



# Downtown Meridian Branding and Communication Study Results

A small, dark mouse cursor icon pointing towards the word "Results" in the title.

Prepared for  
Meridian Development Corporation

October 2014

**CH2MHILL®**

# Safety Moment

# Study Overview

- Kick off meeting
- Research
- Provided summary of research and objectives for review
- Refined objectives and developed the Downtown Meridian brand and communication plan
- Shared final results by email and presenting here today

# Summary of Research Results

## **Primary Downtown Meridian brand audience**

- Demographics:
  - Generation X (23%; 35-55 yrs old)
  - Generation Y (25%; 15-34 yrs old)
  - Generation Z (28%; 14 yrs and younger)
- Characteristics:
  - Families living in Meridian
  - Downtown neighbors
  - Downtown business owners
  - Schools near the downtown area
  - Key employers in the area
  - Meridian cyclists
  - Prospective downtown business owners

# Summary of Research Results

## Primary Downtown Meridian brand audience

- Communication style
  - Generation X – have adopted social media; love interactive communication
  - Generation Y – strong social media presence; prefer to communicate by email, social networks, or text messaging; most avid users of social media
  - Generation Z – digitally over connected; social media presence; have attention spans of 8 seconds; prefer communication using images, icons and symbols; communicate in short bursts or live streams
- Values
  - Generation X – strong family orientation focus on financial planning
  - Generation Y – family and technology oriented; favor diversity
  - Generation Z – favor diversity, seek having a positive influence; interested in social fights; close to their families
- Shared Values
  - Connectivity, diversity, and importance of family

# Key Brand Aspects to Primary Audiences

## **Critical to Logo Development**

- Orange
  - youth, energy, and creativity
  - creates an inviting feel
- Curved lines create a sense of playfulness and movement.
- Circles (arcs) convey timelessness and constant unity, and attract the viewer
- Develop images that convey a sense of place

## **Critical to Tag Line Development**

- Connectivity, diversity, and importance of family



# Downtown Meridian Brand Attributes

- The downtown Meridian brand will tie together the organization to a common identity and purpose.
- Key attributes in the history that it represents (historic buildings and events), in its role as the center of local government, in the events that attract families and residents, and in the unique cultural, recreational, and dining experiences that it provides.
- Primary brand descriptors include: diverse, connected, forward looking, reinvigorating, quaint, energetic, and family friendly.
- The higher order benefits of these attributes are the intangible and impactful messages that are imparted when we recognize the historic and cultural value that the downtown core represents, a respect for the past and platform for future.

# Branding Organized into Three Objectives

- **Brand building objective:** To develop a brand identity for Downtown Meridian that highlights the key brand descriptors (diverse, connected, forward looking, reinvigorating, quaint, energetic, and family friendly) and promotes the brand promise (to serve as the cultural core of Meridian by providing unique and diverse dining and recreational experiences to residents of Meridian)
- **Awareness raising (brand equity building) objective:** To increase awareness of key target audiences of the unique offerings of and opportunities in downtown Meridian by identifying at least five critical communication platforms and path forward for promoting the Downtown Meridian brand and begin implementing it
- **Strategic engagement (behavior changing) objective:** To increase the number and type(s) of visitors to downtown Meridian by promoting the Meridian brand to create or reinforcing strategic alliances with local organizations



# Part of Brand Building Includes Developing Visuals

Three recommendations provided:



# Part of Brand Building Includes Selecting a Tag Line

Three recommendations provided:

- Explore. Engage. Experience.
- Discover. Celebrate. Connect.
- Uncover History. Discover Community.



# Proposed Downtown Brand Messages

Key messages to be threaded through outreach and communications:

- Meridian is transforming the downtown area.
- New low- and no-cost events are occurring in Meridian Downtown.
- Experience Meridian Downtown.
- Meet friends and enjoy unique dining and events in downtown.
- There's something for everyone downtown.

# Sample Logo in Poster Template



# Outreach and Communication Plan

Task	TIMELINE															
	Resource	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	Mar. 2015	Apr. 2015	May 2015	June 2015	July 2015	Aug. 2015	Sept. 2015	Oct. 2015	Nov. 2015	Dec. 2015
<b>Objective 1: Brand Building</b>																
Task 1.1 Agree on key messages	City of Meridian, MDC, and DBA															
Task 1.2 Develop and adopt a logo for downtown	City of Meridian, MDC, and DBA															
Task 1.3 Develop and adopt a tag line for downtown	City of Meridian, MDC, and DBA															
Task 1.4 Provide initial naming conventions for the brand; approve naming conventions	CH2M HILL for initial conventions; City of Meridian, MDC, and DBA for approval															
Task 1.5 Develop templates for outreach	CH2M HILL															
Task 1.6 Inform key stakeholders of brand details	Key downtown stakeholders: City of Meridian, DBA, MDC, additional persons and organizations to be determined															
<b>Objective 2: Awareness Raising</b>																
Task 2.1 Complete baseline research to determine levels of awareness	MDC and Students (if possible)															
Task 2.2 Identify communication platforms for target audiences	MDC and Students (if possible)															
Task 2.3 Develop (using selected brand logo and tag lines) and post signage directing stakeholders downtown	MDC															
Task 2.4 Communicate with target audiences	Implementation Team															

# Next Steps

Task	TIMELINE															
	Resource	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	Mar. 2015	Apr. 2015	May 2015	June 2015	July 2015	Aug. 2015	Sept. 2015	Oct. 2015	Nov. 2015	Dec. 2015
<b>Objective 3: Strategic Engagement</b>																
Task 3.1 Identify a cadence and program for maintaining strategic partnerships	City of Meridian, DBA, and MDC															
Task 3.2 Identify partnership opportunities with key employers and other organizations	City of Meridian, DBA, and MDC															
Task 3.3 Develop partnerships with key employers and other organizations	City of Meridian, DBA, and MDC															
Task 3.4 Identify partnership opportunities with schools	City of Meridian, DBA, and MDC															
Task 3.5 Develop partnerships with schools	City of Meridian, DBA, and MDC															