



Branding Colorado Springs and the Pikes Peak Region



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Colorado Springs and the Pikes Peak region is a confluence of diverse cultures, geographic features, ecosystems, opportunities, activities and industries. There are many assets to treasure and many stories to be told. For too long, the region has been defined by others, often to the detriment of our reputation. It is time for us to move forward and stake our claim as a defined, diverse and desirable region. We will come together as a community to discover and articulate what makes the Pikes Peak Region distinctive in a meaningful and impactful way— a strong brand will allow us all to speak with one voice to grow our cultural and economic capital.

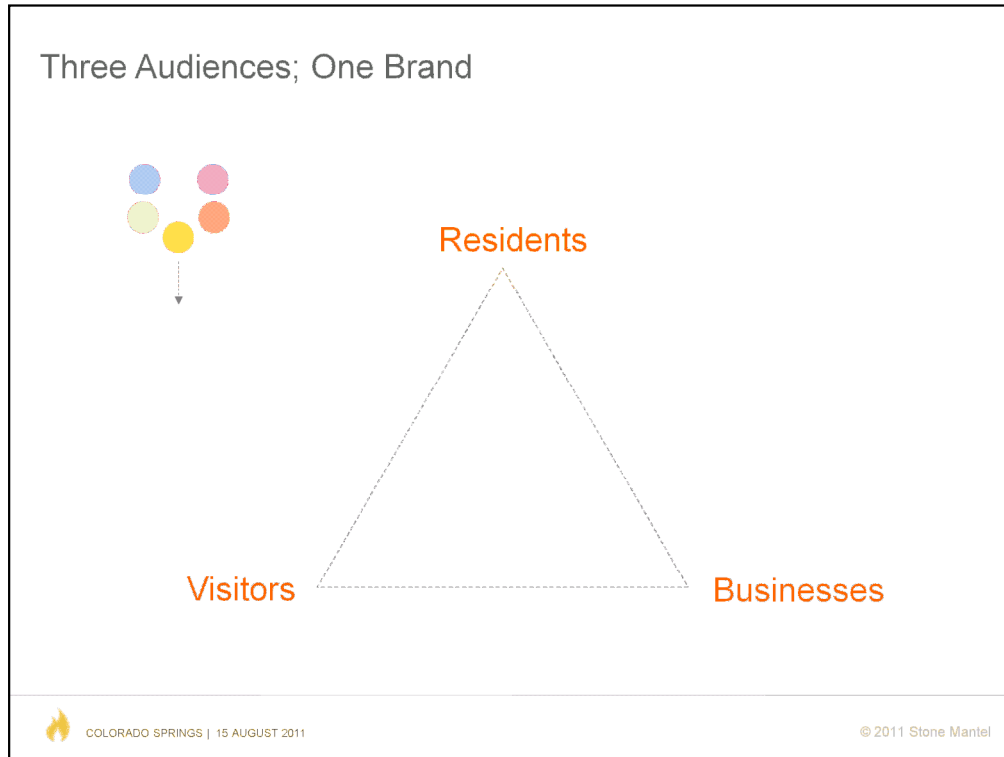
Project Objective – Discover and articulate a brand strategy that will serve as a foundation for marketing, PR and communications efforts of the region and individual organizations.

Business Objectives

Create more community pride and cohesion

Job growth through existing and new businesses

Bring more visitors to Colorado Springs and the Pikes Peak region



What is a “Brand”?

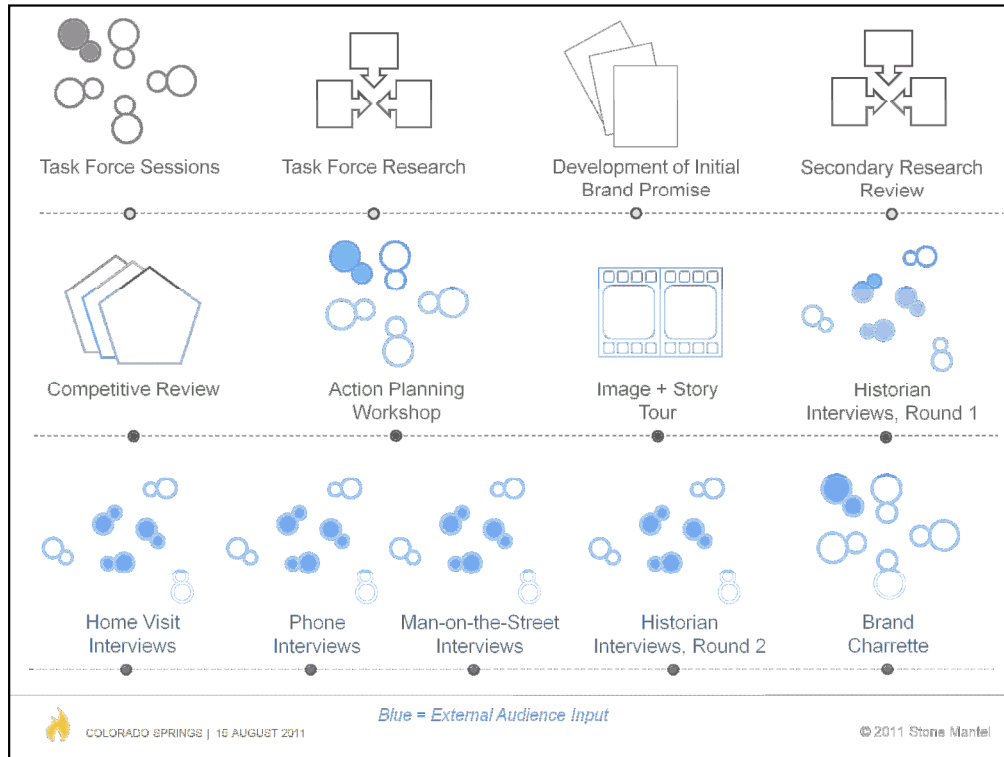
- An overarching theme
- True, authentic, organic, defensible
- Foundation in our heritage and our reality, but with aspiration – room for growth
- Relevant – today and in the future
- Makes an emotional connection – not tied to just features of the region

Target Audiences

Residents – current and future

Businesses – regional and relocation prospects

Visitors – leisure, group and conventions/meetings



Community Branding Committee (2009-2011) – a variety of organizations re-engaged to continue the branding process and develop a brand promise that would service as a starting point for the Community Branding project. This was a sub-committee of the EDC’s Marketing Committee.

Community Branding Task Force (March 2011 – present) – seven organizations appointed by the Mayor to coordinate and oversee the Community Branding Initiative.

City of Colorado Springs

Colorado Springs Convention & Visitors Bureau (Doug Price Co-Chair)

Greater Colorado Springs Chamber of Commerce

Colorado Springs Regional Economic Development Corporation (Dave White Co-Chair)

Colorado Springs Sports Corporation

Colorado Springs Housing & Building Association

El Pomar Foundation

Subsequent to the creation of the task force, El Paso County became a part of the group.

Action Plan Workshop (May 23) – 33 organizations, including those on the Mayor’s Branding Task Force, were represented at this day-long session to discuss the concept and process of branding.

Historian Interviews (June) – 9 long-time Colorado Springs residents were interviewed for a wide array of opinions and perspectives on what makes the region distinctive.

Field Work (July) – 70+ business owners, residents and visitors were interviewed to find out why Colorado Springs is a desirable location for a business, a family, a vacationer or a meeting/event planner.

Brand Charrette (August 1-2) – 95+ organizations and private citizens were represented at this two-day session to conduct a series of exercises to uncover the brand character, culture and story

Strategy Presentations (August 15) – Stone Mantel presented 3 strategies that would each support the brand platform. The Task Force chose one after some modifications.

Creative Development (September) – Based on insight from the research and feedback from the task force, Stone Mantel developed tag line and logo choices based on the chosen brand strategy.

Quantitative Research (October) – Three logo concepts and two tag lines were tested with 200 residents, 200 visitors and 150 business owners to determine which ones best communicate the brand strategy.

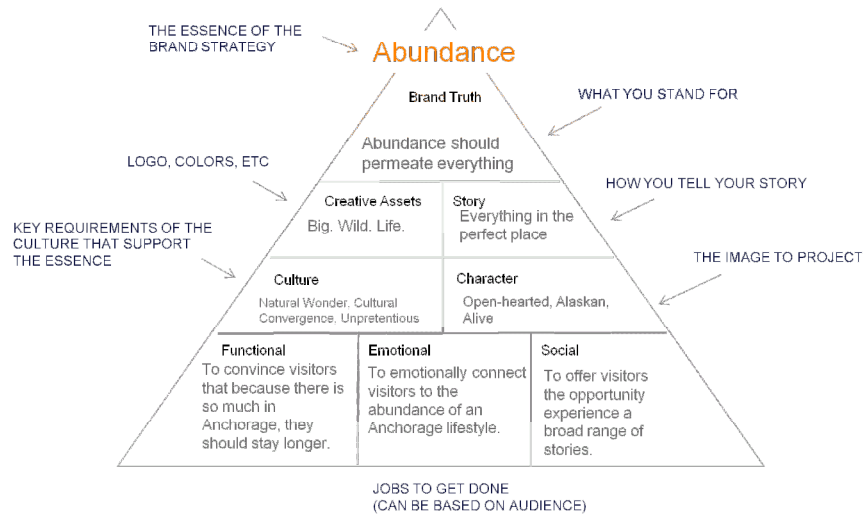
Brand Launch (November 15) – A press conference was held to unveil the brand strategy, logo and tagline.



Competitive Set

It's important for a destination's brand to be distinct from its competitive set. An audit of our competitors in visitation and business recruiting shows the brand essence of each.

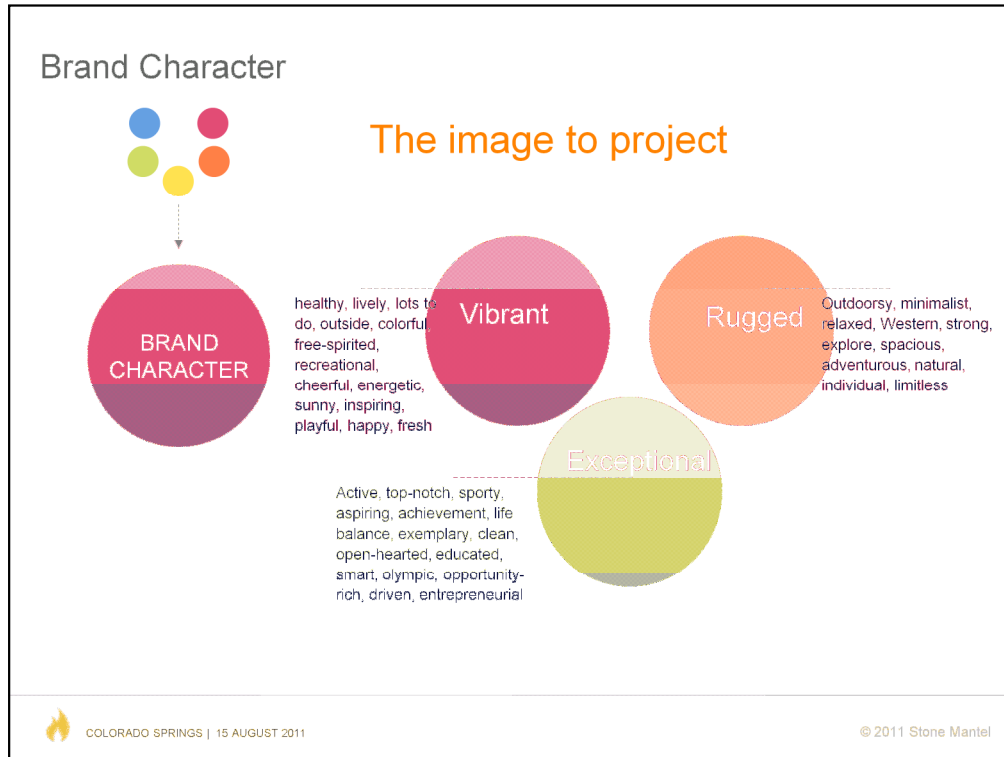
Case Study – Anchorage, AK



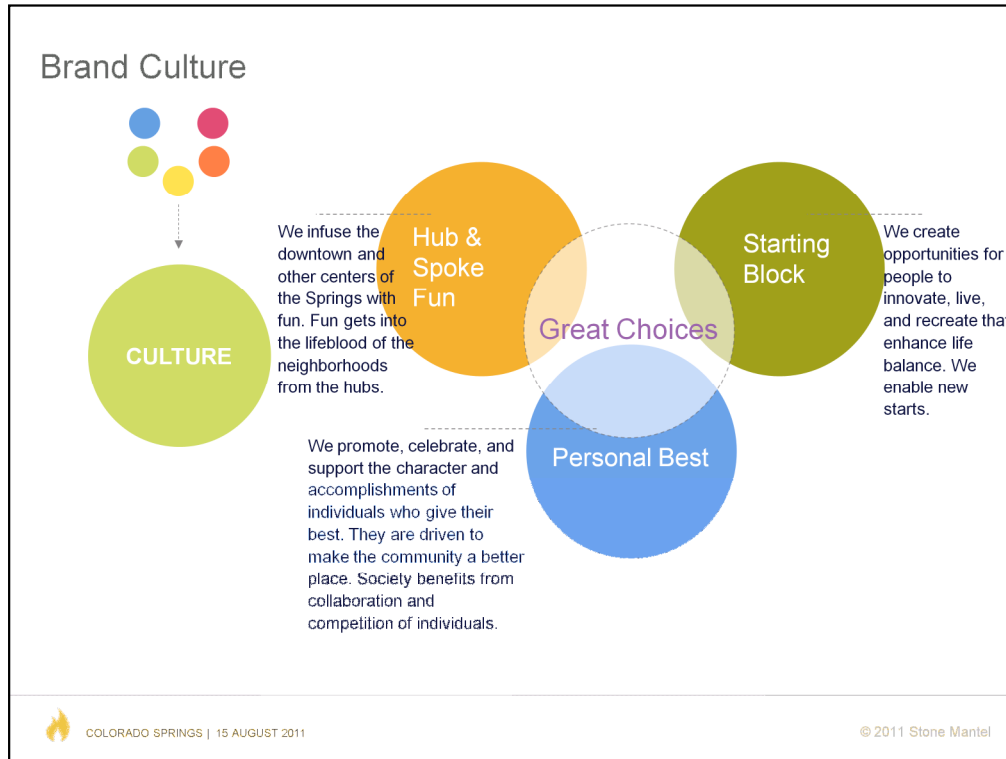
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Here is a sample of a case study for Anchorage, Alaska, a former client of Stone Mantel.



Based on the field work by Stone Mantel, the Action Planning Workshop and Brand Charrette, the brand character of Colorado Springs is Vibrant, Rugged and Exceptional. This is the image we will project in advertising, promotions and communications.



The key requirements of our culture that support the brand essence are:

- Hub & Spoke Fun
- Starting Block
- Personal Best

The combine to reflect the Great Choices found within the region.

Brand Story



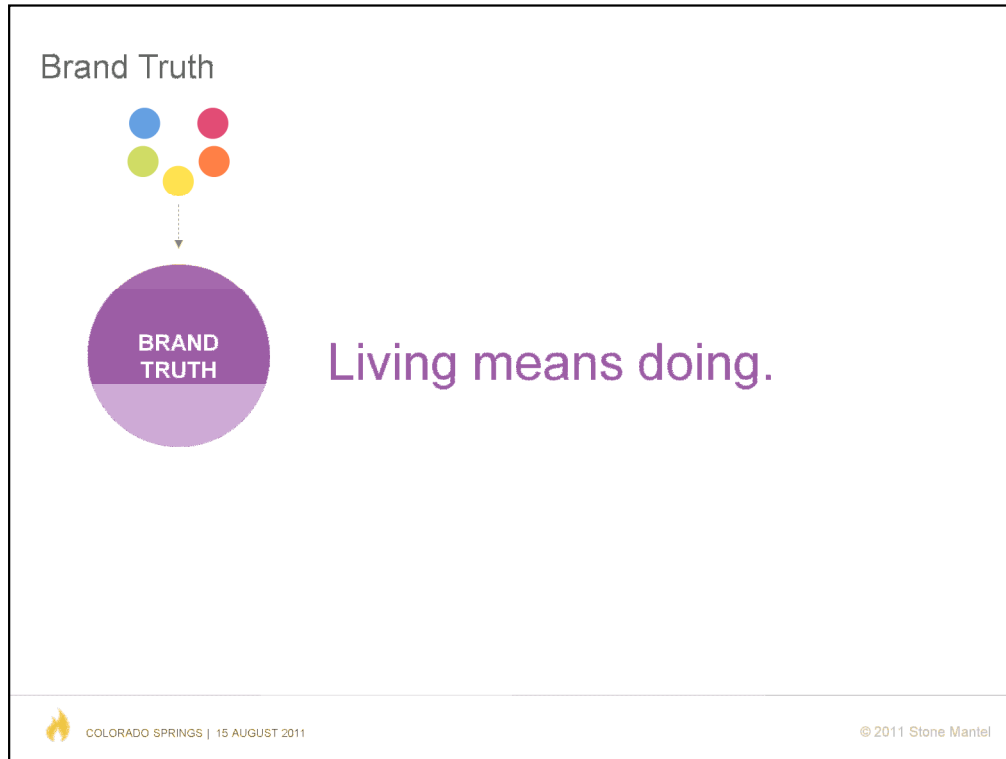
The Springs breathes life into its people. And in return we infuse vitality, vigor and drive into what we do. Here we find choice in our work, play and relationships. We are drawn into nature, involvement and connections. We are inspired to achieve—physically and intellectually, professionally and personally. We find balance in our lifestyles—work and play, indoors and outdoors, business and culture, family and individual. And we discover a surprising incubator to start anew, a canvas for creativity, a source of strength, and a playing field for an active, inspired life.



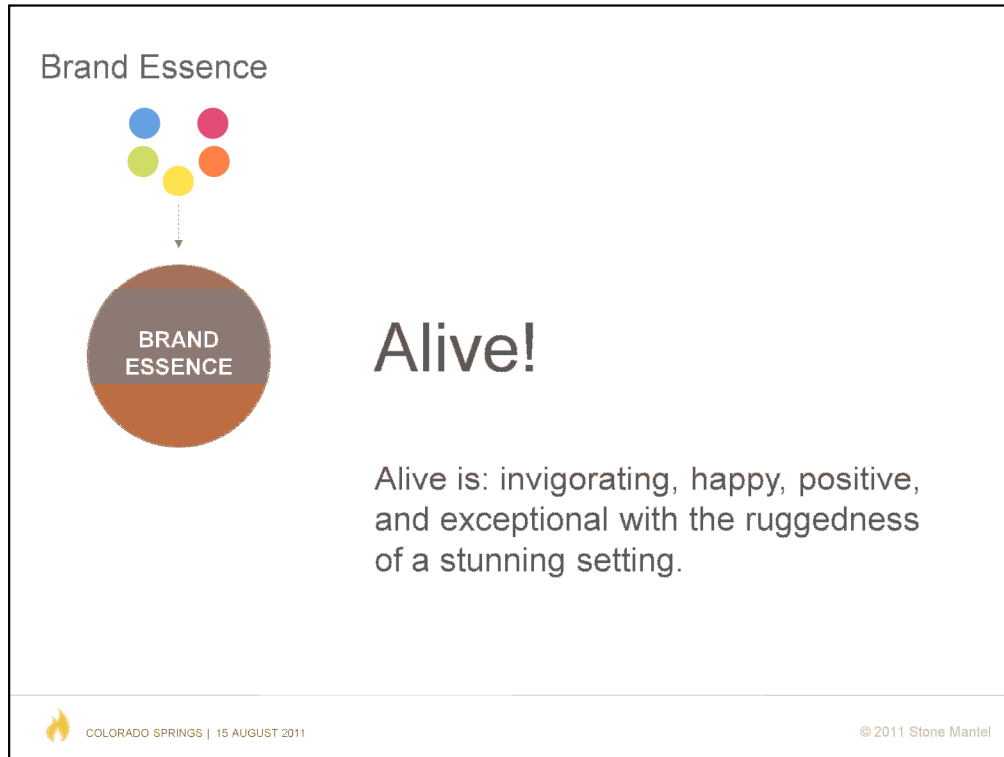
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Here is our Brand Story

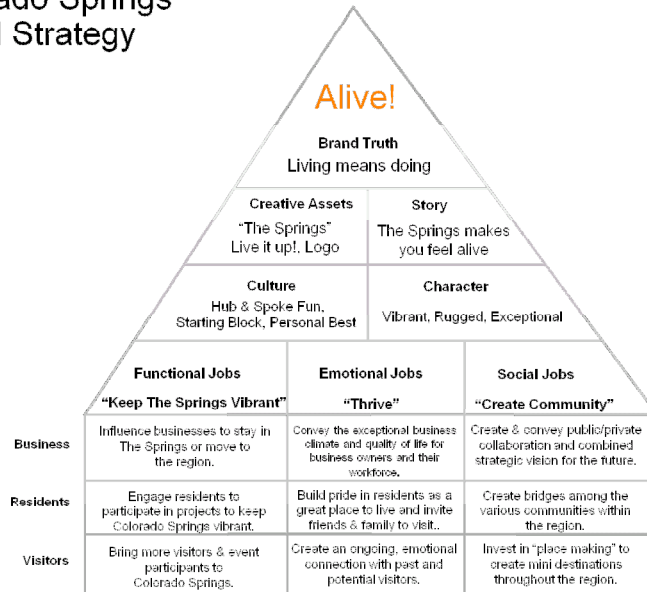


Our Brand Truth, “Living Means Doing” is what we stand for. Colorado Springs is not a spectator city, we are the participants.



Our brand essence is “Alive!” and serves as the north point of the entire brand strategy

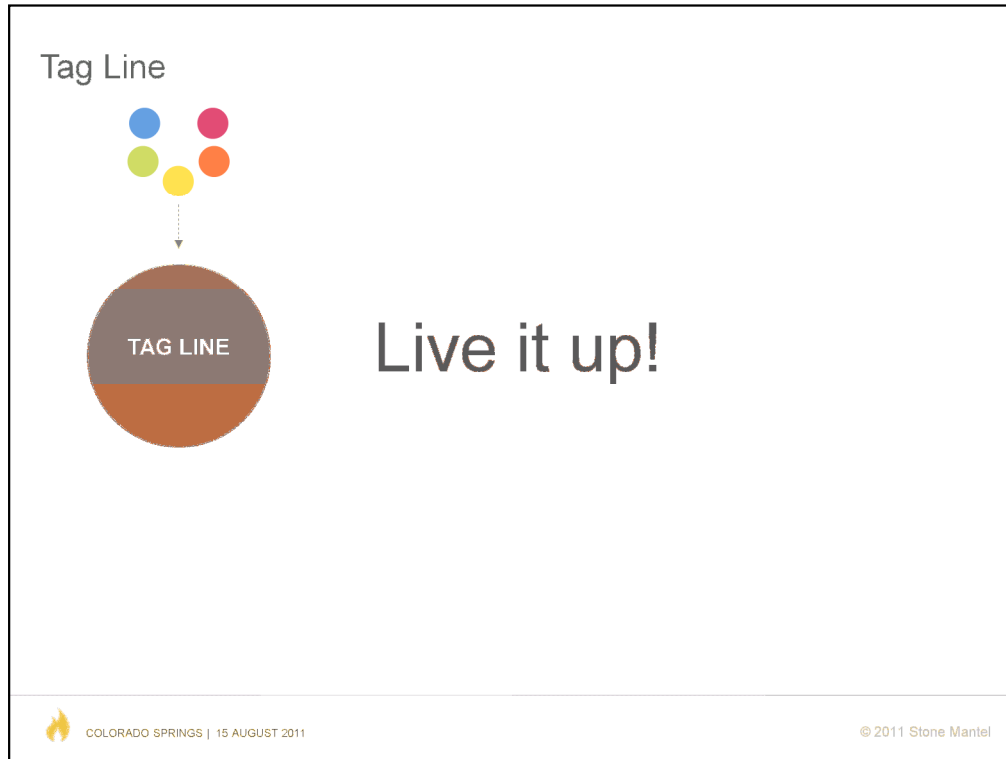
Colorado Springs Brand Strategy



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This is a representation of the Brand Strategy. It includes Functional, Emotional and Social Jobs that can and should be done to infuse the brand into the community. There are jobs for each of the three target audiences.





The tagline reflects the brand strategy and alludes to the literal and virtual elevation of living in Colorado Springs.




The dual logo strategy is to introduce the region with the “Colorado Springs” version and then use “The Springs” version to create an “in the know” and familiar feeling with the target audience.

As you’ve heard, read or thought, there has been a lot of community feedback about the logos. Some very positive, some neutral and some very negative.


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ad



click thru



www.coloradosprings.com

These images are examples of how the two logos could be used in an online campaign.



tourist area
sidewalks



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This is an example of the logo used on a sidewalk.

PR & Media



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PR & Media

- Media communication brought it at the beginning of the project and engaged throughout




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Monday Index
PFLD Historic Photo of the Day, 7/12/11: Montcalme Sanitarium (aka Miramonte Castle)

Branding Colorado Springs

by ANDREA CHALFIN, NEWS DIV., — JULY 11, 2011 LEAVE A COMMENT — BUSINESS, COLORADO SPRINGS, KATEJONUSKA, KRCC NEWS, UNCATEGORIZED



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Business > News

Nearly 100 participate in workshop to develop brand for region

August 02, 2011 5:06 PM

WAYNE HELMAN

THE GAZETTE
Nearly 100 participants in a 1½-day workshop compared Colorado Springs to celebrities, cars and shoes to help them come up with ideas for a brand that will be used to sell Colorado Springs to visitors, expanding businesses and people who might want to move to the area.

Colorado Springs-based brand consulting agency Stone Mantel will boil down ideas developed during the workshop along with other research it has conducted under an \$80,000 contract to develop three recommendations for a brand and tag line to the mayor's branding task

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Switch back to Colorado Springs to use this social

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Switch back to Colorado Springs to use this social

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The media has been an important part of this project from the beginning. Not only has the media covered the process, but members of the media have been participants during the historian interviews, Action Planning Workshop and Brand Charrette.

PR & Media

denverpost.com

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The Colorado Springs

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New brand tells Colorado Springs to "Live it up!"

POSTED: 11/16/2011 09:39:29

UPDATED: 11/16/2011 09:44:29

The Gazette



Colo. Springs shopping for its brand

by Monica Mendosa

Published: August 5, 2011

Time posted: 8:20 am

Tags: [branding](#), [city brand](#), [city slogan](#), [CVR](#)

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The way Doug Price sees it, a city slogan or brand will help Colorado Springs tell its story.

It's a story that is often misrepresented in the national media, said Price, president and CEO of the Colorado Springs Convention and Visitors Bureau and chairman of the Mayor's Branding Taskforce.

Without a unified message, the city is always on the defensive and never on the offensive, he said.





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Additional examples of media coverage from start to launch.

19

PR & Media

- Cooperative PR & Communication
- Reveal
 - Press Conference
 - CVB Annual Awards Celebration
 - Video
 - Website
 - Press Release



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Because the Branding Task Force consists of eight member organizations, there was a lot of cooperative PR efforts among the members and with the brand consultants. Various online platforms and regular meetings kept the lines of communication open among the task force members.

The brand was revealed to the community at a November 15 press conference, the CVB's Annual Tourism Awards Celebration, a 4-minute video, an FAQ on www.LiveItUpCS.co and multiple media alerts and press releases.

Public Reaction

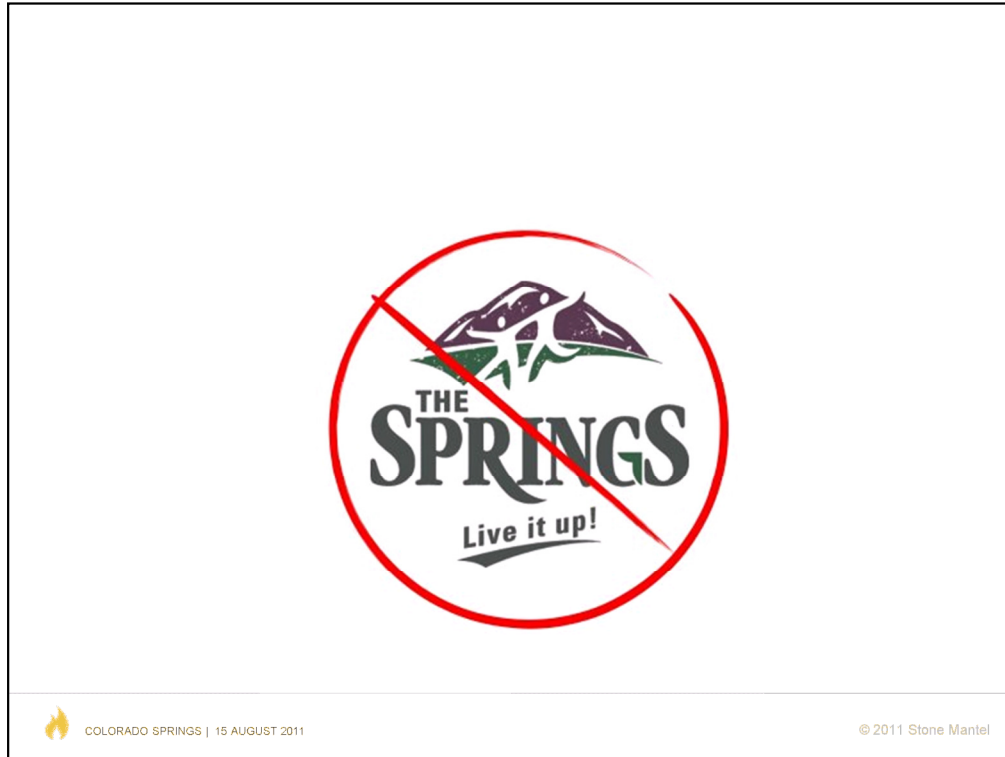
- TV News Coverage
- Newspaper articles
- Blogs
- Social Media
- Emails
- Yes, even a FAX!



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Public reaction to the creative assets has been mixed with extensive coverage by TV News, online news, newspapers, blogs, Social Media, emails and we even received an anonymous fax. Various staff members have also received feedback in person, via email and by phone.



The Facebook page “Rebrand the Springs” has over 500 Likes and is a very active page. The purpose of the page is articulated on the Info tab and we recommend that you read that as well as the comments. The founders of the page have opened a dialogue between the design community and CVB/Branding Task Force.

<http://www.facebook.com/RebrandTheSprings>

Others have also started rebranding initiatives or contests:

We Brand the Springs

<http://www.csindy.com/IndyBlog/archives/2011/11/17/community-contest-webrand-the-springs>

Citizen Branding Initiative

<https://www.facebook.com/pages/Citizen-Branding-Initiative/264501440267852?sk=wall>

Response

- Acknowledge
- Educate
- Respect
- Be open to feedback and suggestions for change



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The Branding Task Force is open to the community feedback. While we have not actively participated in the online discussions, we keep current with the conversations and have reached out to each of the organizers. We offer this branding presentation as an educational tool to share how the brand process unfolded and what the underlying strategy looks like. We respect all opinions and are open to feedback and suggestions for change. We hope that this dialogue will continue with honesty and mutual respect.