

Economic Development Insight

Community Branding

Everybody understands product branding. If I say to you, “It’s the real thing” most folks will immediately think of Coco-Cola. In the same way, “Just do it” will evoke thoughts of Nike. These brand statements together with their company symbols identify these products around the world without even mentioning the company name. These are classic examples of product branding but what does it mean to brand a community?

According to Kerry Doyle, Marketing Strategist with economic and site selection service provider AngelouEconomics, “In a world where marketers typically have ‘one shot’ to instantly get the attention of -- or introduce themselves to -- site selectors, consultants, tourists, potential workforce, and their own constituents, having and presenting a cohesive and enticing community identity has profound conscious and subconscious impact.”

One of the 7-1/2 keys to success discussed in Jack Schultz’ book *Boom Town USA* is to Build Your Brand. “It sets them apart by giving the region, state or even the nation notice of what it’s about and what it offers. A brand is a town’s calling card – it can put a town (community) on a map and keep it there for all the world to see. If you’re located in the middle of nowhere, without a strong population base for hundreds of miles, you had better develop something that sets you apart from everyone else.”

A community brand, also known as a place brand, reflects what distinguishes it from any other community while stirring the viewer's curiosity. In Greene County’s case, it indicates there’s more here than you might expect.



The image is one of a crane, as any avid bird-watcher will readily attest, and reflects not only the outdoor recreation and sportsmen’s paradise that is available here in Greene County but also alludes to our close ties to NSWC Crane and the WestGate at Crane Technology Park.

Economic Development Insight

GCEDC has registered this image and will provide it upon request to any agency/group to use in promoting Greene County. The 'Friends of Goose Pond' group has already been granted a two year exclusive on baseball caps and is now using the image in solid color and the full-color version. The image is embroidered onto the caps and various styles are available for \$12 each, with the proceeds supporting their activities. Contact Cam Trampke at (812) 659-3862, if you'd like to buy one.



GCEDC uses this image as part of its company logo by simply adding a line beneath it with the words Economic Development Corporation.

Corresponding with the brand image is the 'tag line' that speaks of our community's primary distinctions, "Gateway to Business – Corridor to Nature."

Reference to the "Gateway" expresses the importance of WestGate at Crane and the visitor access point to NSWC Crane, the predominant economic engine in the region. The "Corridor" relates to the forthcoming Interstate 69 corridor from Indianapolis to Evansville and, further, to the US 231 Exchange being the halfway point between the two. This will provide ready accessibility for business and tourism visitor alike.

Joan Bethell is the executive director at Greene County Economic Development Corporation and can be reached at (812) 847-4500 or jbethell@gcedc.us