



## Committee of the Whole Meeting - Final

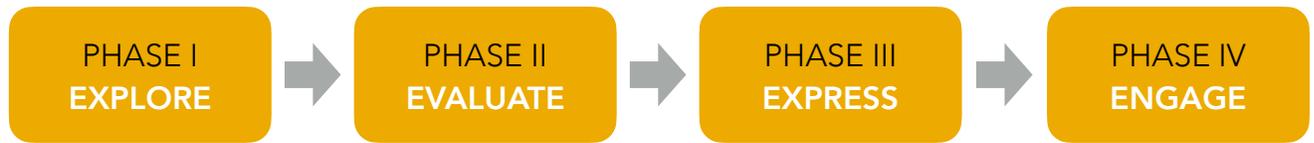
May 30, 2024

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A. COW2024-023 Presentation of the City branding research results

# BRAND EXPLORER PLATFORM



## SUMMARY OF RESEARCH ELEMENTS:

### 1,300+ PARTICIPANTS

- Familiarization Tour
- **11 ONE-ON-ONE INTERVIEWS** with community stakeholders.
- **5 FOCUS GROUPS** (42 total people).
- **617** Community Perception Study surveys completed online.
- **419** Outsider Perception Study surveys completed online.
- Branding Smyrna Facebook Page (**594 MEMBERS**)
- Digital audit of websites, social media, search, and reviews.

## BRAND TRUTHS:

### WHAT DID WE LEARN AND WHAT MATTERS MOVING FORWARD

1. **Location, location, location!**
2. Smyrna's association with **The Battery gives the city a boost of energy, excitement, and youthfulness** making it more welcoming, inclusive, and family friendly.
3. **Market Village is Smyrna's focal point** yet needs to become more vibrant. The Battery will never be Smyrna's heart and soul.
4. The jonquil is associated with Smyrna more so by residents than outsiders. **There are mixed feelings regarding the jonquil.**

## NEXT STEPS

- Development of the brand platform and brand story - June
- Development brand identity-logo-messaging - July
- Develop creative applications for interpreting the brand story and identity - July
- Development of the branding plan - getting your story into action – mid-September

