



CITY OF SANTA CLARA  
MARKETING COMMITTEE MEETING  
Margie Edinger Room  
Central Park Library  
2635 Homestead Road  
Santa Clara, CA  
August 20, 2014, 4 p.m. - 6:00p.m.

AGENDA

- |   |                |           |
|---|----------------|-----------|
| 1. Welcome  | Chair          | 4:00 p.m. |
| 2. Presentation of two (2) brand positioning options and approximately six (6) tagline options for each (presentation attached) | Red Peak Group | 4:05 p.m. |
| 3. Next Steps and Schedule  | Red Peak Group | 5:10 p.m. |
| 4. Marketing & Branding Updates   | All            | 5:40 p.m. |
| 5. Public Comment   |                | 5:50 p.m. |
| 6. Adjournment  |                | 6:00 p.m. |

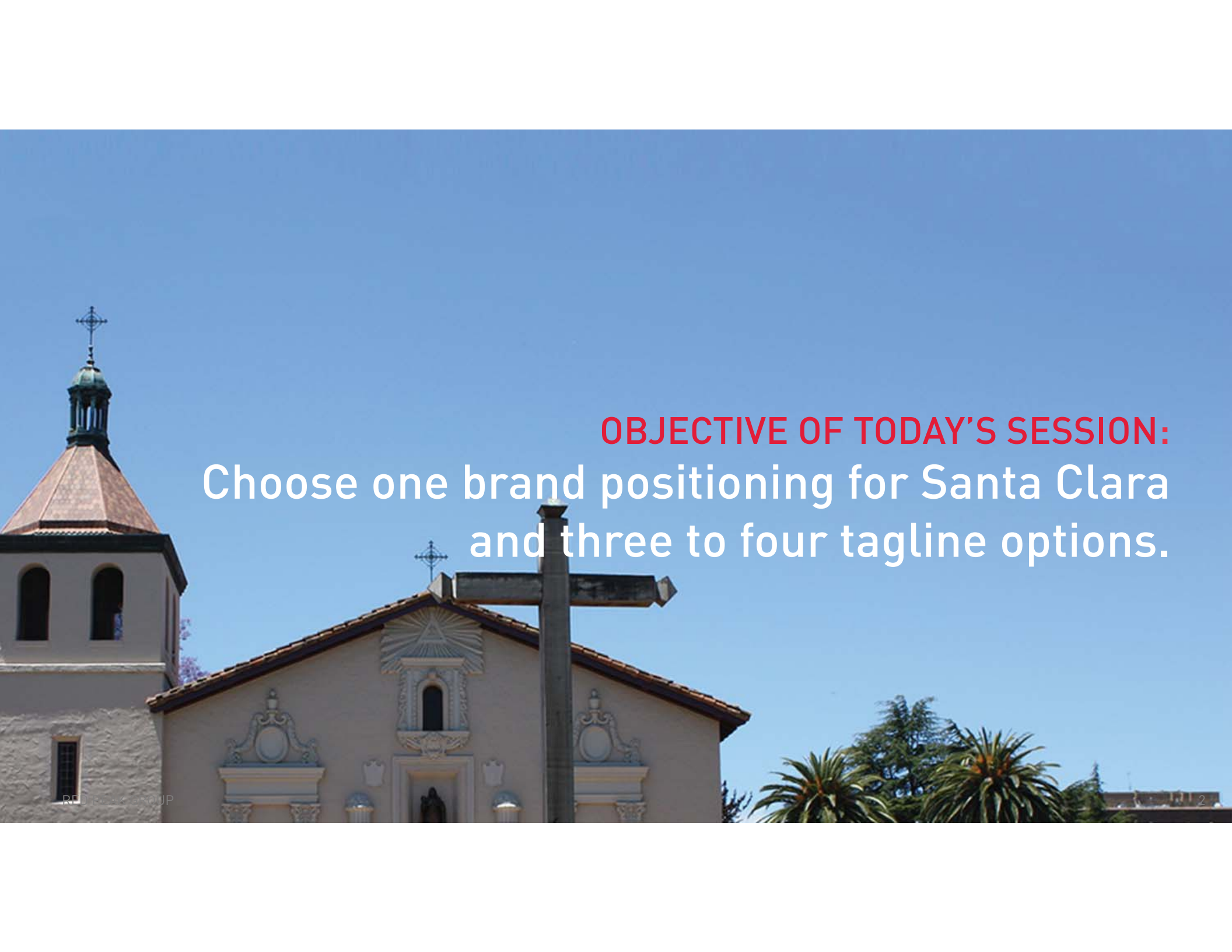


# SANTA CLARA

BRAND POSITIONING STRATEGY AND TAGLINES

August 20, 2014





**OBJECTIVE OF TODAY'S SESSION:**

Choose one brand positioning for Santa Clara  
and three to four tagline options.

# Overview

1. Progress to date, Goal, Target, Deliverables
2. Positioning Approach 1
3. Positioning Approach 2
4. Work session



# Progress to date

## Harvard Business School Community Partners (HBSCP) conducted research

- 30 interviews: City Council members and staff, stakeholders, business leaders, residents, outsiders
- Two workshops with the public (April 2014)
- Online survey
- Proposed 6 potential brands for Santa Clara: (1) Nexus of Silicon Valley, (2) Valued Partner of Silicon Valley, (3) Bigger Slice of Silicon Valley, (4) Playground of Silicon Valley, (5) Entrepreneur, (6) Cornerstone

## Red Peak presented preliminary analysis and strategy

- Analyzed the landscape of West Coast cities' branding approaches
- Conducted Simmons Research (quarterly survey of 30K consumers) analysis of California visitors, U.S. small business owners and California residents to determine audience values: newness, creativity, leadership
- Proposed a new brand positioning: Intersection of Creativity and Innovation
- Developed preliminary tagline examples

## Goal of the City of Santa Clara rebrand

Promote economic growth,  
while encouraging pride  
in the community.





# Target audiences

Given the goal, we will be communicating to various targets in different media:

## BUSINESSES



Includes commercial and residential brokers and developers, current business owners, potential business owners of various types: retail, entertainment, restaurants, etc.

## VISITORS



Includes sports-based tourism, family entertainment, arts, history, conference attendees, etc.

## RESIDENTS



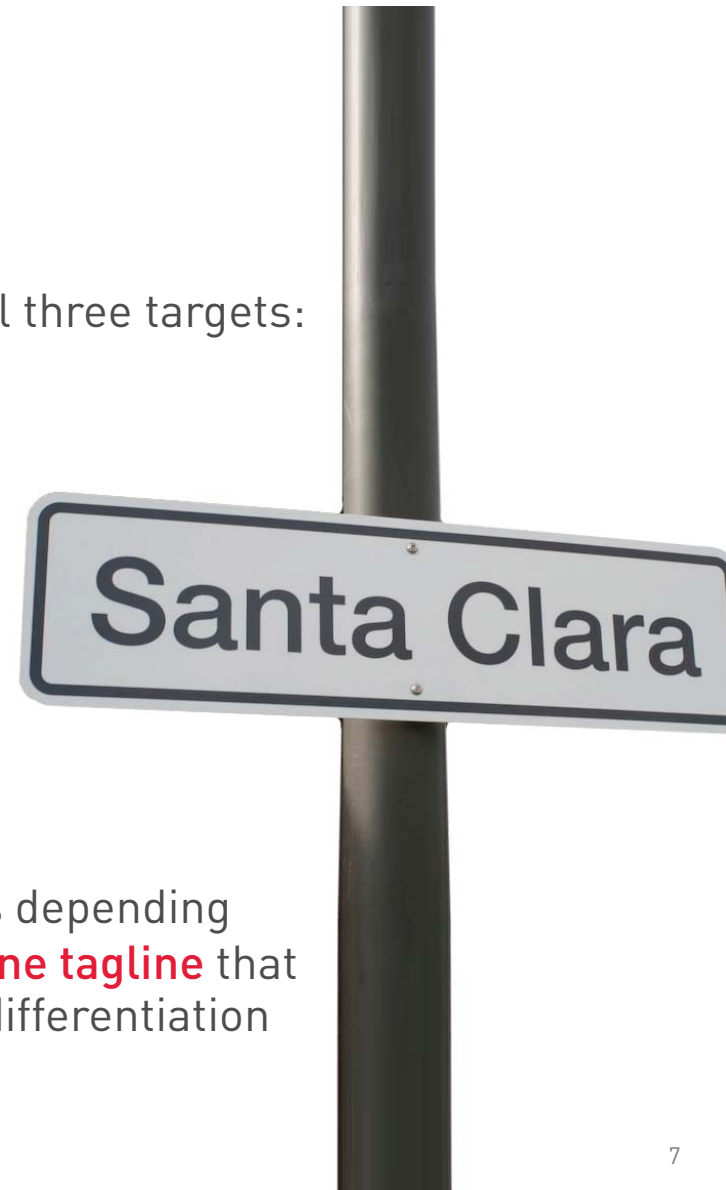
Includes current and potential, legacy and young families.

## What we're delivering

At the end of this process, we'll deliver assets that speak to all three targets:

- Logo
- Interior and exterior signage examples
- Website design
- Brochure
- Advertising examples
- Co-branded communication examples
- And much more...

While these pieces will have slightly different tones/messages depending on whom they're targeting, we will have **one positioning and one tagline** that reinforces to all audiences what Santa Clara stands for. True differentiation takes reinforcement of one key message.





# Clarifying examples

It's important to recognize that brands have one tagline and then can tailor their messages for different target audiences.

Consider University of San Francisco's tagline "Change the world from here" and Virgin America's "Dream of flying, again."



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A photograph of a cafe interior. The walls are a vibrant orange color. In the foreground, there are black metal chairs with a perforated backrest and small round tables. On the tables, there are silver salt and pepper shakers. The lighting is warm, creating a cozy atmosphere.

# Brand Positioning #1



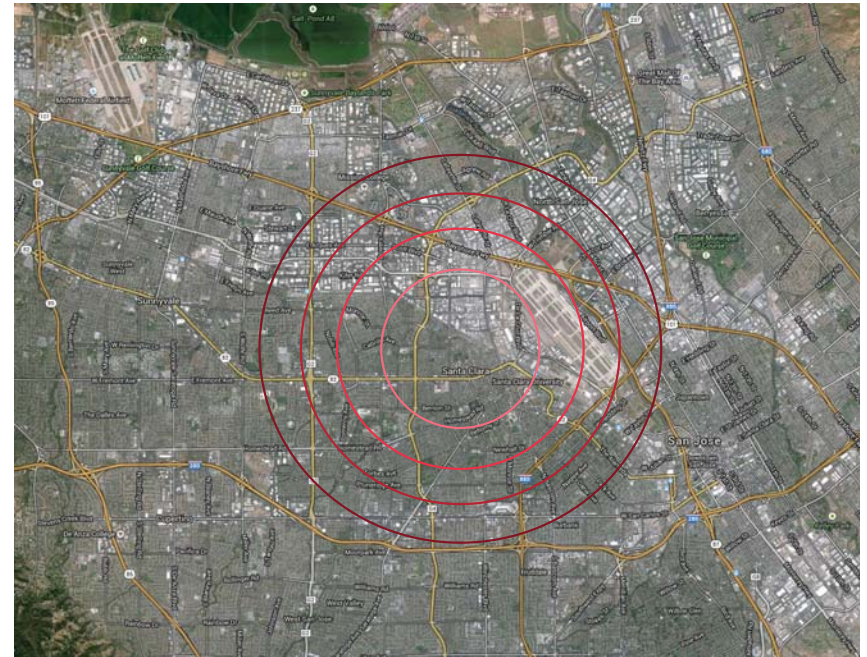
# Brand Positioning #1 Strategy

Approach: **Become a magnet for businesses and developers**

Let's make this rebranding about luring in people who contribute to fixing issues revealed in research.

Areas to improve:

- Low walkability
- Need for more affordable housing
- Inadequate retail/restaurants



Source: HBSCP Research Final Report July 2014

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# Investors need a reason to choose Santa Clara

We know from research (Simmons, HBSCP) that business owners and developers are seeking the next big thing and need to justify their choice.

They **need a shorthand** to convey, from an investment standpoint, what's unique about Santa Clara.



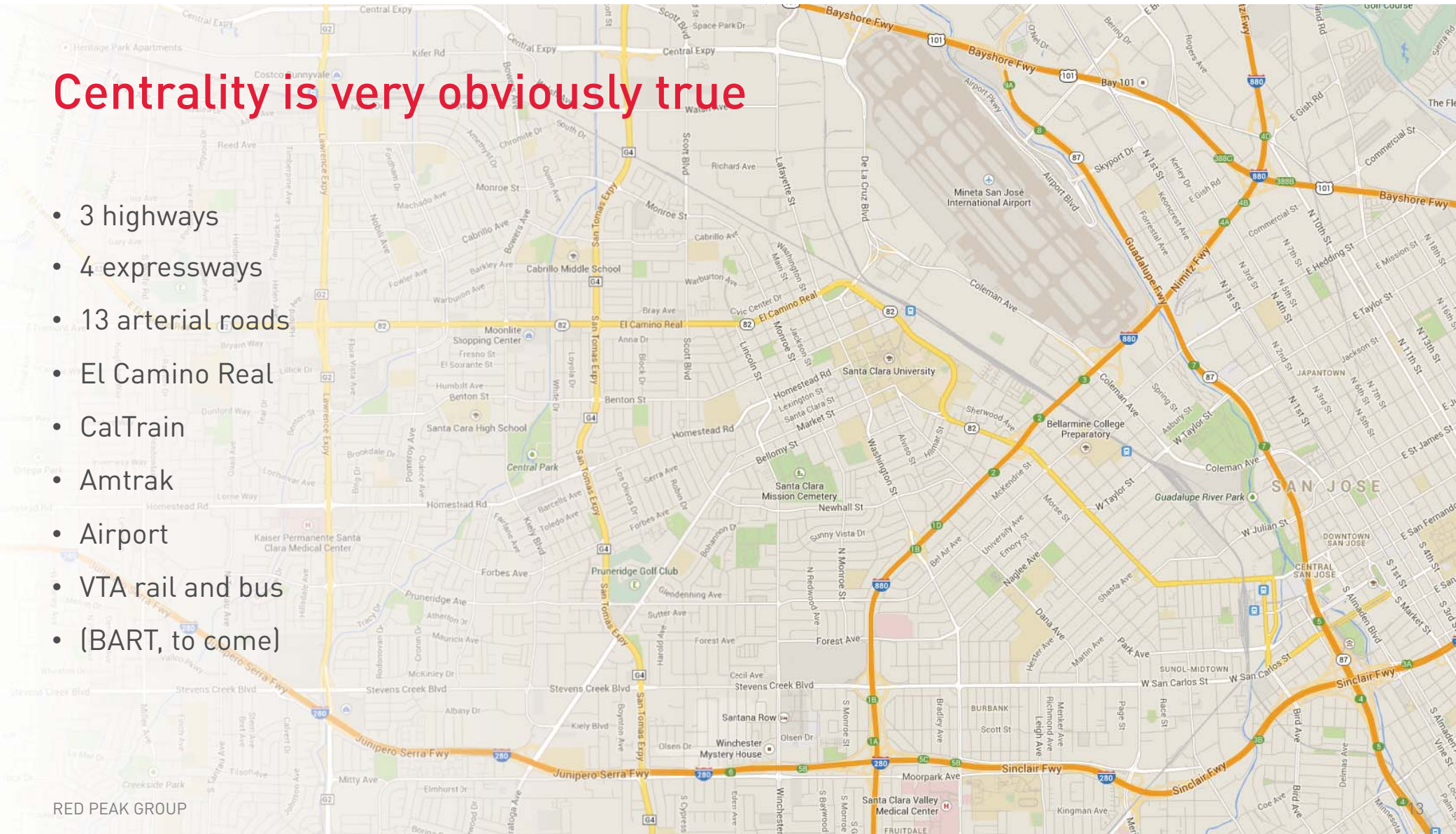
Source: HBSCP Research Final Report July 2014

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# Centrality is very obviously true

- 3 highways
- 4 expressways
- 13 arterial roads
- El Camino Real
- CalTrain
- Amtrak
- Airport
- VTA rail and bus
- (BART, to come)







# The idea of centrality can resonate with all targets

## Literal Interpretation:

- Developers/businesses easily understand its value
- Potential residents see easy commutes
- Visitors attracted to ease of the trip

## Figurative Expansion:

- Can express the city's history in the valley
- Can be used to imply a creative and innovative mindset
- Crossroads for ideas, where thinkers congregate



## “Center of Silicon Valley” Positioning

Everyone knows Silicon Valley is the springboard for innovation and a gathering place for brilliant minds. There are many cities to choose from in the area, but one in the exact center of the region has gone largely undiscovered.

Santa Clara is perfectly positioned to be the next big Bay Area city. Between the CalTrain, Amtrak, VTA bus system and access to 7 main highways and expressways, no other city in the area is so central and so convenient. And there’s a reason Santa Clara is in the center of Silicon Valley—it’s where the silicon chip was invented. Today, the city still retains that smart, motivated mentality. With global companies like Intel and Citrix, world-class education like Santa Clara University, a historic, diverse and cultured community and the new 49ers Levi’s® Stadium, the city has a bright future.

At the center of everything Silicon Valley has to offer, Santa Clara is poised for greatness and is waiting to be discovered by someone bold enough to lead the way to something new.

# Brand House #1



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## Opportunity Central

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## At the Center of What's Possible



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## Find Your Mission Here

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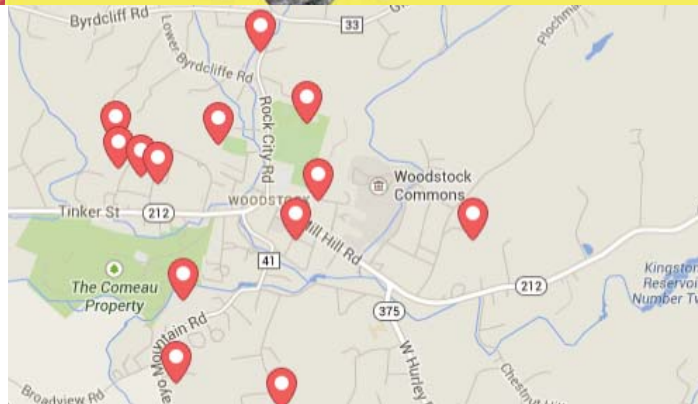
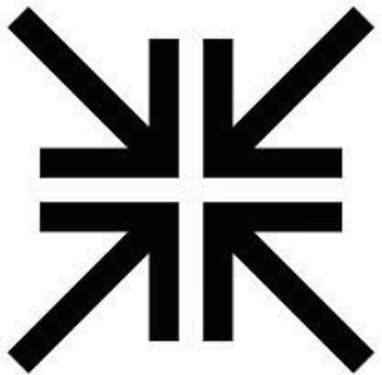
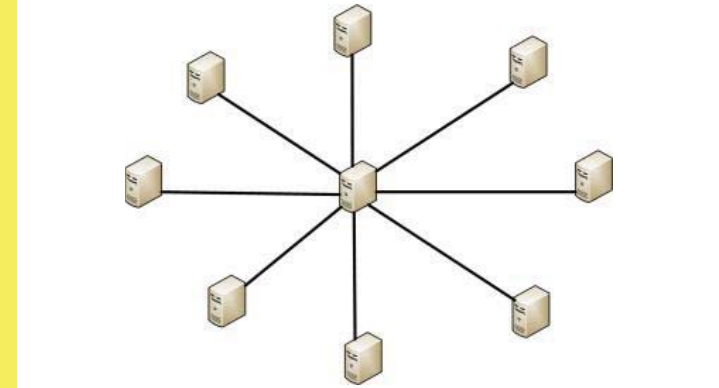
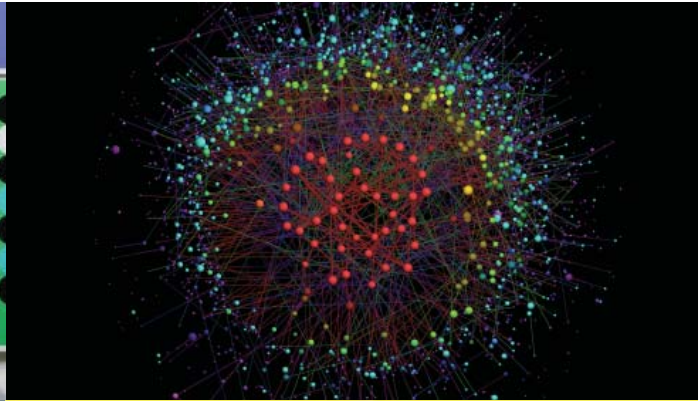
## Where Creativity Finds Its Mission

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## Where the Valley Comes Together

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## The Valley's Central Link





A scenic landscape of rolling hills at sunset or sunrise. The sun is low in the sky, creating a warm, golden glow and a sunburst effect from a tree in the foreground. The hills are covered in dry grass, and a fence line runs across the middle ground. The overall mood is peaceful and serene.

# Brand Positioning #2



# Brand Positioning #2 Strategy

Approach: **Make the essence of the city our selling point**

A bit more emotional, we try to capture the spirit of the city in a way developers can understand and citizens desire.



# What is the essence of the City of Santa Clara?

*Hometown*

*Always run into someone you know*

*Not living in a mini San Francisco*

*Close, quiet and peaceful*

*Diverse*

*Cares about citizens*

*Safe, peaceful, historical*

*Accommodating, friendly environment*

*Rich in culture*

*Low electric bill*

Source: April 2014 public meeting quotes, HBSCP Research

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# That inclusive spirit is getting harder to find in the area

*“Artists, educators and ethnic enclaves continue to get squeezed out of housing —pretty much **the worst thing that can happen to a city’s culture.**”*

– *The New Yorker*  
on San Francisco



Source: *The New Yorker* <http://www.newyorker.com/magazine/2014/07/07/california-screaming>

And from a business standpoint, it's marketable

*“When you're making a big investment,  
intangibles make a huge difference.”*

– Developer Interview from HBSCP Research

Source: April 2014 developer quotes, HBSCP Research

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# Santa Clara has a compelling combination of factors

This is a place:

- Where fairness, generosity, culture, and diversity win the day
- With a rich history in the valley
- That advanced technology companies call home
- That isn't pretentious or cutthroat like other tech cities



## “High Tech Hub with Community Values” Positioning

In recent years, the Bay Area has grown progressively more inaccessible and cutthroat. The City of Santa Clara, though, has its own style and approach.

It's a city with personality, heritage and a supportive network of municipal services. From the rich history of the Mission, to engaged local government and a diverse citizenry, Santa Clara has the draw of a small town with the benefits of an established city. On a world stage, Santa Clara is home to groundbreaking technology companies like Intel and Citrix that are shaping our world. Plus, with the opening of the new 49ers Levi's® Stadium, there's a fresh, fun spirit flooding the city.

Santa Clara is a community that in many ways reflects the values of the American dream: celebrating innovation, diversity and democracy. Bringing together the best of both worlds, it's a high tech hub with community values.



# Brand House #2



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## Ideas on a Mission

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## Your Mission Is Our Mission

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## Local Feel, Global Scale

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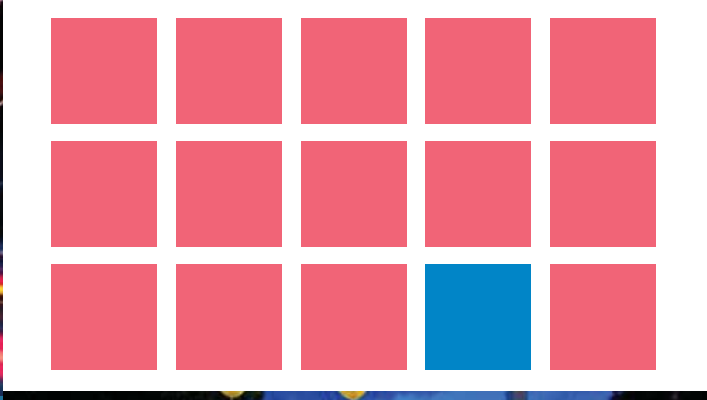
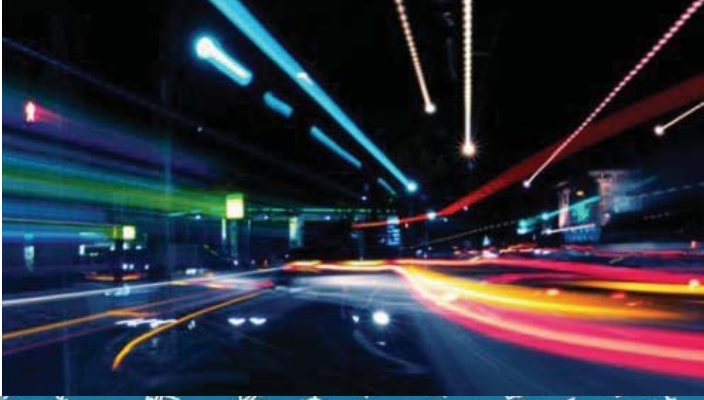
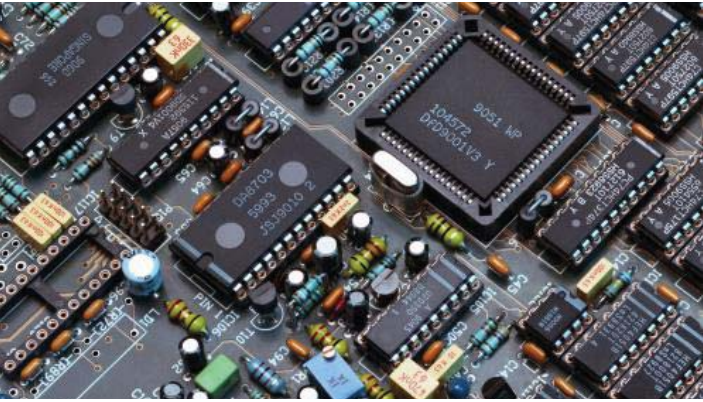
## Where Local Goes Global

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## Hometown of Ideas

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## Community of Big Thinkers







Worksession



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# Composite Slide (Worksheet)

Let's evaluate and edit these options:

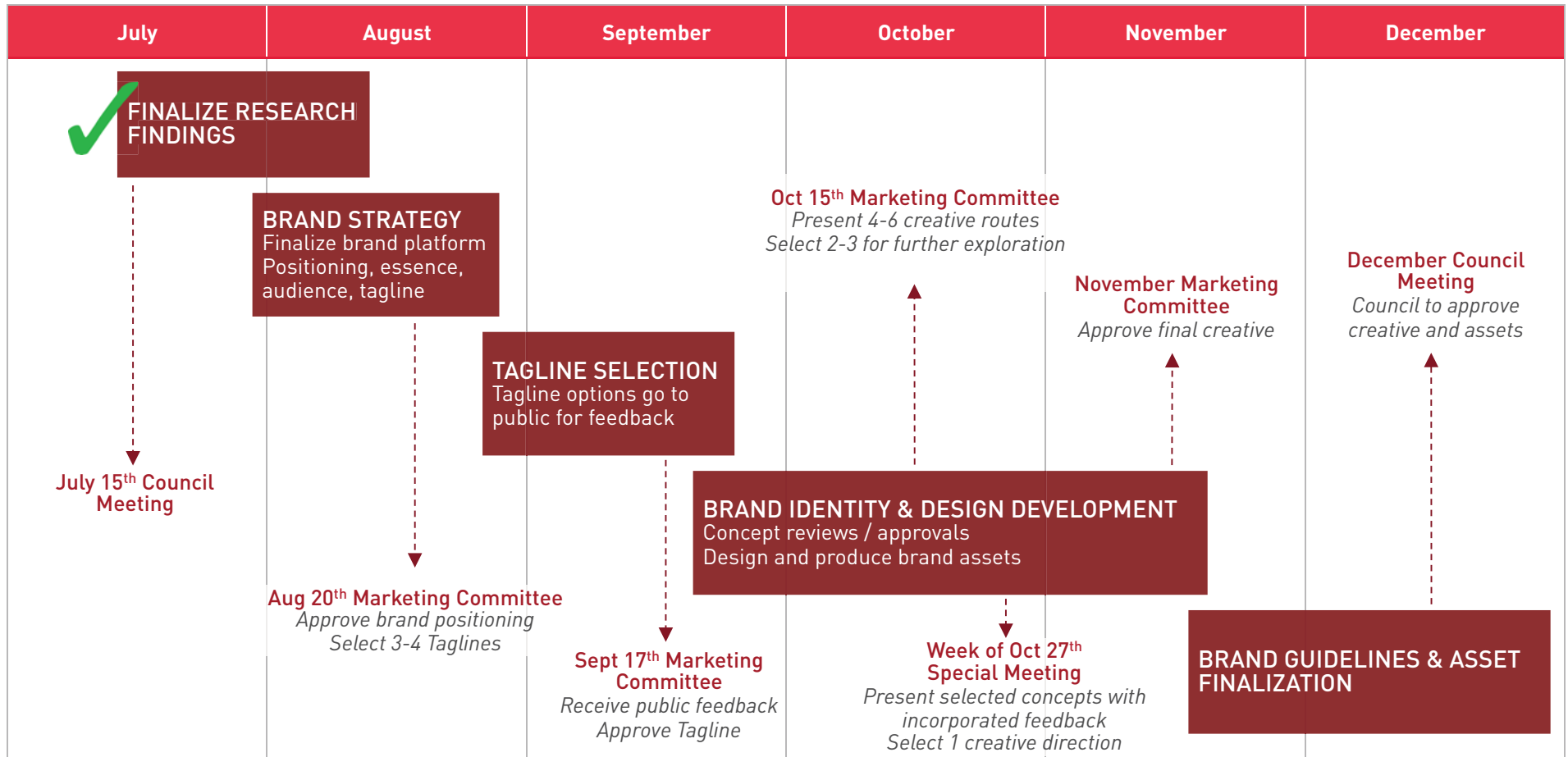
1. Start with the positioning statements and brand houses.
2. Then, evaluate the taglines.

Recalling the HBSCP Brand Assessment Tool, ask yourself:

- True
- Distinctive
- Compelling
- Flexible
- Durable



# Next Steps



**THANK YOU**

