



Central Atlanta Progress
Atlanta Downtown Improvement District

CREATIVE BRIEF
BRAND CAMPAIGN ARCHITECTURE
BRAND NAMING ARCHITECTURE

CREATIVE BRIEF

PROJECT:

Develop an engaging awareness campaign for the Atlanta streetcar and connecting transit options through creative ideas and assets.

AUDIENCE:

PRIMARY: Tier 1 neighborhood residents

SECONDARY: Downtown commuters

TERTIARY: Metro Atlanta residents and Atlanta visitors

CREATIVE BRIEF

PURPOSE:

PRIMARY:

- Raise awareness for the Atlanta streetcar and surrounding alternative transportation options
- Promote transit ridership and walking/biking downtown
- Foster fun, competition, and community

SECONDARY:

- Promote participation in the Georgia Commute incentives program
- Incite metro Atlanta residents to park downtown then use transit options
- Support a vibrant downtown and economic development

CREATIVE BRIEF

CREATIVE CHALLENGE: Create an engaging, disruptive, and compelling campaign that changes the public's perception of the streetcar and connecting alternative transit options.

CREATIVE BRIEF

MAIN MESSAGES:

- The streetcar and connecting transit is the cool, hip, original, and authentic way of getting where you need to be
- The streetcar links with other transit options, creating an interconnected and expansive public transit ecosystem
- Alternative transit helps people move around freely and reliably
- There are specific benefits to riding public transportation

CREATIVE BRIEF

KEY THEMES:	People, vibrant downtown Atlanta, progressive community, hip, sustainable
tone:	Vibrant, bustling city, urban, active, cool, fun, original, authentic, grassroots
DUE DATE:	Full delivery: July 30th, 2015 Partial delivery: Dining week July 18-25th, 2015 (promotional)
BUDGET:	\$40,000

CREATIVE BRIEF

NEXT STEPS:

- Asset collection
- Review of Creative Brief
- Presentation of brand and comps
- Refinement / development
- Determination of deadline

BRAND CAMPAIGN ARCHITECTURE

BRAND ESSENCE

Distilled brand position

Where you go in life
says a lot about you.
How you get there,
says even more.

Connect with your city.

BE ORIGINAL
BE AUTHENTIC
BE DOWNTOWN
BE CONNECTED

BRAND VALUES

Belief and behavior

Progressive
A Personal Choice
Convenient
Safe
Vibrant
Clean
Green
Easy
Reliable

BRAND PROMISE

Commitment to consumers

Whatever form
of alternative
transportation you
choose, we have a
vehicle that creates
a powerful connection
in your life and the
ability to move freely,
happily, reliably and
without boundaries or
burden, in a busy
urban environment.

BRAND EXPERIENCE

Points that deliver on the
brand promise

Making Downtown
A Better Place
A way to connect with...
...your workplace
...your neighborhoods
...people/friends
...retailers
...food & drink
...the history of place
...your family
...your city
...events and community
...the outdoors

BRAND VOICE

How you talk about
the brand

Hip
Individual
Genuine
Authentic
Original
Fun
Smart
Forward Thinking
Encouraging
Educational
Positive

BRAND NAMING ARCHITECTURE

“Naming Architecture” describes how a family of brands relate to one another.

There are essentially three architectural naming models to which businesses subscribe:

MASTER-BRAND, ENDORSED BRAND and INDIVIDUAL BRAND.

BRAND NAMING ARCHITECTURE

1.

“MASTER-BRAND” Naming Architecture, in which product names are generic appendages to the corporate entity, which is where all the brand's value accrues.

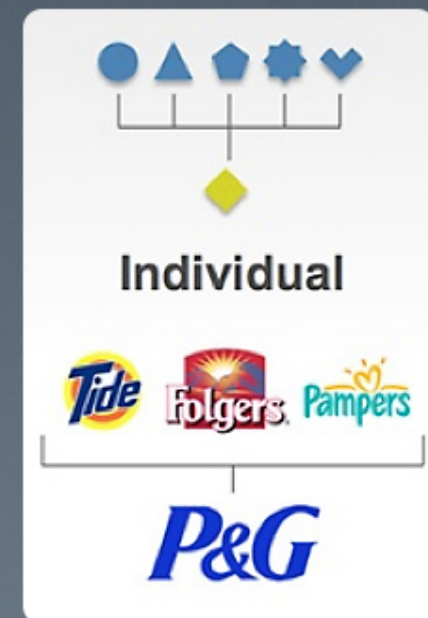


BRAND NAMING ARCHITECTURE

2.

“INDIVIDUAL” Naming Architecture, sometimes referred to as the Procter & Gamble model, the corporate entity is more of a holding company and the individual product brand stands on its own and can have a unique name, identity and marketing.

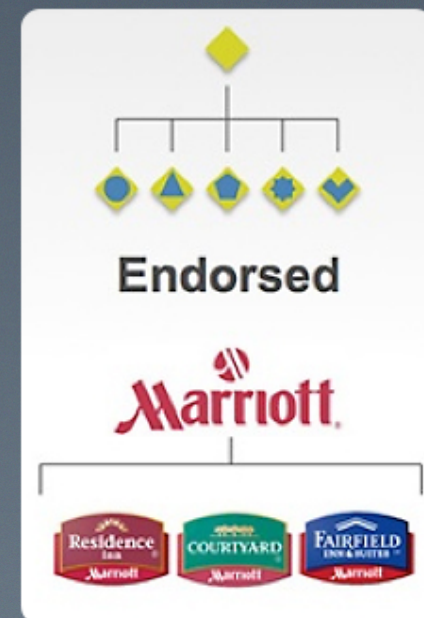
With Individual brands, the brand value accrues to the product (brand) rather than corporate brand.



BRAND NAMING ARCHITECTURE

3.

“ENDORSED” Naming Architecture, brands are in the middle. Microsoft Windows or Courtyard Marriott are good examples. I’ll devote less space on this as our audience is companies with either a Master-Brand or Individual brands.



BRAND NAMING ARCHITECTURE

What's in a name?

When naming, the following categories need to be considered:

Product, Vision, Short and Long-Term Goals, Customer Profiles, Competitor Names, Positioning Opportunities, Industry Trends, Desired Image Attributes and Stylistic Preferences.

BRAND NAMING ARCHITECTURE

“Individual” with a twist.

Individual brands are where product naming becomes interesting and challenging.

This “campaign brand” will envelop all alternative transportation options in downtown ATL – as an umbrella concept that helps consumers in Atlanta better understand the idea of getting around Atlanta as a holistic linked network vs. a series of individual transportation options (with the streetcar being in the forefront).

BRAND
NAMING ARCHITECTURE



ATLANTA
STREETCAR

PRIMARY LEVEL PARTNER

BRAND
NAMING ARCHITECTURE



CENTRAL
ATLANTA
PROGRESS



ATLANTA
STREETCAR



ATLANTA
DOWNTOWN
IMPROVEMENT
DISTRICT

SECONDARY LEVEL PARTNERS

BRAND
NAMING ARCHITECTURE



COBB COUNTY
TRANSIT



GEORGIA REGIONAL
TRANSPORTATION
AUTHORITY



MARTA



WINNETT
COUNTY
TRANSIT

ADDITIONAL INDIVIDUAL PARTNERS

BRAND NAMING ARCHITECTURE



COBB COUNTY
TRANSIT



GEORGIA REGIONAL
TRANSPORTATION
AUTHORITY



CENTRAL
ATLANTA
PROGRESS



ATLANTA
STREETCAR



ATLANTA
DOWNTOWN
IMPROVEMENT
DISTRICT



MARTA



GWINNETT
COUNTY
TRANSIT

HOLISTIC NETWORK OF ALTERNATIVE TRANSPORTATION PARTNERS
UNDER NEW CAMPAIGN LOGO TBD
“Connect With Your City”

BRAND NAMING ARCHITECTURE

What do you call this network of partners?

The power of an effective name is to succinctly convey who you are and what you do in a factual, creative and unique manner.

Convey the benefit to the viewer and why they should engage with this particular brand.

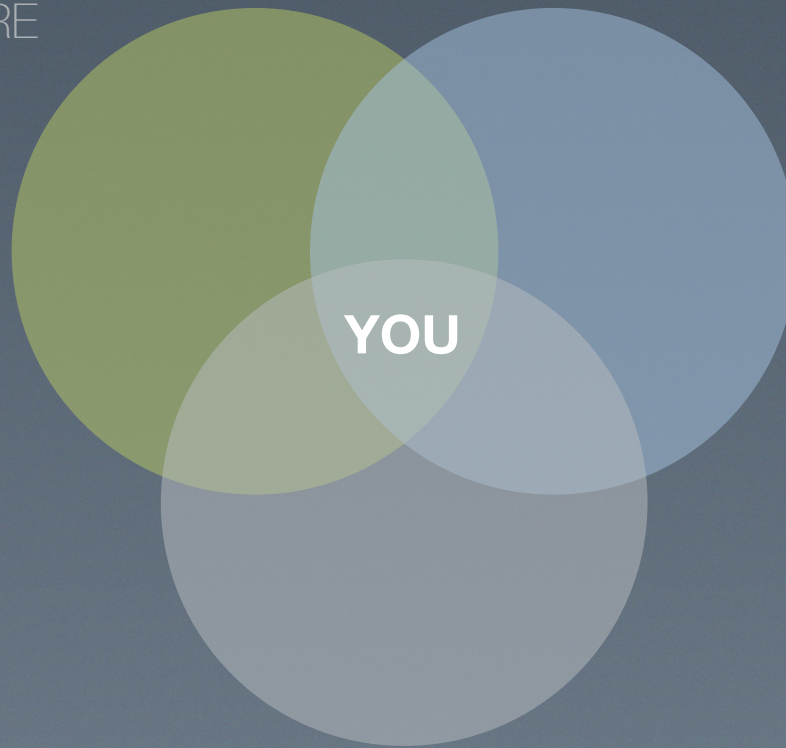
BRAND
NAMING ARCHITECTURE

WHAT YOU ARE

WHO YOU ARE

YOU

WHERE YOU ARE



BRAND NAMING ARCHITECTURE

WHAT YOU ARE

A Connector
A Link
A Network
A Point of Contact
A Go-Between
A Transporter

WHERE YOU ARE

In Atlanta
In a City
In Downtown
In an Urban Area
In a Metropolis
In Neighborhoods

WHO YOU ARE

An Authentic Product
An Agency
Original Thinkers
An Associate
A Partner
A Civic Entity

BRAND NAMING ARCHITECTURE

WORDS THAT MEAN **WHAT YOU ARE**

CONNECT
LINK
NETWORK
LINE
RIDE
STREET
LOOP

WORDS THAT MEAN **WHERE YOU ARE**

ATLANTA
CITY
DOWNTOWN
URBAN
METRO
NEIGHBORHOOD
CROSSTOWN

WORDS THAT MEAN **WHO YOU ARE**

NETWORK
COMMUTE
TRANSIT
TRANSPORTATION
CONVENIENT
SAFE
CLEAN