



RED PEAK

# SANTA CLARA

SURVEY RESULTS AND TAGLINE DISCUSSION

October 15, 2014

## Goal of the City of Santa Clara rebrand

Promote economic growth,  
while encouraging pride in  
the community.



# The Process

## I. Research Phase

- HBSCP research
- Red Peak preliminary analysis

## II. Strategy Phase

- Brand Positioning
- Tagline Exploration

## III. Creative Phase

- Preliminary Designs
- Finalized Designs
- Template/Guideline Formalization

# **OBJECTIVES OF TODAY'S SESSION:**

**Discuss Tagline Survey Results**

**Review Design Thought Starters**

**Choose 1-2 Tagline Options**

# TAGLINE SURVEY RESULTS

# Tagline Survey Overview

## Purpose:

The survey's aim was to give the Santa Clara community (residents, businesses, visitors, and employees) an easy online forum to offer their opinions about Santa Clara's new tagline. The results are intended to directionally inform the Marketing Committee and the City Council's recommendations and decisions about Santa Clara's new brand.

The survey was open from 9/10/14 to 10/10/14 and several emails, social media posts, community and employee meetings, flyers and other communications encouraged participation.

## Methodology:

Seven taglines were tested: (1) Where Silicon Valley Comes Together, (2) Community of Big Thinkers, (3) Local Feel, Global Scale, (4) Your Mission is Our Mission (5) It Comes Together Here, (6) The Center of What's Possible, (7) It Comes Together Here.

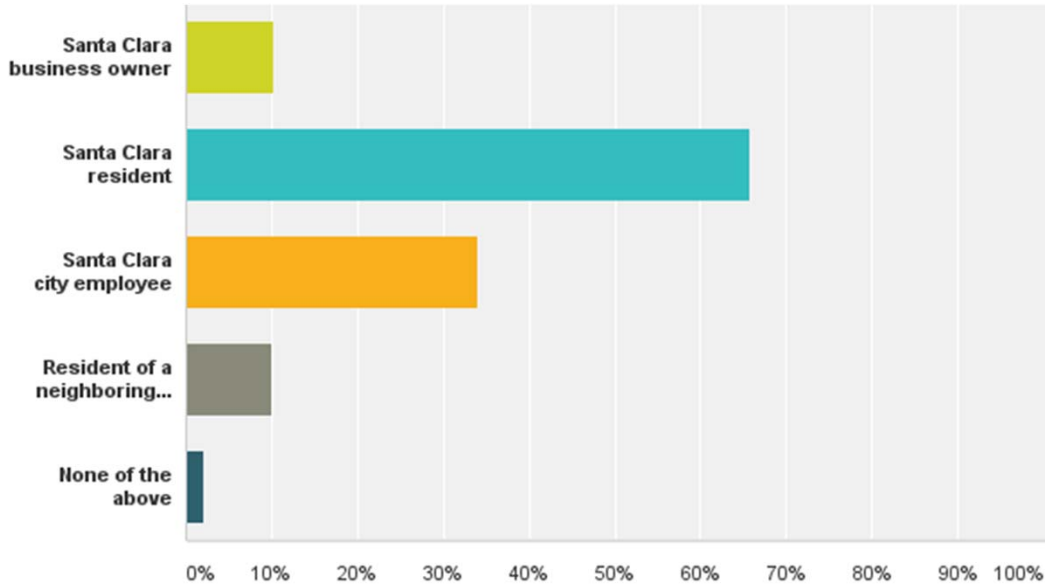
Respondents were asked to rate the taglines on five factors on a scale of 1 to 5. The characteristics were, this tagline... "Represents how I feel about Santa Clara," "Will attract new businesses and development to Santa Clara," "Inspires pride in Santa Clara," "Is Memorable."

There was also room on the survey for open-ended responses.

# Respondent Overview

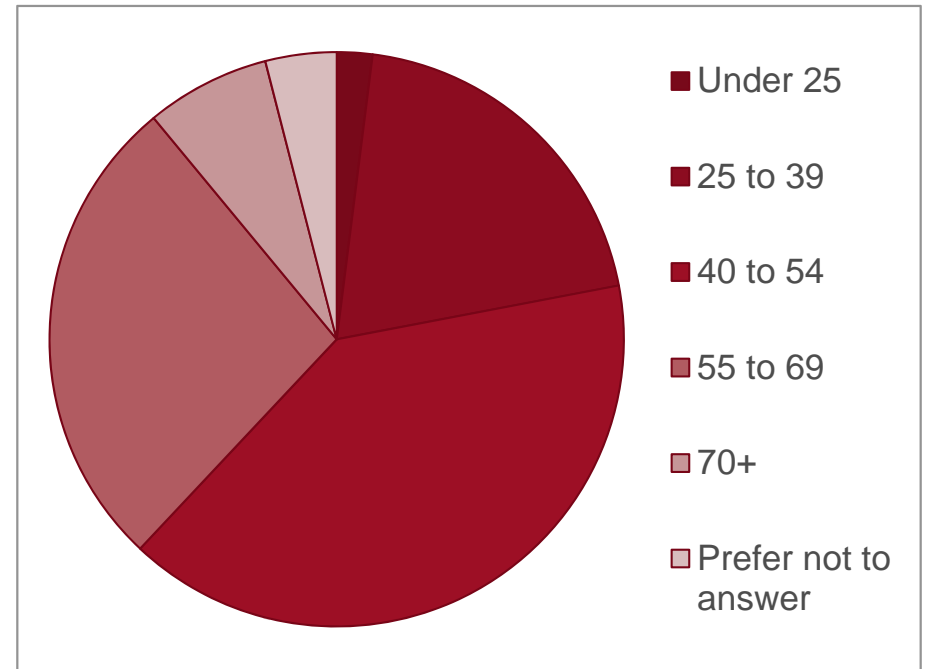
Total Respondents: 529

Relationship to Santa Clara:



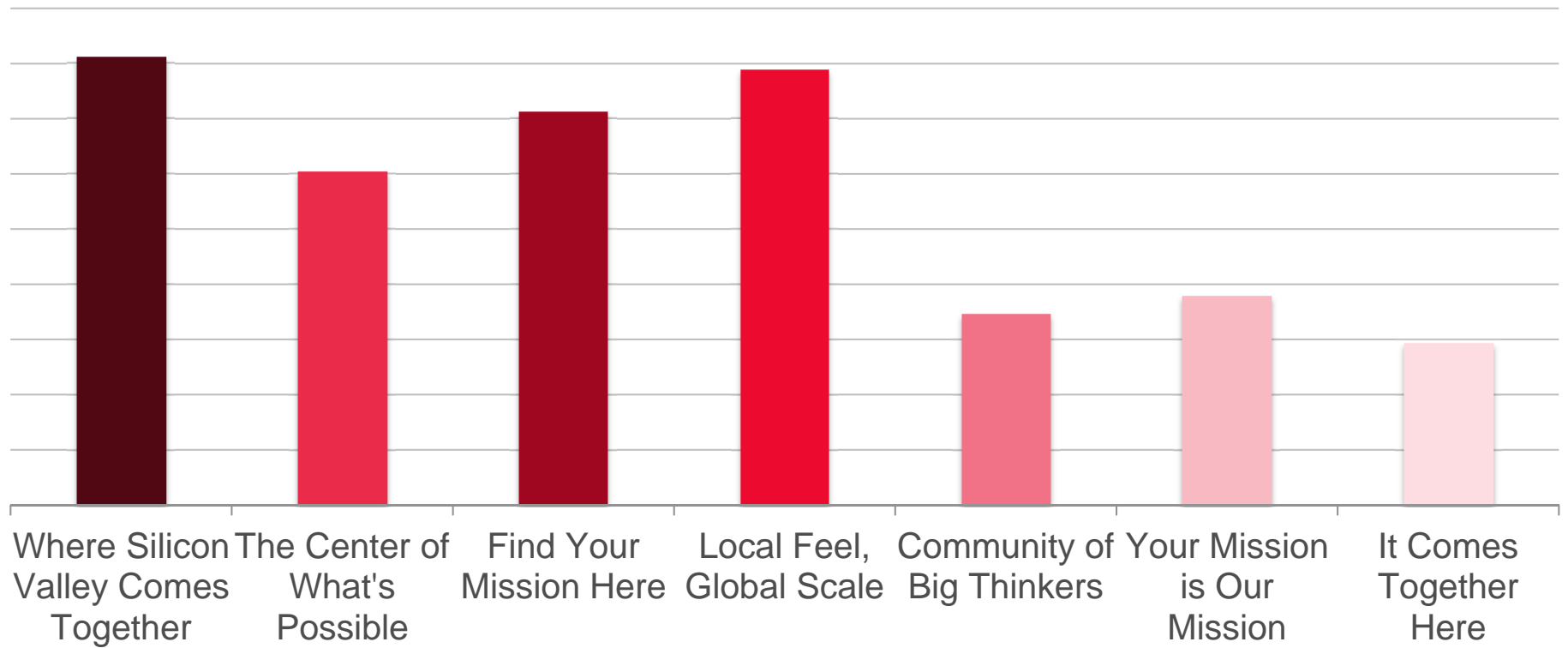
66% SC Resident | 34% City Employee | 10% Business Owner | 10% Resident of Neighboring City | 2% None of the above

Age Range:



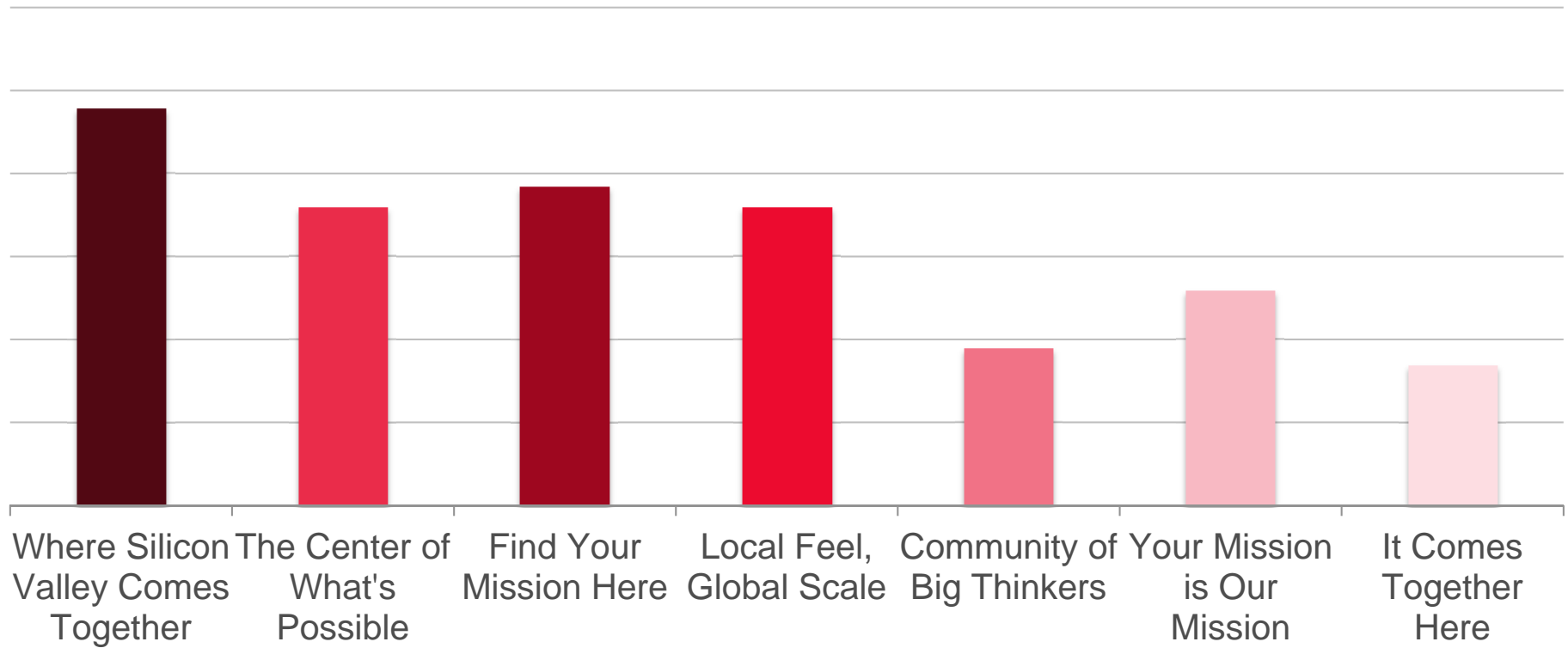
2% under 25 | 20% 25-39 | 40% 40-54 | 27% 55-69 | 7% 70+ | 4% prefer not to answer

# Agree: Tagline “Represents how I feel about Santa Clara”

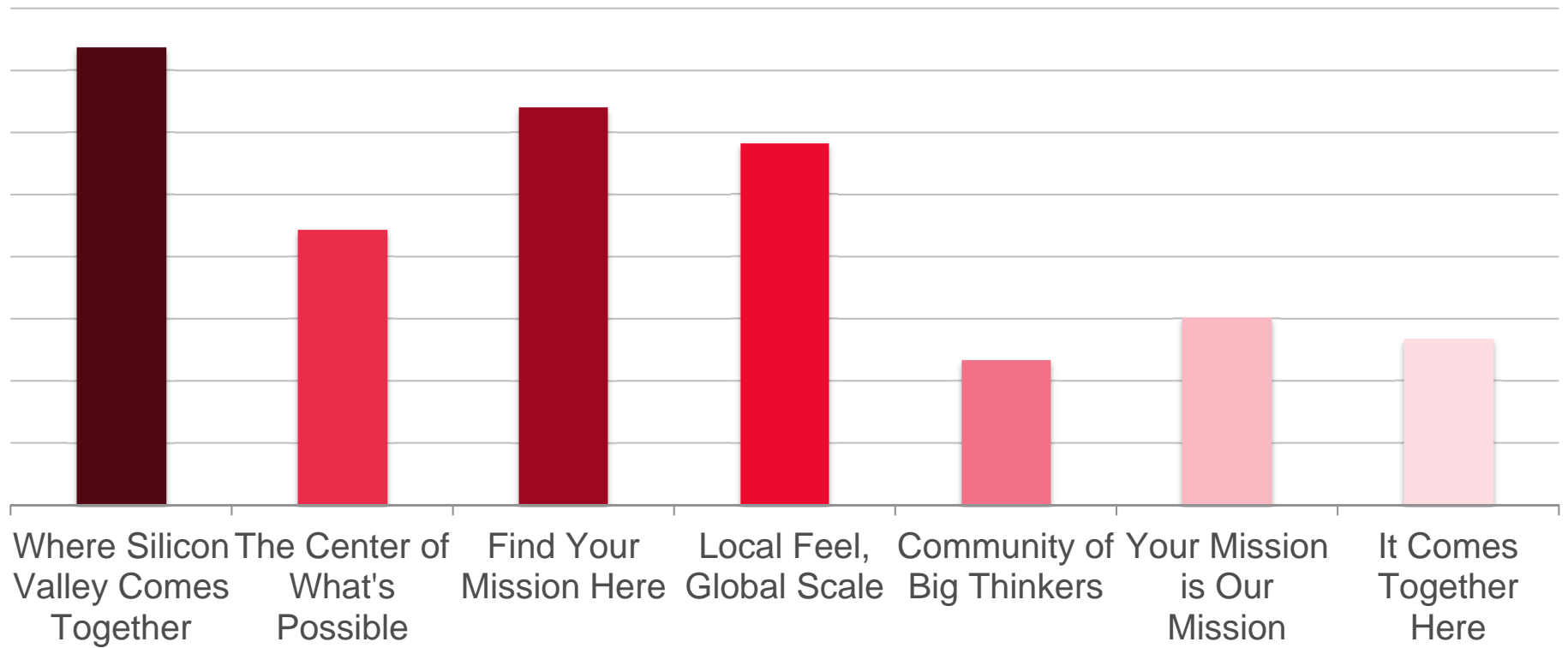




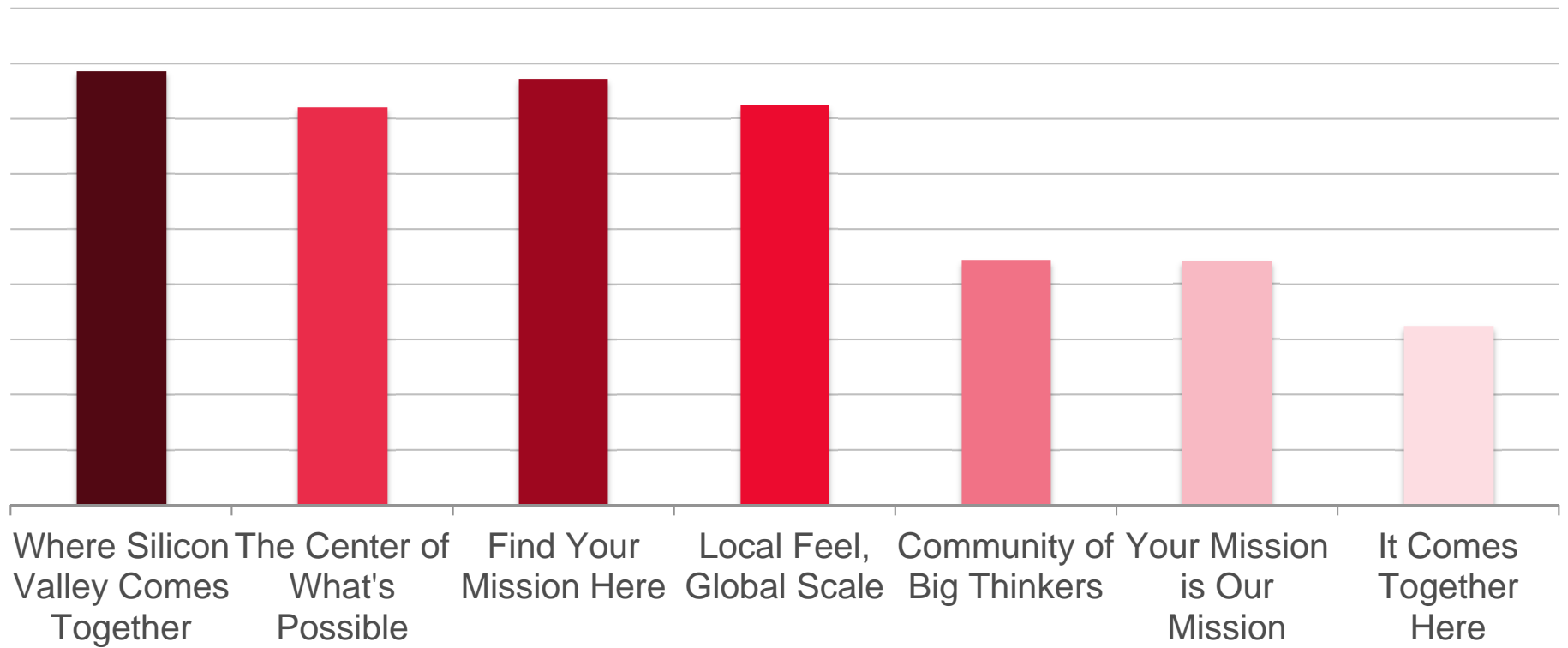
# Agree: Tagline “Will attract new business and development to Santa Clara”



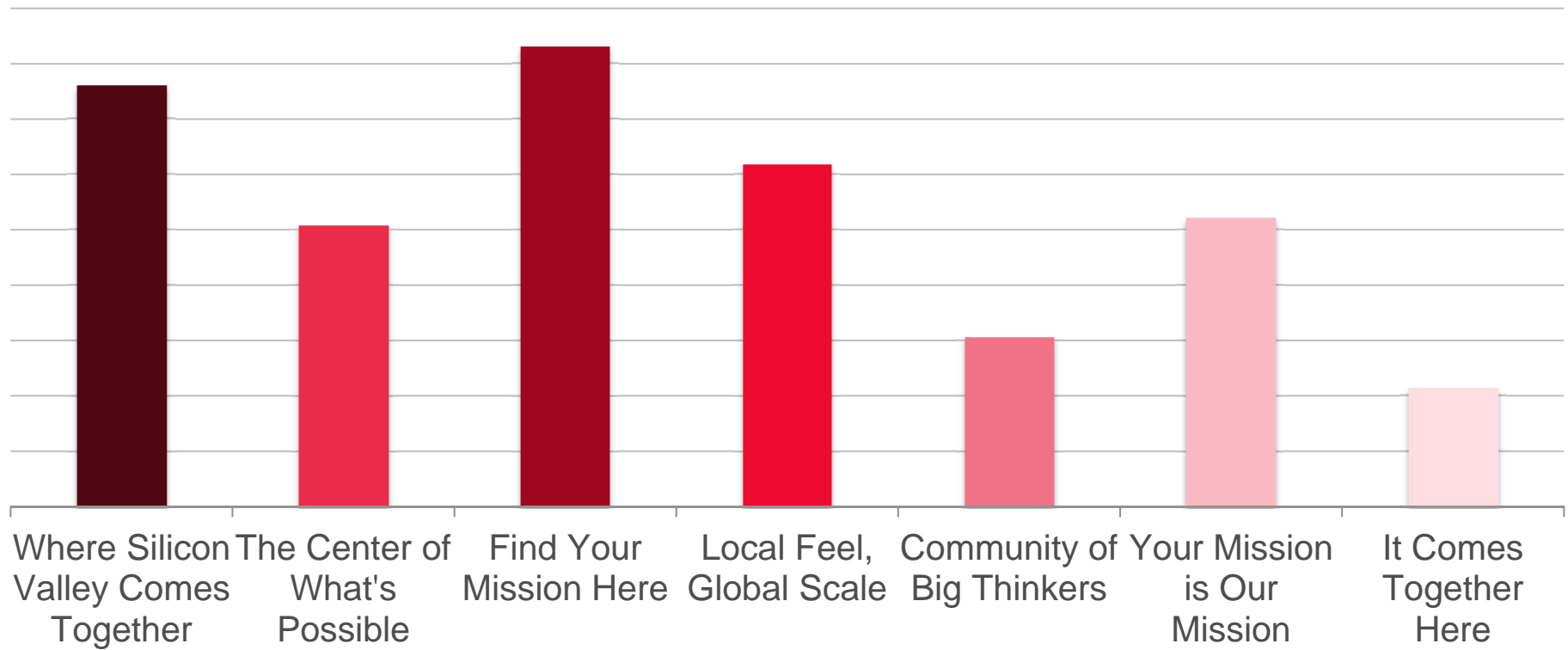
# Agree: Tagline “Will attract visitors to Santa Clara”



# Agree: Tagline “Inspires pride in Santa Clara”



## Agree: Tagline “Is memorable”



## Sampling of Open Responses

I like the historical significance of mentioning the mission, but the center of what's possible is bolder and won for me.

How about: Santa Clara Inspiring Innovation Locally to Globally!

All tag lines are too business focused.

Local Feel, Global Scale is the best. It is true statement and underlines correct role of Santa Clara.

Silicon Valley does NOT define Santa Clara and its values.

I like having the words "Silicon Valley" in the tagline-it is memorable, attracts visitors, inspires pride and attracts business.

Most of us that live here do not want it to turn into a big city. We don't want it to be connected the "silicon valley."

Home of the Forty-niners football team and Intel should be enough publicity.

I really appreciate the way that the slogan "Find your mission here" bridges the history of the city with the vision for the future.

# Top Taglines from Survey

## Where Silicon Valley Comes Together

- Top Choice for: “Represents how I feel about Santa Clara”; “Will attract business and development to Santa Clara”; “Will attract visitors to Santa Clara”; “Inspires pride in Santa Clara”

## Find Your Mission Here

- Top Choice for: “Is memorable”; Close second for “Inspires pride in Santa Clara”

## Local Feel, Global Scale

- Close second for “Represents how I feel about Santa Clara”

## The Center of What’s Possible

- Consistently higher scores than remaining three taglines

# Conclusions from Tagline Research

Our tagline research extended beyond the survey. We also took into consideration opinions we heard at the employee and public forums held in September.

- Including reference to the mission only works when the line has the right tone. People liked the ambitious call to “Find Your Mission Here,” but didn’t prefer the collective spirit of “Your Mission is Our Mission.”
- When we looked at the results of the business community in isolation, they mirrored the same preferences of the total group of respondents.
- We included an option with a mention of Silicon Valley because we wanted to test the reaction to it. However, as was discussed in the open forums and with the Marketing Committee, it is very limiting. The majority of cities in the area use mentions of it in their taglines (San Jose: “Capital of Silicon Valley,” Cupertino: “Heart of the Valley”) and it is not a differentiator. Also, as commenters noted, the Valley’s values aren’t perfectly aligned to Santa Clara’s values.
- As typically happens in surveys of this nature, many respondents wanted to make sure it was noted that brand updates must happen alongside improvements to the city overall.

# DESIGN THOUGHT STARTERS



# Where Design Meets Taglines

To help choose among the options, our creative teams explored preliminary design concepts inspired by the top taglines. Design and taglines are inextricably linked and should be considered together.

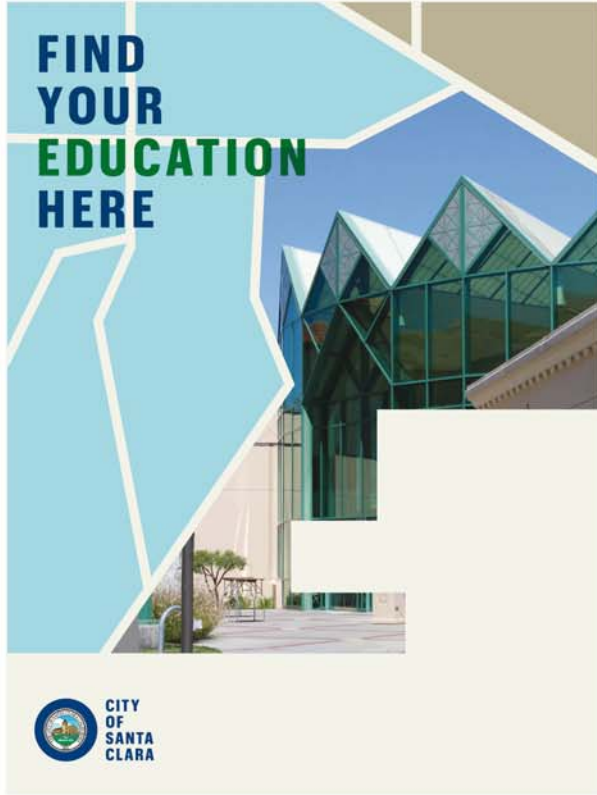
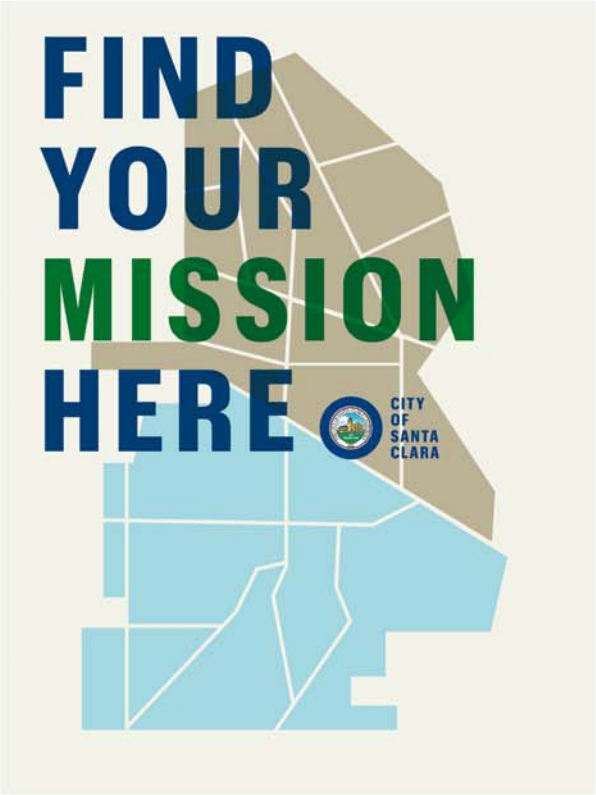
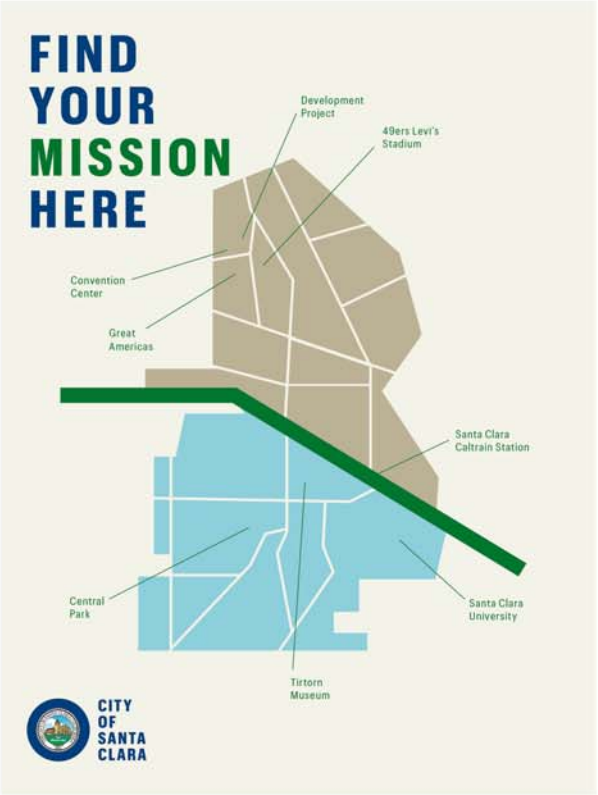
What follows are preliminary explorations, NOT final design concepts. After this week's decisions, we will move into full design development, creating 4 to 6 design options for an identity system that delivers on our strategy and incorporates the chosen tagline(s).

## Taglines Explored:

- Find Your Mission Here
- The Center of What's Possible
- Local Feel, Global Scale

# FIND YOUR MISSION HERE


## DIRECTION 01



# FIND YOUR MISSION HERE


## DIRECTION 02

THE CITY OF SANTA CLARA




FIND YOUR MISSION HERE

THE CITY OF SANTA CLARA



FIND YOUR MISSION HERE

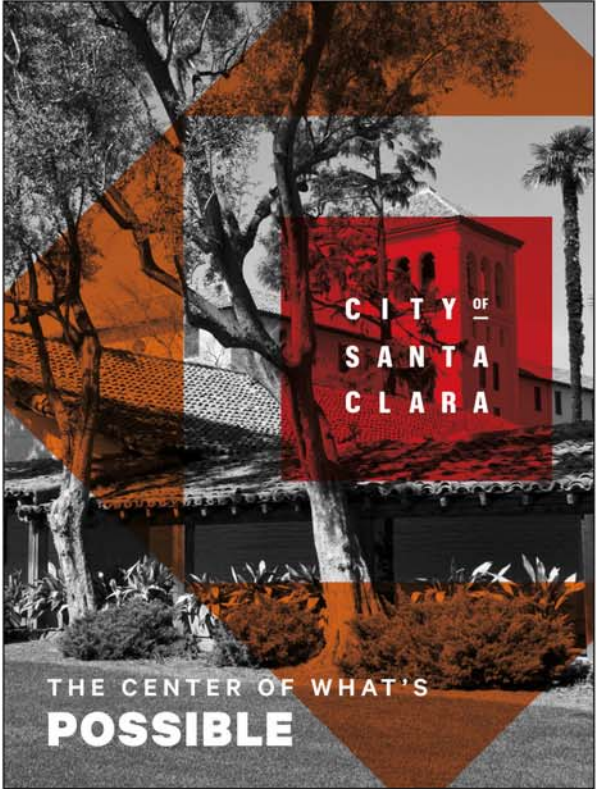
THE CITY OF SANTA CLARA



FIND YOUR MISSION HERE

# THE CENTER OF WHAT'S POSSIBLE

## DIRECTION 01



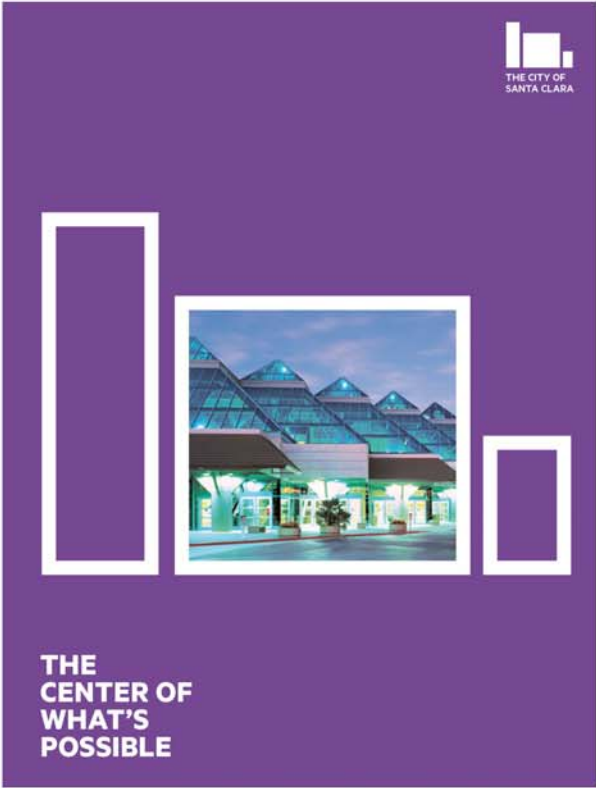
# THE CENTER OF WHAT'S POSSIBLE

## DIRECTION 02



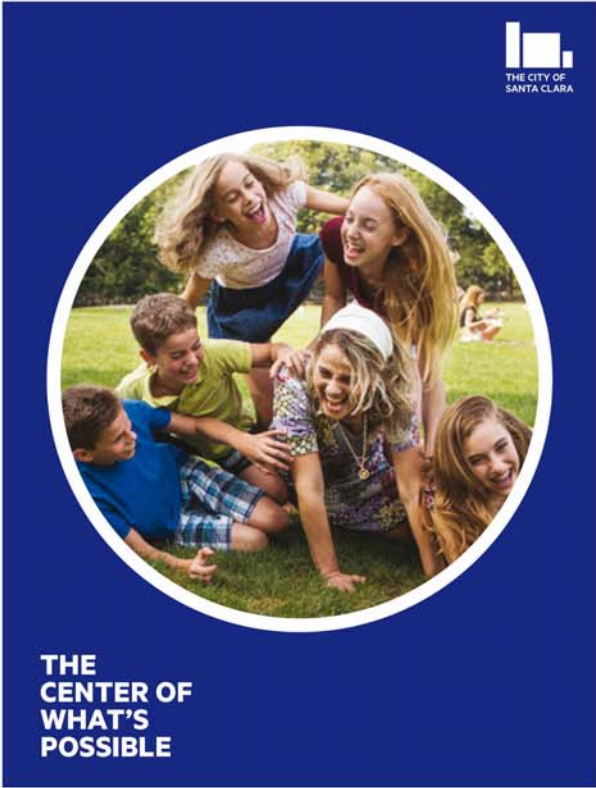
THE CITY OF SANTA CLARA

**THE CENTER OF WHAT'S POSSIBLE**



THE CITY OF SANTA CLARA

**THE CENTER OF WHAT'S POSSIBLE**



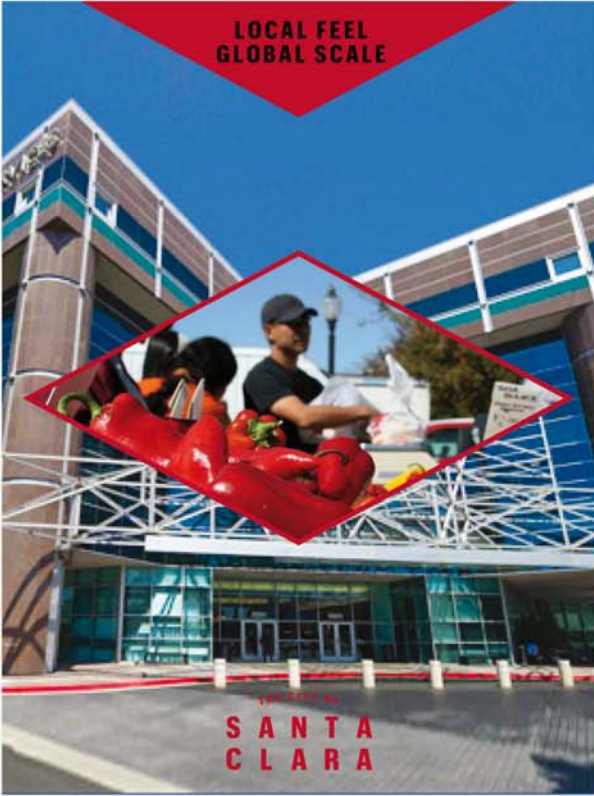
THE CITY OF SANTA CLARA

**THE CENTER OF WHAT'S POSSIBLE**



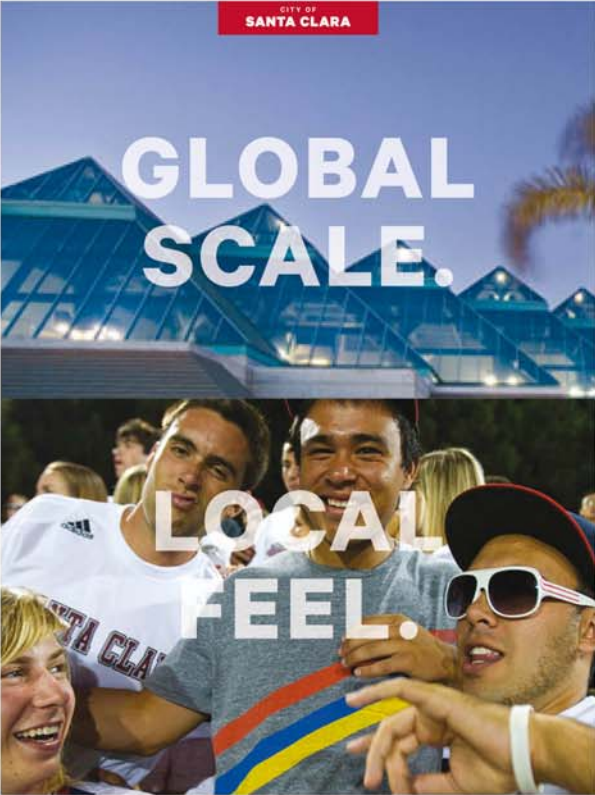
# LOCAL FEEL, GLOBAL SCALE

## DIRECTION 01





**LOCAL FEEL, GLOBAL SCALE**  
DIRECTION 02



# Conclusions from Design Exploration

The creative team feels very confident that the brand positioning of centrality can be expressed in a variety of interesting ways. We also reached other realizations in this preliminary exploration:

1. “Find Your Mission Here” was particularly fertile. It expressed a confident message and allowed for a modern visual expression to accompany “The Mission City.” It also has some very exciting flexibility to speak to all of our targets in the form of the “Find Your \_\_\_\_\_ Here” construct.
2. “The Center of What’s Possible” lends itself to more visually striking graphic treatments that make the impact of the statement even more powerful, and is an aspirational line suited to many different targets and messages.
3. “Local Feel, Global Scale” was much more limited in its creative expression than the other lines. It’s more rigid and doesn’t have as much long term potential. We feel we can allude the idea of duality (that many people expressed a preference toward) in the designs or copy without making it the tagline.



# NARROWING TAGLINE OPTIONS

## Recommendations

Based on community and employee feedback in the public forums, the survey and our design exploration, Red Peak recommends the following two taglines to enter the design phase:

CITY OF SANTA CLARA  
**Find Your Mission Here**

CITY OF SANTA CLARA  
**The Center of What's Possible**

# Our Rationale

Both taglines have a lot of design potential, are differentiated for the area and reflect the spirit and goals of the city. Remember, either line will appear in the context of a campaign, giving them additional support and strength.

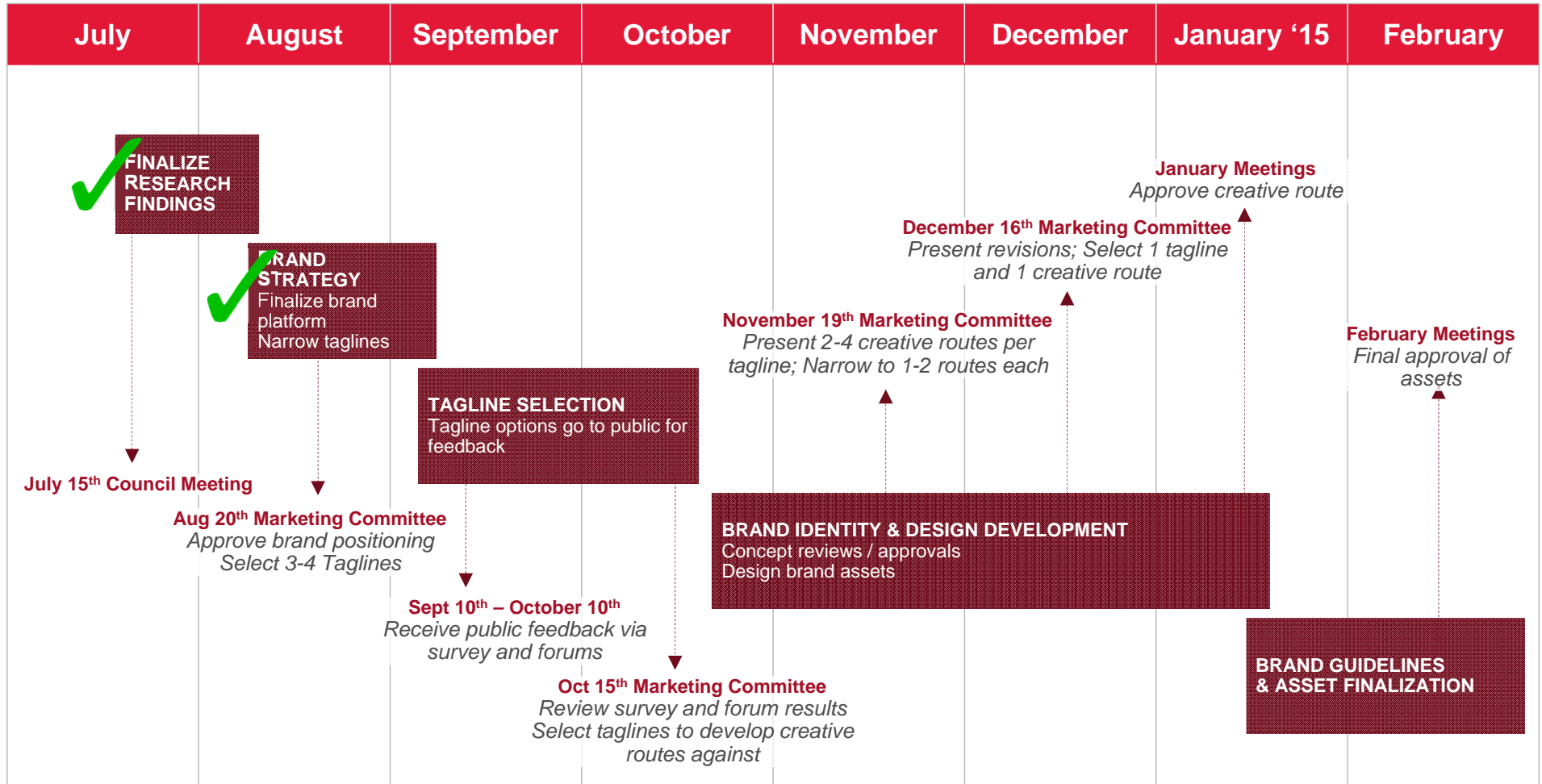
## Find Your Mission Here

- As Santa Clara changes, this line speaks in an assertive, compelling way to businesses while still tying back to Santa Clara's heritage.
- In open-ended responses, there was a real fondness expressed by those who chose this line as their favorite. They loved the duality of the word "mission."
- This was also ranked the most memorable tagline, arguably the most important characteristic of a tagline.

## The Center of What's Possible

- This line speaks directly to our centrality strategy and acknowledges Santa Clara's bright future and rich past.
- The Harvard Research that suggested heavy emphasis on Santa Clara's role as a Hub or Nexus of the area. This tagline most closely aligns to that finding.

# Next Steps



THANK YOU



# Appendix: Raw Data

## The Center of What's Possible

Answered: 511 Skipped: 18

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	<b>25.30%</b> 128	<b>17.19%</b> 87	<b>27.27%</b> 138	<b>20.75%</b> 105	<b>9.49%</b> 48	506	2.72
Will attract new businesses and development to Santa Clara.	<b>24.35%</b> 121	<b>13.88%</b> 69	<b>25.96%</b> 129	<b>26.36%</b> 131	<b>9.46%</b> 47	497	2.83
Will attract visitors to Santa Clara.	<b>28.23%</b> 140	<b>20.77%</b> 103	<b>28.83%</b> 143	<b>17.54%</b> 87	<b>4.64%</b> 23	496	2.50
Inspires pride in Santa Clara.	<b>25.91%</b> 128	<b>14.37%</b> 71	<b>23.68%</b> 117	<b>25.10%</b> 124	<b>10.93%</b> 54	494	2.81
Is memorable.	<b>31.91%</b> 157	<b>20.53%</b> 101	<b>22.15%</b> 109	<b>17.07%</b> 84	<b>8.33%</b> 41	492	2.49

## Where Silicon Valley Comes Together

Answered: 507 Skipped: 22

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	<b>25.25%</b> 127	<b>14.12%</b> 71	<b>20.08%</b> 101	<b>25.84%</b> 130	<b>14.71%</b> 74	503	2.91
Will attract new businesses and development to Santa Clara.	<b>21.57%</b> 107	<b>11.49%</b> 57	<b>19.15%</b> 95	<b>32.26%</b> 160	<b>15.52%</b> 77	496	3.09
Will attract visitors to Santa Clara.	<b>23.28%</b> 115	<b>16.60%</b> 82	<b>23.28%</b> 115	<b>24.90%</b> 123	<b>11.94%</b> 59	494	2.86
Inspires pride in Santa Clara.	<b>23.22%</b> 114	<b>15.07%</b> 74	<b>22.40%</b> 110	<b>23.63%</b> 116	<b>15.68%</b> 77	491	2.93
Is memorable.	<b>25.61%</b> 126	<b>14.84%</b> 73	<b>21.54%</b> 106	<b>23.98%</b> 118	<b>14.02%</b> 69	492	2.86

# Appendix: Raw Data

## Local Feel, Global Scale

Answered: 513 Skipped: 16

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	26.86% 137	15.10% 77	18.63% 95	25.88% 132	13.53% 69	510	2.84
Will attract new businesses and development to Santa Clara.	24.50% 123	16.14% 81	23.51% 118	26.10% 131	9.76% 49	502	2.80
Will attract visitors to Santa Clara.	26.65% 133	19.64% 98	24.65% 123	21.04% 105	8.02% 40	499	2.64
Inspires pride in Santa Clara.	26.16% 130	16.10% 80	21.53% 107	23.74% 118	12.47% 62	497	2.80
Is memorable.	28.66% 143	19.44% 97	21.04% 105	19.84% 99	11.02% 55	499	2.65

## Community of Big Thinkers

Answered: 505 Skipped: 24

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	38.45% 193	22.51% 113	21.71% 109	11.95% 60	5.38% 27	502	2.23
Will attract new businesses and development to Santa Clara.	35.70% 176	22.92% 113	22.52% 111	14.40% 71	4.46% 22	493	2.29
Will attract visitors to Santa Clara.	40.52% 201	25.81% 128	21.98% 109	8.87% 44	2.82% 14	496	2.08
Inspires pride in Santa Clara.	36.29% 180	18.75% 93	22.78% 113	17.14% 85	5.04% 25	496	2.36
Is memorable.	40.33% 198	24.24% 119	20.16% 99	11.20% 55	4.07% 20	491	2.14

# Appendix: Raw Data

## Find Your Mission Here

Answered: 516 Skipped: 13

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	23.93% 123	15.18% 78	25.29% 130	24.51% 126	11.09% 57	514	2.84
Will attract new businesses and development to Santa Clara.	23.06% 116	16.10% 81	22.47% 113	27.24% 137	11.13% 56	503	2.87
Will attract visitors to Santa Clara.	24.06% 121	18.49% 93	25.45% 128	22.86% 115	9.15% 46	503	2.75
Inspires pride in Santa Clara.	23.71% 119	14.94% 75	22.71% 114	24.10% 121	14.54% 73	502	2.91
Is memorable.	23.66% 119	14.51% 73	20.28% 102	25.84% 130	15.71% 79	503	2.95

## It Comes Together Here

Answered: 509 Skipped: 20

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total	Average Rating
Represents how I feel about Santa Clara.	32.67% 165	23.96% 121	28.71% 145	11.49% 58	3.17% 16	505	2.29
Will attract new businesses and development to Santa Clara.	32.66% 161	24.14% 119	26.37% 130	14.20% 70	2.64% 13	493	2.30
Will attract visitors to Santa Clara.	34.62% 171	27.13% 134	24.90% 123	10.73% 53	2.63% 13	494	2.20
Inspires pride in Santa Clara.	34.28% 169	21.70% 107	27.79% 137	12.78% 63	3.45% 17	493	2.29
Is memorable.	38.99% 193	24.85% 123	25.45% 126	7.88% 39	2.83% 14	495	2.11



# Appendix: Raw Data

## Your Mission is Our Mission

Answered: 508 Skipped: 21

	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>	<b>Total</b>	<b>Average Rating</b>
Represents how I feel about Santa Clara.	<b>35.11%</b> 178	<b>20.51%</b> 104	<b>25.44%</b> 129	<b>13.21%</b> 67	<b>5.72%</b> 29	507	2.34
Will attract new businesses and development to Santa Clara.	<b>31.31%</b> 155	<b>18.99%</b> 94	<b>23.84%</b> 118	<b>20.00%</b> 99	<b>5.86%</b> 29	495	2.50
Will attract visitors to Santa Clara.	<b>34.81%</b> 173	<b>24.75%</b> 123	<b>25.35%</b> 126	<b>11.67%</b> 58	<b>3.42%</b> 17	497	2.24
Inspires pride in Santa Clara.	<b>35.63%</b> 176	<b>18.62%</b> 92	<b>23.68%</b> 117	<b>15.18%</b> 75	<b>6.88%</b> 34	494	2.39
Is memorable.	<b>32.79%</b> 161	<b>19.35%</b> 95	<b>21.79%</b> 107	<b>17.52%</b> 86	<b>8.55%</b> 42	491	2.50