Appendix D.
Kent State Students Preliminary
Kent Brand Analysis

Final Report expected at end of the Semester
1. Background and Assignment

Historical perspective
200 years old, blue collar...

The Product or Service and the Market
What is the product or service to be communicated?
The city of Kent, Kent residents [primarily students]; community development;
drawing people to the downtown area.

What does it improve on, replace or compete with?
Kent competes with other university towns across the U.S. as well as cities and towns
in the immediate vicinity, particularly Stow and Cuyahoga Falls.

(Currently, the city of Kent does not have a strong identity; creating a
brand/repositioning the city’s identity will help define the area, draw new businesses
and make it a more desirable place to live and work.)

How is it different or better?
Kent is a city with a historical feel that houses one of the largest universities in the
state of Ohio and boasts a strong, art-based community.

It is “better” than Stow [and surrounding towns/cities] b/c it is in closer proximity to
the Kent State campus and, consequently, has greater potential for easier access to
retail, shopping, services, etc.

What is our situation?
The city of Kent wants to maintain a separate identity from that of the university, but
also tap into potential revenue from students who live and work in the area.

Business revenue is down; the downtown area is not attracting the amount of
business that it once had in the past.

What is the current business environment?
Residents drive out of the city for shopping and restaurants.

Kent is not perceived [by the surrounding community] as a particularly profitable
place for business growth. Nor do students take much of their business downtown.

Assignment and Objectives
What have we been asked to do?
Create a branding system for Kent and reposition the city, through a variety of tactics
including ad campaigns and promotions, in order to help attract more business and
revenue.

What do we want our communication to achieve?
Encourage students to utilize the downtown area, increase interest in the business
potential and breathe new life into the community, thereby improving the overall
perception of Kent.

How will our success be measured?
Success can only be measured long-term. [i.e., by whether or not more businesses
invest in the area; by whether or not creating a brand identity helps define/redefine
the city of Kent in a way that makes it a desirable place to live, work, go to school, etc.]

2. Understanding the Market

Who are they?
Include insightful demographics, psychographics, lifestyle or professional
information, values and behavior both in general and vis-a-vis our category.

Overview [censusGR2 of 2000]
- There are 27,906 people, 9,772 households, and 4,798 families residing in the City.
- Low to middle class income households make up much of the city; while the
college-aged students make up approx. 50% of the population.
- The primary market is the students, while the secondary market is the residents
and people in the surrounding communities.
Detailed statistics [censusGR2 of 2000]
- There are 27,906 people, 9,772 households, and 4,798 families residing in the city.
- The population density is 1,239.9/km_ (3,212.3/mi_).
- There are 10,435 housing units at an average density of 463.6/km_ (1,201.2/mi_).
- The racial makeup of the city is 86.07% White, 9.11% African American, 2.15% Asian, 0.19% Native American, 0.03% Pacific Islander, 0.44% from other races, and 2.01% from two or more races. 1.28% of the population is Hispanic or Latino of any race.
- There are 9,772 households out of which 25.8% have children under the age of 18 living with them, 32.8% are married couples living together, 13.3% have a female householder with no husband present, and 50.9% are non-families.
- 32.4% of all households are made up of individuals and 8.1% have someone living alone who is 65 years of age or older. The average household size is 2.27 and the average family size is 2.89.
- In the city the population is spread out with 16.4% under the age of 18, 40.0% from 18 to 24, 23.0% from 25 to 44, 13.1% from 45 to 64, and 7.5% who are 65 years of age or older. The median age is 23 years. For every 100 females there are 84.6 males. For every 100 females age 18 and over, there are 81.0 males.
- The median income for a household in the city is $29,582, and the median income for a family is $44,440. Males have a median income of $32,063 versus $25,344 for females.
- The per capita income for the city is $15,015. 25.2% of the population and 15.4% of families are below the poverty line. Out of the total population, 24.2% of those under the age of 18 and 9.5% of those 65 and older are living below the poverty line.

Express these in a way that brings the target audience alive as living, breathing people.

The population is evenly divided between permanent residents and students; the majority of the population is between the ages of 18 and 44; on average, individuals and families have low to mid incomes; the permanent residents are mostly blue-collar workers; college students readily spend money at drinking establishments.

Current Brand Attitudes and Behavior
Express in target's own words.
Current brand attitudes seem to rest on the notion that Kent is a university first, and a city second.

What do they think about our product or service today?
Kent is a ghost town; the downtown area is not a popular destination for shopping or eating b/c there aren't many places worth going to.

What do they think about our brand today?
There is no defining brand to help make the city of Kent distinct or show what it has to offer aside from the university; Kent is mostly known for Kent State University.

What attitudes need to be challenged?
That Kent is a transitional place [there's no use in investing]; that Kent doesn't have an identity doesn't have much to offer outside of its relationship with the university; that students are a nuisance to permanent residents.

How are they currently using our brand or service?
They aren't; aside from going to some of the bars, students don't have much reason or incentive to linger downtown. There isn't much retail, nor many available services or good restaurants in the area, so local residents don't have much reason to go
downtown either.

How do they currently interact with our brand, e.g. phone, mail, catalog, etc. The downtown area of Kent is limited in what it has to offer. Therefore, interaction is also limited—save functions that are related to the university or the late night bar scene—and interest in local events—most of which take place during the summer when students are gone—is minimal.

Desired Brand Attitudes
Express in target's own words.
The target is looking for a city that would be desired by people like themselves, i.e. students. They are looking for a progressive, friendly, inviting atmosphere with things to do and places to shop, eat and be entertained.

What do we want them to think in the future? Be realistic.
That Kent is a thriving city that strongly supports local businesses and caters to the university population; that Kent is an ENERGETIC, INNOVATIVE and ARTISTIC place with great places to shop and spend leisure time; that the environment is conducive to creativity and entrepreneurialism; that the residents have embraced the city's history and resolved the wounds of the past; that there is a synergetic relationship between permanent residents and students.

How will they feel that they “own the brand?”
Through everyday use and interaction, through viewing the downtown area as more of a destination.

3. Strategy and Action

Communication Strategy
How will we motivate our target to do that we want them to do?
By creating/implementing a strong identity program that could include art, exhibits, guerrilla campaigns, etc. to create an "interactive" relationship that would engage the town’s residents; by disseminating information; by creating business incentives; by focusing on what currently exists in order to rationalize the need for more, varied businesses in the future.

The Most Important Promise
What is the most differentiating and persuasive idea we can communicate?
Kent is an energetic city with a rich history and a university town feel.

If it helps, express this promise as a headline.
Express in the target's own words.

Action and Offer
What do we want our target to do as a result of our communication?
Support local businesses, become more involved and engaged in activities downtown, to generally feel connected to the city of Kent.

What incentives can we use to encourage them to respond quickly?
Free events, student discounts, promoting downtown as a good, convenient place to get what you need, etc.

Contact Strategy
How will we reach the target?
Guerrilla campaigns, exhibits, events, easier access to better retail/services, highlight existing positives, improved website, posters, fliers.

Outline briefly.
- Retail/Services: Second-hand stores (consignment, Goodwill), Ikea, half-priced books, entertainment (live music, bars), CD exchange, Trader Joe's, Bike shop;
- Restaurants and food: Ethnic/Vegetarian, Farmer's market
- Misc.: find a use for the hotel bldg., artist studio spaces, some type of artists guild, a better website, etc.
Support
Why should the target believe our most important promise?
Because we are seeking to take the best of what already exists—by tapping into the needs and interests of those who are already part of the community—and use it as the basis for improving the city’s image.

Because of the facts that we present—we will highlight existing benefits with testimonials, history, results, etc.

What are the specific attributes and benefits the product or service offers which make our most important promise worth acting on?
Downtown Kent is close, unique and has the energy of a university town. This attitude will boost revenue and help the city thrive.

Brand Essence and Personality
What is the essence of the brand our communication is part of?
That Kent is an ENERGETIC, INNOVATIVE and ARTISTIC place [See “ Desired Brand Attitude” section.]

Include suggestions of tone and manner.
Creative, energetic, fulfilling, visionary, accomplished, forward-looking, proud, unique, historic.

Competitive Choices
What other products and services like ours are available to the target?
Stow currently offers better retail, but doesn’t have the unique feel/personality that Kent could potentially offer; the university provides activities for students which could theoretically keep them away from the downtown area.

5. Guidelines

Creative
Consideration of logos, design guidelines, client preferences or mandatorie, sacred cows, past history, and any other useful information.

New logo, tagline and positioning statement
Public art, sculpture, landmarks
Banner program for downtown and arts district
Splash page for website
Newspaper ads, flyers, posters [ad campaign – bush shelter, billboards, etc.]
Events
Historic exhibit
Lighting program, lighting system
Outside dining
Sacred cow: Tree City.

Legal
What do the lawyers recommend we spell out or steer clear of?

Budget
Hours planned for creative development:
Dollars planned for production:

Timing
When do we present to the client?
Include launch date.

Key Signatures
Strategic Planner Date
Creative Director Date
Client Service Date
Media Director Date
Production Manager Date
Client Date
Assignment

Target
Primary: KSU students
Secondary: residents of the City of Kent.
Tertiary: residents of surrounding areas.

Key consumer insight:
Current brand attitude:
Kent is a ghost town, a nondescript, transitional place without a recognizable visual identity and clear positioning; there is a divide between the city's permanent residents and students, which makes it difficult to foster a cohesive community.

Desired brand attitude:
Kent is a city with a strong, enduring community aspect that embraces its history and transcends the changing student population; the city of Kent has personality and an identity; it has a lot to offer residents and student such as retail, nice areas for spending leisure time, events, etc.; that there is a synergetic relationship between residents and students.

The Most Important Promise
Express in a sentence.
The City of Kent is an exceptional environment for the growth of ideas and the realization of a unique vision.

Action and Offer
What do we want our target to do as a result of this communication?
Become involved in activities in the downtown area, to shop and eat and utilize services, thereby increasing revenue as well as appreciation for the area, and develop positive relationship with other residents.

What incentive can we use to encourage them to respond?
Offer discounts, services, ambiance or opportunities [possibly employment] that students, for example, might not be able to get on campus.

Key Support Points

Brand Essence and Personality
Express energy while leveraging historic personality to communicate the city's uniqueness.

Express both broadly, and in a word or two.
Creative, energetic, fulfilling, visionary, accomplished, forward-looking, proud, unique, historic.

Budget and Timing

Prepared by
Signature          Date