Community Branding

Setting yourself apart from everyone else.

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Branding is not what you think you are.

It’s what OTHER people think you are.
MAPS Projects
Branding begins at home.
Branding is...

- A feeling
- Not a logo
- Compilation of opinions
- More about product than marketing
- Ever-changing
- Integrated
Visitors and locals value

- Experiences
- Proximity
- Authenticity
- Like-minded people
Branding a place should be...

• About connecting people and places
• Thoughtful and inclusive
• Proactive
• Integrated
• Consistent
• Authentic
Impact of good places

- Economic improvement
- Better health outcomes
- Quality of life
- Population growth
Successful Community Branding

- Showcases your history, culture and amenities
- Creates the perception that there’s no place quite like yours
- Keeps everyone focused on the mission of your destination
- Might not appeal to everyone
Branding Recommendations

- Embrace your geography
- Highlight the best attributes and what is distinctive
- Understand the challenges and outdated opinions of your brand
- Debunk the locals’ negative perceptions
- Know what your brand is NOT