The Challenge

- Positioning the City to complete globally
- Inconsistent identity and messages

Branding & Marketing Plan

The Goal

"To conduct a complete and comprehensive effort to identify the characteristics of our community that are unique and determine how best to represent them through all of our communication devices."

Branding & Marketing Plan

The Process

- Mayor's Business Council Survey
- LDFA initiated CIP Project approved by the Planning Commission in 2008
- City Council's Approval
- Consultant selection - Skidmore Studio

SKIDMORE STUDIO

ROCHESTER HILLS

Branding and Messaging

Agenda

- Introductions
- The challenge you gave us
- The process we utilized to solve it
- Community involvement/steering committees
- First visuals

Our Challenge

The City of Rochester Hills understands that competition to attract and retain residents and businesses is growing more fierce. To compete it is critical that your positioning, messaging and communications are authentic and very focused.

Our job was to take the great brand Rochester Hills already had, enhance the best aspects, bring forward the lesser known and present the city to our audience in a way that is both familiar and true, yet also fresh and unique.

Our Process

- Seek input - cast a wide net
- We ask questions - then listen
- Document and recommend
- Create the right message
- Create the right visual

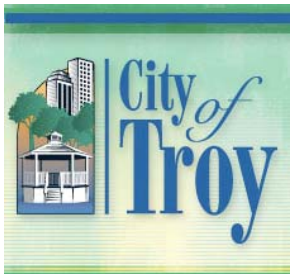
We involved

- Key city officials
- Key business executives from the city
- Community leaders and opinion holders (100)

The Result

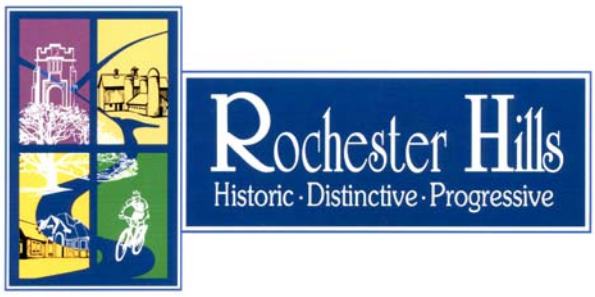
- Messaging document
- New identity

Surrounding Communities



Surrounding Communities

Previous Identity



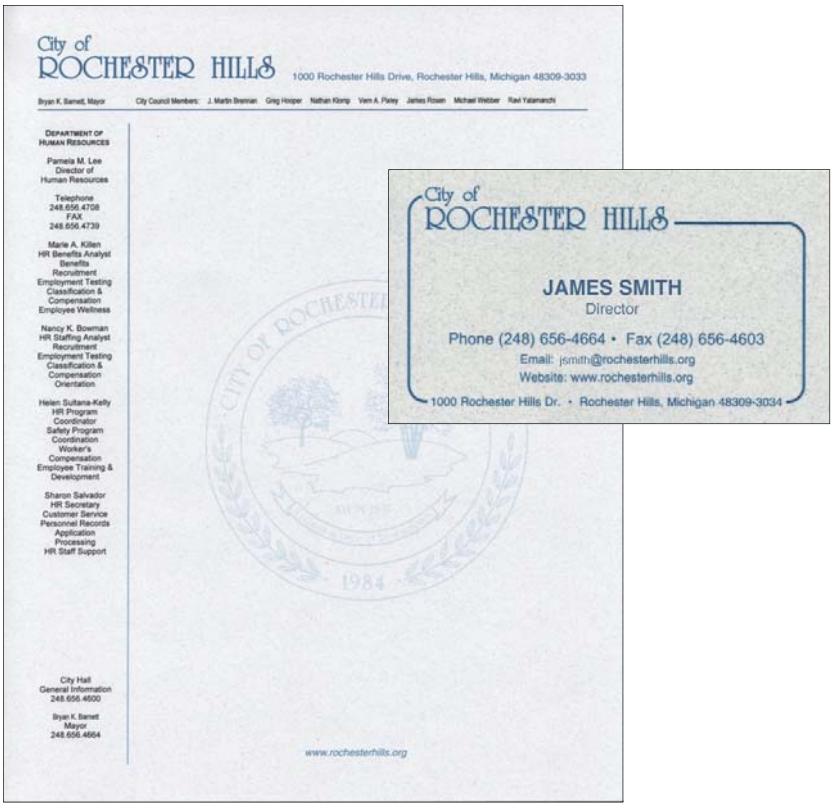
Messaging

The City of Rochester Hills brings residents and business owners together in the building of a mutually beneficial and prosperous community in which to live and do business.

Messaging

innovative *by* nature

Previous Stationery



New Identity

New Stationery

Community

ROCHESTER HILLS

MICHIGAN

innovative by nature

ROCHESTER HILLS

Located in northeastern Oakland County, Rochester Hills' residents and businesses are leading the way toward a new economy in Michigan. Anchored by a premier residential community, there are unlimited opportunities to experience all they have to offer. The community is proud of its historic heritage and embraces natural assets, and is excited about its future.

ONE OF THE BEST PLACES TO LIVE: With our diverse housing choices and distinctive neighborhoods, Rochester Hills was selected as one of the top 100 Best Places to Live (2009) by RelocateAmerica.

INNOVATIVE COMPANIES: The state-designated Rochester Hills SmartZone™ is home to more than 200 cutting-edge companies and 10,000 highly skilled workers. The SmartZone features companies clustered in automation, electronics, alternative energy and life sciences.

EDUCATIONAL EPICENTER: With award-winning schools, and home to Oakland University and Rochester College, Rochester Hills has a highly educated population committed to lifelong learning.

STAY TO PLAY: Rochester Hills has something for everyone — from the young to the young-at-heart, with over 1,000 acres of parklands, trail systems and one-of-a-kind recreational activities.

LEAN AND GREEN: As the first in Michigan to reward residents for recycling, Rochester Hills continues to be the leader of eco-friendly initiatives within the state... preserving the past, present and future.

Rochester Hills is committed to sustaining its position among the nation's preeminent places to live, work and raise a family. Through the city's focus on health, education and technology, the community continues to attract forward-thinking leaders and businesses.

For more information, call 248-656-4660 or visit www.rochesterhills.org.