



# Brand Identity Proposal

Prepared For

The City of Roeland Park, KS  
*2016 Destination Brand and Identity Initiative*

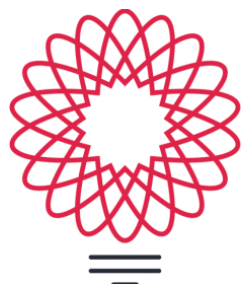


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## Introduction



**IDEAS**  
MEDIA & EXPERIENCE DESIGN

Created in 2001 through a management buyout from the Walt Disney Company, IDEAS is a media and experience design company using the central premise that powerful stories create powerful experiences. IDEAS delivers solutions for healthcare, government, enterprise, and entertainment clients worldwide.

With more than 400 years of aggregated experience in storytelling, experience design, branding, training, media production, and content development, our proven methodology has been used to successfully design and launch new brands, destinations, attractions and immersive experiences for clients like Siemens Corporation, the U.S. Navy, The Walt Disney Company, Spaceport America, CareerSource Florida, and a long list of the world's most renowned companies.

We offer a new solution for a noisy marketplace populated by what we call "The Audience of ME." With everyone firmly planted in the middle of a busy personal universe, getting and keeping the attention of your audiences requires the creation of a compelling narrative. Ultimately, your brand message must be the bridge that connects your reason for being with your audience's reasons for caring.

With our StoryJam™ methodology, we collaboratively marry the best thinking that your community and stakeholders have to offer with a powerful professional consortium of best-of-breed market analysts, brand architects, experience designers, storytellers, writers, communicators, graphic designers and media-makers -- each brought to their maximum potential by the opportunity to concentrate on and perform in their areas of excellence. The ultimate StoryJam deliverable in every case is – unforgettable audience engagement.

We own and operate an extensive media and experience design center located in downtown Orlando, FL, delivering on every aspect of that audience engagement from creative development, through media production and post, web and game design, and programming. Our full-service studio allows us significant flexibility and cost effectiveness and the ability to easily and reliably package many unique services to meet client demands. For more, please visit us at [www.IDEASorlando.com](http://www.IDEASorlando.com)



## Objective

IDEAS seeks to collaborate with you and your many stakeholders in an effort to redefine the branded story and image that you deliver to your residents, businesses, visitors, and investors. It is our intent to help you to engage your community – and all those who engage with it -- with a powerful new destination story and identity that will both amplify, and create ambassadorship for the *new* City of Roeland Park.

IDEAS is not a good pick if you're looking for the common, legacy approach that has driven the creation of new destination brands, master-planned communities, and location-based cultural entertainment for decades. We love to break rules and, after more than 32 years of experience -- we know how to deliver market engagement. The key is to begin and end with your audiences and use our proprietary Experience Design system to:

- *Leverage stakeholder insights and data to provide a clearly defined picture of your audiences, assets, competing destinations and opportunities*
- *Crystalize a compelling and aligning story about the "NEW City of Roeland Park" as one of the very best places to visit, live, and invest in the State*
- *Develop and deploy a new Regional Identity as your "living brand"*
- *Recommend strategic go-to-market communications programs and media tools that build affinity with your audiences*



We have applied this proven and effective process to many similar projects over the years, every one with a unique character and personality. Our work, when complete, will advance your vision to create an immediately recognized and revered identity and destination, based on sound audience and economic insights. It is our goal to help you lay a sustainable foundation of engagement for new and existing residents, visitors, the outside business community and future investors in the Roeland Park lifestyle and economy.



## Discovery & Market Assessment

The first step toward defining and igniting the new City of Roeland Park story is to fully understand its perception within the city's *current* market context. We will begin with a briefing your project leadership to better define our processes and ensure that all expectations of our program are clearly defined and agreed upon by your stakeholders. During this work we will ground ourselves in available insights defining current Roeland perceptions, assets and industry, lifestyle and attractions, resident demographics and sentiment, and your economic climate, challenges and opportunities. We will identify key findings and discuss with you any gaps that we feel may exist in audience or environmental intelligence that – when filled -- will lead to a more powerful identity story.

We will also review a sampling of competitive on-line materials for the primary purpose of determining how other well-positioned “national iconic” cities and those in the broader Kansas City area communicate their offerings to external audiences. The audit will give us an understanding of positioning ground available in the marketplace, key messages that may be effective, and the way the brand identity may be effectively extended to diverse markets.

### **Deliverables:**

The deliverable will include an Environmental Assessment memorandum and where needed, a revised project Plan and schedule. Insights from Discovery & Market Assessment will inform the design of the StoryJam process, and also provide a baseline metric upon which all future success may be judged. All materials are delivered in digital formats, in print and video resolution as required.



## StoryJam™

Every working brand is supported and driven by a compelling narrative. With StoryJam™, our proprietary design-thinking system, we have successfully created new identities, destinations, and products for organizations worldwide. Using this proprietary process, we will develop a compelling collection of story assets designed to capture the essential qualities, voice, and future-state of **the NEW City of Roeland Park as an extraordinary place to live, work, invest and play.** The StoryJam results will describe the optimized, future state of Roeland's vibrant economy as “a regional magnet for new business, community, and lifestyle.”



The StoryJam™ itself is an intense facilitated creative “story conference” beginning at 9am and concluding at 5pm with a broad cross section of 25 to 40 knowledgeable stakeholders. During the day, we concentrate on getting the team comfortable with storytelling, the structure of stories and the 6 key elements that comprise a story and end with the construction of the new Roeland Park core story. **Unlike other “brainstorming” or “visioning” techniques, StoryJam is fully engaging for every participant, creative and highly collaborative, delivering focused, actionable results.**

The StoryJam™ will clarify lines of thinking, delineate potential solutions and approaches, and uncover conflicting points of view across the stakeholders. The objective of this work is to develop a shared vision around a single regional identity story, and the pathway required to bring it to life. This is not an executional plan, but the foundation upon which a new working and vibrant brand charter for the City of Roeland Park may be built and upon which all future marketing and communications tactics are developed.

#### **StoryJam Deliverables:**

The Session Report will be delivered as a digital file containing:

- Executive Summary – a succinct report of the findings and a summary of the recommendations including a high level identity ignition plan
- Core Story – the final brand story written and story-boarded
- Revised Brand Charter -- the navigational chart and compass for the new City of Roeland Park Identity, messaging and culture includes elements of Values, Vision, Mission, Essence, Positioning, Promise, Personality.
- Session Work -- all verbal/written material captured and synthesized during the sessions



## **Brand Ignition**

#### **Sensory Identity Refinement**

With your Brand Charter as our guide, we will propose 3 color and B&W-rendered Destination Logos to be refined and developed into a recommended final visual identity and nomenclature solution. Crafted from preliminary and final reviews with you, the final design for the identity system will be delivered as digital files in color and black and white. We will also create a **Brand Identity Standards Manual** (PDF) to define the proper use of all logos, fonts, color palette, taglines, letterhead, etc , into the future.



## Communications Strategy

Success lies not only in the development of the brand but in its introduction and acceptance by a broader group of stakeholders. We will develop a regional strategic communications roll-out plan with direction leveraging traditional and online advertising, media relations, promotions, digital and social marketing, direct communications, events and experiential marketing. It will be additionally recommended that a community unveiling celebration be held as a component of your media launch and sustainment plan.



## Past Performance

### Siemens VIP Center at Epcot

International engineering and technology firm Siemens Corporation needed an expert partner to create and help tell its diverse story in an engaging, immersive environment at its new corporate VIP center inside Epcot's Spaceship Earth attraction. The facility had to convey the unified essence and strength of the many Siemens divisions to visiting employees, clients, corporate



VIPs and media from around the world. IDEAS conceived and created every aspect of the branded experience from foundational story and communications tools, to décor, to media, to interactive exhibits and automation. Guests enter through a key-pad protected glass portal and emerge into a high-tech environment where Siemens image recognition, virtual reality, and other technology is showcased via fully tactile-responsive interactive media screens, hands-on interaction, and touchpad controls that connect the user to the entire functionality and ambience of the space. Siemens' VIP Center has been opened for 5+ years now and IDEAS continues to refresh and add new elements within the center as the company continues to grow.







## CareerSource Florida

IDEAS was tasked with rebranding Florida's Workforce System, resulting in a successful common brand that is customer-focused and delivers consistency across all regions. The 15-month project included market research and a collaborative process involving more than 1,500 stakeholders, from job seekers and businesses to regional workforce board leaders, front-line workforce professionals and strategic partners. The IDEAS StoryJam process kicked off the project to unify the 25 brand names for the state and local workforce boards as well as numerous other brands associated with the system.



The goal of the process was to strengthen the brand architecture of the Florida workforce system through a unified identity to enhance awareness of and access to services whether delivered or received online or in person. The common brand communicates a 21st century promise of universal access and quality services to Florida employers seeking skilled talent and Floridians seeking assistance with career, employment and training opportunities. It also links Florida's workforce development efforts to regional and state economic development priorities as well as talent development partners and stakeholders in education, economic development and industry.





To assure that the voices of all Regions were heard on an on-going basis throughout integration, a weekly Steering Committee Meeting was held to discuss progress, overcome unseen barriers, and model best practices. In addition to the new brand, standards and tools, IDEAS created the new CareerSource Florida website, where job seekers and employers can go to connect to the state's online job-matching tool and employment and training resources available throughout Florida. The final step of the process before our strategic communications and roll-out plan was implemented was the design of an interactive rich-media eLearning program to ensure that all employees could sustainably deliver on the new CareerSource culture of service excellence.

*CareerSource Florida was honored with the 2014 State Excellence Award for Leadership (SEAL) by the National Association of State Workforce Agencies (NASWA) for the re-brand initiative. In addition, they have been asked to host two 70-minute general sessions at the Jan 2016 National Workforce Innovation and Opportunity Annual Conference to ensure that every attendee from every state in the country sees and understands the power and process that led to the activation of this new national benchmark brand.*

### **Sandpearl Resort**

The Clearwater Beach Hotel was built in 1917 and served presidents, celebrities and royalty for many generations. Purchased by a new owner, this very tired old icon needed a total demo/rebuild to return to her former glory and again become the “first-choice” destination that her legacy demanded. IDEAS used StoryJam, our proprietary design-thinking system, to create and convey the vibrant new story of this old hotel, create a new brand name, visual identity and style guide, and develop a comprehensive Experience Design Plan to deliver all of the programmatic elements inside the resort's walls which included:

- An Innovative check-in system
- Unique resort rituals and celebrations
- Guest programming
- Eco-tourism & Excursions
- Restaurant theme/design
- A culture of Service Excellence



As a result, we are proud to see that the Sandpearl Resort has consistently maintained its rating by Conde Nast and Expedia® as one of the Top 10 resorts in the world in terms of guest satisfaction and value.





## Film Florida

We created a brand identity for the Film Florida brand consisting of logo work, brand and style guidelines, and an identity system. Their brand identity was then applied to a collection of supportive business collateral as well as a responsively designed website. Below are examples of some of the business collateral as well as design elements from their website. You can view the entire website at [FilmFlorida.com](http://FilmFlorida.com).





## Spaceport America

IDEAS created an entire brand identity campaign for the Spaceport America brand on behalf of the New Mexico State Authority. Their campaign included video production work, interactive elements including a responsively designed website, and a collection of business collateral. Below is an example of what we delivered in terms of a brand and style guidelines document.





## Schedule & Costs

The typical schedule for developing a brand identity with this scope is 6 weeks maximum. Depending on the approval process and speedy delivery of information and correspondence, it could be completed in 4 weeks. Below is a schedule broken down into deliverables with a total cost for your brand identity package.

- Discovery & Market Assessment
- StoryJam and Brand Charter
- Identity System and Ignition Plan

**Total Cost: \$25,000**

Terms are 50% on signing followed by two equal monthly payments with the second payment due upon final approval and completion of all agreed upon deliverables contained within your brand identity package. Production will begin upon receipt by IDEAS of this signed document and the required production deposit. Pricing presumes a project start before February 15, 2016.

## Approval

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Accepted By

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Date