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File #:	14-0025 Version: 1	Name:	
Type:	Agendas	Status:	Agenda Ready
File created:	1/24/2014	In control:	Board of Aldermen
On agenda:	2/2/2014	Final action:	
Title:	Update on the branding and marketing initiative (15 minutes) PURPOSE: The purpose of the agenda item is to update the Board of the efforts to promote the newly adopted brand.		
Attachments:	1. TOC_brandguidelines-1, 2. toc_30x60_banners, 3. Print Ad		

History (0) Text

TITLE: Title
Update on the branding and marketing initiative (15 minutes)

PURPOSE: The purpose of the agenda item is to update the Board of the efforts to promote the newly adopted brand.
body
DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP ECD Director, 919-918-7319

INFORMATION: Since the Board adopted the new brand in November 2013, staff has been moving forward with efforts to introduce the brand to the community. Efforts include a holiday promotion known as Carrboro Chill, t-shirts, and social media promotions. February will be the official launch of the brand in conjunction with a promotion that has become known as For the Love of Carrboro. This promotion is a month long celebration of the Carrboro business community. In addition to For the Love of Carrboro, staff will issue a press release, street banners, internet ads, a website www.fortheloveofcarrboro.com <http://www.fortheloveofcarrboro.com> and other social media promotions.

A Branding Guide has been developed and the Board will be asked to consider adopting the guide at the February 4th meeting while also declaring February For the Love of Carrboro month. Events for the month of February include the NC Comedy Arts Festival, 2nd Friday Artwalk which is also Valentine's Day, and our 2nd Lunch and Dance Party!

Other promotional opportunities include a print ad that was developed for the Chapel Hill-Orange County Visitors Bureau Visitor Guide. The ad space was provided to Carrboro by the CHOCVB at no charge. Carrboro will be working on our own Community Resource and Visitor's Guide before the end of the fiscal year. The brand has been incorporated into the design for the new Town website.

Staff is working on budgeting for replacement of the Town's signage at entryway corridors and town owned properties, also staff is reviewing options for Town buildings. The Brand Guidelines allow for use of the brand on letterhead, business cards, etc., in conjunction with the Town Seals when appropriate. Other marketing products like lapel pins, cups, wall hangings, are being considered. Once the Brand Guidelines have been adopted, staff will pursue trademarking the brand.

FISCAL & STAFF IMPACT: These expenditures have been budgeted for and are in the Economic and Community Development budget for FY 2013-14.

RECOMMENDATION: Staff recommends the Board accept the report.

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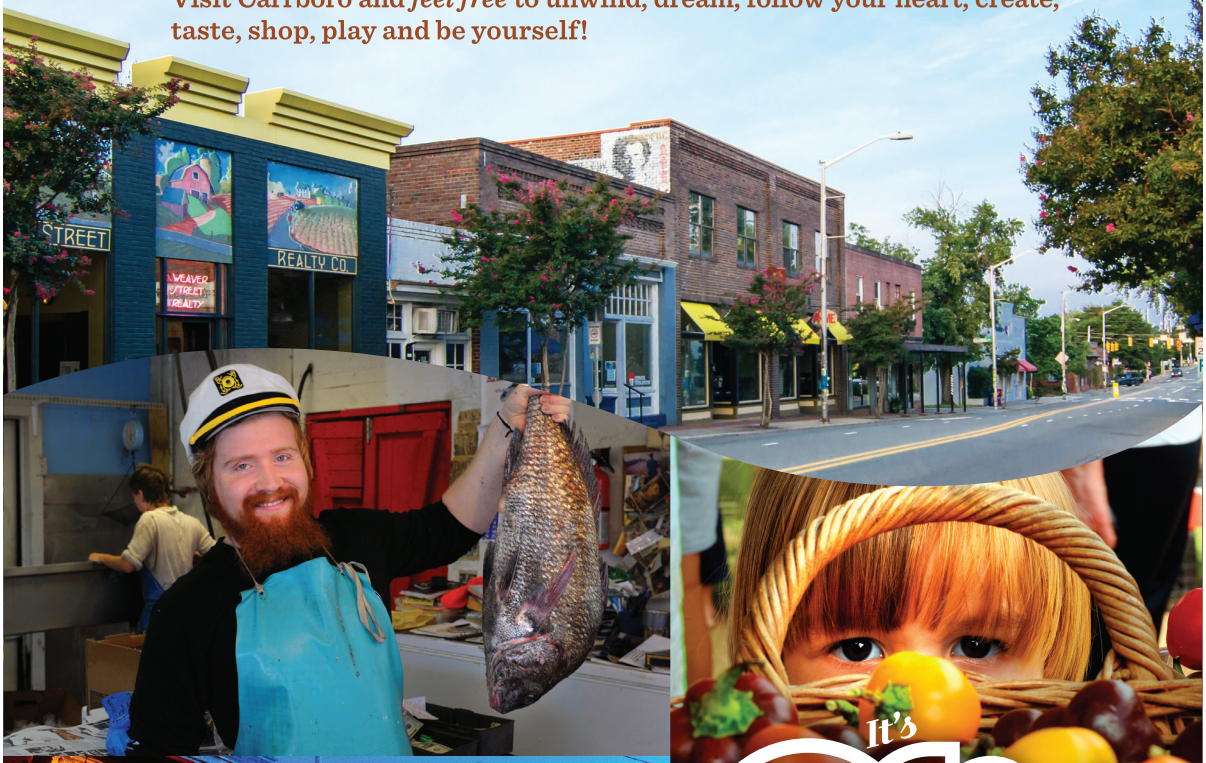
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