



# TOWN COUNCIL

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Other Matters

**File created:** 6/14/2013**In control:**

Board of Aldermen

**On agenda:** 6/30/2013**Final action:****Title:** Update on Branding and Marketing Project **PURPOSE:** The Purpose of this item is for the Board of Aldermen to receive an update on the progress of the Town's Branding and Marketing project from The Splinter Group.**Attachments:** 1. [splinter carrboro report](#)[History \(0\)](#)[Text](#)**TITLE:** Title

Update on Branding and Marketing Project

**PURPOSE:** The Purpose of this item is for the Board of Aldermen to receive an update on the progress of the Town's Branding and Marketing project from The Splinter Group.**body****DEPARTMENT:** Economic & Community Development**CONTACT INFORMATION:** Annette D. Stone, ACIP 918-7319**INFORMATION:** The information for this agenda item is included in the attached document.**FISCAL & STAFF IMPACT:** N/A**RECOMMENDATION:** Staff recommends that the Board of Aldermen accept the report and provide direction on how to proceed.



## **CARRBORO BRANDING PROJECT**

PROGRESS REPORT 6.12.13

As the first phase of our branding project, we are wrapping up a successful community engagement and feedback campaign and have just begun our analysis of responses. The Let's Talk Carrboro campaign consisted of an online survey, idea stations placed throughout town, and group sessions and individual interviews with key town stakeholders. Details and raw statistics on the campaign are noted below.

In general we received insightful and thoughtful feedback that will help in the brand development process and future marketing initiatives. We did have an undercurrent of negative reactions to Carrboro's need for branding and a resistance to change of any kind. We actually received a phone call from someone distrusting the process and wondering if another town was doing research to determine (and probably steal) what makes Carrboro so special.

Here's a breakdown of responses to the campaign:

## RESEARCH

### ONLINE SURVEY

We've had 128 responses to our online survey at [letstalkcarrboro.com](http://letstalkcarrboro.com), 57% of respondents live in Carrboro, 28% work here and the remaining 15% visit. Over 55% of survey participants were 30-49.

*Let's Talk Carrboro!*

We asked folks:

- What makes Carrboro "Carrboro"?
- How would you describe Carrboro in five words or less?
- Do you have a "Carrboro Moment"? Something that happened to you in town that is etched in your memory and uniquely Carrboro?

Let's Talk Carrboro

TELL US WHAT MAKES THIS SUCH A SPECIAL PLACE.

Let's Talk Carrboro is a project spearheaded by Carrboro marketing agency, The Splinter Group. We have been hired by the Town of Carrboro and are gathering community input to lay the groundwork for a new logo and future marketing campaigns for the town. Please take a moment to add your voice to the conversation!

\* 1. What best describes your relationship to Carrboro?

☐ I Live Here

☐ I Work Here

☐ I Visit Carrboro

\* 2. Which category below includes your age?

☐ 17 or younger

☐ 18-22

☐ 23-29

☐ 30-39

☐ 40-49

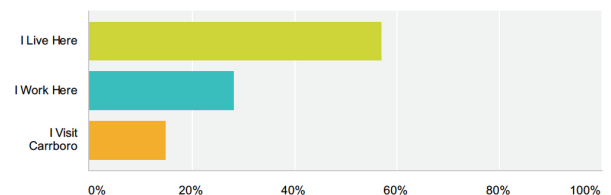
☐ 50-59

☐ 60 or older

\* 3. What makes Carrboro "Carrboro"?

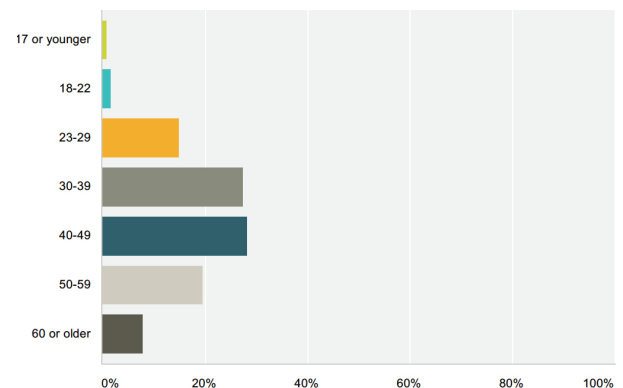
#### Q1 What best describes your relationship to Carrboro?

Answered: 128 Skipped: 0



#### Q2 Which category below includes your age?

Answered: 128 Skipped: 0



## IDEA STATIONS

We set up idea stations at 23 Carrboro businesses during the month of May, asking a simple question “What Makes Carrboro, Carrboro”. We have harvested 188 responses from 18 businesses to date. We had the largest concentration of responses from downtown merchants (Weaver Street Market, Milltown, Looking Glass) but also received feedback from the northern edge of town (BP at Calvander, Winmore Salon) and from “legacy” businesses (Fitch Lumber, Cliff’s Meat Market). We placed idea stations en español at two locations to engage Latino population (Don Jose Tienda, Panaderia in Carrboro Plaza), but unfortunately received no responses.



## GROUP SESSIONS

In addition to personal interviews we conducted group exercises to stimulate brand discussion with the Arts Committee, Economic Sustainability Commission, Recreation and Parks Commission, Planning Board, and Transportation Advisory Board. We also led a session at the Driving Carrboro Forward Business Meeting. We collected questionnaire responses from 64 folks during these sessions.

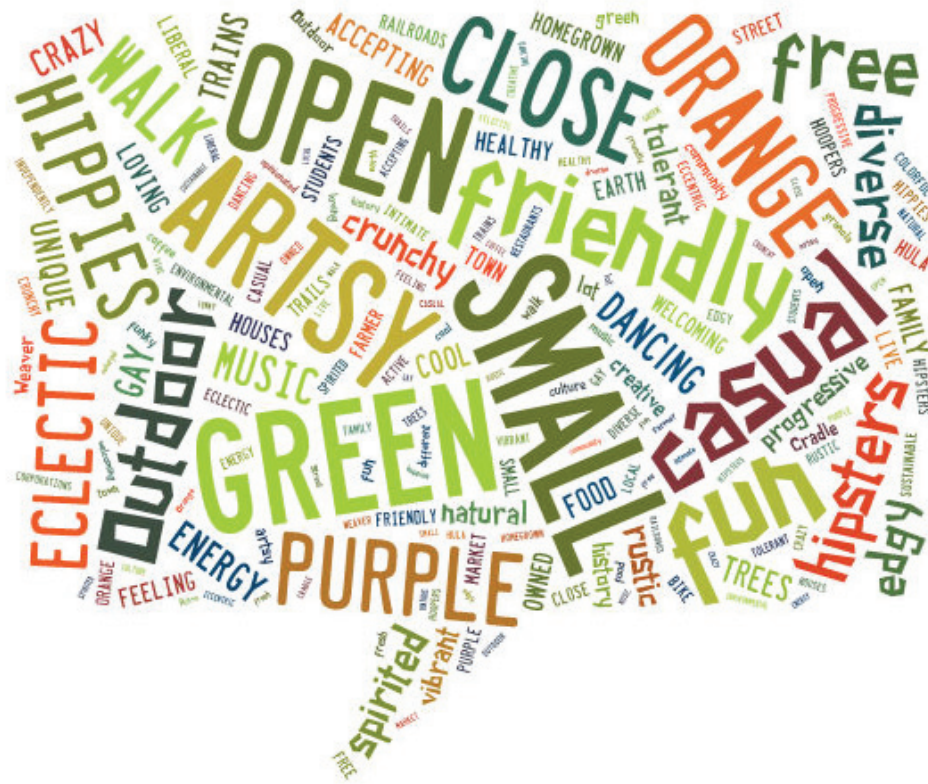
## EVENTS

We set up tables and/or manned idea stations at several Carrboro Farmer’s Markets, Open Streets, Carrboro Day and the Carrboro Block Party and received feedback from 115 people at these events.

## INTERVIEWS

We approached over 40 individuals we felt were important stakeholders in the brand, and conducted 20 one-on-one in-person and online interviews including sessions with Lydia Lavelle, Jacquelyn Gist, Randee Haven-O’Donnell, Damon Sells, and many local business owners.





We received plenty of insightful and interesting feedback throughout this campaign, much of which extends beyond the scope of what we were hired to do but will come in handy for future marketing and brand initiatives. Specific to our immediate goal of developing a logo and tagline for Carrboro, we are currently analyzing recurring emotions, statements, word use and descriptions of the town. We will distill this community feedback into a branding summary we will submit in late June along with a complete report including all survey, idea station and interview responses. Then, we begin the design and creative process. We plan to officially present these directions in September.