



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
September 17, 4 p.m. - 6:00p.m.

AGENDA

- | | | |
|---|----------------|-----------|
| 1. Welcome | Chair | 4:00 p.m. |
| 2. Review updated brand positioning strategy (attached) | Red Peak Group | 4:05 p.m. |
| 3. Review taglines & community engagement in process | Red Peak Group | 4:15 p.m. |
| 4. Community input/facilitated discussion on taglines | All | 4:20 p.m. |
| 5. Next steps | Red Peak Group | 5:40 p.m. |
| 6. Marketing & branding updates | All | 5:45 p.m. |
| 7. Additional public comment | Public | 5:55 p.m. |
| 8. Adjournment | Chair | 6:00 p.m. |



RED PEAK

SANTA CLARA

COMMUNITY FORUM: BRANDING INITIATIVE DISCUSSION

September 17, 2014

The background of the slide is a blurred bokeh of city lights at night, with various colors like yellow, orange, red, and blue, set against a dark blue sky.

OBJECTIVE OF TODAY'S SESSION:
**Gather community feedback and discuss
Santa Clara brand strategy and taglines.**

What is a brand?

“Your ‘brand’ is what someone thinks of when he or she hears your name.

It’s everything the public thinks it knows about your offering—both factual (e.g. It comes in a robin’s-egg-blue box), and emotional (e.g. It’s romantic).

Your name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.”

**Ways to influence/create a brand:
advertising, marketing, PR, etc.**



Forbes

ENTREPRENEURS | 12/21/2011 @ 12:05PM | 38,339 views

What is a Brand, Anyway?

+ Comment Now + Follow Comments



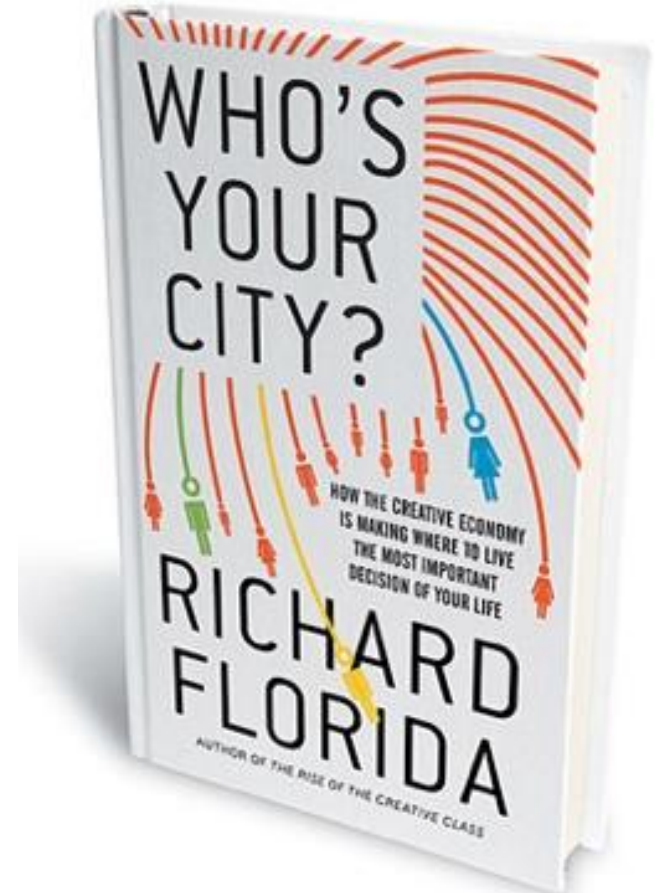
Flickr image from Coca-Cola South Africa

Language is supposed to ill meaning, but it doesn’t alw way. As usage evolves, def unmoored, and different p the same word to mean ent things.

I think “brand” is one of th widely used but unevenly u What does “brand” mean, a word’s application change

The power of city branding

“People are attracted to cities that share their unique values. Cities that can articulate this clearly are the ones that thrive.”



Your role in the process

As the community of Santa Clara, we hold your opinions in the highest regard and wanted to make sure you had a voice in this process.

Today is an opportunity to engage with this project, ask questions and express your thoughts.

We hope you will fully embrace the new brand and become brand ambassadors.



What to expect

While the branding effort will affect several aspects of the City of Santa Clara's appearance, some key elements will remain the same:

TO BE UPDATED:

- Logo lockup (with the seal)
- City tagline
- Business cards
- City newspaper
- E-notify format
- Powerpoint template
- Letterhead and envelope
- Email signature
- Utility bill insert template
- Other city collateral

REMAINING THE SAME:

- “The Mission City”
- The City Seal

Goal of the City of Santa Clara rebrand

Promote economic growth,
while encouraging pride
in the community.



Foundational research

Harvard Business School Community Partners (HBSCP) conducted research

- 30 interviews: City Council members and staff, stakeholders, business leaders, residents, and outsiders
- 2 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 analysis

- 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, and leadership

Key audiences

Given the goal, we will be communicating to 3 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 3 targets:

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

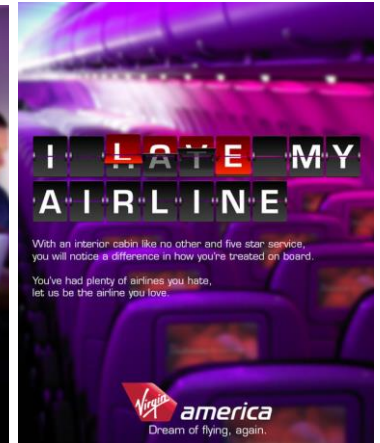
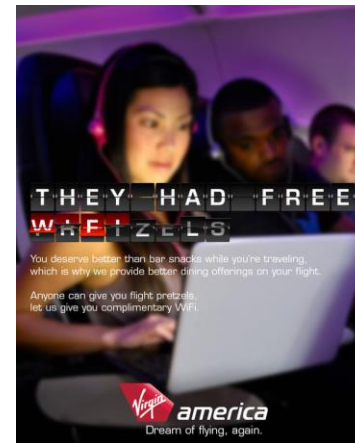
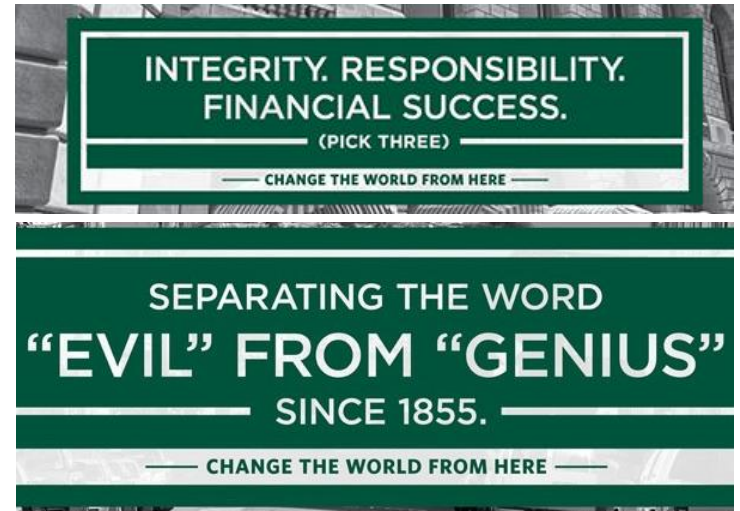
While these pieces will have slightly different tones/messages depending on whom they're targeting, we will have **one strategy with a singular tagline** that reinforces to all audiences what Santa Clara stands for.



Clarifying examples

It's important to recognize that brands have one tagline and can then 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."





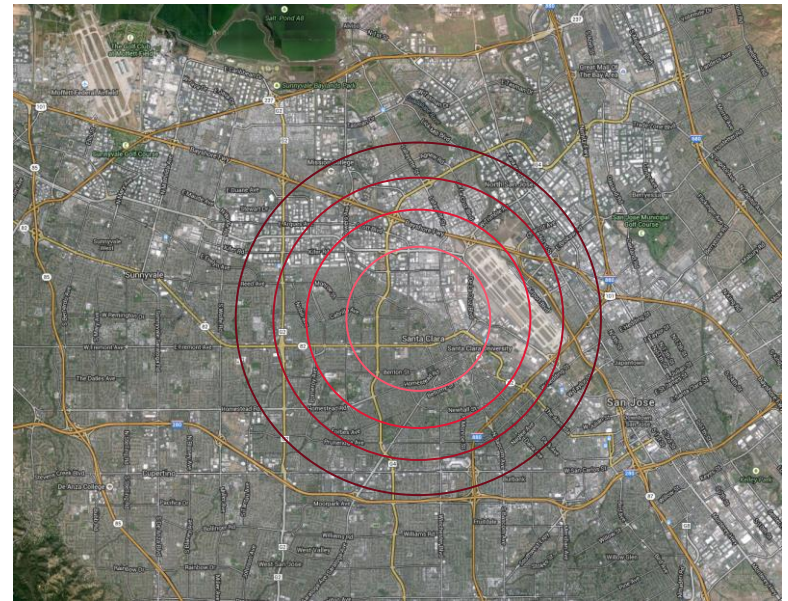
Our Strategy

Become a magnet for businesses and developers

In the research, community members mentioned several areas of improvement for Santa Clara:

- Walkability
- Affordable housing
- Retail/restaurants

This rebranding is about making our city attractive and relevant to the people and businesses that can contribute to improving Santa Clara.



Source: HBSCP Research Final Report; July 2014

Investors need a reason to choose Santa Clara

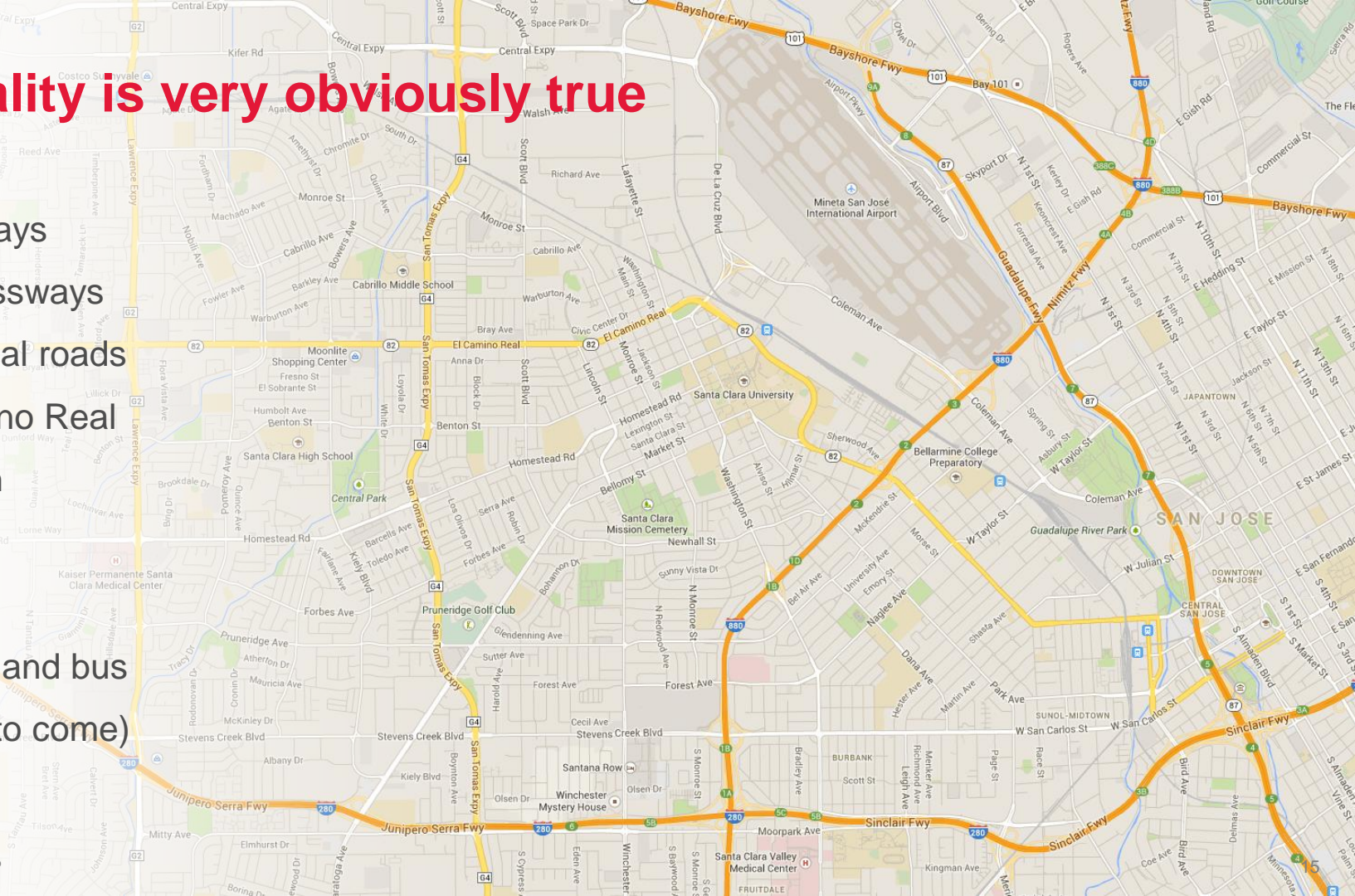
We know from research (Simmons, HBSCP) that business owners and developers are seeking the next big thing and need to justify their choice.

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



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 a magnet for brilliant minds. But there’s one city, in the exact center of the region, uniquely primed for innovation.

Santa Clara is perfectly positioned to be the next big Bay Area city. Between the CalTrain, Amtrak, VTA bus system, and access to seven main highways and expressways, no other city in the area is so central and so convenient. It’s no wonder that global companies like Intel and Citrix, world-class educational institutions like Santa Clara University, and the new 49ers Levi’s® Stadium all call the city home.

Santa Clara is where the silicon chip was invented. That smart, motivated mentality is reflected in the city’s diverse and educated community, uniquely independent municipal services, and forward-thinking, supportive government. From art fairs and amusement parks to world-class sports facilities and historic sites, Santa Clara is a center of culture, sports, and fun.

A city with its own progressive spirit, at the center of everything Silicon Valley has to offer, Santa Clara is poised for greatness.

Brand House



SANTA CLARA

The Center of What's Possible

SANTA CLARA

Where Silicon Valley Comes Together

SANTA CLARA

Local Feel, Global Scale

SANTA CLARA

Community of Big Thinkers

SANTA CLARA

Find Your Mission Here

SANTA CLARA

It Comes Together Here

SANTA CLARA

Your Mission is Our Mission

Tagline options

The Center of What's Possible

Where Silicon Valley Comes Together

Local Feel, Global Scale

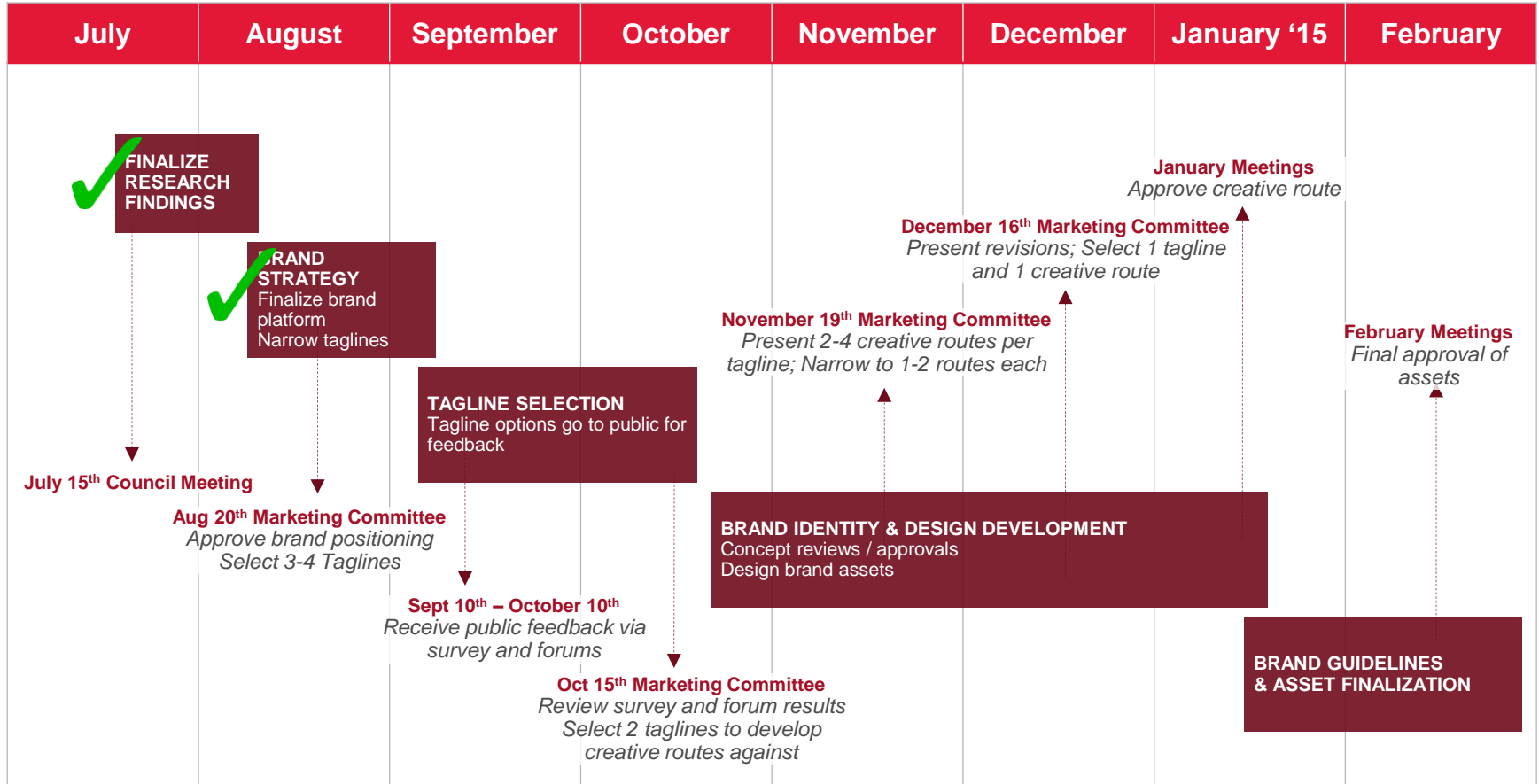
Community of Big Thinkers

Find Your Mission Here

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Timeline



THANK YOU



Tagline survey link

<https://www.surveymonkey.com/s/SCTagline>

This survey asks your opinion on the various tagline options and how they rate on the following measures:

- Represents how I feel about Santa Clara
- Will attract new business and development to Santa Clara
- Will attract visitors to Santa Clara
- Inspires pride in Santa Clara
- Is memorable