

BRAND STORY REPORT



**VISIT
ROWAN
COUNTY**

SALISBURY, NC

Be an original.

June 2017



BRANDING BACKGROUND

Why community branding matters?

We need to put our best foot forward! A community's reputation will be defined by its' government, businesses and residents or it will be defined by others.

Research Recap:

Over 1,800 people (community stakeholders & outlying markets) participated in interviews, focus groups, community surveys.

Brand Truths Summary

1. The community has a critical self-image, but outsiders are complimentary
2. Picturesque country setting and agricultural lifestyles
3. Location allows you access to all you want or to get away from it all
4. The communities of Rowan County give it a variety of quaint main street experiences
5. Salisbury is the primary cultural hub of Rowan County
6. Heritage is highly valued

Brand Strategy:

Position Rowan County as both culturally cool, home to local main streets and a relief from larger metros. A place full of art, history, and social scene and values space, heritage and connections.

Brand Platform:

Target: People seeking a country setting with a dynamic cultural heart

Landscape: Conveniently located in the N.C. Piedmont

Promise: Where life includes a historic cultural center and flavorful charm of quaint local communities

Benefit: You always have choice on the experiences you want and the pace of the day

BRANDING BACKGROUND

Rowan County Brand Story:

Rowan County's dichotomy of engaging countryside and urban vibe speaks to its' unique character. But what defines our county is its compelling spirit of individualism that connects residents and visitors alike. Here, people do as they believe, because for them, that's the right way. Businesses, weather a one-person operation or one that employs thousands, do it their best way. This shared spirit is strong and perseveres here. Each community of Rowan County sees things slightly their own way. Opportunity to be who you want can be found here. Our residents capitalize on this potential to make the area a better place every day. We're a tight-knit community, but we welcome those seeking a network where you can be yourself. There's a lot to celebrate and rally around in Rowan County. Because this is the place where you can truly, "be an original."

5 Pillars of the Brand Story:

1. Education
2. Small Business
3. Economic Development
4. Community
5. Visitors



STORYBOARDS



ROWAN COUNTY CONVENTION & VISITORS BUREAU UPDATES

Logo: Internal & External Logos Developed



Social Media Integration:

Facebook:



Twitter:



Instagram:



Website Integration:



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ROWAN COUNTY CONVENTION & VISITORS BUREAU UPDATES

Email Communication Integration:



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 [p] 704.638.3100 [c] 704.433.8468
www.visitsalisburync.com

eNews:



External Market Advertisement:



Banners:



ROWAN COUNTY CONVENTION & VISITORS BUREAU UPDATES

Video:

Be an Original

Be an Original - Business

2: 15 Fibrant TV Spots



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COMMUNITY ENGAGEMENT

Rotary:

James Meacham and Tara Furr attended Rotary on January 10, 2017. Approximately, 30 leaders, business professionals and stakeholders. James Meacham presented a PowerPoint presentation that brought general awareness to the Rowan County brand story.

Rowan Chamber Annual Gala:

The Rowan County Convention & Visitors Bureau partnered with the Rowan County Chamber to incorporate the new brand into their Annual Gala Event. The event was filled with representation of the look and feel of the branding, including new story boards, banners and logos. The “Be an Original” video was played along with a video pertaining to business in Rowan County and a teaser for a 2018 RoCo Awards event. The Rowan County Convention & Visitors Bureau also led effort in securing audio visual, set-up and table décor to reflect brand consistency. James Meacham spoke on the importance of not only “being a Rowan County original,” but “looking for Rowan County originals.”



Civitan:

James Meacham and Tara Furr attended Civitan on February 16th . They presented the general awareness presentation of the brand story to approximately 45 people.

Rowan Chamber:

The RCCVB and Miller Davis Agency met with the Rowan Chamber to discuss next steps in implementation. The Chamber requested assistance in changing out old printed materials to reflect the brand, guidance in brand consistency through their digital and social media channels, and incorporating the brand into their organizational events

Education:

The RCCVB met with leaders from RCCC, Catawba College and Hood Theological Seminary to review the brand story and brainstorm ideas of implementing . RCCVB suggested each institution search for their own original stories to highlight.

COMMUNITY ENGAGEMENT

Gold Hill:

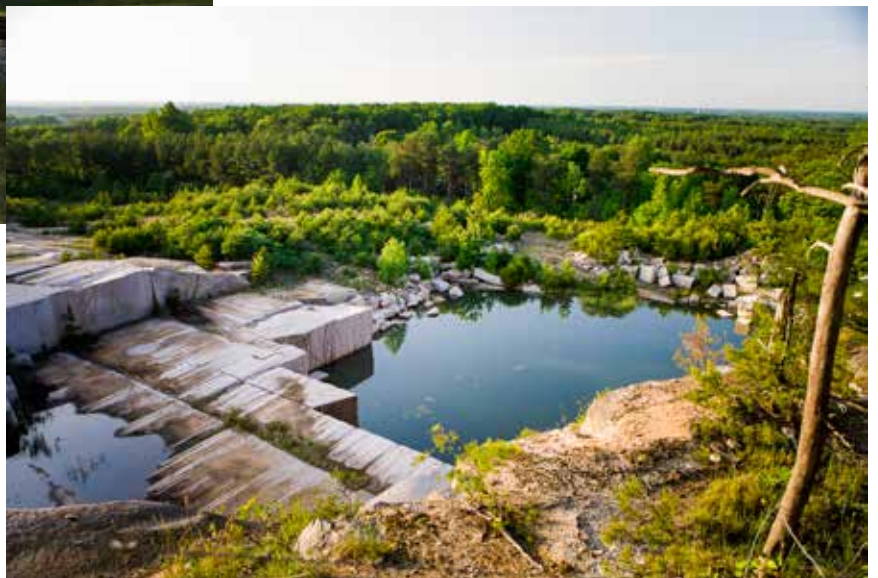
James Meacham presented a general awareness Rowan County brand story presentation to the Historic Gold Hill Foundation on February 6. 15 people were in attendance.

Rowan Realtors:

Tara Furr attended the February 7th Rowan Realtors meeting. Tara presented a general awareness Rowan County brand story presentation to 30 people.

Granite Quarry:

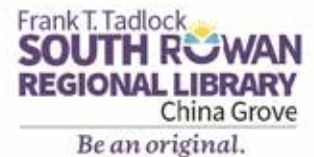
James Meacham, Tara Furr and Mike Miller (Miller Davis Agency) met with 7 members of the Granite Quarry Town Board. James Meacham presented a general awareness Rowan County brand story presentation and a discussion was also held on how Granite Quarry can become involved in the brand. A follow-up meeting between Granite Quarry and Miller Davis was held to further continue conversation on how Granite would like to integrate the brand specific to the town.



COMMUNITY ENGAGEMENT

Rowan County:

Logos:



Social Media Integration:

Facebook:



COMMUNITY ENGAGEMENT

Twitter:

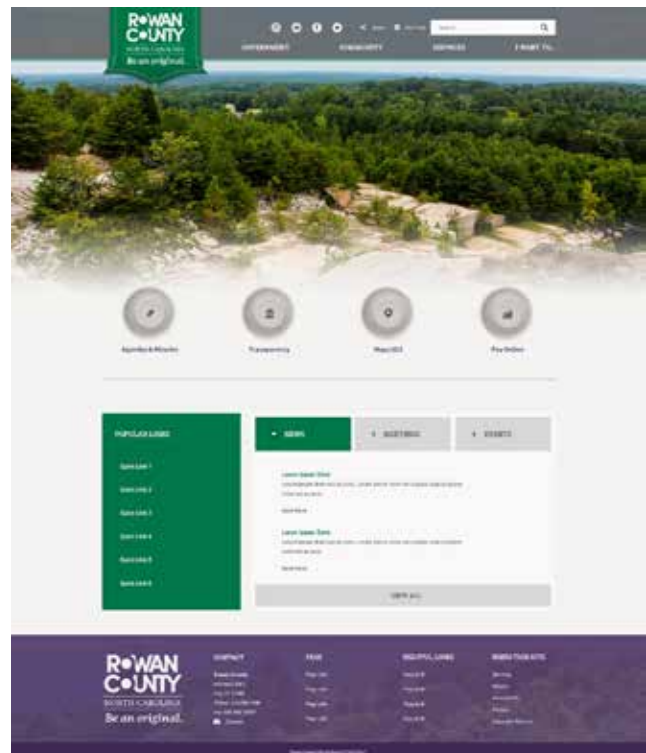


Email Communication Integration:



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Rowan County Information Systems
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[p] 704.216.8125 [f] 704.216.8126
www.rowancountync.gov

Website Redesign:



eNews:



COMMUNITY ENGAGEMENT

Rowan Chamber:

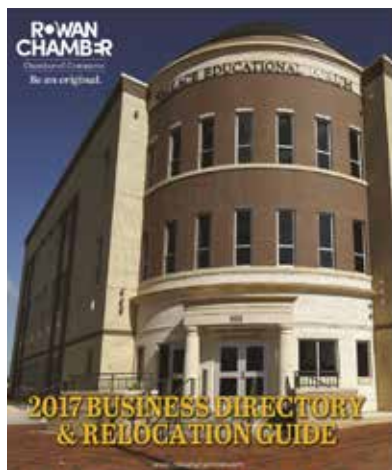
Logo:



Social Media Integration:



Collateral:



Outdoor:



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COMMUNITY ENGAGEMENT

RowanWorks Economic Development:

Logo:



Social Media Integration:



Website Integration:



Additional Community Partner Integration:

**HEALTHY
ROWAN**

A Community Coalition
Rowan County, NC

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**ROWAN
CREATES**

Arts Council
Rowan County, NC

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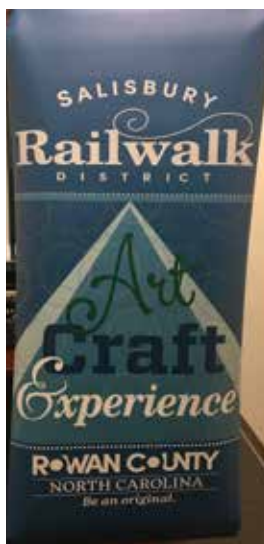
COMMUNITY ENGAGEMENT

May 10, 2017 Update

Rowan County Annual Report



Railwalk District Banners



Salisbury Rowan County Convention & Visitors Bureau: New Website Updates

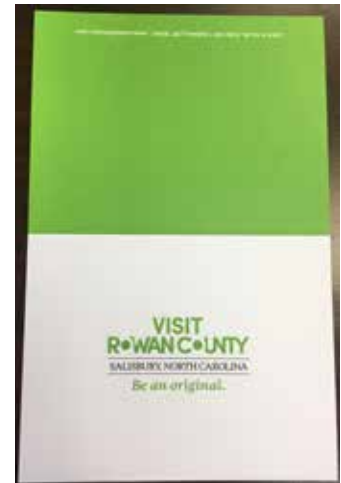


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COMMUNITY ENGAGEMENT

May 10, 2017 Update

Salisbury Rowan County Convention & Visitors Bureau: Printed Collateral



Logos



Rowan County Chamber Trade Show

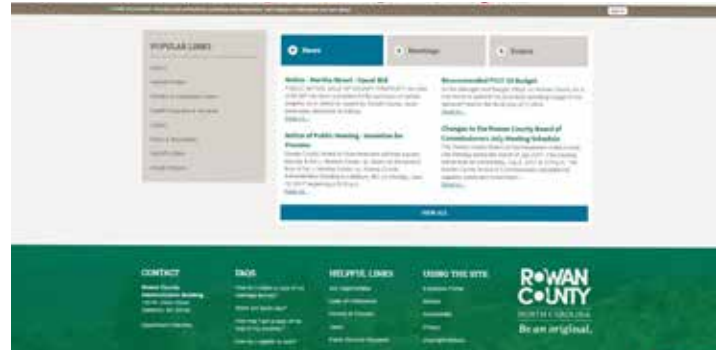


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COMMUNITY ENGAGEMENT

June 14, 2017 Update

Rowan County: New Website Launched



New Logos Approved



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