

# Project

## Marketing Chapel Hill

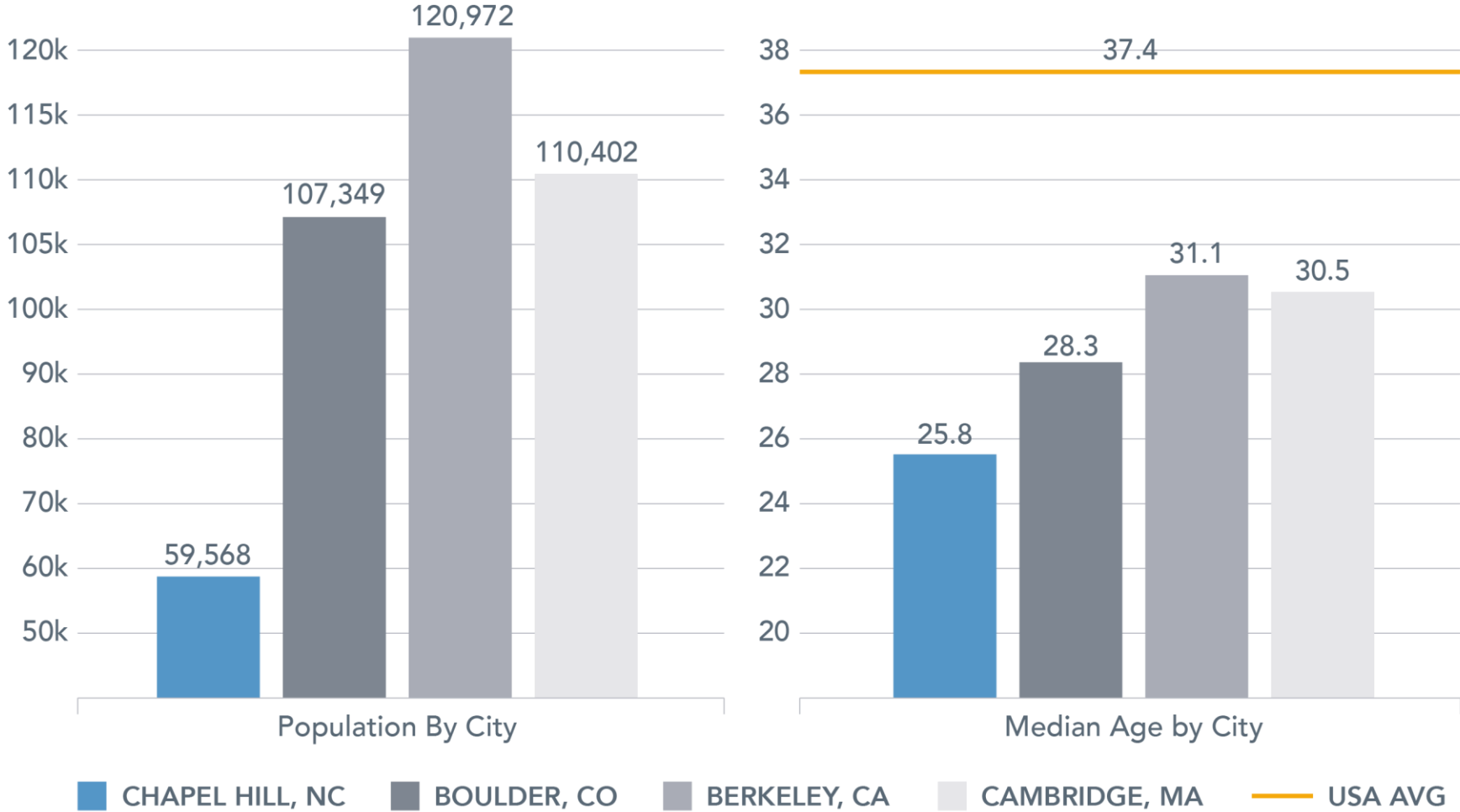
Promote Chapel Hill as a great place for business

- Phase One: Research the community and competition – *complete*
- Phase Two: Creative concepting/messaging – *in progress*
- Phase Three: Spread the word – *planning stages*

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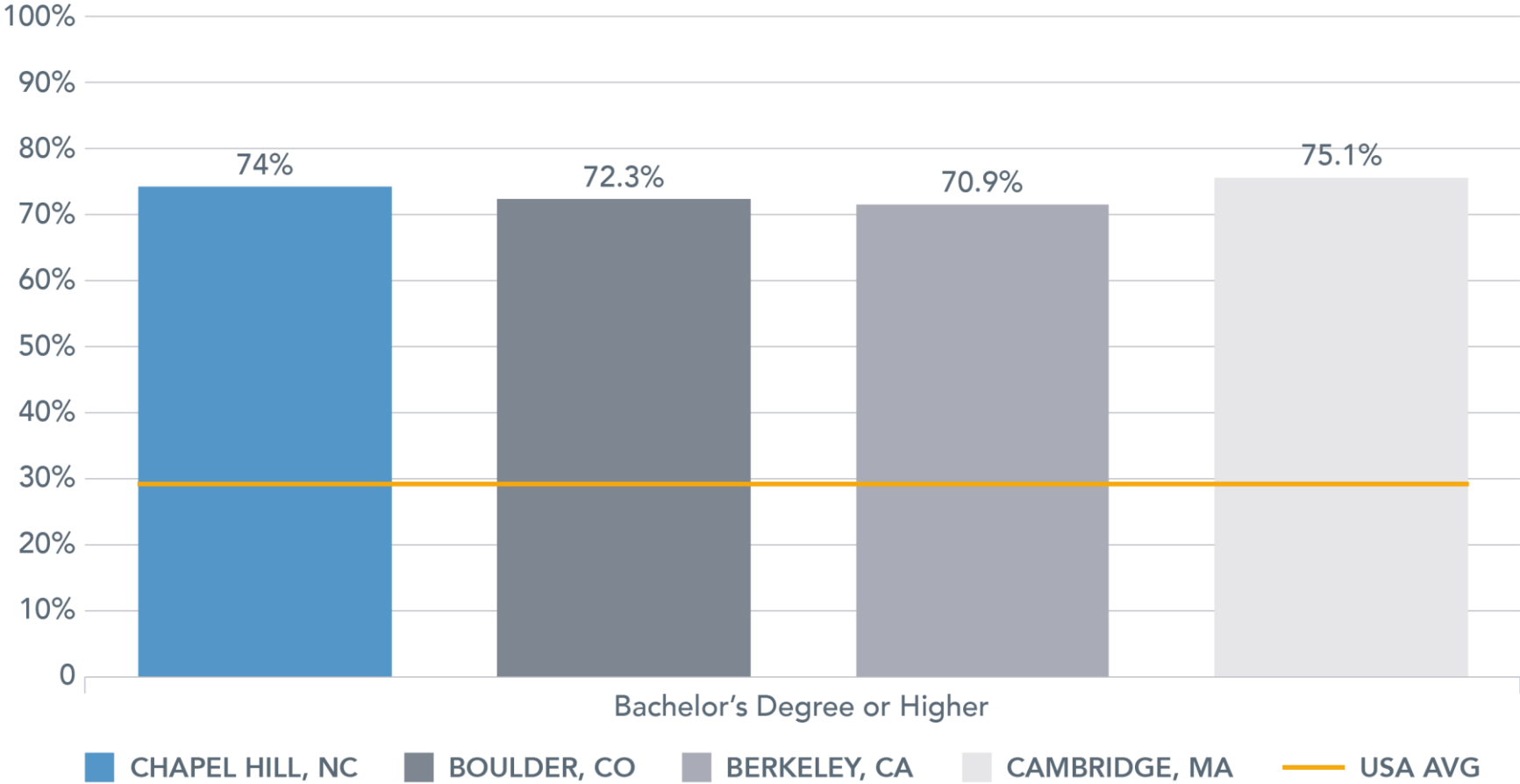
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# Population Overview



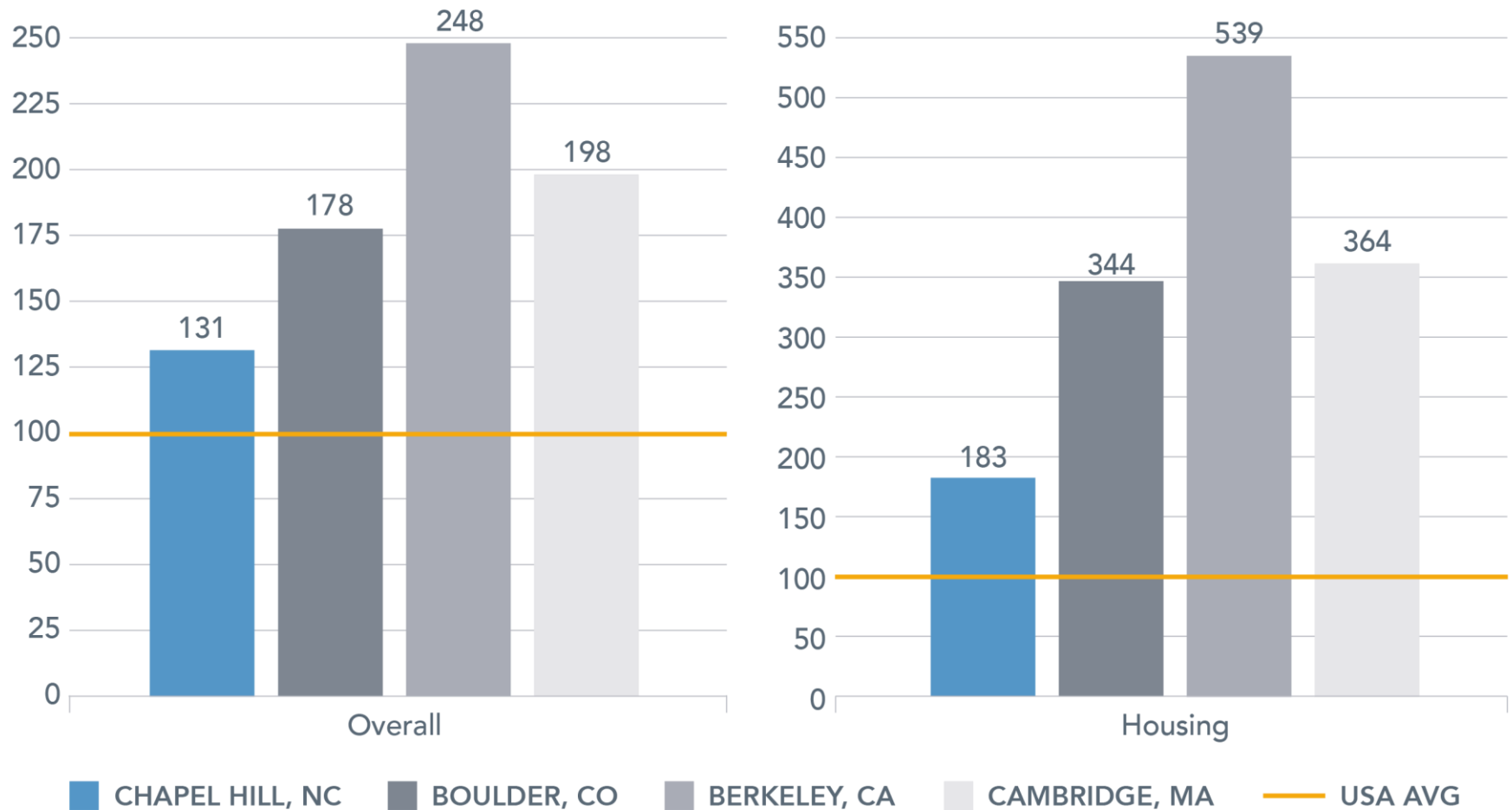
Source: BestPlaces.net, City Comparison – Last Updated 12/16.

# Bachelor's Degree and Higher, Age 25 and Over



Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

# Cost of Living Comparisons



# Key Insights

## Community Comparison Research

- Chapel Hill is half the size of Berkeley, Boulder and Cambridge
- Educational Attainment is basically the same (exceptional)
- Cost of Living is significantly lower

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# Key Insights

## Post-Doc and Millennial Listening Sessions

- Chapel Hill's lifestyle brand is **positive** (National level)
- Chapel Hill's lifestyle brand is **mixed** (Regional)
  - Not as much to do for young professionals as Durham and Raleigh
  - Great for when you have kids and need access to public education
  - Expensive (why pay more until you have to?)
- Chapel Hill has **no business brand** (National level)
- Chapel Hill has a **poor business brand** (Regional)
  - Largely driven by past experiences and certain commercial brokers

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# Key Insights

To drive our storytelling and creative design

- There is a regional story and a national story
  - National – we need to communicate our business successes
  - Regional – Start changing perception of doing business here



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# Key Messages

To drive our storytelling and creative design

- Home to the nation's first public university
  - Pioneer in education, research and innovation
  - Ideas, technologies spinout and generate companies
- Nurturing business growth
  - **launch** Chapel Hill
  - 3-Birds Marketing (100+ employees, recruited from Silicon Valley)
  - Quantworks (25+ employees, from **launch**)
  - TSI Healthcare (155+ employees, attended UNC)

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# Key Messages

To drive our storytelling and creative design

- Vibrant & active community
  - Visual and performing arts
  - Live music
  - Award-winning restaurants
  - Craft breweries and distillery
  - Championship athletic teams
  - Passionate residents
  - Open spaces
  - Outdoor recreation opportunities
  - Carolina blue skies



# Next Steps

## Where do we go from here?

- Continue to refine our elevator pitch (external positioning statement)
- Build a consistent graphic identity that aligns with message
- Conversations with Public Relations Firm (drive stories, leverage press)



CHAPEL HILL, NORTH CAROLINA

INNOVATION  
**OPEN2CRAFTBEER** 🍺

FOODIES  
ENTREPRENEURS  
CULTURE  
MAKERS  
EVERYONE

**Subhead about yummy craft  
brewers—we want you.**

To keep things simple, I think I would choose one of the easier “open2” ideas as the one we highlight. With that said, it would still be nice for it to have a business angle. I could see that with, Makers, Craft Beer, Entrepreneurs (could be many, many things).

Maybe we use a large image, then our “Open2” Wheel, a block of copy, and a closing CTA that restates Chapel Hill is Open2Business.

**OPEN2BUSINESS**

[opentobusiness.biz](http://opentobusiness.biz)

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# Questions?

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