



Town of Carrboro

Town Hall
301 W. Main St.
Carrboro, NC 27510

Agenda Item Abstract

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TITLE:

Execute contract with The Splinter Group for Creative Branding and Marketing Services

PURPOSE: The purpose of this agenda item is to direct the Town Manager to execute a contract with The Splinter Group for Creative Branding and Marketing Services.

DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP Economic and Community Development Director

INFORMATION: The Board of Aldermen selected The Splinter Group as the Town's Creative Consultant to lead the Branding and Marketing effort. The Board also directed the Town Manager to negotiate a contract with The Splinter Group for Services. This action would allow the Manager to execute a contract in the amount of \$20,000.00.

The project will be split into two phases, Phase I will include the following elements;

BRAND DEVELOPMENT

The importance of your brand identity cannot be overestimated. It sets the tone for public interaction with Carrboro and creates an expectation of what it has to offer. The Splinter Group will utilize the following process and deliver the following services during this campaign:

STRATEGIC DIRECTION

Before we begin the campaign we need to continue our initial discussions on goals, audience, resources and possible means of introducing and reinforcing brand. Usage may drive us in certain directions. We will also develop systems for ongoing meeting and communication at the outset of our relationship.

Deliverable: Goals Brief and Communication

DISCOVERY & COMMUNITY OUTREACH

Our next step is to engage key stakeholders and the community at large for research and to foster goodwill and support. It is important that our community feels in sync with us as we develop the Carrboro brand.

Interviews

We will together identify a target list and The Splinter Group will conduct interviews with key citizens and stakeholders to learn more about their opinions and experiences to distill what makes Carrboro such a special place.

Website/Survey

We will launch a simple website survey to engage the community. We will issue a press release surrounding the launch of this online survey and look for other ways to get our community involved including flyering with local business. In addition to questions, the site will gather email addresses of respondents for future communications and also strongly position social media so everyone can stay abreast of progress.

Social Media

We will develop specific Facebook and Twitter accounts to this campaign to provide additional outlets for feedback and opinion. These sites can transition into marketing platforms once the brand is introduced and implemented.

Public Forums

We are happy to participate in up to two public forums where we invite the community to share opinions about Carrboro and the branding process.

Other Outreach

We are open to other means to engage the community, including a table at the Farmer's Market, a drop box at Town Hall or any other ideas we come up with once campaign begins.

Deliverable: Executive Summary of our findings with how this information will shape the creative process with all interviews and surveys as an addendum.

BRAND CREATIVE

We will use knowledge gleaned to date to begin the creative process. In addition to the key components of visual identity (logo, color palette, graphic elements) we will develop core copy and creative headlines that will be used in future phases of marketing. Once these elements are approved, we will create a brand book or style guide that includes the logo in approved file formats for print, web, and other uses.

Deliverables: Logo, Tagline, Core Copy, Brand Book

Phase II of the project will include the marketing plan and initial marketing efforts. This Phase will be included in the FY 2013-2014 Budget.

FISCAL IMPACT: The Town has budgeted \$18,000 this fiscal year for a branding campaign. The project is being split into two phases in order to allow for budgeting. The initial Brand Development and Marketing will not exceed \$20,000. The Town may wish to retain Splinter

for on-going creative marketing services at the completion of this initial project.

RECOMMENDATION: Staff recommends the Board consider directing the manager to execute a contract with The Splinter Group not to exceed \$20,000.