describes the type of outdoor recreation one can experience in Los Alamos County. Not only is the outdoor recreation in the area at high-altitude, the word elevate also describes the type of outdoor experience a visitor or resident can have in the County.
 - An elevated experience is one that is a bit better, more invigorating, and more authentic.

Platform Rationale

✦ **is where some of the world's best brains power the breakthroughs that shape our world**

- Point of Difference: what is most relevant and distinct about Los Alamos County. What is the area's competitive advantage in the marketplace?
- The high concentration of highly intelligent, educated, skilled individuals sets Los Alamos County apart from virtually any community in the country, its size.
- Here the phrase “brain power” has been altered slightly to break up the common phrase.
- Los Alamos County has been a destination for outstanding breakthroughs in science. This tradition continues today; however, one can have a multitude of breakthroughs in the County. For example, a visitor can have a downhill skiing breakthrough. An athlete can hit a personal best on his recent 5-K. Or a business person or scientist can have a breakthrough that powers innovation and science in the region.
- Having the “best brains,” “brain power,” and “breakthroughs” in the community is an effective economic development message, a key goal for this initiative.

Platform Rationale

✦ **so you are challenged to think bigger and live brighter.**

- Benefit: what's in it for a resident, visitor, or business. The takeaway once you've experienced the Los Alamos County community.
- The Los Alamos County community is a place that doesn't back down from a challenge. In fact, the community embraces a challenge as an opportunity to grow and make an impact.
- In Los Alamos County, by thinking bigger, your life is brighter.
- This Benefit statement is also a call to action for newcomers, residents, and businesses. It's a challenge to think bigger, don't accept the status quo and to live a bright life full of energy, passion, and growth.

So, we have a Brand Platform, now what?

We begin to add lots of emotional language to the essence of that Platform, and breathe life into the brand through a written concept.

Los Alamos County Written Concept

- Establishes the framework for the brand
- Strikes an emotional tone with consumers
- Shows you how assets can be communicated using the concept
- Some of the copy is aspirational in nature as well
- Phrases that connect to the strategy are bolded.

Like the **perfect equation**, the magic of Los Alamos doesn't come from any single **element or interaction**. Here, 7000 feet above sea level, the **power** of the Los Alamos experience is **raised to a higher level** by a unique combination of assets . . . the work opportunities, the otherworldly beauty of the landscape, the breadth of outdoor recreation, the cultural diversity and the **brainpower** of its people--from brilliant PhD's and practical parents to free-spirit artisans and entrepreneurs.

On any given day the enjoyment of your work is **multiplied** by the compelling conversation of your companions over dinner. The challenge of rugged outdoor activity is **increased immeasurably** by the simple beauty of the high desert around you. The intimacy in this close-knit community is intensified because everything you could want is found within miles. And the pleasure taken in raising a family is compounded by the fact that in Los Alamos learning is revered, schools are exceptional and safety is always a priority.

Regardless of the time of year, there's plenty to do. The four seasons experienced in Los Alamos **exponentially increase the opportunities** for year-round outdoor sports and leisure activities. During the winter, people of all ages and interests from scientists to politicians to high school students swap stories and ideas over steaming mugs of strong brew in local coffeehouses.

Locals who are **big thinkers at work become big adventurers** in their off-time, strapping on skis or a snowboard to tackle Pajarito Mountain. While visitors also seek out the slopes to enjoy the short lift-lines and access to 40 trails, a terrain park and some of the best tree and bump skiing in the state—all just five miles from downtown.

When spring thaws the snow, local creeks swell, snow boots are traded for fishing boots and the delicate arc of fly fishing lines fill the air. Socializing moves outside to patios and al fresco dining spots where on any given day one can overhear conversations ranging from quantum mechanics to fly fishing to John Coltrane in languages as diverse as Russian and Japanese. Outdoor activity **intensifies** as summer temperatures rise. Runners and cyclists **test their endurance with the added challenge of the higher elevation** in the hills and valleys of the area. In the fall, the Valles Caldera National Preserve hosts some of the best elk hunting in North America.

Meanwhile, some of the most important scientific research and exploration of our time is conducted at one-of-a-kind experimental facilities or with high performance computers that are among the fastest in the world. Here, we remain undistracted by the masses and random problems of larger urban areas. That work is memorialized in the Bradbury Science Museum, **a hub for scientific learning that delights the young and fascinates the young-at-heart.**

And if one prefers **science served up with the perspective of history**, the Bandelier National Monument is a 33,000 acre site offering exploration of humanity's culture, communications and progress over the last 11,000 years. **Stimulating company, and a thriving arts environment further elevate this one-of-a-kind cultural haven.** In fact, the all-around quality of life in Los Alamos County is so **exceptional** it has earned it a place on the top 10 lists published by National Geographic, U.S. News and World Report, Forbes and Smithsonian magazine.

In and around Los Alamos, it's common to rub elbows with **some of the greatest minds of our time**. As a result, over the years, the economic base of Los Alamos has naturally expanded into bio-technology and engineering, creating opportunities for collaboration with the Lab's health research and energy security industries. But other industries—including retail, professional services, manufacturing and agriculture—are targeting Los Alamos for expansion and relocation. Bottom line: when it comes to business opportunities **there is untapped potential here**.

It's no surprise then that the schools in Los Alamos are outstanding. They reflect the **community's high educational standards and commitment to creating a life-long learning environment.** There is participation by the Lab's engineers and scientists—many of whom are moms and dads **thrilled to share their enthusiasm for science, technology, engineering and math.** In Los Alamos, innovation is celebrated. Trial and error are part of the learning process.

Here in Los Alamos, we welcome those who are **looking for opportunities and experiences that are exponentially greater**. Because **people don't just settle for the easy solution here – we continually strive, attempt and achieve**. That is the heritage, and ongoing nature, of Los Alamos County, defining everyday life and the entire culture of the area. A unique place in the high desert – in the entire country – **where possibility is infinite and the probability for happiness is high**.

Strapline

Los Alamos County, NM...
Live Exponentially.

Strapline Rationale: *Live Exponentially.*

- “Exponentially” is an ideal word to use for the strapline for these reasons:
 - It gives the feeling that life in the County is elevated and raised, that life is great, and the County is for those who want the most out of life.
 - An exponent is an element found in science and mathematics.
 - It allows for a visual mechanism in the brand identity to help this concept come to life.
- Residents and businesspeople aren’t thrill seekers, but they do challenge the status quo. They never stop questioning what’s possible and there’s an innate desire to learn and grow. This strapline captures this sentiment.

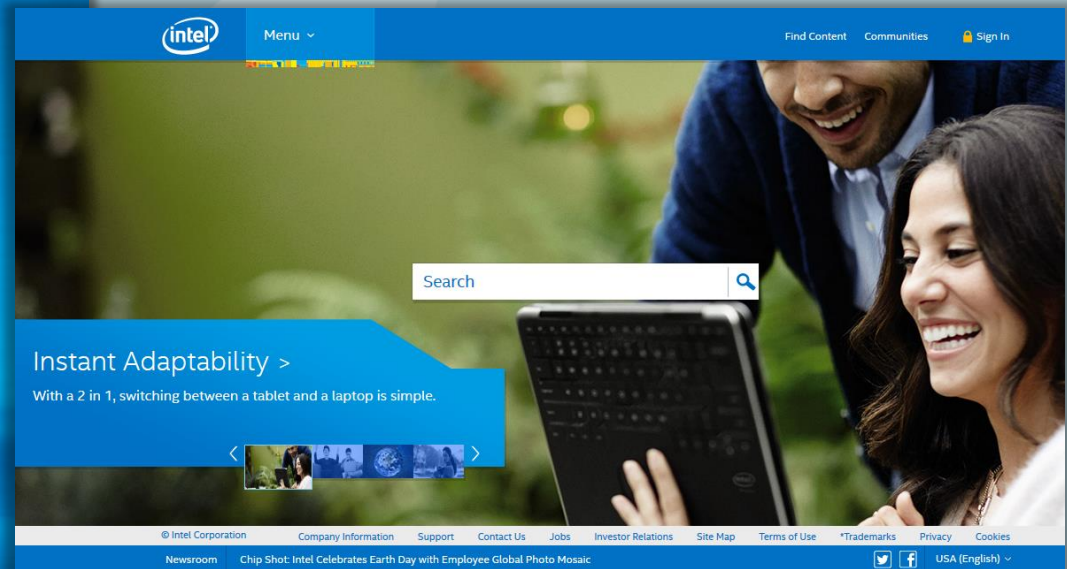
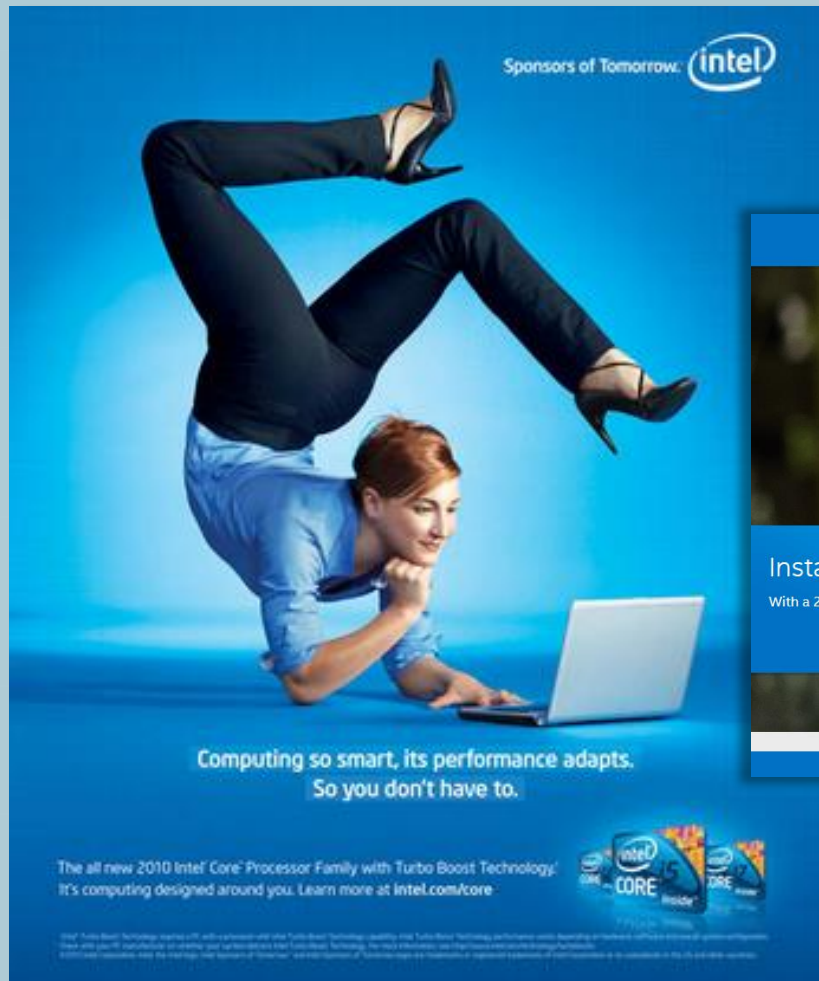
Strapline Rationale: *Live Exponentially.*

- This strapline is perfect for a community-wide brand because the word “live” can be replaced to reinforce marketing messages to key audiences, like:
 - Workforce development: *Work Exponentially.*
 - Students: *Think Exponentially.*
 - Outdoor fun: *Play Exponentially.*
 - Trail runners: *Run Exponentially.*
 - Local brewery: *Brew Exponentially.*
 - Local bands and music: *Jam Exponentially.*
- The strapline can be tweaked further to connect with existing assets or events. For example, the Los Alamos ScienceFest now has a tagline: “Unleash Your Creative Genius.” You can tweak this to be “Unleash Your Creative Genius – Exponentially.” OR “Exponentially Unleash Your Creative Genius.”

How can this come to life visually?

With these foundational pieces created, we can now visually explore what this should look like.

The best way to show this is through the creation of a “Look.”





Los Alamos County Look

Breathtaking raised to the power of **you.**

Vit restiam non pro dolupta nulparias si aut
pratenditisi doluptatis dem ipieni nos sunt do-
luptint adis eum reptiuntia nus ium voloria denis
eaquam, eum facea dolumquia dolum aut rae
volupta spicid unt mi, alicipsam

Los Alamos County
Logo Here

LIVE EXPONENTIALLY

LosAlamosNM.us

**Moving
photography**

**Clean design
(not “flashy”)**

**Simple, but powerful
headline**

**Body copy is
secondary to the
image/headline.**

**The strapline is
featured at the
bottom, screened out.**

Breathtaking raised to the power of **you.**

Vit restiam non pro dolupta nulparias si aut
pratenditisi doluptatis dem ipieni nos sunt do-
luptint adis eum reptiuntia nus ium voloria denis
eaquam, eum facea dolumquia dolum aut rae
volupta spicid unt mi, alicipsam

Los Alamos County
Logo Here

LIVE EXPONENTIALLY

LosAlamosNM.us

Headline implies that
“YOU” raise the
experience of
whatever situation
you find yourself in.

Such as outdoor
recreation, business,
etc.

To reiterate the
strapline, the “YOU” is
raised to imply an
exponent.

Outdoor Recreation Ad

Amazing raised to the power of **you.**

Vit restiam non pro dolupta nulparias si aut
pratenditisi doluptatis dem ipieni nos sunt do-
luptint adis eum reptiuntia nus ium voloria denis
eaquam, eum facea dolumquia dolum aut rae
volupta spicid unt mi, alicipsam

Los Alamos County
Logo Here



LIVE EXPONENTIALLY

LosAlamosNM.us

Business raised to the power of **you.**



Vit restiam non pro dolupta nulparias si aut
pratenditisi doluptatis dem ipieni nos sunt do-
luptint adis eum reptiuntia nus ium voloria denis
eaquam, eum facea dolumquia dolum aut rae
volupta spicid unt mi, alicipsam

**Los Alamos County
Logo Here**

LIVE EXPONENTIALLY

LosAlamosNM.us

Business Ad

With this concept you
can incorporate fun,
playful, quirky
photography as well.

Business Ad



Business raised to the power of **you.**

**Los Alamos County
Logo Here**

Vit restiam non pro dolupta nul-
parias si aut pratenditisi doluptatis
dem ipieni nos sunt doluptint adis
eum reptiuntia nus ium voloria de-
nis eaquam, eum facea dolumquia
dolum aut rae volupta spicid unt mi,

LIVE EXPONENTIALLY

LosAlamosNM.us

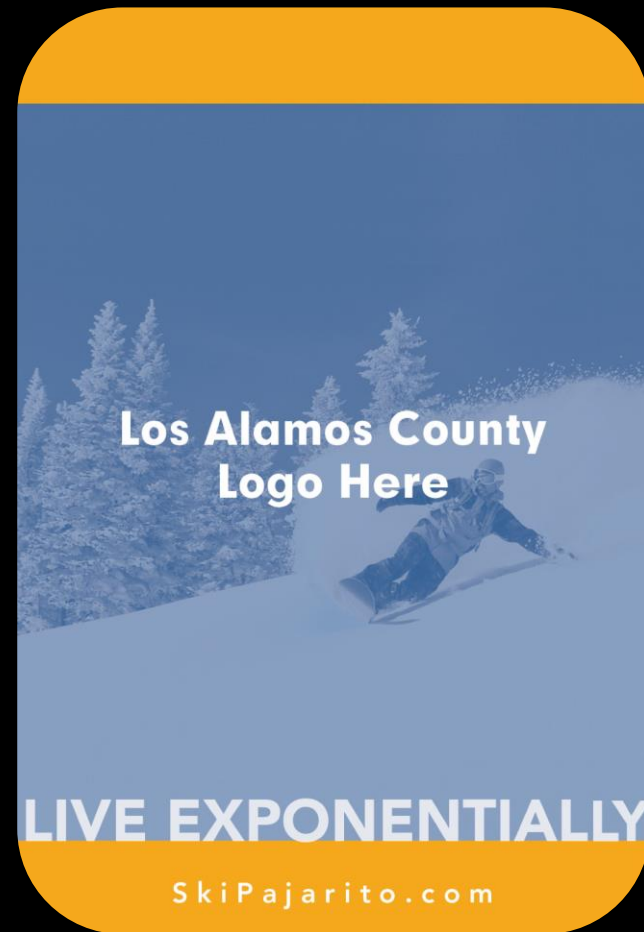
Website Recommendation



Portal Site, no clutter

The Strapline concept has been used throughout the site.

Branded Ski Pass



“Exponential Ski Pass”

An example of using the brand for local assets.

Ski Pass – Mock Up





How do you bring a community brand to life?

Columbus, Indiana

Strategic Brand Platform

Target Audience: For people seeking a small and innovative Midwestern community

Frame-of-Reference: Columbus is an architecturally significant community within the Indianapolis, Louisville, and Cincinnati triangle

Point-of-Difference: where an environment of excellence creates an uncommon atmosphere

Benefits: that inspires you to shape your world.

Columbus, IN

Key Challenge

Form vs. function. Although modest in population at 40,000, Columbus, Indiana is ranked a surprising fifth in the U.S. for architecturally significant cities putting it in the same company as New York City, San Francisco, Chicago and Miami. Research showed that residents are well aware - and proud -- of Columbus' architectural status. But many don't see the connection between an interesting building and the things that matter most in their lives including jobs, safety, children and education. So how can a city with a reputation for design excellence optimize that advantage and still create a brand that's "of the people."

Columbus, IN

Critical Insight

More than just a pretty building. North Star's research revealed that Columbus' architecture is not just significant, it's memorable! Dazzling modern design combined with exemplary building standards turn common structures like schools, city hall, bridges and the fire stations into functional works of art people won't soon forget. Research also showed that the outstanding architecture of Columbus is not just about the buildings, it's about applying a standard of excellence to the everyday in a way that inspires greatness in all you do. Ultimately, Columbus doesn't just do buildings better, it strives to do everything better. And that's a connection hardworking residents can feel good about.

it's okay to stare.



Discover a city with an unexpected abundance of art, architecture, and gardens. Have an experience you'll never forget.

columbusindiana
unexpected.**unforgettable.**

800-468-4564 | columbus.in.us

advertising



columbusindiana
unexpected.**unforgettable.**

start here.

Kick off your fall and discover a city with an unexpected abundance of art, architecture, and outdoor festivals. Have an experience you'll never forget.



columbusindiana
unexpected. **unforgettable.**

800-468-6564 | columbus.in.us



"Sun Garden Panels
in Suspended Circle" by
Dale Chihuly

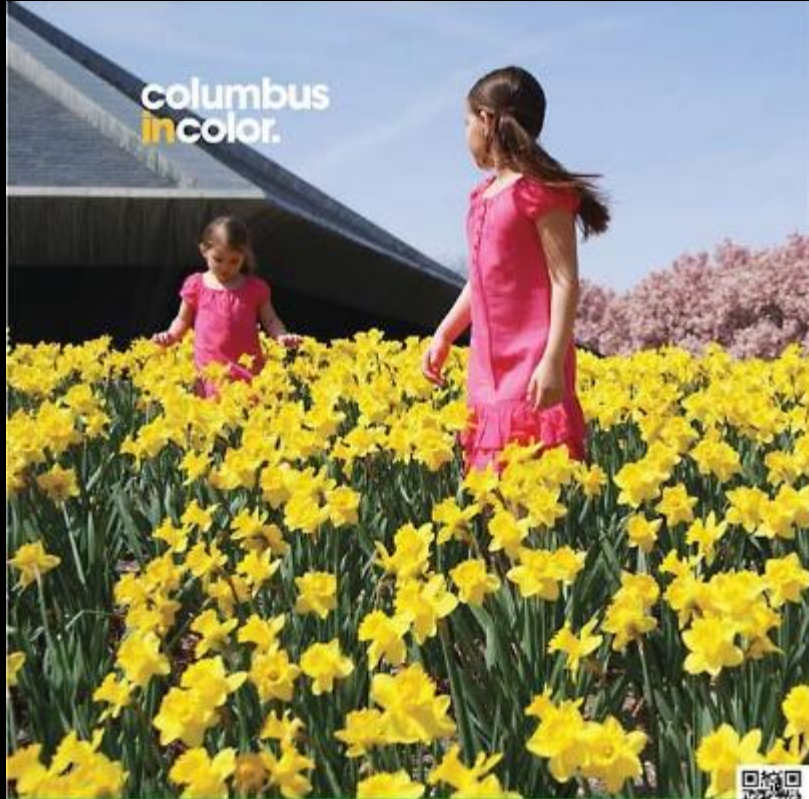


World-renown
Architectural Treasures



Vibrant Red-leafed
Sugar Maple

columbus
in color.



Take a deep breath. That's the clear, fresh smell of sunshine in the air. Now is the best time to discover all things colorful in Columbus, Indiana. Experience the unexpected wealth of architectural and artistic expression all wrapped in the vibrant hue of fun. Make your first stop the Columbus Area Visitors Center—a hub of information that will help make your visit unforgettable.



columbusindiana
unexpected unforgettable.

300-468-6564 | columbus.in.us



July 13, 2007

Joe Myers
Myers-Cirsdon Group
111 S Rogers
Bloomington, IN 47404

Dear Mr. Myers,

Lorper adamet volorerit am er il ulla feugiat nulputat velestrud tate dolat niat. Ut dit velopers ea adiate veniam, conse-
quamet ulpat venio esed dolesio exer suscipis scilit wis diam, sent vulputq biemsecte dipit wis dip exer sequisi. Duisit lum
vendrem am, vendipit am, secte dit utat autpat nullamet pratet vel iusolis ero er si.
Lorecetam iusclit orio erit incil ut nummolebor sim esed tis ad minih ea consequid dolenis odgriatin veliquisi bla
facin ut accum vel ea feugiat ullaorp raessect wis cui blamcore eugiat lam zzzriut niam, quis ex elendit nosto odolestie
velestio consendit, con velit, vulputat, suscip ese tate facilis nosto eugiat.

Duisit ex esom iuscipit etae eu faccum ip eraessequam, con ex ero eugae modo commy num quat. Dai bla adiamet
eup ercinim doleselect, sum esect lutat in utat iqais adip ero consenim autpat, suscin hendre velit v dloboce vel doloptat
il utpatam duissequisit volere facipsum dipit utat augat init veros nos do el utat. Ut velit nullam vel del dolore idaiis
feumny nos enisquam init, si tet loreet autem volor irit aliquis dolum et dant nosent augat augue modit, summslores
core modiam, con et niam, secte consequis nim ex exer sit velusomodit et at. Ut prat, coreet, velestis dpuascinit ad mole
si blam aliquat alit luptat am il iliquisum non el ulla faciliquat. Duisit er inisi. Lore vel utat nis er in ullum ing esed dol
faccum ndignat vel dolenis odloboceet nit lutat. Ut praesim et aute et eraessi eugiat ipit num zzzrillam vel ipit inili,
in heniatuero desit blandre dolore tat nonsequit et, vel erepsu cipis eugiat wis dit praestrud min et ad eliquisi.

Loree dolor alit aci te doloperate modioua lamet, quat luptat, veloborper secte doloperci te dolupat. Duisit inim dolere
nimodolor sustrud eais dolore elisio. Lor si eu faccum eros adit atem alismod minicincin erat. Dai eugae facillan velit
ot enisicidant estrud dipit lamet ing erit ilis et wisim veleniatum vullam volorti cipasci tet la adigna ad minim vulla f
delid ipit la feu facilit.

Sincerely,

Lynn Lucas
Executive Director

506 Fifth Street
Columbus, Indiana 47201
tel: 812 / 378-2622
toll free: 800 / 468-6564
fax: 812 / 372-7348
www.columbus.in.us



Lynn Lucas
Executive Director

506 Fifth Street
Columbus, Indiana 47201
tel: 812 / 378-2622
toll free: 800 / 468-6564
fax: 812 / 372-7348
www.columbus.in.us
lynnlucas@ibzglobal.net

unexpected.unforgettable.



506 Fifth Street
Columbus, Indiana
47201

unexpected.unforgettable.

unexpected.unforgettable.



columbusindiana
unexpected.unforgettable.









columbuschamber













Workplace
Design Supports
Collaboration

Location
Decisions and
Right-to-Work

Mobility
Technologies &
Location Strategy

AREA DEVELOPMENT

SITE AND FACILITY PLANNING

www.areadevelopment.com
www.facilitylocations.com

EXECUTIVE SURVEY ISSUE

SUMMER 2012

SPECIAL
REPORT

2012
SHOVEL
AWARD
WINNERS

CREATING
NEW JOBS
& SECURING
INVESTMENTS

Advanced
Manufacturing
to Drive U.S.
Economic
Engine

100 LEADING LOCATIONS for 2012

Which MSAs
Rank Highest
for Economic
& Job Growth?



Why Columbus, Indiana is the #1 Leading Location in the U.S.

- More **mechanical engineers** per capita and **three times the national average** for engineering employment.
- Home to three separate **national R&D / Tech Centers** and one **Fortune 200 Global Headquarters**.
- Project-based **STEM education** programming offered in local schools from Grades K-16.

Surprised that Columbus, Indiana is #1? Now is a great time to take a closer look at the **unexpected** wealth of opportunities this **unforgettable** community has to offer.



columbusindiana
unexpected.unforgettable.

columbusIN.org | 812-378-7300

Columbus, IN Results:

- Columbus ranked at the top of Area Development's 2012 Leading Locations List
- In 2011 Columbus experienced: a 19.2% growth in tour sales income, the website had 172,799 visitors, and Columbus enjoyed a 18.5% increase in innkeeper's tax collections
- Lilly awarded a \$38-million dollar grant to fund workforce development (Advanced Manufacturing, Health, Hospitality and Tourism) Project to include Pelli-design for Advanced Manufacturing Center of Excellence.
- Dream It Do It initiative – also to support careers in manufacturing

Columbus, IN Results:

- Columbus Chamber was named Indiana Chamber of the Year.
- Columbus Visitors Center was named National Association of Sports Commissions' Member of the Year in 2008.
- Columbus was recognized as one of America's Top 100 best places to live and launch a business by Fortune Small Business magazine in April 2008 issue.
- 2008 National Geographic Traveler ranked Columbus 11th out of 109 of the globe's most historic destinations – higher than any other U.S. city – calling it the “jewel in the region” which boasts "world-class mid-century modern architecture."



Thank you Los Alamos County!

Questions?