



FINDING FAYETTE COUNTY'S STORY

A NEW BRAND AND MARKETING BLUEPRINT TO
DRIVE JOBS, TALENT AND INVESTMENT TO FAYETTE COUNTY, GA



About DCI

56
YEARS
SPECIALIZING

IN
ECONOMIC
DEVELOPMENT
.....&.....
TOURISM
MARKETING

450+ CITIES
STATES
REGIONS
& COUNTRIES
REPRESENTED

4 OFFICES
NEW YORK, DENVER
LOS ANGELES, & TORONTO

50 WITH **[A PASSION
FOR PLACES]**
MARKETERS

Partner with Top Brands





Goal

To develop a new brand and marketing blueprint to attract investment and talent to Fayette County, Georgia.



A photograph of the Brooks Library building, which has a red brick facade and a white sign that reads "BROOKS LIBRARY".

RESEARCH AND DISCOVERY

IMMERSION TOUR

50+

MEETINGS/INTERVIEWS

WITH

Companies
Government Officials
Artists
Local Leaders
Employers

PERCEPTION SURVEYS

3

SURVEYS

361

RESPONDENTS

Site Selectors (Eastern Seaboard)
Young Professionals in Atlanta Metro
Fayette County Stakeholders



Strategy

Create a brand that unites Fayette County's five communities and positions the county as the perfect location for business and talent.

Target Audiences

- **Corporate executives and site selection consultants** both national and international
- **Young professionals** living in Fayette County, Metro Atlanta and target talent markets



Key Messages

Economic Development

- Access to Atlanta and airport
- In one of the best states for business
- Thriving global and tech businesses
- A community of innovators
- Atlanta's finest neighborhoods

Fayette County offers companies, big and small, the benefits of being located near Atlanta, while offering a lifestyle that feels a world away.



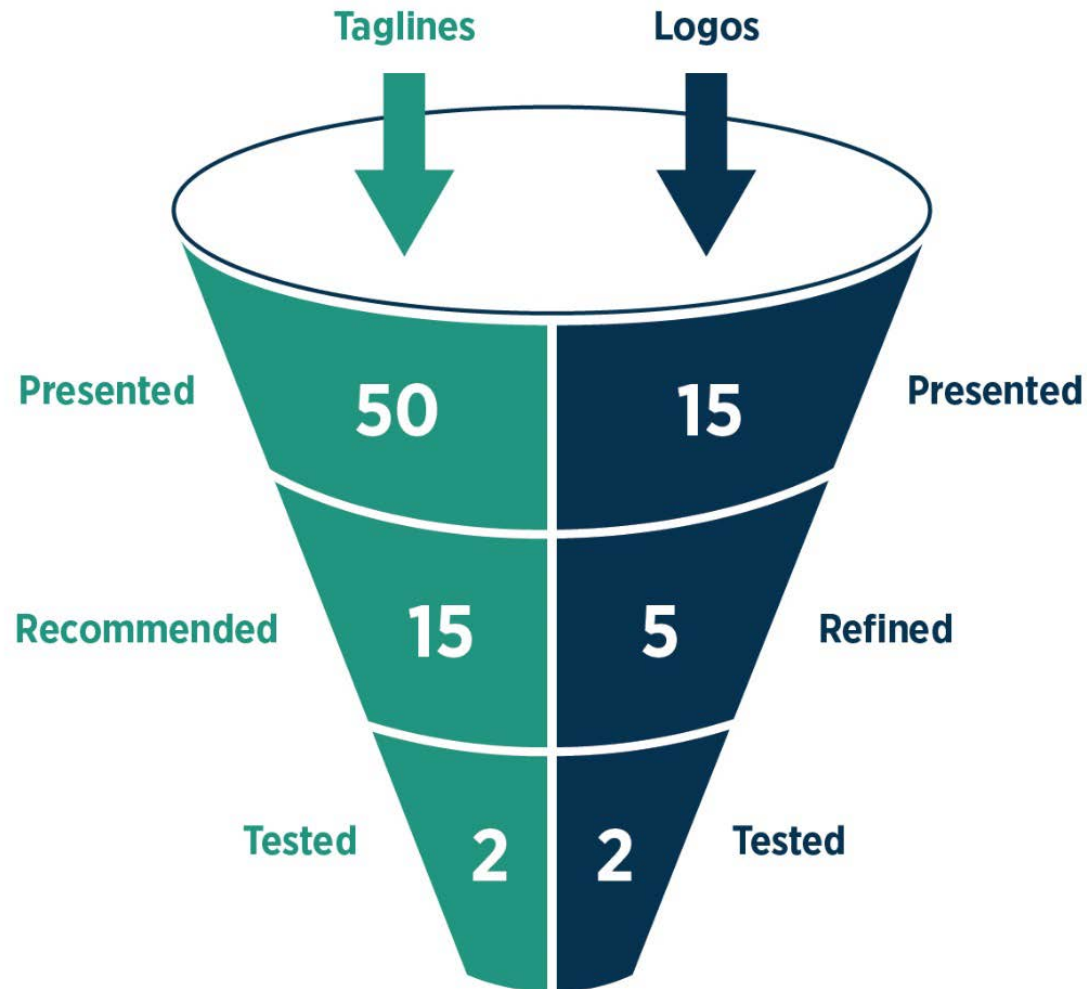
Key Messages

Talent Attraction

- Access to Atlanta and airport
- Georgia's finest address
- A neighborhood for every lifestyle
- A community of creators

Just outside Atlanta is a community that has been crafted for better living: Fayette County. Fayette County is a perfect blend of upscale suburban living and urban access, offering short commute times, natural beauty and friendly neighbors.

Creating the Brand



The Brand



Brand Book



THE FAYETTE COUNTY EMBLEM

FAYETTE COUNTY, GA

FAYETTE EMBLEM ANATOMY

Outer Ring

Fayette Band

Fayette Circle

Tagline

Fayette Header

County Subhead

ABBREVIATED

Abbreviated versions of the logo are available for use for social media and situations where a brand mark is desired, but space is limited.

CLARITY & SIZE

Whether for digital or print, the Fayette County emblem may begin to lose clarity in smaller sizes or when used on certain materials. If the emblem is displayed at any size smaller than 1.2 inches, an abbreviated version should be used. The emblem is not recommended for any use smaller than .4 inches.

SPACING

When using the Fayette County emblem, care should be taken to leave an appropriate amount of breathing room. The height of the the Header/Subheader together from the logo can be used as a guide to define the minimum space required from the edges of the logo.

Brand Colors

PRIMARY COLORS



#083250
RGB: 08, 51, 80
CMYK: 100, 79, 43, 38



#71C9C4
RGB: 114, 202, 196
CMYK: 53, 00, 27, 00

SECONDARY COLORS

#4D7B9A RGB: 78, 124, 154 CMYK: 74, 44, 26, 03



#E2F2F0 RGB: 227, 243, 241 CMYK: 10, 00, 05, 00



#F9A21F
RGB: 250, 162, 31 CMYK: 00, 42, 98, 00



#9A504F
RGB: 154, 80, 80 CMYK: 31, 75, 62, 18



#28917D
RGB: 41, 146, 125 CMYK: 80, 22, 59, 04



#7C8991
RGB: 124, 138, 145 CMYK: 55, 39, 36, 03



Use these colors sparingly





MARKETING BLUEPRINT FAYETTE'S SUCCESS PLAN: 10 KEY TACTICS

Media Relations

Pitch Fayette County's top storylines with the following in mind:

- Lifestyle media is talent attraction media
- Don't just think national, think local



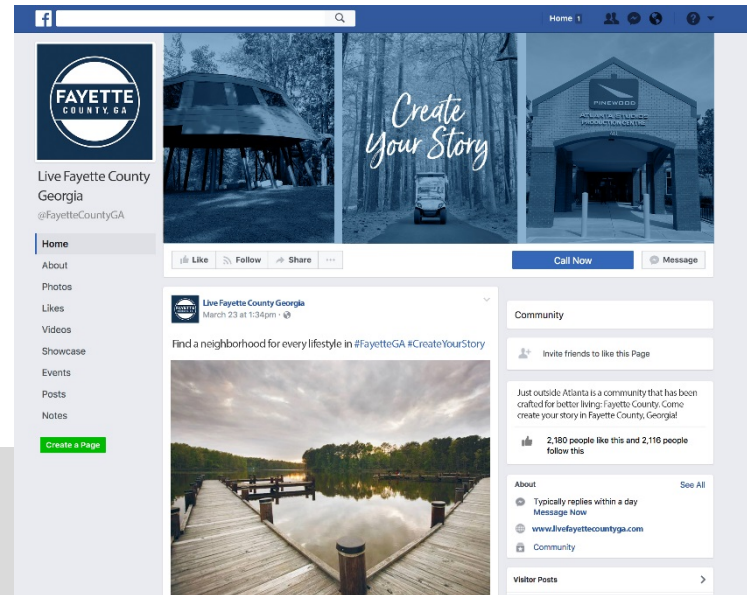
Digital Media

- Optimize both talent and economic development websites for SEO
- Bring talent to a dedicated info hub
- Have local employers make dedicated Fayette County career pages



Social Media

- Always use GA
- Develop and utilize a hashtag (#CreateYourStory + #FayetteGA)
- Reach top talent on Instagram



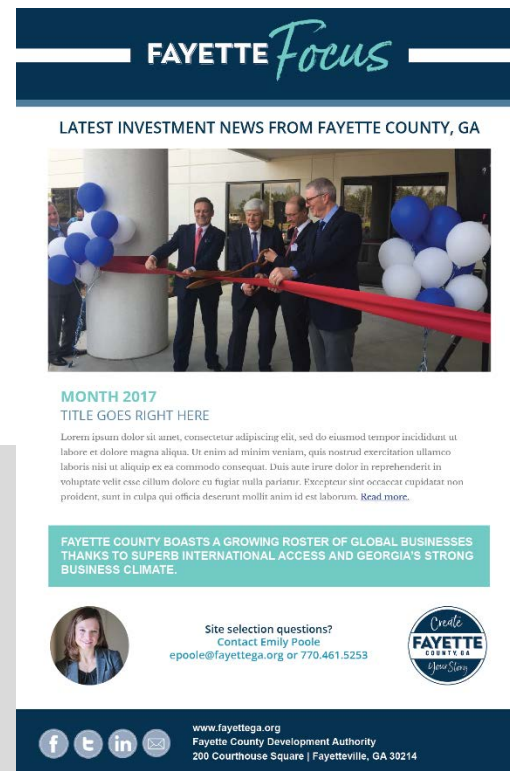
Videos

Capitalize on existing videos and create new ones for:

- Economic Development
- Talent Attraction
- C ATL YouTube channel

Collateral and E-Newsletters

- FCDA e-newsletter for site selection consultants
- Fayette County e-newsletter for new and existing residents





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and the State of Georgia
cordially invite you to attend
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beginning and ending with the
Masters® Golf Tournament.*

April 6-9, 2016

*You'll experience the thrill of golf
at its legendary finest,
unparalleled southern hospitality,
some of our most beautiful coastal areas
and learn why Georgia was voted the
#1 state in the nation for business.
As a guest of the 2016 Red Carpet Tour®,
your accommodations, meals and entry
to the storied Masters® Golf Tournament
will be compliments of your
Georgia hosts.
Transportation to and from Atlanta
will be your only expense.*

personal guests.

This invitation is exclusively for you, is intended for one guest

*Space is limited. To accept this invitation, you may
please contact Sara Melvin, Georgia Chamber of Commerce
Visit our password protected website redcarpettour.com*

Trade Shows, Conferences and Special Events

- SelectUSA Investment Summit
- SEUS Japan
- Georgia Red Carpet Tour
- Georgia Quail Hunt



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Why Global Companies are Flocking to Fayette County



MOST READ

1. Duo charged in Henry homicides facing death penalty
2. Cops: Woman used reality star's identity on \$9K shopping spree
3. Georgia man dies in jail after

The standard Lorem Ipsum passage, used since the 1500s

Site Selection Consultant Outreach

- Site selection consultant conferences
- Face-to-Face meetings/FAM tour
- Timely e-news and/or postcards



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Excepteur sint occaecat cupidatat non proident, sunt in
culpa qui officia deserunt mollit anim id est laborum.

Regards,
Name Person



Site selection questions?
Contact Emily Poole:
epoole@fayettega.org | 770.461.5253
www.fayettega.org

Fayette County Development Authority
200 Courthouse Square | Fayetteville, GA 30214

9



Co-Branding



FAYETTE CHAMBER
— OF COMMERCE —

10

Give 'Em Swag



A glowing lightbulb with a blue glow, symbolizing an idea. The lightbulb is positioned on the right side of the image, with its glow illuminating the surrounding area. The background is a dark blue gradient.

FOUR BIG IDEAS FOR FAYETTE'S NEW BRAND

1

Branded Events

- “Create Your Story” Fayette scavenger hunt
- Host a music festival
- “Fayette Con” talent attraction events



Tell Fayette County's Stories

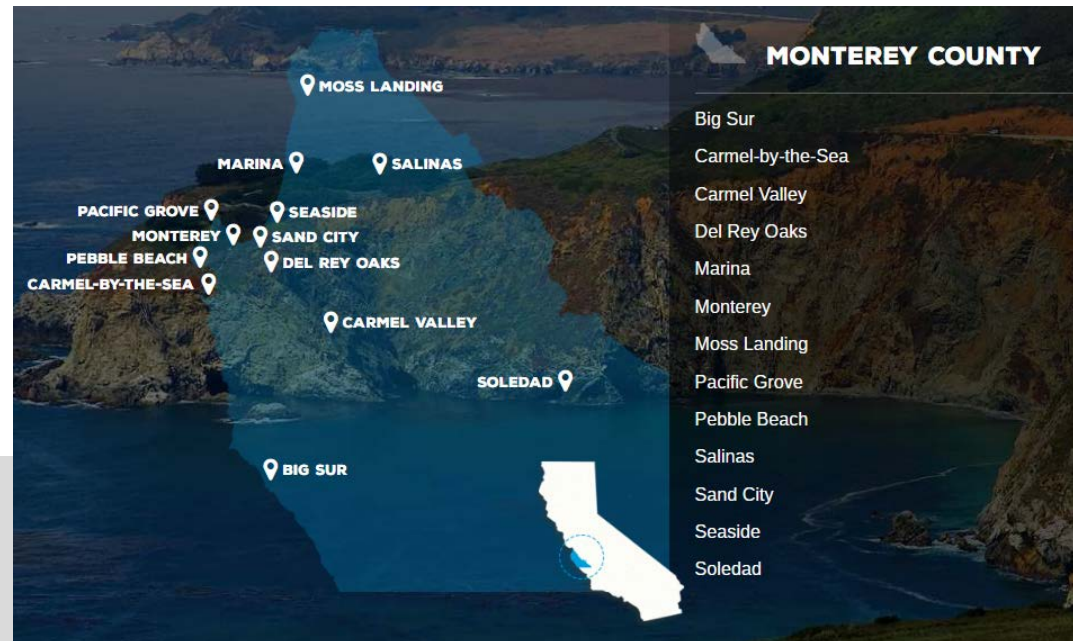
- Storytelling pop-up booth
- Create Your Story(telling) festival



3

Expand Resources

- Hire a talent attraction “conciierge”
- Consider a county-wide CVB



3



Add Energy to Downtown Spaces

- Offer empty spaces to makers and entrepreneurs
- Explore a “pop-up shop” series



4

Bring Media to Fayette County

- Host an international press trip
- Work with Atlanta-based parenting media



A wide-angle photograph of a city street at sunset. The sky is filled with dramatic, orange and yellow clouds. Bare trees line the street, and a large, multi-story white building is visible on the left. A teal semi-transparent banner is overlaid across the middle of the image, featuring the word "BUDGET" in white capital letters. In the background, cars are visible on the road, and streetlights are beginning to glow.

BUDGET

BUDGET

YEAR ONE

	ADEQUATE	AMPLE
FCoC	\$49,750	\$113,250
FCDA	\$30,750	\$71,750
TOTAL	\$79,500	\$185,000

YEARS TWO AND THREE

	YEAR TWO	YEAR THREE
FCoC	\$41,750	\$57,750
FCDA	\$48,850	\$48,850
TOTAL	\$90,600	\$106,600

YEAR ONE: TOP PRIORITIES

Fayette Chamber of Commerce

- Create talent attraction Twitter, Facebook, LinkedIn and Instagram accounts
- Launch e-newsletter for existing and new residents
- Search for agencies to execute talent attraction website and video(s)
- Launch new talent attraction website
- Host Fayette Con

Fayette County Development Authority

- Develop site selection consultant e-newsletter
- Ramp up social media (LinkedIn especially)
- Refresh FCDA website
- Develop new business attraction brochure
- Conduct face-to-face meetings with site selection consultants and attend top events

PRIORITY ACTIVITIES

Both:

- Staff external marketing position to support FCDA and FCoC efforts
- Bring the new brand over the social and digital materials, as recommended
- Adopt new brand on materials and share logo to encourage co-branding
- Develop baseline metrics and KPIs
- Launch Google AdWords campaign to drive traffic to websites
- Meet with Metro Atlanta Chamber and Georgia Department of Economic Development



METRICS



Metrics

Business Development Metrics

- Conversations and inquiries
- Perception survey
- Trade shows and missions attended/held
- Leads generated

Marketing Metrics

- Editorial placements and advertising equivalency
- Website traffic trends
- Social media followers and engagement

CONVERSION TO PROJECTS AND PEOPLE





Thank you!



Create

FAYETTE

COUNTY, GA

Your Story