Art District Banners

Banner programs for downtown Kent and the Kent Arts District help define the area visually, adding color to the environment.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middleton
Students: Anie K. Buro, Emma A. Fusco III, Irene Olier and Kayla Touton

Client
City of Kent and Kent State University

Project Description
Art District Banners (cont.)

Banner placement in the Kent Arts District.

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middleton
Students: Annie H. Berry, Ernie A. Frazzo III, Isaac Giller and Kayne Torkelson

Client
City of Kent and Kent State University

Project Description
Branding Seminar - Branding for the City of Kent, Ohio: Development of identity system, positioning statement, and branding tactics.
Historical Exhibit

An outdoor historical exhibit located in the downtown area would serve to educate the public about Kent's history, to help beautify the landscape, to act as a landmark that would draw locals and visitors to the downtown area.
Captain Samuel Brady is probably the best known pioneer in Portage County, yet most people know little of his adventures here other than his famous leap across the Cuyahoga River.

**Captain Brady**

AND THE LEGEND OF BRADY’S LEAP

David Sedaris

“I haven't got the slightest idea how to change people, but still I keep a long list of prospective candidates just in case I should ever figure it out.”

David Sedaris (born December 26, 1952) is an American humorist and radio personality. He is a frequent contributor to the Public Radio show "This American Life" and has appeared in the New Yorker, McSweeney’s, The New York Times Book Review, and Esquire. He is the author of "Hauxwell" and "Nurview of the Year." He received the Pulitzer Prize for American Humor and the National Academy of Sciences Award for Humor in Science.
Lighting Program

Art installations and lighting programs in the downtown area would also help draw traffic and increase interest and participation in local events.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University
Professor: David Maddox
Students: Anne H. Bony, Ernest A. Ferro III, Irene Gill and Kayne Tooker

Client
City of Kent and Kent State University

Project Description
Tactics

Lighting Program (cont.)

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middendorf
Students: Anne M. Bony, Erin A. Fosco III, Irene Giler and Kayne Toikonen

Client
City of Kent and Kent State University

Project Description
Background and Assignment

The Product or Service and the Market: What is the product or service to be communicated?

The city of Kent, Kent residents (primary students), community development, selling 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/representation of 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, vibrant community.

It is "better" than Stow and surrounding towns because 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 seems to maintain a separate identity from 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 revitalize the city through a variety of tactics including all 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 the city of Kent in a way that makes it a desirable place to live, work, go to school, etc.,

Understanding the Market

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

Overview (censusGR2 of 2000)

There are 12,935 people, 9,772 households, and 4,796 families residing in the City.

Low to middle class income households make up much of the city, while the college-aged students make up 10.5% of the population.

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 4,796 families residing in the city.

The population density is 1,230/30 acres, 2,122/30 acres.

There are 10,435 housing units at an average density of 403/30 acres.

The racial makeup of the city is 98.07% White, 0.11% 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. 1.26% of the population is Hispanic or Latino of any race.

There are 9,772 households out of which 25.6% have children under the age of 18 living with them, 32.6% were married couples living together, 13.3% have a female householder with no husband present, and 50.3% are non-families. 32.4% of all households are made up of individuals and 9.1% 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 2.83.

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 106.6 males. For every 100 females age 18 and over, there are 91.8 males.

The median income for a household in the city is $23,662, and the median income for a family is $44,440. Males have a median income of $32,183 versus $23,440 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 nearly split between permanent residents and students. The majority of the population is between the ages of 18 and 44, and the majority of permanent residents are mostly blue-collar workers, college students, and college students passing through drinking establishments.

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 because there aren't many places worth going to.

Creative Brief

5.0

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professors: David Maddox
Students: Anne M Barry, Erim A. Feese M, Ines Gehr and Karin Tuckton

Client
City of Kent and Kent State University

Project Description
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?
Kent is a transitional place (there’s no use in investing). Kent doesn’t have an identity / doesn’t have much to offer outside of its relationship with the university. Students are a nuisance to permanent residents.

How are they currently using our brand or service?
They aren’t made up and going to see any of the bars, students don’t have much reason or incentive to go 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—it is services that are related to the university or the late night bar scene—and interest in local events—most of which take place either during the summer when students are gone—as 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?
Kent is a living 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. The environment is conducive to creativity and entrepreneurship; that the residents have embraced the city’s history and resolved the wounds of the past, that there is a synergistic 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.

Strategy
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.

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 campaign, exhibits, events, easier access to better retail/services, highlight existing positives, improved web site, posters, flyers.

Outline briefly.
Retail/Services: Second-hand stores (consignment, Goodwill), bars, Half-Priced Books, entertainment (live music, bands), CD exchange, Trader Joe’s, bike shop, Restaurants and food: Ethnic/Vegetarian, Farmer’s market Miscellaneous: Feed-a-she for the hotel (Mig., artist studio spaces, some type of artists guild, a better web site, etc.

Through everyday use and interaction, through viewing the downtown area as more of a destination.

Product & Brand Context
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 of the product or service offers which make our most important promise worth acting on?
Downtown Kent is clean, unique and has the energy of a university town. This attitude will boost revenue and help the city thrive.

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

Competitive Choices
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? What other products and services like ours are available to the target?
Now currently offers a better retail, but doesn’t have the unique feel/personality that Kent could potentially offer: the university
Guidelines & Creative Brief Summary

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

* Kent designated as the original "Tree City USA"

Target Market
Primary: KSU students
Secondary: residents of the City of Kent and business owners.

Key consumer insight and current brand attitude:
Kent is a ghost town, a misstep, 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
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, friendship 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, immerse or opportunities (possibly employment) that students, for example, might not be able to get on campus.

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, poised, unique, historic.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University
Professor: David Mlodzinski
Students: Anna H. Bany, Ernie A. Frasca Jr., Inessa Gibler and Kaysa Turkmen
Client
City of Kent and Kent State University

Project Description
Branding Seminar: Branding for the City of Kent, Ohio - Development of a brand identity system, positioning statement, and branding tactics.