

Hampton VA Research & Strategy Presentation

August 9, 2017

Your brand is what people say about you when you're not around



branding

is what you do about it

why branding?



we make decisions based on it everyday.



“how people think of a place is less tangible, but more important than just about anything else.”

Richard Florida

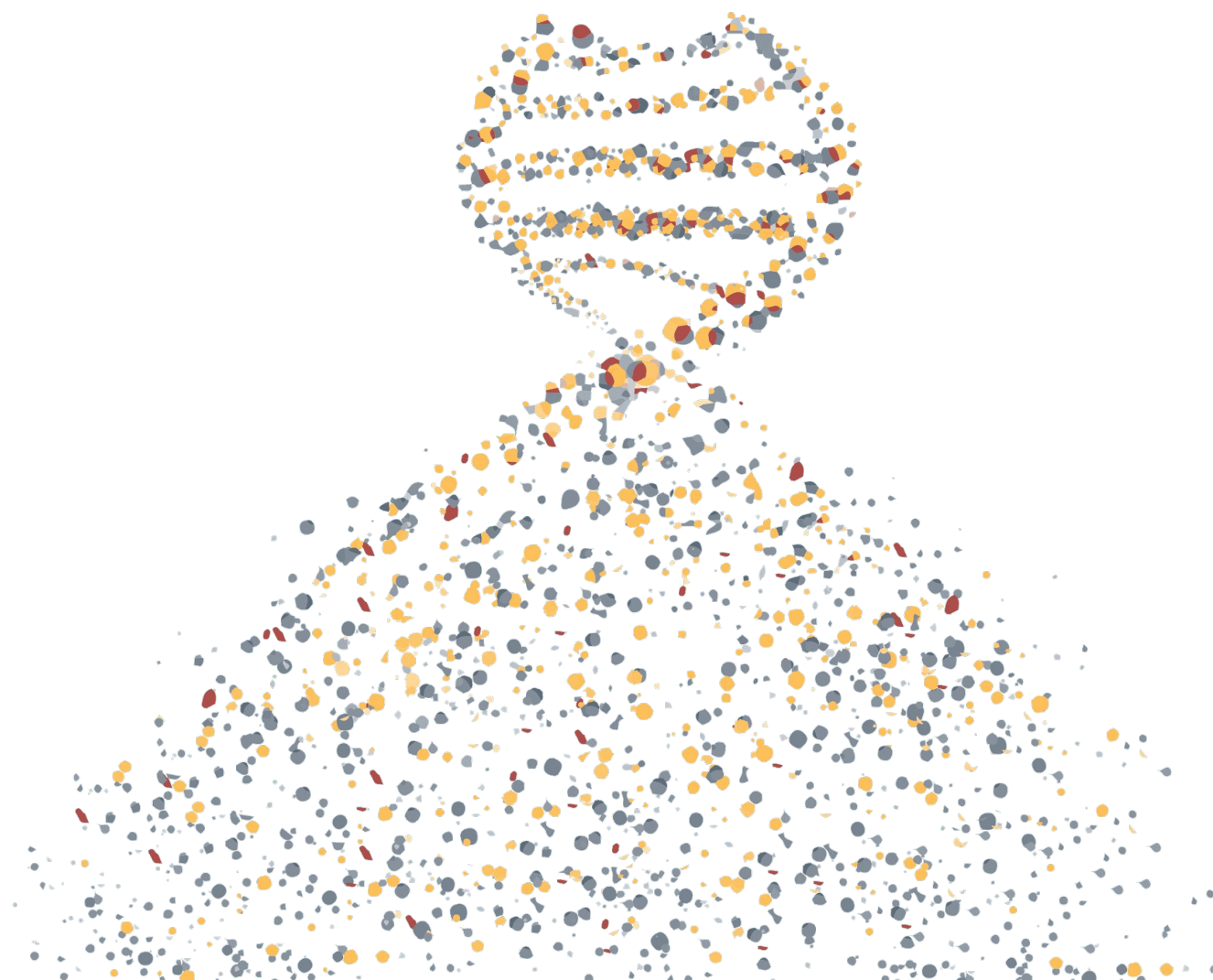
75%

of consumers made a brand decision based on a recommendation from a peer

RESEARCH

STRATEGIC DNA

CREATIVITY & ACTION



mostly confirmation and articulation

not revelation



Research

Understanding

Research Instruments

- **Educational/Brand Story Website**
- **Research and Planning Audit**
- **Communication and Media Audit**
- **Situation Analysis**
- **Site Visit Trip:**
 - **Familiarization Tour**
 - **Red Carpet Tour**
 - **Educational Presentation**
 - **Stakeholders/Residents Interviews**
 - **Focus Groups**
 - **Undercover Interviews**
- **Vision Survey**
- **Community Survey**
- **Brand Barometer**
- **Influencer Perception Study** (Qualitative)
Interviews about Hampton with external influencers
- **Consumer Awareness & Perception Study**
(Quantitative) Survey with visitors & non-visitors to Hampton from Hampton Roads and Richmond
- **Top Business Prospects**
- **Competitive Positioning Review**



Internal Perceptions

within Hampton

Site Visit

Qualitative

150+ conversations

Focus groups
One-on-one interviews
Site tours
Man-on-the-street interviews

Stakeholders

Qualitative

112 respondents

Online survey with
business and community
stakeholders

Residents

Quantitative

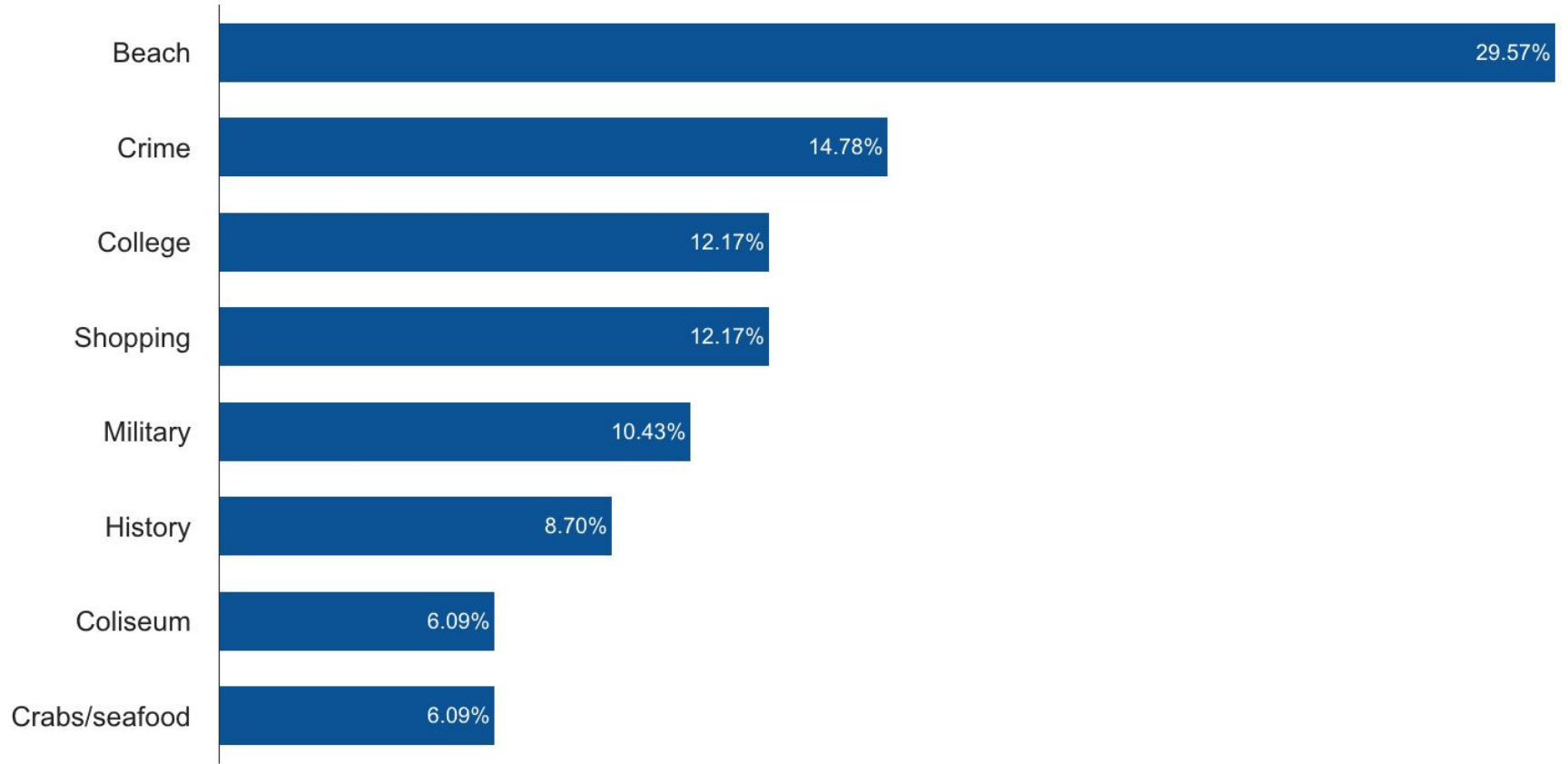
210 respondents

Online survey with sampling
of those who live and or
work in Hampton



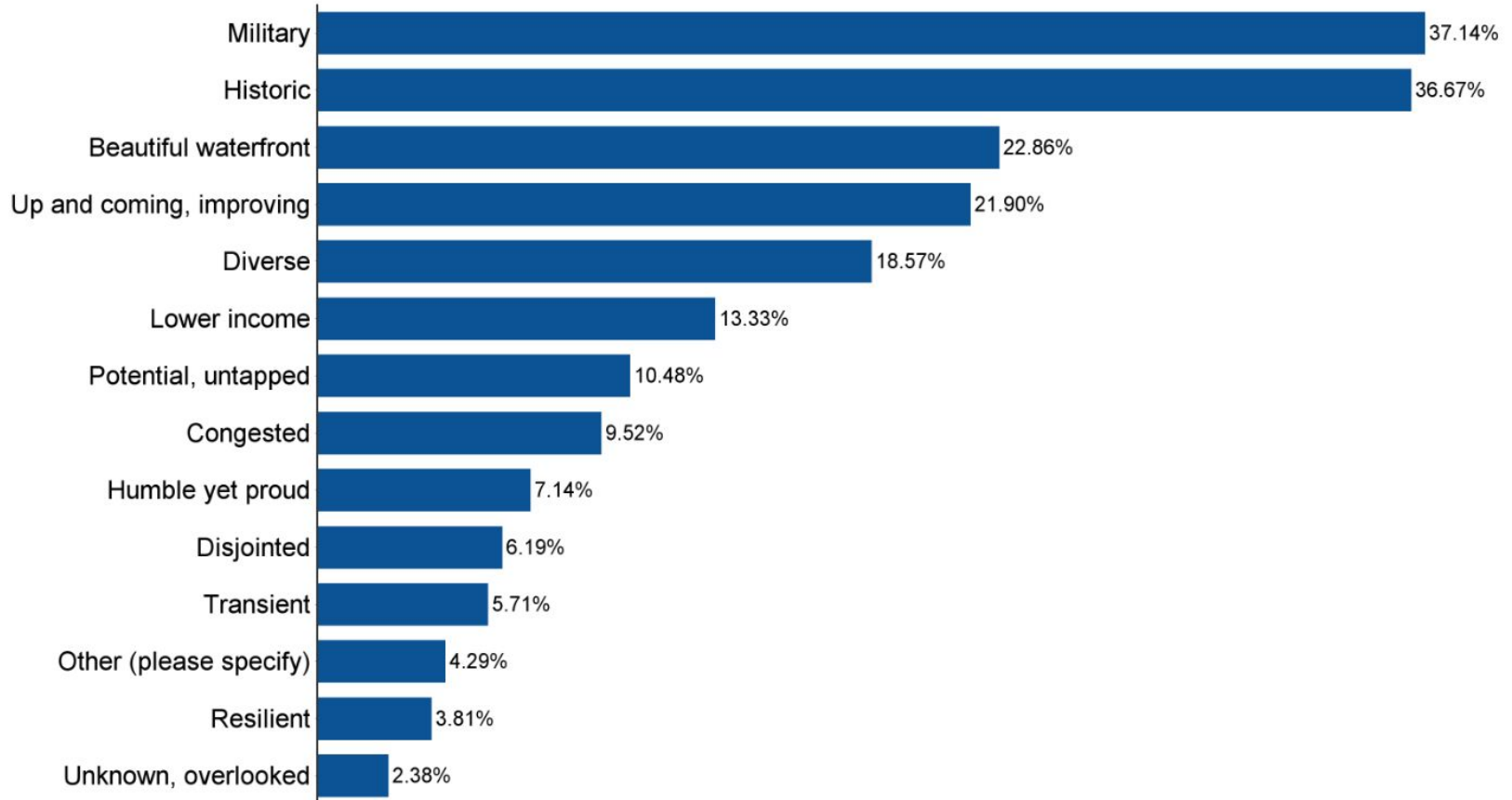
210 Residents

Other than people or home, what is the first thing that comes to mind when you think of Hampton? *Open-ended*



210 Residents

Which of the following are the most accurate descriptors for Hampton? Choose two answers.



Site Visit

Historic

Unknown, overlooked

Potential, untapped

Up and coming, improving

Disjointed

Resilient

Congested

Diverse

Transient



Humble, lower income, beautiful

Stakeholders

Waterfront, coastal*

Historic*

Diversity

Crime

Seafood

Small town

Potential

Military town

Close knit, friendly

Hampton University

Residents

Military*

Historic*

Beautiful waterfront

Up and coming, improving

Diverse

Lower income

Potential

Congested

Virginia Beach

- Beachy
- Touristy
- Fun
- Crowded
- Expensive

Norfolk

- Crime/run down
- Busy/congested
- Urban & trendy
- Military-affiliated
- Alright

Poquoson

- Quiet & quaint
- Small town
- Alright
- Seafood
- No adjective

Newport News

- Crime/run down
- Shipyard
- Up and coming
- Alright
- Congested/busy

Chesapeake

- Alright
- Spread out
- Rural
- Quaint & pleasant
- No adjective

York County

- Historic
- Rural
- Uppity
- Beautiful
- Nice

Portsmouth

- Crime/run down
- Alright
- No adjective
- Historic
- Has potential

Richmond

- Busy
- Capital
- Fun & nice
- City-like
- Historic

Hampton

- Military
- Historic
- Beautiful waterfront
- Up and coming, improving
- Diverse



Site Visit

Waterfront, waterways

Fort Monroe

History

Hampton University

NASA, Langley AFB, military

Buckroe and beaches

Sailing, boating culture

African American culture

HU Proton Therapy Institute



Location, seafood, Air/Space Ctr

Stakeholders

Waterfront, waterways*

History*

Fort Monroe

Beaches

NASA, Langley AFB, military

Downtown

Hampton University

Location

Diversity

Scenic beauty

Residents

Langley AFB*

NASA

Hampton University

Seafood industry, heritage

Fort Monroe

Buckroe and beaches

Waterfront, waterways

History

HU Proton Therapy Institute

Festivals

Site Visit

Waterfront development

Youth and adult sports

Tech transfer

Fort Monroe

Boating culture

Marketing and promotion

Tourism

Downtown redevelopment

Hampton Univ (parents/alums)



New ideas, Buckroe, R&D

Stakeholders

Business attraction

Improving schools

Fort Monroe

Waterfront development

Improved housing stock

Tourism

Full service hotels

Improved appearance

Dining, nightlife

Residents

Improved image

Marketing and promotion

Tech transfer

Downtown redevelopment

Job growth

Start-ups, entrepreneurs

Improved schools

Waterfront development

Fort Monroe

YPs, prof jobs, follow-through

Site Visit

Waterfront, waterways

History

Fort Monroe

Seafood industry and heritage

Nothing

NASA

Location

Langley AFB

Hampton University



African American culture

Stakeholders

Waterfront*

History

Diversity

Hampton University

NASA

Langley AFB

Residents

Langley AFB*

Waterfront, waterways

Hampton University

NASA

History

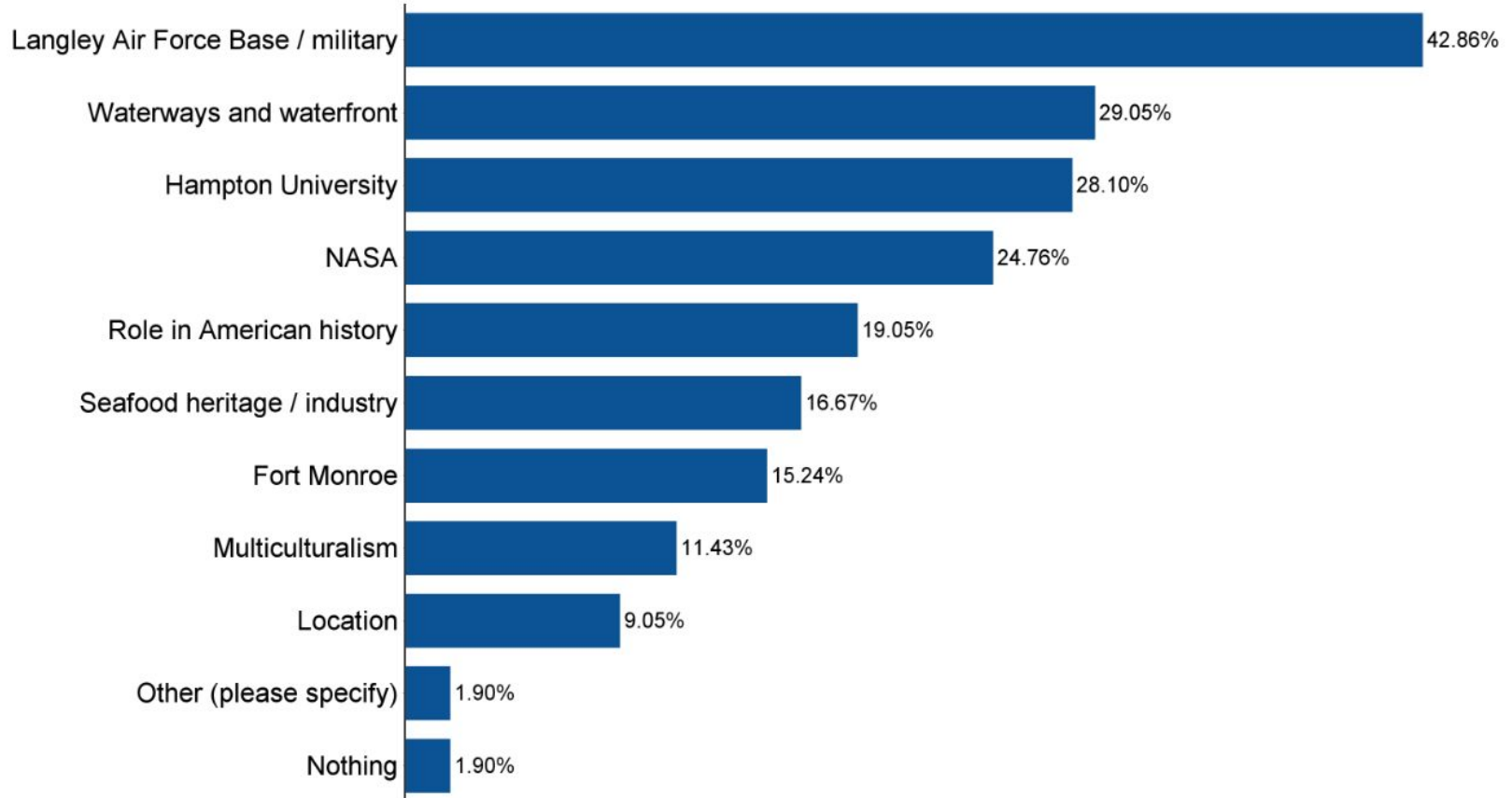
Seafood industry and heritage

Fort Monroe

Diversity, multiculturalism

210 Residents

In your opinion, what two things are most important to Hampton's identity as a community (without these, Hampton would lose its essence)? Choose two answers.



External Perceptions

outside Hampton

Consumer Awareness & Perception Study

210 respondents in Hampton Roads minus Hampton and Richmond.

Virginia Beach

- Beach
- Ocean
- Fun/Good
- Vacation/Tourism
- Navy

Norfolk

- Navy
- College
- Waterside
- Unsafe/Ghetto
- City/Downtown

Hampton

- Coliseum/Venues
- Hampton University
- Nothing
- Military
- Tunnel

Newport News

- Violent Crime
- Shipyard
- Nothing
- Military
- College

Williamsburg

- Colonial History
- Shopping
- Busch Gardens
- Vacation/Tourism
- University

Yorktown

- Historic
- Nothing
- Beach
- Nature
- Peaceful

Portsmouth

- Nothing
- Crime
- Military
- Beach/Water
- Hospital



Virginia Beach

- Go to the beach
- Shopping
- Have fun
- Visit family/friends
- Vacation

Norfolk

- Nightlife
- Visit family/friends
- No reason
- Shopping
- See the sights

Hampton

- No reason
- See a show at the Coliseum
- Visit family/friends
- Shopping
- See the area

Newport News

- No reason
- Shopping
- Visit family/friends
- Work
- See the sights

Williamsburg

- Shopping
- Colonial History
- Busch Gardens
- Vacation/Sightseeing
- No reason

Yorktown

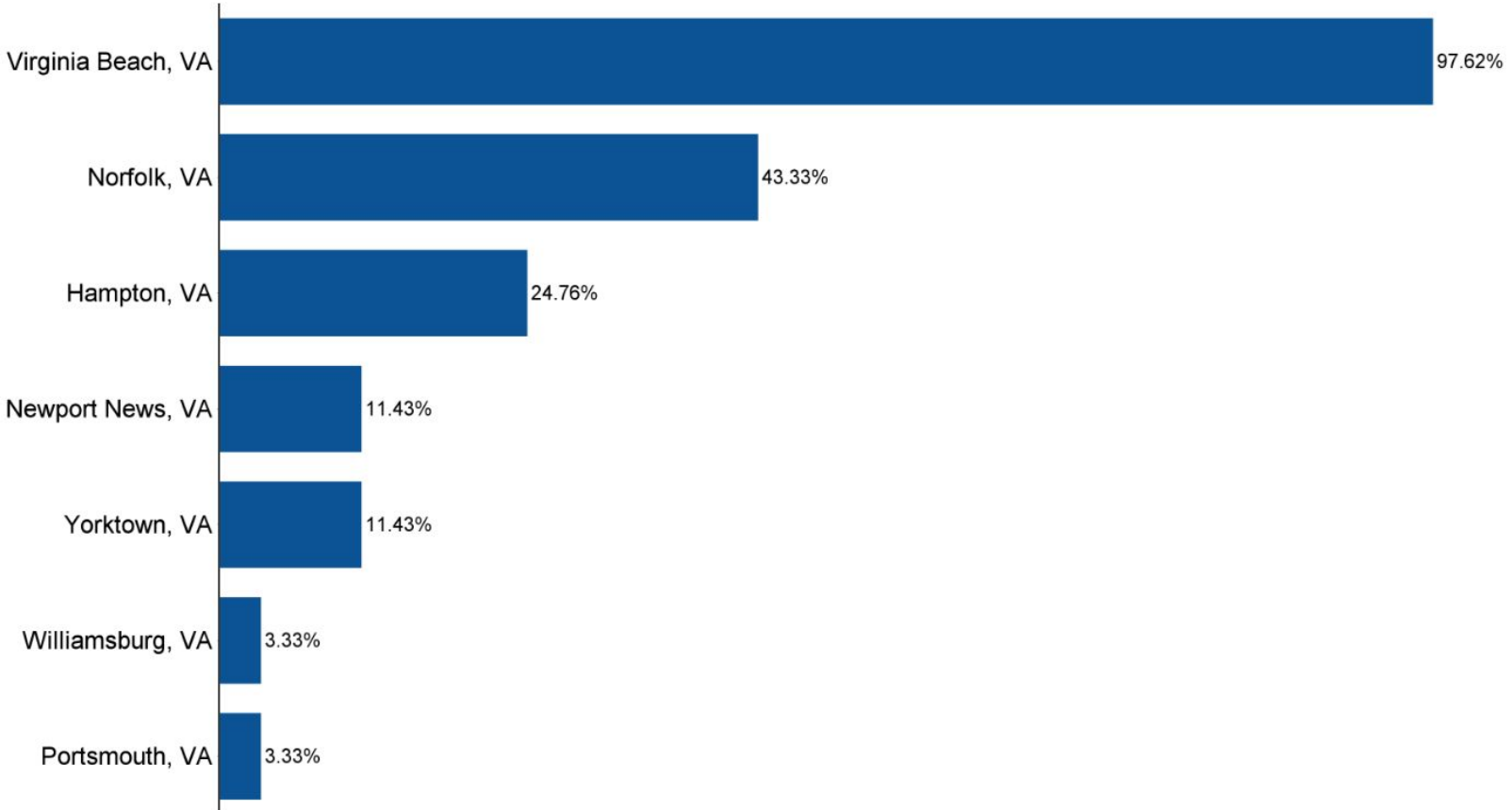
- See the history
- No reason
- Tourism
- Go to the beach
- Shopping

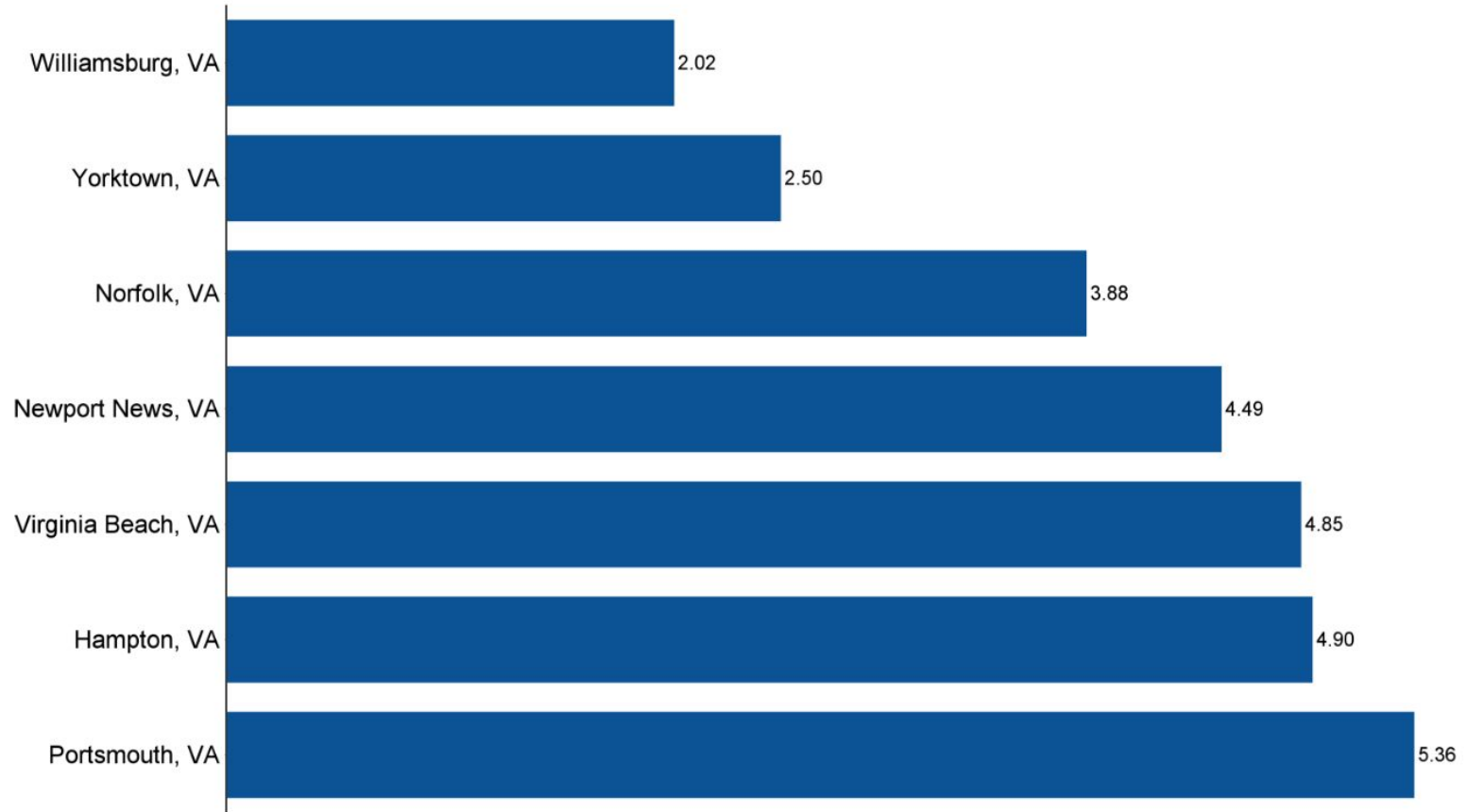
Portsmouth

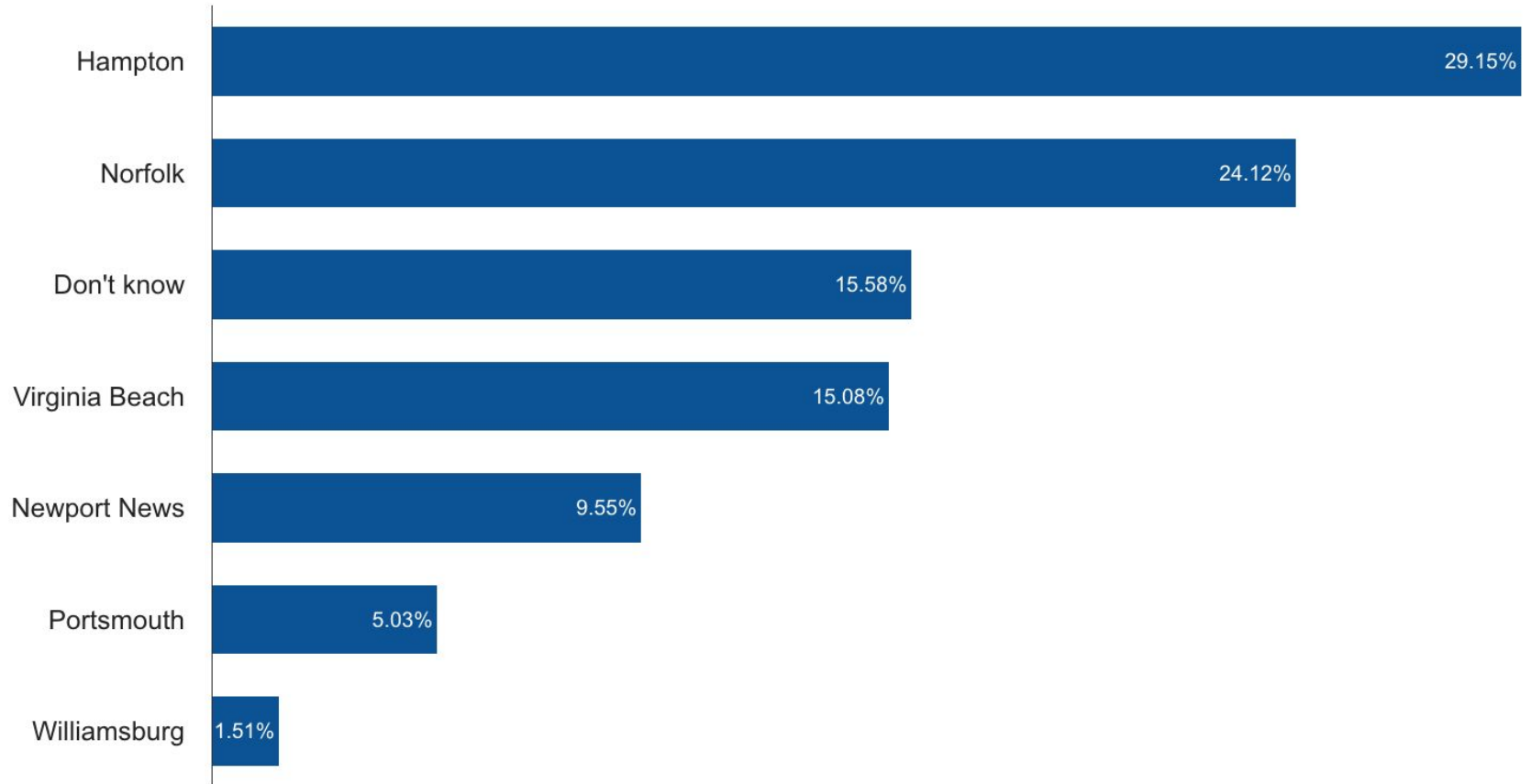
- No reason
- Go to the beach or river
- Just to visit
- Work
- Visit family/friends

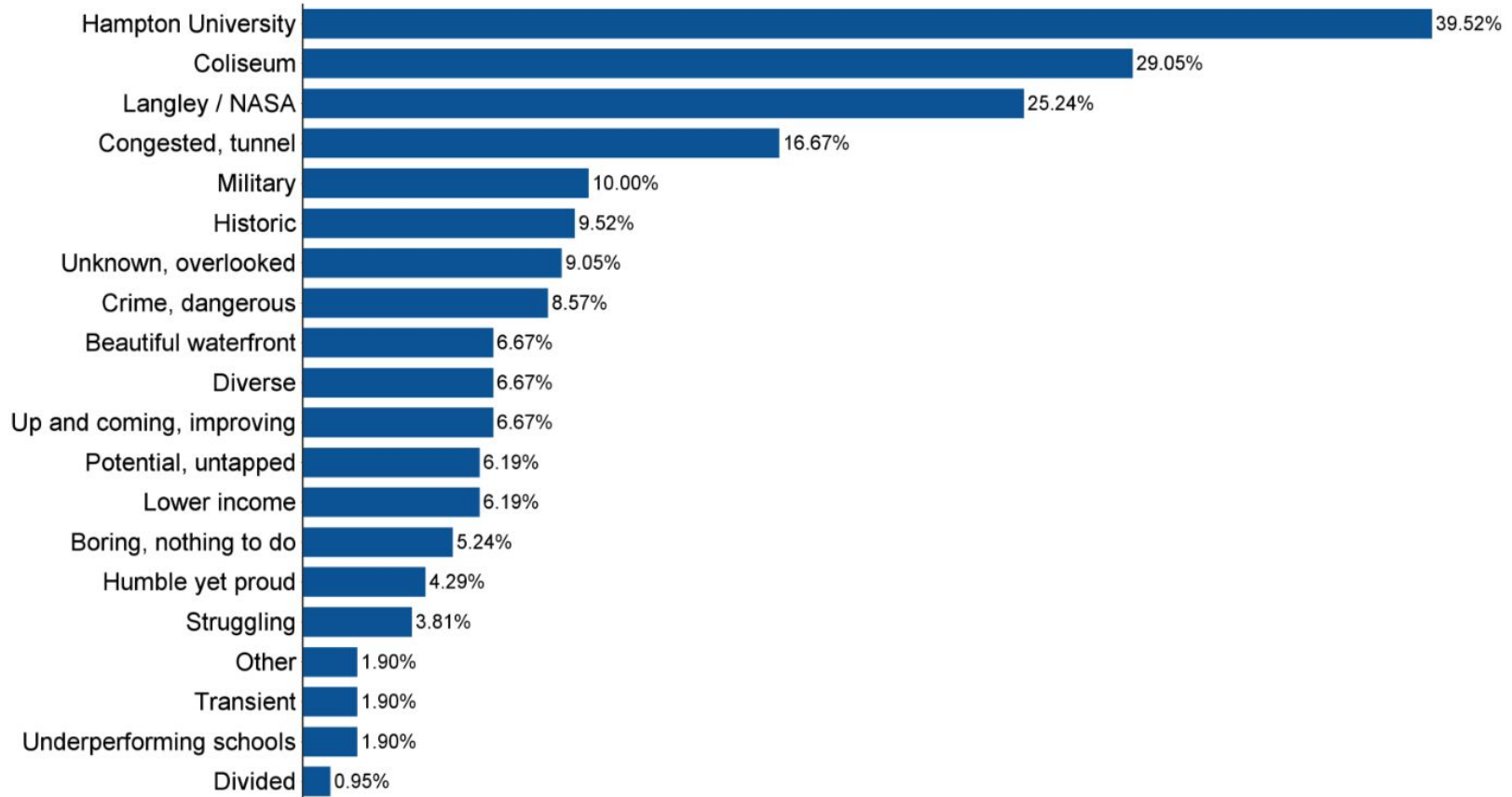


Which two communities do you most associate with beaches? Choose two answers.






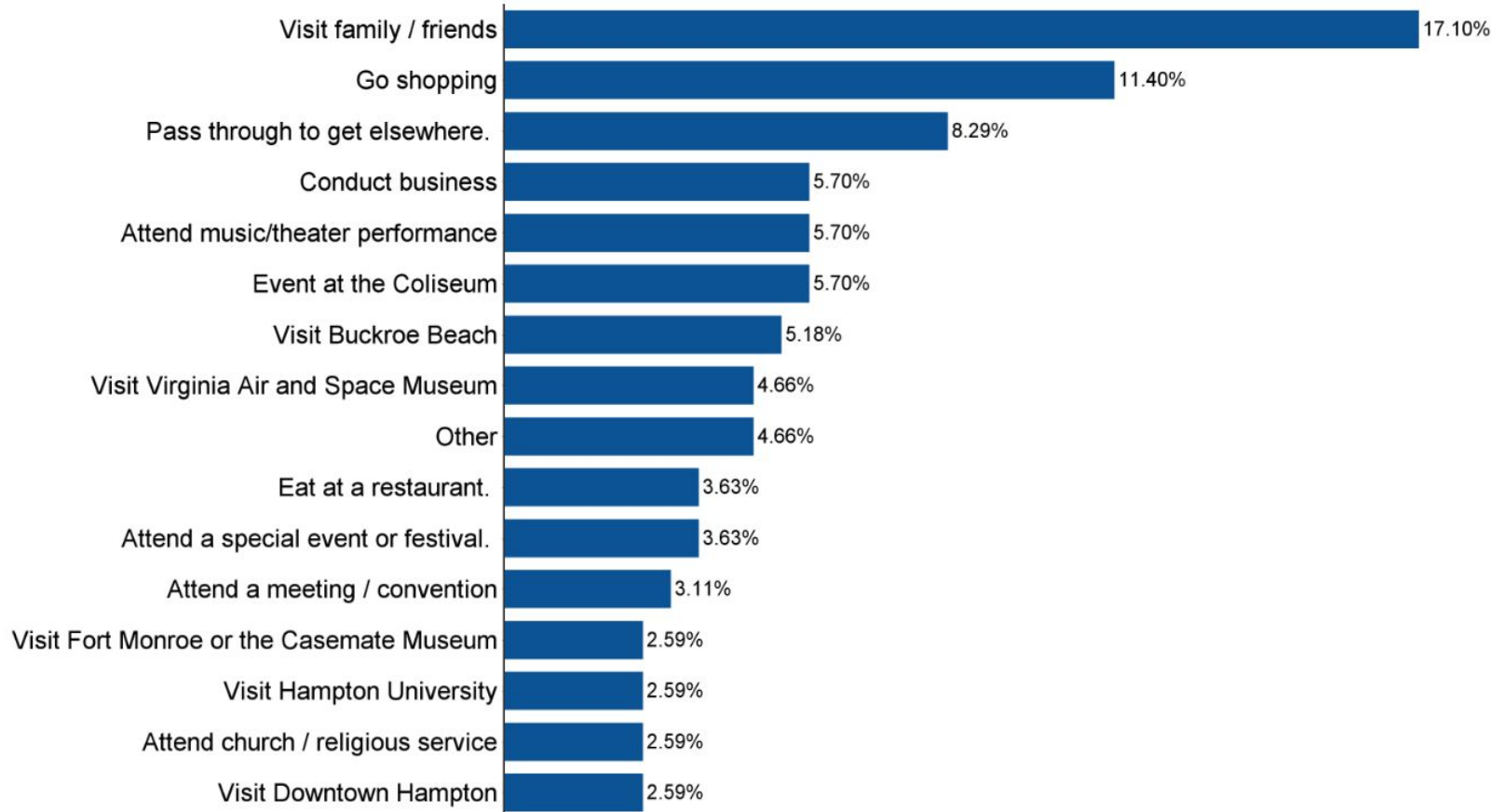


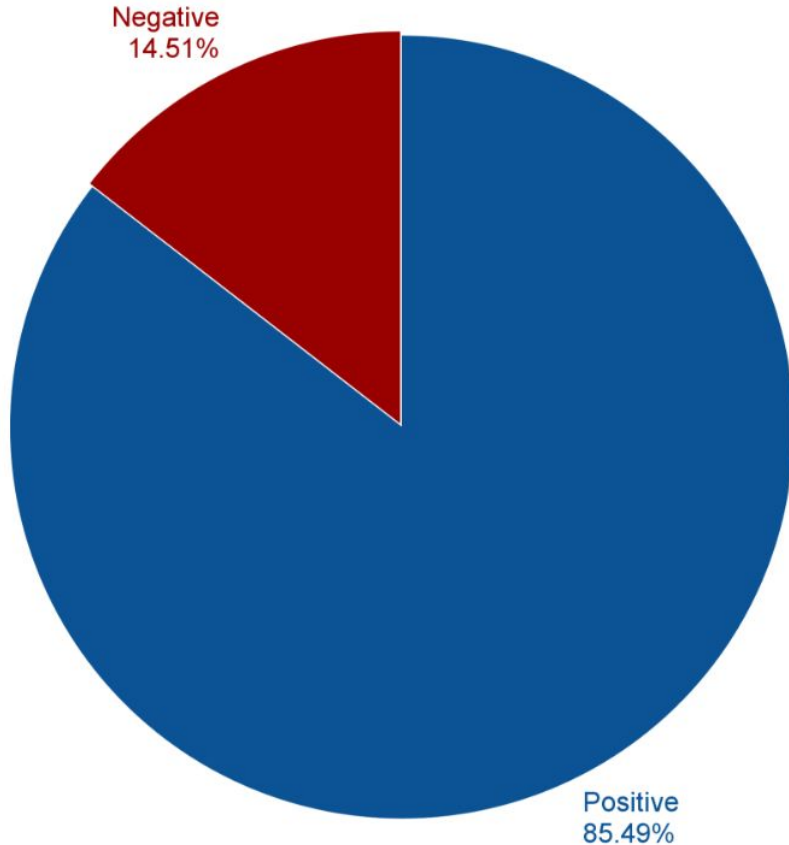


What Hampton thinks OUTSIDERS say vs. What OUTSIDERS actually say

Site Visit	Stakeholders	Residents	OUTSIDERS
Hampton University	Crime	Langley AFB	Hampton University**
Lower income	Waterfront	NASA	Coliseum*
Weak schools	Poor schools	Coliseum	Langley AFB, NASA*
Crime, dangerous	Poverty	Crime, dangerous	Congested, tunnel
Not business friendly	Btwn Williamsburg & VA Beach	Hampton University	Military
No reputation	Hampton University	Beautiful waterfront	Historic
Stagnant, not improving	Langley AFB	Historic	Unknown
Seafood	Diverse	Up and coming, improving	Crime, dangerous
Congested, tunnel traffic	No reputation	Struggling	Beautiful waterfront
 <i>Coliseum, rundown, far</i>	<i>Boring, rundown, bottleneck</i>	<i>Seafood, Weak schools</i>	<i>Diverse, Up and coming</i>

What was the primary purpose or main reason you visited Hampton on your most recent visit?





It was beautiful and clean

"It was much nicer than some Virginians made it out to be."

"It was not as crowded and it was very fun to walk around the busy streets. It was kind of like Richmond."

"It's a very nice city. I actually may consider moving there."

"Just loved the way the beaches had been cleaned up and new things there."

The people and community

"The people at the event I attended were very pleasant."

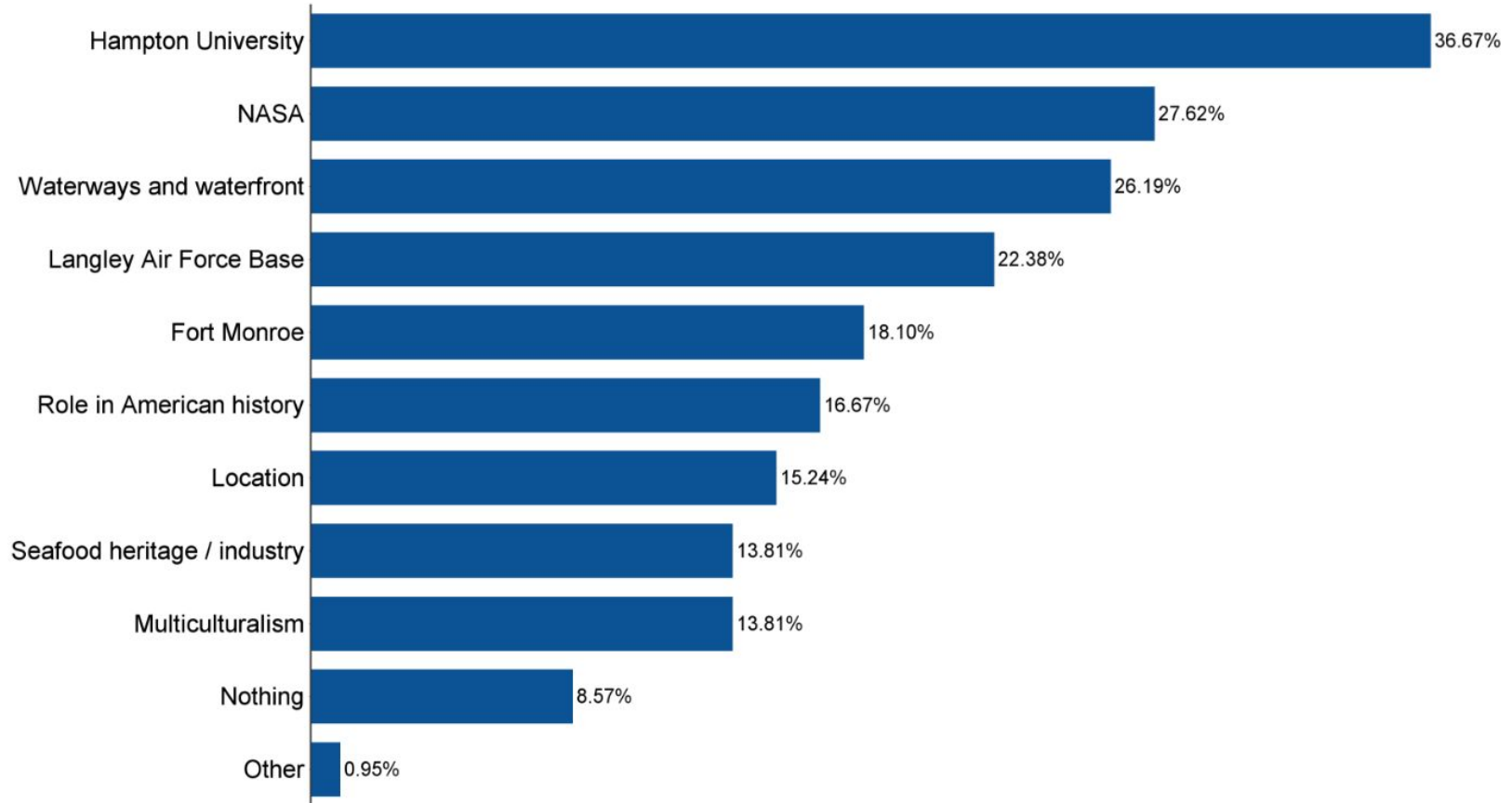
"The positive people and clean beaches."

Seeing the area

"Seeing they were building new places I hadn't heard of."

"Seeing the scenery and witnessing all Hampton has to offer."

"A lot more developed than I realized."



Influencer Perception Study

External

What are Hampton's Greatest Assets?

Waterfront, waterways

Hampton University

Fort Monroe

Convention Center

Langley AFB, NASA

Location

Well managed

Proton Therapy Institute

Peninsula Town Center

History incl seafood

What are Hampton's Greatest Opportunities?

Waterfront

Tech transfer

Fort Monroe

Food scene

Marketing and PR

Events, regattas

Phoebus, millennials

Regionalism

Convention Center

Buckroe, tourism



A hand holding a chess knight piece over a chessboard with other pieces. The image is overlaid with a semi-transparent orange filter.

Strategy

Insights

A close-up, slightly blurred photograph of a hand moving a white chess piece (a knight) on a chessboard. The background is a dark, moody blue-grey color. The text is overlaid on this image.

strategy

“The essence of strategy
is sacrifice”

David Ogilvy

NORTH  STAR



creativity & action

“The essential difference between emotion and reason. Is that emotion leads to action, while reason leads to conclusions”

Donald Calne

NORTH  STAR

Positioning helps us market.

Job of the brand is to articulate and demonstrate
why Hampton is a preferred location.



So what makes Hampton distinct?







“ This is one of the most picturesque towns in the country.
I can't believe it is such a secret.”
External Perception Study



“We either don’t have the energy or the funds to promote ourselves.”
Site Visit Conversation



“We ARE the Right Stuff. We trained them. It’s what we do well. Promoting those facts is what we don’t do well.”

Site Visit Conversation



Hampton has a legacy of significant, monumental role in changes in American history from the very beginning.



Oldest Continuous English Speaking Colony in New World
First landing of African slaves to America
First step towards emancipation
First native born African American born here
NASA started here; Astronauts first trained here
Early landing of British Colony
1st free public school
Oldest hydroplane regatta
First Southern reading of Emancipation Proclamation at the Oak
Oldest African American Museum in US
Ranked #1 in technology use in schools 2014
First self-contained African American community
Most attractive region to millennials 2010-2015
Science and technology in advanced materials and physical sciences
Proton Therapy Institute and Hampton University Research



And that legacy continues today. What are our next firsts?



“Hidden Figures is the perfect title. It tells the story of Katherine Johnson well, but it is an accurate title for Hampton’s history and impact. So much of our history has impacted the nation and world. Our appreciation of our own role in so much is hidden. How do we expect anyone else to appreciate us?”

Site Visit Conversation



Research reveals a priority and concern for greater cooperation among many partners in the community.



“They need to stand on their centuries of importance with eyes toward the future. They have the talent and the history to continue being one of the most relevant communities in our nation’s future.”

External Perception Study



“I get to walk around in a postcard here.”
Site Visit Conversation



Strategy

DNA Statement

Target Audience: For those with a keen curiosity and an interest in making history,

Frame of Reference: Hampton, Virginia, where the Atlantic welcomes the Chesapeake,

Point-of-Difference: launches ideas with trajectories that change your world

Benefit: so your creative exploration is fun and rewarding.



Target Audience: **For those with a keen curiosity and an interest in making history,**

Hampton has a rich history dating back to Native American and the arrival of the British colony, continuously playing a significant role in our nation's history.

As a place leading in science and technology, a strong curiosity is important. Looking for the next advancement or innovation (making history still).

And Hampton has a legacy of creativity and curiosity as evidenced by an arts scene protecting, producing and consuming it.

Curiosity is also important for the Hampton visitor. Interested in enjoying the waterfront sites and great flavors in Phoebus and across the community.

With a keen curiosity comes fun discoveries and experiences.

Hampton has rich history and an authentic setting (no reproductions here).



Frame of Reference: **Hampton, Virginia, where the Atlantic welcomes the Chesapeake,**

Research regularly praised the incredible beauty of Hampton, particularly the waterfront.

The community is at a central and strategic location in the center of the Hampton Roads area.

Fort Monroe and Hampton are right where these great waters meet.

A vibrant waterfront is always attractive to visitors.

Just as the Atlantic welcomes the Chesapeake, Hampton is a diverse and welcoming community.

The diverse and welcoming community is a true asset for visitors who describe memorable experiences with the friendly people they meet in Hampton.

The community is also open for business with a supportive demeanor to new and existing businesses.



Point-of-Difference: **launches ideas with trajectories that change your world**

Decisions, actions and ideas that come from Hampton have changed our nation and world since the beginning.

From the arrival of slaves to the ending of slavery and on to the NASA and Langley programs and all of the scientific discoveries therein to social justice and civil rights, Hampton has impacted it all.

Reverence for history will continue to lead to new ideas and advancements. And artistic impression.

This is compelling for economic development as the exploration of new ideas leads to new business.

NASA, Langley and Hampton University are all involved in research that will impact our nation's and the world's future. Even small business incubation in Hampton is making a difference around the globe.

It positions Hampton as a place for innovative thought and a winning location for big thinkers. It can change our individual worlds (making it deeply personal). And also impact the globe.

Such a pivotal role throughout history can draw visitors to the area to witness the where, when and now of those historical moments. These memories impact visitors life experiences.



Benefit:

so your creative exploration is fun and rewarding.

The exploration of ideas in Hampton is evidence of the curious, critical, and inventive thinking occurring here.

The encouragement and fulfillment (art, business, science, etc.) of creativity is rewarded in this community.

Hampton is home to many artists and creative thinkers.

The Hampton University Museum (the first and oldest African American Museum in the country) houses a superb collection of art and history.

Hampton has much to offer as a fun destination: waterfront, beaches, museums, downtown events, Fort Monroe, Phoebus, Coliseum, Boo Williams Sportsplex, Air and Space Center, etc.

The benefit of a place with ideas that change the world is that you continue to make history, new discoveries, art, and good citizens and leaders.



Target Audience: For those with a keen curiosity and an interest in making history,

Frame of Reference: Hampton, Virginia, where the Atlantic welcomes the Chesapeake,

Point-of-Difference: launches ideas with trajectories that change your world

Benefit: so your creative exploration is fun and rewarding.



what can success look like?

how to measure your efforts

9.1x increase in brand advocacy

Lee's Summit, MO

30.81% increase in RevPar

North Star Study

Over \$4 billion in new investment

Downtown New Orleans, LA

84% increase in total job creation

State of Florida

17% increase in tax revenue

McKinney, TX

95.6% familiarity with brand

Columbus, GA

101% increase in web traffic

Brookings, SD

Change in top descriptor via external study

Dublin, OH

3.89% increase in employment growth

North Star Study

Over \$1 million increase in tourism funding

Virginia's Blue Ridge

7.95% increase in restaurant sales

Cape Girardeau, MO

19.2% increase in tour sales income

Columbus, IN

23.6% increase in resident advocacy

Cape Girardeau, MO

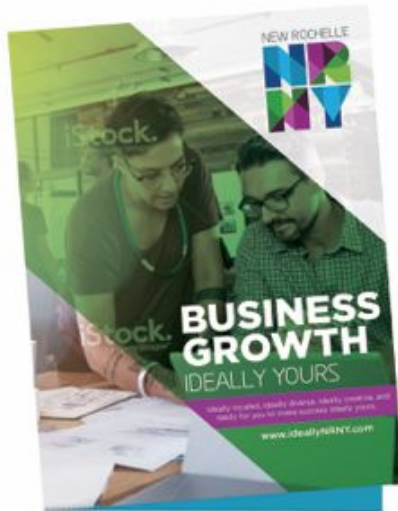
23% increase in web inquiries

Montrose, CO

For those seeking their ideal, any ideal, New Rochelle, just 30 minutes from the heart of Manhattan and everywhere within reach, is where a heritage of originality, refreshed perspectives, and a culture of inclusion, inevitably creates New York's next great place.



ENTRY FEATURE VEHICLE DIRECTIONAL PEDESTRIAN DIRECTIONAL PARKS/MAPS



Doing Business Here
Downtown Plan
Talent
Data
Sites & Buildings
Already Here
Quality of Life

Ideally you want a community that embraces and enables your hopes and dreams. New Rochelle goes that and more. Our trajectory has shifted even higher since we have been here. New Rochelle rallied together the right people to get us in the building and then supported our efforts with services and introductions that allowed us to open faster than expected. Here's how Rochelle steady yours. We sure did.

SEARCH SITES & BUILDINGS

MAPS

NEWS

Contact Commissioner of Development Luiz Aragon today at (914) 654-2185

FEATURED PROPERTY

— New Tenants Attract More Foot Traffic Downtown

— Brooklyn Broke My Wallet. New Rochelle is the New Ideal

— Take the Metro North to the Next Food Scene

— Click here for the IdeallyNRNY guest blog

MAPS

— Minutes from Manhattan. Halfway between NYC and Stamford. Right in Westchester County. See how close you are to your goals AND your community.

IDEALLY NRNY: STORIES OF IDEALS REALIZED

— Learn how we have our clients' best success and their ideal community in New Rochelle

DOWNTOWN PLAN

— Do the development in New Rochelle. We are here to help your ideas come true. Start today.



SPECIAL ADVERTISING SUPPLEMENT

FOCUS ON NEW ROCHELLE

www.newrochelle.com

NEW ROCHELLE

MAKE DOWNTOWN IDEALLY YOURS

Vibrant, active, and accessible, Downtown New Rochelle is your next great location just minutes from Manhattan, Stamford, and the Hudson River Valley.

NEW ROCHELLE
www.newrochelle.com

Ideally located, ideally diverse, ideally energetic and just waiting for you to make it ideally yours.

Whether an anchor tenant or your first storefront expansion, New Rochelle understands your need for local foot traffic and a phenomenal experience. We are dedicated to your ideas - we're all about inspiration and initiative here. And we demonstrate this every day in our ongoing transformation of Downtown and our waterfront. As you consider your business growth today, you're only one or two minutes from your next great opportunity that is ideally yours in New Rochelle.

Contact Commissioner of Development Luz Aragon today at (914) 652-5785 or luz@newrochelle.com

NEW ROCHELLE
www.newrochelle.com

Ideally located, ideally diverse, ideally talented and just waiting for you to make it ideally yours.

The world's greatest achievements are the result of passionate people pursuing personal ideas. Like the many talented writers, artists and entrepreneurs who found inspiration in New Rochelle in the past, a new generation of creative minds is pushing boundaries, bending rules and finding new ways to thrive in the world, all from one culturally diverse urban center just minutes from Manhattan. As you consider your business growth today, you're only one or two minutes from your next great talents, who are ideally yours in New Rochelle.

Contact Commissioner of Development Luz Aragon today at (914) 652-5785 or luz@newrochelle.com



NEW ROCHELLE
IDEALLY YOURS

For those seeking their ideal, any ideal, New Rochelle, just 30 minutes from the heart of Manhattan, is where a heritage of originality, refreshed perspectives, and a culture of inclusion, creates New York's next great place.

LEARN MORE

IDEALLY YOURS | LIVE HERE | WORK HERE | GROW HERE

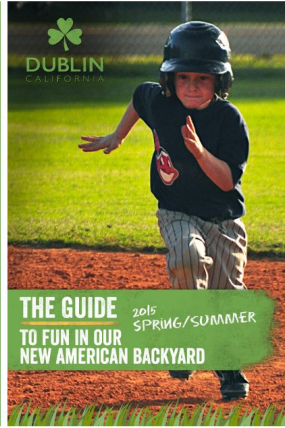
NEW ROCHELLE
IDEALLY YOURS

For those seeking their ideal, any ideal, New Rochelle, just 30 minutes from the heart of Manhattan, is where a heritage of originality, refreshed perspectives, and a culture of inclusion, creates New York's next great place.

PLAY VIDEO

MORE ABOUT NEW ROCHELLE

For those who value diversity, community and connections, Dublin – close to San Francisco, Oakland and the Silicon Valley – is the Bay Area's New American Backyard, allowing you to make a living and have a life.



Approval of Strategic Brand Platform* (presented today)

Creative Workshop with Small Creative Committee

Tagline Development and Presentation*

Brand Narrative Development

Logo Development, Color Palettes, and Visual Direction Development and Presentations*

Brand Identity Guide, Graphic Standards, and Implementation Plan Development

Final Presentation and Final Report Assembly

**Exact timing and progress of creative and implementation phase depends on approvals.*



Top 10 Mistakes to Avoid

1. **Make your brand just about a logo and tagline**
2. **Proceed without research**
3. **Ignore your culture and heritage, focusing solely on your aspiration**
4. **Unveil your brand identity and ask for public feedback before you implement**
5. **Apply strict controls for usage by private sector and other public agencies**
6. **Think of this as an ad campaign**
7. **Appoint a large stakeholder group to approve creative development**
8. **Engage the press for the first time during the unveiling**
9. **Hire a professional firm and then tell them what you think will work best**
10. **Make a contest of creating your community's slogan**

Thank you Hampton.

ed@northstarideas.com