Delivering The American Dream

Effective Community Place Branding
Ed Burghard

- BA – State University of New York @ Potsdam in Mathematics
- MBA – Syracuse University in Innovation Management and Marketing
- Retired Marketing Director P&G Pharmaceuticals
- Retired Executive Director, Ohio Business Development Coalition
- CEO and Manager, The Burghard Group LLC
- 33 years brand building experience in P&G, lifetime appointment as a Harley Procter Marketer
- Retired Member of the Association of Ohio Commodores
- Retired Founding Board Member, Nemacolin Energy Institute
- Nonresident Fellow, Maxine Goodman Levin College of Urban Affairs, Cleveland State University
- Lecturer, Shawnee State University
- Creator of the Strengthening Brand America Project
New Role: Grandfather
What is a Brand?

A promise that sets an expectation of an experience.

It must be authentic, relevant, and competitive.

HISTORICAL Case study - 

Note: All information is sourced from public documents.
Understand Current Image
Define Desired Identity

Ohio Brand Values:
Externally Desired Perceptions

Diverse.
- Multi-faceted economy
- Expansive cultural, educational and recreational resources
- Rivers, rolling hills, farmland, Great Lake (front)

Accessible.
- Warm Culture
- Close to customers & suppliers

Progressive.
- Forward thinking public/private sector
- More diverse than manufacturing
- Strong innovation & commercialization structure
Define Desired Identity

Ohio Brand Values:
*Internal Values necessary to deliver brand promise*

- **Resourceful.** Creative use of partnerships to support and cross-fund initiatives
  - Ohioans make it happen!

- **Aligned.** Region, cites & state working together
  - Consistent message themes

- **Proud.** Become brand ambassadors
  - Shed innate modesty
Define Brand Promise

The State of Ohio
Balance without Compromise

In a site selection process where companies seek the best possible location fit based on a large number of competing factors, Ohio offers balance without compromise. An enriching future in both business and life is equally and readily attainable.

Ohio offers everything business needs to thrive and grow—a central location supported by a world class logistics infrastructure, easy access to markets and supply chains, a large and productive labor pool and public/private sector leadership committed to business and policy innovation across its diverse economic sectors.

And in Ohio, business success is built within the broader context of a fulfilling life. Five major cities across the state, uniquely in close proximity to smaller communities, provide a choice of a low-cost, low stress environments. The diverse regions anchored by these cities offer a tapestry of cultural, recreational and educational opportunities that promote a full life with balance.

Ohio is a place where balance without compromise allows you to achieve at a higher level and thus realize your individual aspirations—at home, at work and in the community.

Diverse Accessible Progressive Resourceful Aligned Proud
Design Brand Mark
Decide WHO

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<tr>
<th>STRATEGIC OBJECTIVE</th>
<th>TARGET INDUSTRIES</th>
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<td>W – Work</td>
<td>Industries that are big drivers of the Ohio economy, but are declining in SDP performance.</td>
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<td>I – Invest</td>
<td>Industries that are big drivers of the Ohio economy, but are growing in SDP performance.</td>
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<td>N - Nurture</td>
<td>Industries with potential to be drivers of Ohio’s economy in the next decade.</td>
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Decide WHAT

Ohio Brand Overview

Strategic Target
C-level Executives and Key Consultants involved in capital investment decisions

Prime Prospect
WIN Program Industry C-level Executives and Key Consultants involved in capital investment decisions

Overall Equity
Balance Without Compromise

Brand Character
Risk Sharing Partner

Building Blocks

Points of Difference (positive)
- Unique metro and micropolitan structure that enables easier time management to minimize the need for trade offs between professional and personal priorities
- Unique tax structure that encourages maximum profit performance
- World-class logistics infrastructure (transportation and high-speed internet)
- Unique location that provides access to high margin markets
- Community of world-leading companies
- Unique innovation and commercialization infrastructure (Wright Centers, Edison Centers and Third Frontier)

Points of Difference (negative)
- Unionized labor
- Heritage of old economy manufacturing

Points of Parity
- Quality educational system
- Skilled and productive labor force

Base “Ohio Means Business” Campaign Idea
Bring Your Business, Enrich Your Life

5/13/16
Decide WHEN

The Three Moments of Truth

Moment 1
Winning the opportunity to compete

Moment 2
Winning the competition

Moment 3
Winning the reinvestment

CORE

AS NEEDED
Decide WHERE

Trade Shows

Advertising

Earned Media

Online
WHO?

• Tourists

• Business

• Talent
WHAT?

• **Tourists** – Pure Michigan is majestic, mythic and magical – a place with abundant natural beauty, authentic destinations and unique experiences that transports visitors to a special place far from the everyday routine. It is a perfect world less like everything is and more like everything should be – untouched, untamed and unspoiled amid an overdeveloped, strip-malled, cookie-cutter world. A world that is Pure Michigan.

• **Business** – Pure Michigan means growth. With its “natural resources” for successful businesses, Pure Michigan’s commitment, capability, cultivation and culture are building an environment where businesses can grow larger faster, creating more opportunity for talent and communities to thrive within the expansive beauty that is Pure Michigan.

• **Talent** – Pure Michigan mans opportunity. Our mission is to retain and attract high-level talent both within and to our great state. The implementation of the Pure Michigan brand into this mission will help us do that.
HOW?
Key Learnings

- Understand your community’s current image
- Align on your desired identity
- Define the gaps
- Create and resource a strategic plan to close the gaps
- Stay focused and disciplined
- Assess progress and adjust
- Have patience
Conceptual Framework

For The Rest Of The Conference
Time To Shift Focus

FROM:

TO:

Business

Residents
To Win In The 21st Century

All communities should promise to better enable resident achievement of the American Dream.

And differentiate based on the unique combination of enabling assets, infrastructure, public policies/programs.
What is the American Dream?

“The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.”

- James Truslow Adams
ADCI – Xavier University
• First measure that quantifies the American Dream in its entirety.
• Reveals how people feel about their personal wellbeing and physical environment.
• Each month 1,000 respondents share sentiment on 139 statements that pertain to the American Dream.
• Responses are rolled up to 35 ADCI dimensions.
• ADCI score is a gauge of how well people living in the United States are achieving the American Dream.
• Xavier University and The Burghard Group run an annual data mining analysis to calculate both state and major MSA level ADCI scores.
# American Dream

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Business Executives Care

- **Executives are interested** in knowing the ADCI score for locations where their employees work and live (87.3% indicated they want to know).
- **Executives believe there is a real business benefit** to employees feeling that they are achieving the American Dream (89.2% indicated there is). The three highest ranked benefits were 1) increased employee retention, 2) better work-life balance, and 3) increased employee productivity.
- **Executives will use the ADCI score to differentiate between locations** that are finalists in the site selection decision process (63.9% likely to highly likely).
- **Executives will be reluctant to relocate their business to a location with a lower ADCI score** even if incentives were offered (31.3% unlikely to highly unlikely).
Raleigh-Cary MSA
Opportunity Areas (vs. Nation)

- Freedom of Choice – Ability to choose what one wants in life.
- Health Care – Ability to access and afford good health care.
- Destination in Life – Ability to choose destinations in life (i.e. job, housing, travel, etc.)

(note: opportunities reflect a stat sig difference over 3-year period [2015, 2014, 2013], there were no stat sig positive differences)
Best-In-Class

- **Freedom of Choice:**
  - Trenton-Ewing, NJ MSA
  - Oxnard-Thousand Oaks-Ventura, CA MSA
  - Las Vegas-Paradise, NV MSA

- **Health Care:**
  - Las Vegas-Paradise, NV MSA
  - Akron, OH MSA
  - Oxnard-Thousand Oaks-Ventura, CA MSA

- **Destinations in Life:**
  - Trenton-Ewing, NJ MSA
  - Phoenix-Mesa-Scottsdale, AZ MSA
  - Las Vegas-Paradise, NV MSA
Watch For The 2016 American Dream Report

www.strengtheningbrandamerica.com