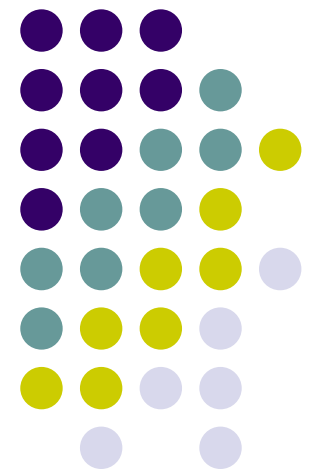


# A Community Wide Branding Project for Victoria

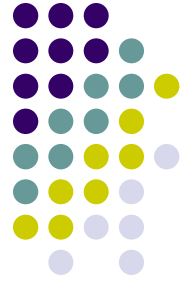
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O.C. Garza

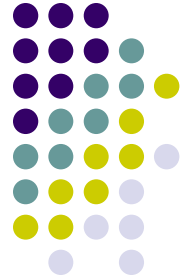
June 19, 2007



# What is a brand? What is branding?

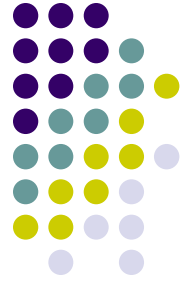


- Victoria's BRAND is what people say about Victoria when we are out of listening range (residents, tourists, business owners, business travelers, shoppers, etc)
- BRANDING is all the things the Victoria community does to change its brand



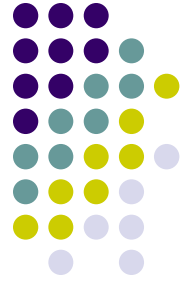
# **BRANDING: The First Step in a Marketing Plan for Victoria, Texas**

# How do we market Victoria?



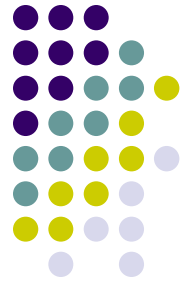
1. Branding – Research with accompanying slogan/logo
2. From the research, create a Marketing Plan
3. Fund Marketing Plan

# STEP 1 Branding/Research



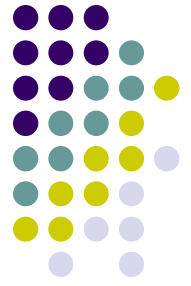
- Cities cannot be what they are not
- But with careful and well-researched planning and – most importantly – teamwork, communities can create a brand that reflects what the community truly is, and perhaps even more importantly – what community leaders are committed to it being in the future.

# Why branding/research?



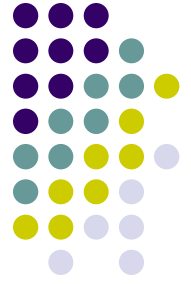
- We have a brand, but don't know what it is.
- Must use objective research to find out our current brand (one time cost – good for perhaps a decade?)
- To strategize how to market our brand and change it positively (if needed)
- To take that first step in creating a community-wide marketing plan with one unified voice, one common brand, and uncommonly consistent messaging.

## Branding projects are Research/Creative/Strategic projects rolled into one



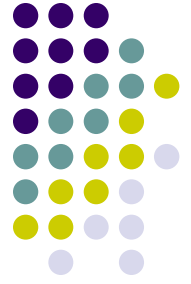
1. Community wide branding projects take from six to eight months
2. “On the street” secret shopper interviews (shoppers, residents, patients, tourists, business owners, business customers, parents of school children, etc)
3. Community focus groups
4. Customized online and hard copy surveys for the masses

# Branding projects are Research/Creative/Strategic projects rolled into one



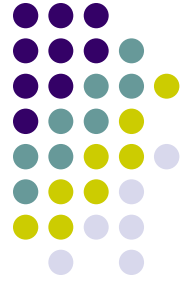
5. Research then moves outside the area to outlying cities: large MSAs, plus surrounding feeder communities – what is our brand there?
6. Research is brought back to community leaders for “creativity” stage – SLOGAN/LOGO
7. Research and creativity is then transformed into “strategy” for moving forward

# Research based creative work



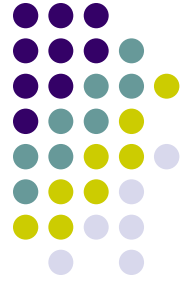
- From the research comes our brand, general marketing guidance and a creative slogan/logo

# Branding costs/cost sharing



1. Cost for the branding project is \$78,000
2. Last time I presented this project to Council, you asked for significant private sector contributions from area businesses and organizations

# Branding costs/cost sharing



3. The following businesses and organizations have pledged a total of \$32,500 to the branding project:

AEP

Citizens Hospital

DeTar Hospital

First Victoria Bank

Texas Workforce Solutions

University of Houston – Victoria

Urban Engineering

The Victoria College

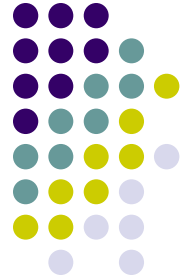
Victoria County.

We also have in-kind donations pledged from Agama, KAVU-TV and the Victoria Chamber of Commerce.

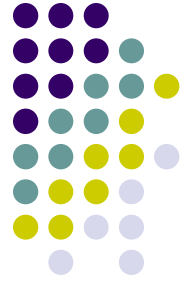


# Funding

- Leaves a balance of \$45,500
- Have confirmed through Miles Risley that because this will be part of a marketing plan to increase travelers, conventions, business trips and other travel that result in increased hotel stays, this project can be legally funded by the hotel/motel tax.
- Other cities have paid for their entire branding project through h/m taxes



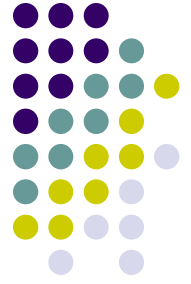
# Oversight Committee



# Oversight Committee

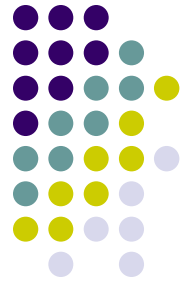
- Main functions
  - “Go between” for the community and the research company
  - Create teams to handle major research sectors: focus groups, travel, business, surveys, out of area research
  - Present research findings and slogan/logo
  - Change name/create web site:
    - [www.victoriamarketing.org](http://www.victoriamarketing.org)

# Oversight Committee & Marketing Plan

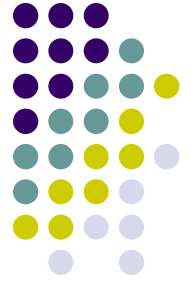


- **Justin McCullough**, Marketing Director, The Victoria Advocate
- **Mona Foust**, Executive Director, The Victoria Visitor Center
- **Amy Hodges**, Invista, Texas Region Public Affairs Manager
- **Kimberly Haschke**, Marketing Director, The Victoria College
- **Bryant Price**, Principal, Agama Advertising
- **Tom Curtis**, Marketing Director, First Victoria Bank
- **Omar Rachid**, Medical Recruiter, Citizens Medical Center

# Oversight Committee & Marketing Plan

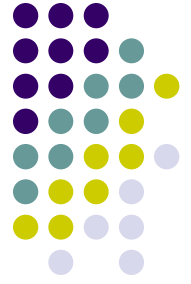


- **Judith Barefield**, Marketing Director, DeTar Hospital
- **Arian Cannady**, Marketing Director, VEDC
- **Linda Koehler**, Director of Business Services/Planner, Texas Workforce Solutions
- **Dr. Margaret Rice**, Executive Assistant to the President, UHV
- **Randy Vivian**, Executive Director, Victoria Chamber of Commerce
- **O.C. Garza**, Public Information Officer, City of Victoria



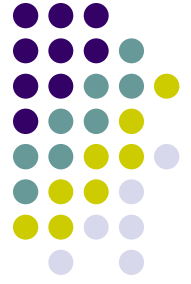
# The Marketing Plan

- Study research carefully
- With the skills of our oversight committee, we can do the bulk of the work and create a community marketing plan at a negligible cost



## Going Forward...

- Lunch presentation with Chamber of Commerce on August 15<sup>th</sup> or so
- If Council approves remaining funding, issue formal fund raising letter
- Begin project on Oct 1.



**Questions?**