

Toledo Region Brand 1.0

Presented to Toledo Region Stakeholders

June 16, 2010

applied
storytelling

Applied storytelling for companies,
products & brands

Why this initiative?

Why this initiative?

- Growing competition among cities and regions for talent, businesses, awareness, dollars.
- Increasing sophisticated marketing.
- Growing awareness by regions of themselves as brands.

Overview

How this will help?

This brand will:

- express what's most relevant and appealing to key audiences we want to reach.
- bring together the messages, tools, assets and strategies to help communicate with key audiences in the best way.
- ultimately, help to give the region competitive edge.

Assignment Overview

Introduction

Applied Storytelling and the Toledo Region Committee are working together to develop a compelling brand for the Toledo Region.

Key goals of this initiative:

- Tell a better story
- Communicate what makes us uniquely compelling.
- Clear set of promises
- Positively influence residents and cultivate regional pride.

Steps leading up to today

Phase 1: Intake Phase

Phase 2: Stakeholder Insights

Phase 3: External Insights

Phase 4: Findings

Phase 5: Brand Platform

Phase 6: Brand Story and Messaging

Phase 7: Beta Testing [June 16, 2010]

Phase 8: RFQ and RFP to region's agencies [July, 2010]

Phase 9: Brand Guidelines [July, 2010]

Phase 10: Development of visual assets [August, 2010]

Intro: What a good brand is—and isn't

Behind these principles of strategy live some hard truths:

- A strong regional brand does not offer “something for everyone”.
- A strong regional brand is not a laundry list of assets and amenities.
- Based on the brand position, some industries and assets will get a leading role. Others must settle for a supporting role.
- A strong regional brand is not about what makes you feel good. It's about accomplishing goals and winning in the marketplace.

What's been established so far

- The primary aim of the brand should be economic development.
- A focus on “internal job creation” should shape audience focus.
- Universities and colleges should play a major role in the story.
- “Smart manufacturing” can be the region’s key differentiator.
- Many communities throughout the region can be a part of a unified story.
- “Toledo” is central to the story.

What's been established so far

- Downtown Toledo has an important place in the story.
- The Toledo region story should be a clear part of a larger Ohio story, but also possess its own unique strengths and messages.
- The region's turnkey infrastructure capabilities are a key differentiator.
- Water in its various forms should play a major role in the story.
- Toledo Region provides "world-class assets in a mid-sized package".

Toledo Region Brand Story: Economic Development

Heart of the New Manufacturing Economy

For those who think this nation is no longer an industrial or manufacturing powerhouse, think again. In America, a new industrial revolution is beginning. And it's standing everything you thought you knew about manufacturing on its head. It's every bit as smart and digital as Silicon Valley software development. In fact, it incorporates software development. It incorporates open source product development and other nimble new ways of doing business, too. And it responds to individual customer and community needs with remarkable sensitivity.

Heart of the New Manufacturing Economy

In fact, this New Manufacturing Economy showcases American imagination and ingenuity—too often regarded as in short supply—at its best.

Heart of the New Manufacturing Economy

The revolution is taking place all over. But not every region is equally aware of it, equally ready to reap its rewards, or equally committed to making this revolution all it can be. Among those handful that *are*, one region stands out: a slice of Northwestern Ohio that's centered around Toledo. A region that's been at the heart of industrial activity since the time it was founded as a terminus of the Miami & Erie Canal, then as a key railway center between New York and Chicago, and then as a cornerstone of the automobile industry.

Heart of the New Manufacturing Economy

With so much in place as a center of the nation's earlier manufacturing economy, it's no surprise the region is poised to become the capital of the **New Manufacturing Economy**.

Heart of the New Manufacturing Economy

The Toledo Region is taking its place at the forefront of this new economy because it has manufacturing in its DNA. Think of the region as possessing the very best of the manufacturing mindset. It's ingrained in the business community, upheld by the universities, and proudly embraced by the region's people in general.

Heart of the New Manufacturing Economy

The new industrial revolution, the days of centralized command and control are drawing to a close. The New Manufacturing Economy is distinctly entrepreneurial in spirit. The Toledo Region recognizes and celebrates this spirit—and goes to great lengths to nurture it.

Heart of the New Manufacturing Economy

From research to design to manufacturing and logistics, the region supports a business model so efficient it can seem downright plug-and-play for business builders and leaders. As an entrepreneur, the conclusion is clear: Here you'll find everything you need to **accelerate your opportunity**.

Heart of the New Manufacturing Economy

Talent? Here. Capital? Here. Networks? Here. Universities powering business growth at its core with relevant education, imaginative programs and farsighted partnerships? You'll find them here, too.

Heart of the New Manufacturing Economy

To listen to all the Toledo Region has to offer, you might envision a landscape of limitless commerce parks and relentless pavement. And there, again, you'd be entirely mistaken. The very same confluence of river and lake that made the region a transportation and logistics hub in the very beginning also make it a scenic and recreational jewel today, if anything more celebrated cherished now than ever.

Heart of the New Manufacturing Economy

With mile upon mile of shorelines, islands and riverbanks shaping the terrain almost wherever you turn, the Toledo Region abounds in striking geographies and abundant nature. More species of freshwater fish and birds make their home here than just about anywhere else in the nation, and an impressive string of parks and reserves makes all this wildlife readily accessible.

Heart of the New Manufacturing Economy

Generations of the region's residents and their neighbors recognized their region's rare combination of opportunity and beauty and made the commitment to strike deep, lasting roots here. The cultural and social investments they made, and the distinctive neighborhoods and communities they created, remain to welcome new generations today.

Heart of the New Manufacturing Economy

For people looking for a true sense of belonging in an era of upheaval and change, the Toledo Region extends a particular welcome. Here, the remarkable combination of **affordability and accessibility** that one finds only at rare moments and places converges to create a quality of life that others can only dream of.

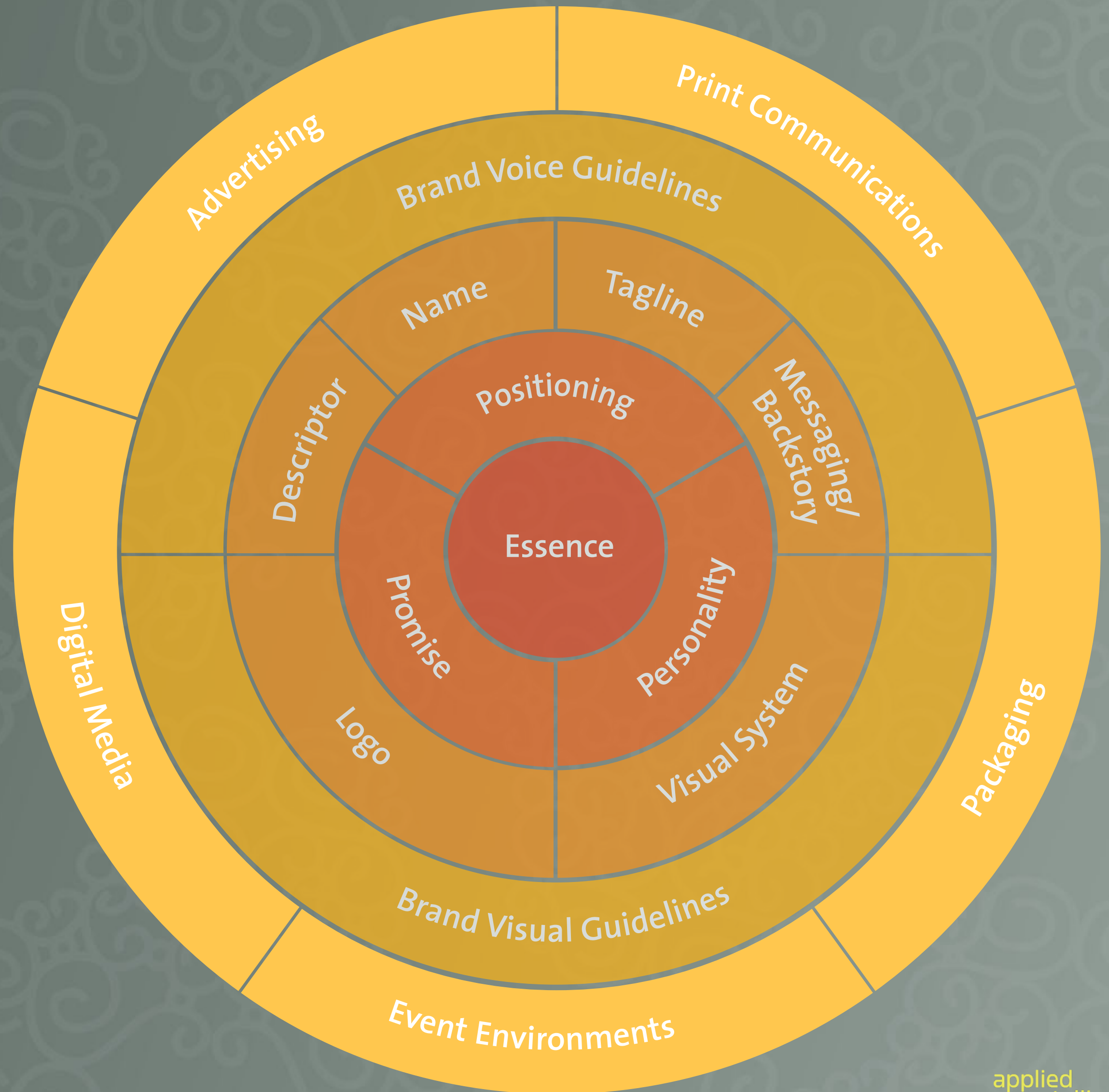
Heart of the New Manufacturing Economy

And that's entirely right for a region that will attract and retain the best talents from elsewhere as well as within as the heart of the New Manufacturing Economy, where good ideas can reach global proportions, and life can be good every step of the way.

Toledo Region Brand Platform

Brand Platform

The brand platform is the sum of communications, strategies and tactics used to tell a brand story.



Toledo Region Brand Drivers

Access

+

Affordability

here's how we define the drivers:

Access

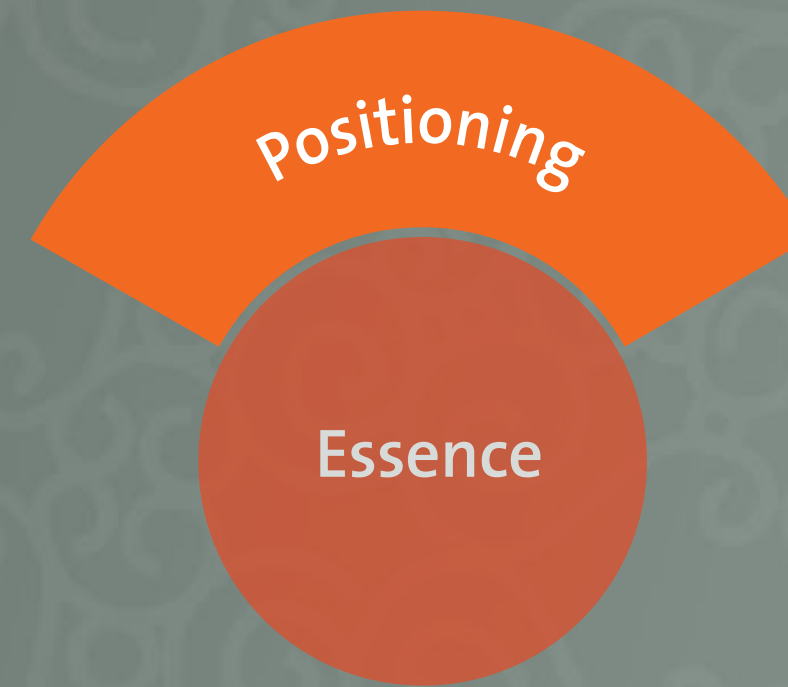
- The idea of access is all about making the audience feel that the region's many assets and amenities are easily available to them—and that the region itself opens the door to new possibilities.

Affordability

- The idea of affordability is all about making the audience feel that the region's many assets are reasonably priced—both in their own right and relative to other regions.

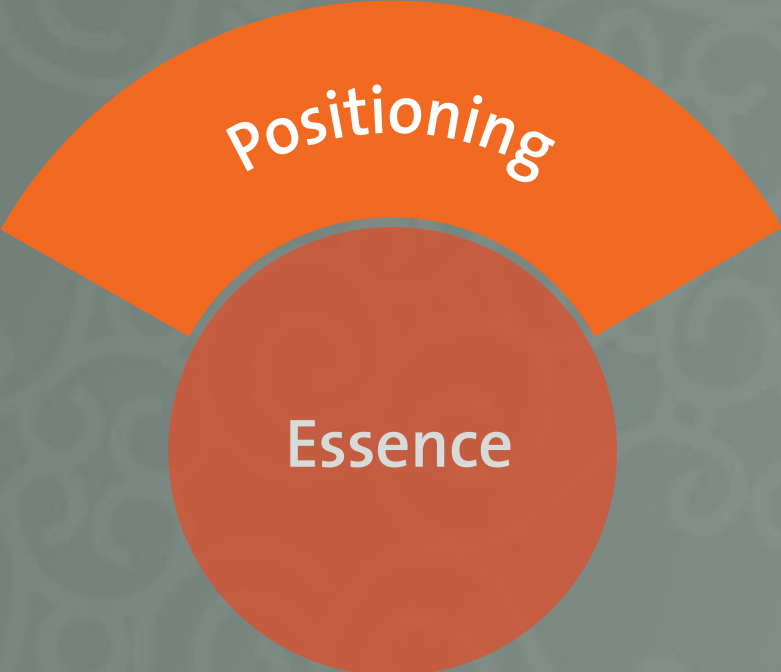
Positioning

The brand's defining point of difference. The premise of the brand story.



Toledo Region Positioning

The Toledo Region
is the heart of the
New Manufacturing
Economy.



New Manufacturing Defined

New Manufacturing is manufacturing enhanced by computing and microelectronics.

As such, New Manufacturing is characterized by a spirit of continuous innovation in how they deploy their workforce, technology and supply chains to increase their global competitiveness, their environmental sustainability and the customization of their products and associated services to meet customer demands.

It applies to all areas of manufacturing and has the potential to extend to all sectors of industry.

Toledo Region Positioning

The Toledo Region is the heart of the New Manufacturing Economy.

- **Defensible: Yes.** The region's New Manufacturing strength is solidly supported by findings presented as part of the Ohio Business Development Coalition's statewide brand development work. Additional sources provide further substantiation.

“The Toledo Region is dominated by a strong manufacturing base in glass, plastic, primary and fabricated metal, motor vehicle and parts manufacturing, and advanced and environmental technology, as one of the world's premier locations for thin-film photovoltaic R&D and production.”

Toledo Region Positioning

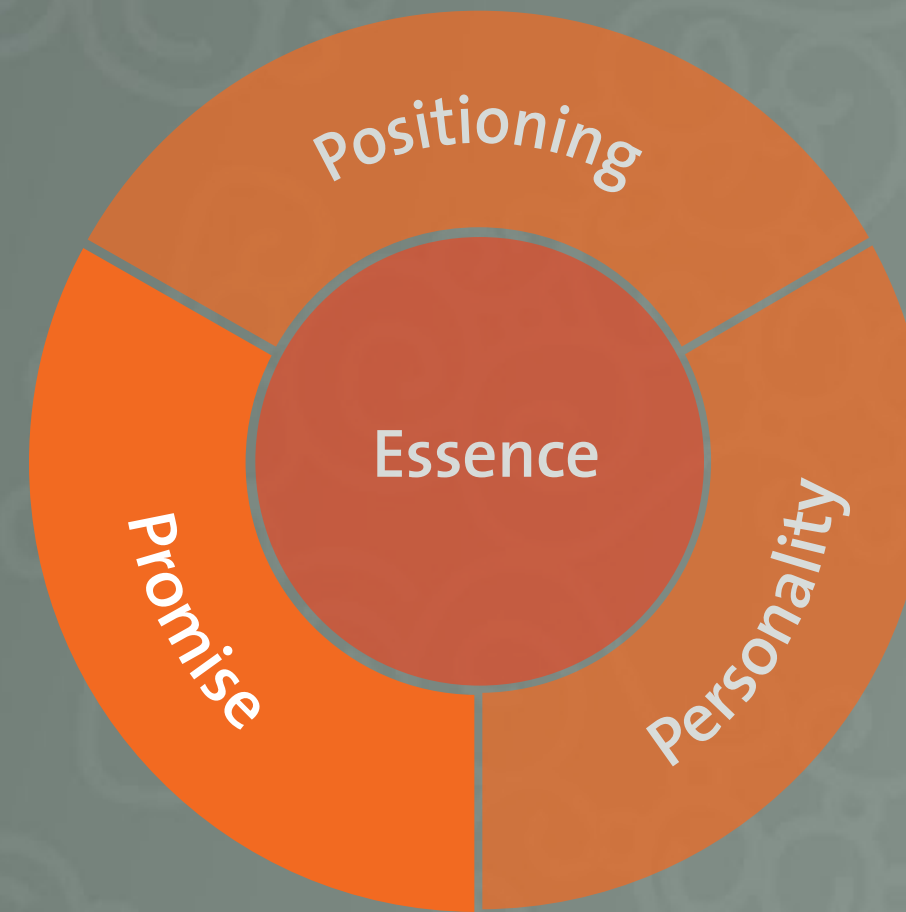
The Toledo Region
is the heart of the
New Manufacturing
Economy.

“Out of seven key industries,
Manufacturing is viewed as our
most important to maintain a
strong national economy.”

Source: “Public Viewpoint on Manufacturing” Deloitte/Manufacturing Institute, June
2009

Promise

A succinct, highly distilled statement of the brand's primary relevance and value.



Toledo Region Promise

long form

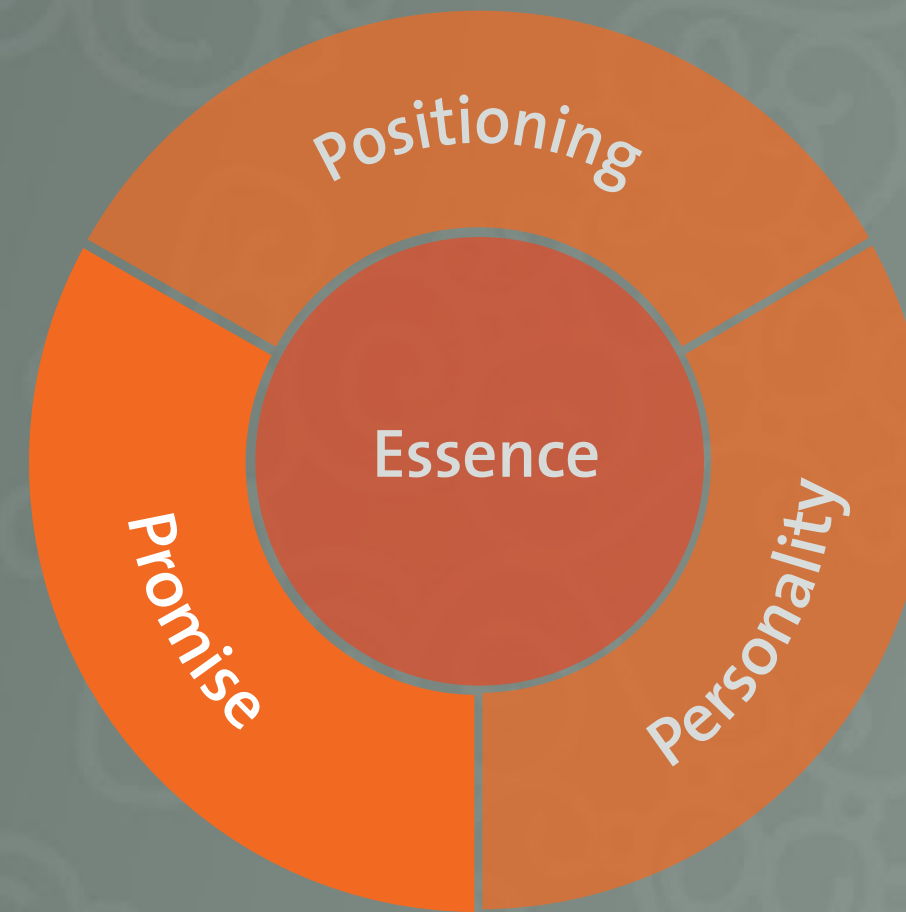
Find everything you need to accelerate your opportunity—in the heart of the New Manufacturing Economy.

medium form

Find everything you need to accelerate your opportunity.

short form

Opportunity,
accelerated.



Toledo Region

Brand Platform Summary: Primary Elements

Brand Essence



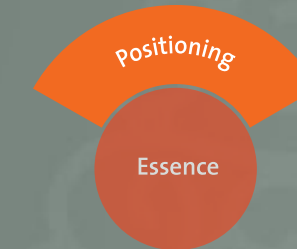
appealing region within the State of Ohio

Brand Drivers



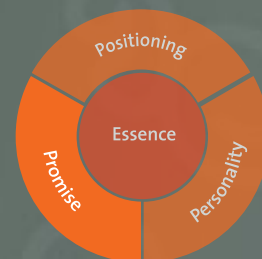
accessibility
+
affordability

Positioning



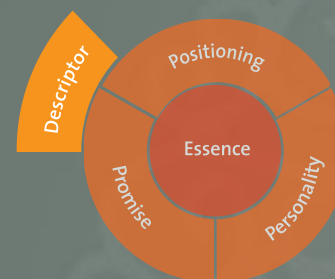
The Toledo Region is the heart of the New Manufacturing Economy.

Promise



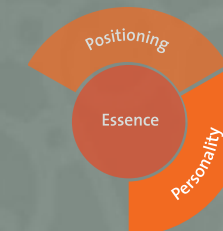
Find everything you need to accelerate your opportunity.

Descriptor(s)



Plug and play.™
The heart of the New Manufacturing Economy.

Personality

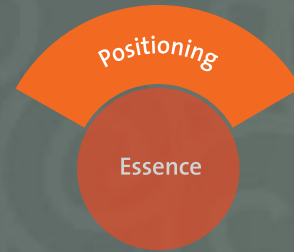


- warm
- worldly
- enterprising
committed category champion

Toledo Region

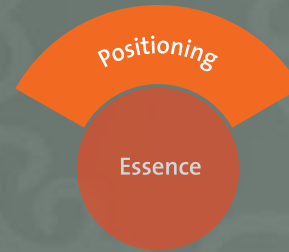
Brand Platform Summary: Add'l Elements 1

Education Positioning



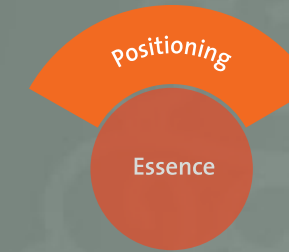
The Toledo Region is the destination of choice for tomorrow's entrepreneurs and leaders in the New Manufacturing Economy.

Quality of Life Positioning



The Toledo Region offers the highest quality of life at the most reasonable cost of virtually any other place in the nation.

Leisure Tourism Positioning



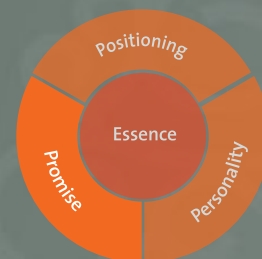
The Toledo Region is the water recreation capital of the Midwest.

Education Promise



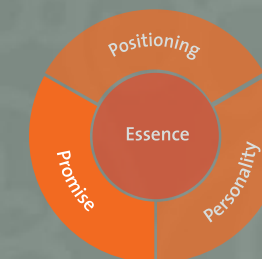
Put yourself on the fast track to opportunity [at the heart of the New Manufacturing Economy].

Quality of Life Promise



Stop deferring your dream and start living it now [in the region where quality of life still comes easy].

Leisure Tourism Promise

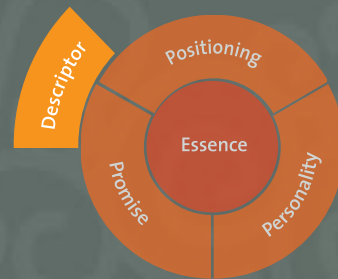


Enjoy life on the water to its fullest

Toledo Region

Brand Platform Summary: Add'l Elements 2

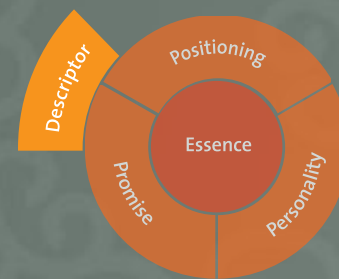
Education Descriptor



Plug in and learn.™

The Toledo Region's schools excel in cultivating the talent and business partnerships to power the New Manufacturing Economy.

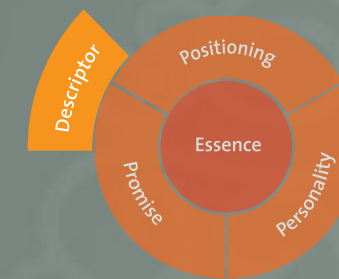
Quality of Life Descriptor



Live the best for the least.™

From housing to cultural attractions to accessibility to amenities, the Toledo Region offers a quality of life that's no longer within easy reach elsewhere.

Leisure Tourism Descriptor



More scenic. More shoreline.
More fun.™

The Toledo Region's scenic coastlines, islands and waterways anchor a wealth of unforgettable activities and destinations year-round.

Toledo Region Messaging: Introduction

Messaging Framework

- a tool for developing consistent, on-target communications
- builds on top-level messages and insights presented in the Toledo Region brand platform.
- building on the **brand promise**, provides value propositions and supporting proof points geared to specific audience priorities and communications goals

Toledo Region Messaging Framework: Economic Development: Entrepreneur

Audience	Support/Rationale
<p data-bbox="325 626 635 697">Priorities</p> <p data-bbox="325 757 1012 870">What's most important to this audience</p>	<p data-bbox="1110 737 1797 781">List key priorities for each segment</p>
<p data-bbox="325 1178 610 1250">Promise</p> <p data-bbox="325 1308 952 1473">The single most important statement of value you can make to this audience</p>	<p data-bbox="1110 1228 2828 1322">Secondary value propositions supported by proof points: examples, statistics, third party validation, etc.</p>

When you want to give your New Economy business the edge it needs to succeed and grow, the Toledo Region is the place to begin.

The Toledo Region is a place where you can enjoy a superb quality of life more easily and affordably than just about anywhere else.

The Toledo Region has the range of academic options to allow you to find your place in the New Manufacturing Economy—starting right here in the region itself.

The Toledo Region is the place to find the wealth of water-related leisure activities and destinations you're looking for.

Communications Channels

How does our audience (like to) receive information?

Where does our audience go to connect?

Channels: Introduction

Creating the never-ending story.

- It's increasingly about distributing experiences—through social networks, videos, widgets and applications, branded content and ad placements.
- People want access to your brand from all their channels.
- The big idea can happen on any channel.
- Every channel has the ability to engage your target audience emotionally.

Toledo Region Brand: Touchpoint Sketches

Goodbye web page, hello web experience.

- Standard web pages are steadily transforming into interactive applications.
- How users engage emotionally with your region's assets and offerings through digital channels will define your brand.
- Web 2.0 means that you can leverage your connected consumer to authenticate your content, assets, products and services in ways never before possible.

Apple Mac Google Amazon eBay Yahoo!

Google

Toledo Region Sylvania 76° Toledo 74° Bowling Green 78° Sandusky 73° Coastal Water 68° **Ohio**

中文 | 日本語 | Español

Search

Welcome to the heart of the New Manufacturing Economy.

SPOTLIGHT

In The News

- > ipsum dolor sit sed diam
- > amet, consetetur
- > sadipscing elit sed decto
- > sed diam nonumy
- > eirmod tempot.

New Manufacturing


- > ipsum dolor sit
- > amet, consetetur et manus
- > sadipscing elit tu
- > sed diam nonumy hoc
- > eirmod tempot

Happenings

- > ipsum dolor sit agricolae
- > amet, consetetur cuomo et verus
- > sadipscing elit manus
- > sed diam nonumy et supestra
- > eirmod tempot sum

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LIVING



Live the best for the least.

Discover the highest quality of life at the most reasonable cost of virtually anywhere in the nation.


WORKING



Plug and play.

Give your New Manufacturing Economy business the edge it needs to succeed. Right here. Right now.


LEARNING



Plug in and learn.

We're cultivating the talent and business partnerships to power the new Manufacturing Economy.

VISITING



River meets lakefront meets fun!

Enjoy life on the water to its fullest – with more destinations and activities than you can imagine.

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Stay Informed





Welcome to the heart of the New Manufacturing Economy.

Search



SPOTLIGHT

In The News

- > ipsum dolor sit sed diam
- > amet, consetetur
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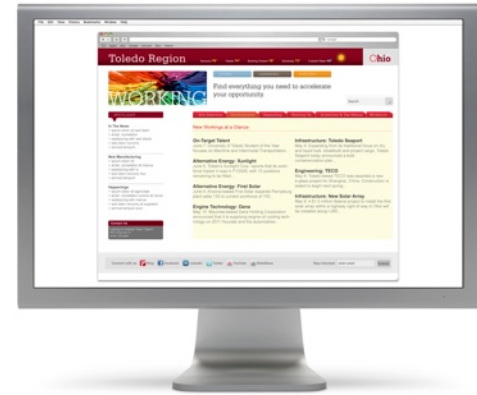
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Find everything you need to accelerate your opportunity.

Search

SPOTLIGHT

In The News

- > ipsum dolor sit sed diam
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New Manufacturing

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Site Selection

Developments

Expanding

Starting Up

Incentives & Tax Reform

Workforce

New Workings at a Glance:

On-Target Talent

June 7: University of Toledo Student of the Year focuses on Maritime and Intermodal Transportation..

Alternative Energy: Xunlight

June 5: Toledo's Xunlight Corp. reports that its workforce tripled in size in FY2009, with 15 positions remaining to be filled...

Alternative Energy: First Solar

June 4: Arizona-based First Solar expands Perrysburg plant adds 135 to current workforce of 700...

Engine Technology: Dana

May 10: Maumee-based Dana Holding Corporation announced that it is supplying engine oil cooling technology on 2011 Hyundai and Kia automobiles...

Infrastructure: Toledo Seaport

May 9: Expanding from its traditional focus on dry and liquid bulk, breakbulk and project cargo, Toledo Seaport today announced a bold containerization plan...

Engineering: TECO

May 6: Toledo-based TECO was awarded a new e-glass project for Shanghai, China. Construction is slated to begin next spring...

Infrastructure: New Solar Array

May 6: A \$1.5 million federal project to install the first solar array within a highway right of way in Ohio will be installed along I-280...

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Detroit News and Information - C...

Text Size: S M L

Plug and Play.
Find all you need to succeed in the New Manufacturing Economy.

Toledo Region

Comcast SPOTLIGHT.
Make a big impression.
detroit.comcastspotlight.com

CRAIN'S DETROIT BUSINESS
Detroit and Southeast Michigan's premier local business news and information website

CRAIN'S second stage
to the next level
Getting your business

Home News This Week's Issue Lists Web Features People Columns/Blogs Detroit Events Multimedia Detroit Jobs



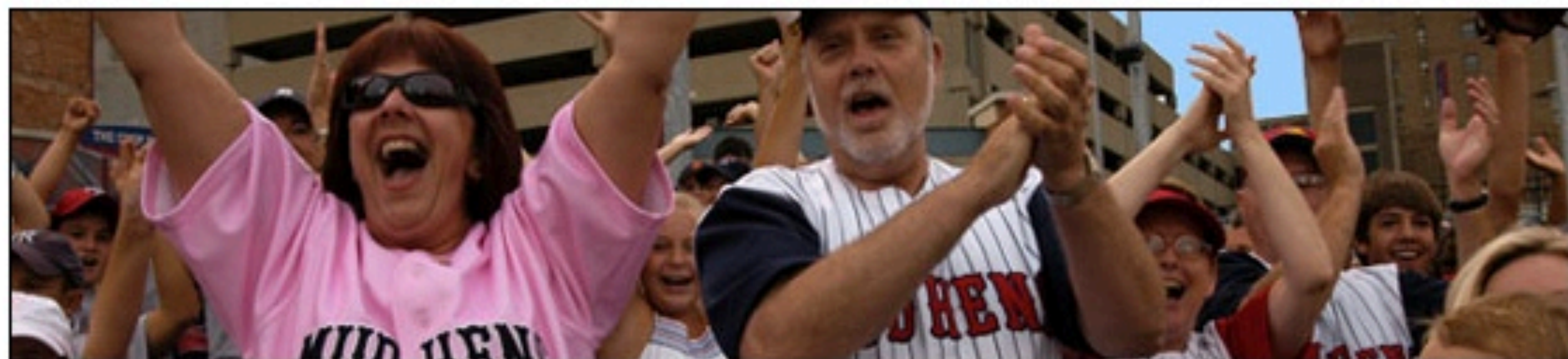
Plug in and learn.

We're cultivating the talent and business partnerships
to power the new Manufacturing Economy.

myToledoRegion.com

How to integrate brand messaging into your marketing.

NEIGHBORHOOD NIGHTS



Get the neighbors together for a Mud Hens game! Make it a Neighborhood Night 'Block Party'! Order your tickets online using the form below and receive these special benefits:

- Reserved seating - all your group members will be able to sit together!
- Tickets will be printed in advance - no waiting in line!
- Neighborhood name (or whatever group name you decide on) will be presented on the scoreboard

NEIGHBORHOOD NIGHTS 'BLOCK PARTY' PRICING

- \$8 for Groups of 25+ on non-fireworks nights/Opening Day
- \$9 for Groups of <25 on fireworks nights

Group space is limited! Make your Neighborhood Night reservation today by contacting the Mud Hens at 419-725-HENS (4367).



Great neighbors.
Great get-togethers.
Great games!

NEIGHBORHOOD NIGHTS

Call (419) 725-HENS

Register online to tell us what makes your community so fan-tastic.
The winning entry will get a free Neighborhood Night Block Party—on us.
mytoledoregion.com



Great neighbors.
Great get-togethers.
Great games!

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Thank you

Applied Storytelling

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Detroit, Michigan 48207