
NORTH  STAR

RESULTS, ROI & KUDOS

www.northstarideas.com

QUANTIFIABLE RETURNS

It is impossible to develop a single ROI equation for quantifiable return of a branding effort. We have, however, seen measurable returns across countless variables in the years following a branding effort.

The following showcase a few examples:

Average 30.81% increase in RevPar	Average 54.26% 5 year population growth	Average 3.89% 5 year employment growth	Over \$4 Billion in new investment in the downtown
NORTH STAR CLIENT STUDY	NORTH STAR CLIENT STUDY	NORTH STAR CLIENT STUDY	NEW ORLEANS, LA
23% increase in website inquiries	101% increase in monthly website traffic	54% increase in monthly website traffic	17% increase of tax revenue
MONTROSE, CO	BROOKINGS, SD	DUBLIN, OH	MCKINNEY, TX
17% increase in sales tax revenue	19.2% Growth in Tour Sales Income	84% increase in total job generation	23.6% increase in resident brand advocacy
MCKINNEY, TX	COLUMBUS, IN	STATE OF FLORIDA	DENISON, TX
Capital expenditure increase of 150%	More than \$1 billion invested and 5 million new square feet of development	\$1 MM tourism funding increase from the local governments within the region	7.95% increase in restaurant sales
STATE OF FLORIDA	MCKINNEY, TX	VIRGINIAS BLUE RIDGE	CAPE GIRARDEAU, MO
Resident advocacy improvement of 7%	Top perception change in external consumer study to "Irish Focused" from "Suburb"	95.6% local awareness and familiarity with brand 3 years after brand roll-out	Consumer ad inquiries are up 75.6%
LEE'S SUMMIT, MO	DUBLIN, OH	COLUMBUS, GA	SHREVEPORT-BOSSIER, LA

RECOGNITION & AWARDS

AWARDS

North Star staff and clients have received hundreds of awards for their branding efforts. Some of which have allowed our clients to share the stage with the likes of Las Vegas, Nike, Wal-Mart, Thomas Reuters and more.



RECOGNITION

From top ten lists, to best places to live to Area Development's Leading Locations, North Star clients have received recognition from some of the nation's most well known companies (a few):



Timely, Trusted Personal Finance Advice and Business Forecasts



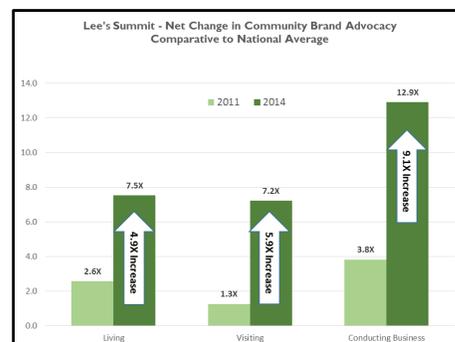
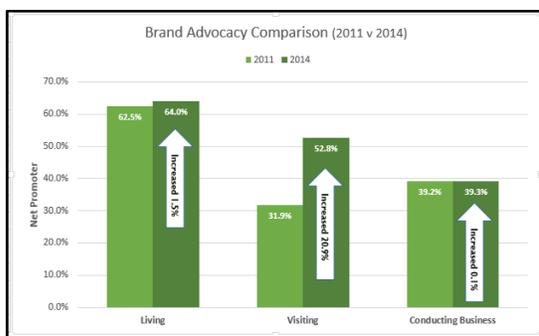
CASE STUDY

IMPROVING RESIDENT ADVOCACY: LEE'S SUMMIT, MO

How do you measure the passion of your brand champions? Since 2006, North Star has provided the Brand Barometer as a tool to measure the strength of resident advocacy relative to the rest of the nation as a place to live, work and conduct business. North Star's Brand Barometer is a derivative of the well-known market research / customer satisfaction principle known as the "Net Promoter Score,"* that asks the question, "Would you recommend your city to a friend or colleague as a place to live (or work or visit)?" People who score their community high on the Brand Barometer actively recruit new residents, visitors and businesses through positive word-of-mouth marketing. It is very personal. By making a strong recommendation, they are willing to risk their own character, trustworthiness and overall reputation for no tangible reward. What makes our analysis unique is that this data is updated with every piece of research we field in markets small, medium and large. North Star keeps a running annual average allowing you to compare your community to the nation over time. This current national sampling mitigates swings in the economy and gives you the truest look at advocacy in your city, town or county.

Getting the talk right on the street is the most important thing a community can do to bolster its development efforts. Word of mouth has always been important; in this post-digital world, it is essential. Readers, viewers, consumers, conversationalists – all of us – get to make our own decisions on which voices to listen to and which to ignore, what is believable and what isn't. The Edelman Trust Index confirms that people believe "what someone like me" has to say about a product, organization or a community more than any other source. You are working hard to get the talk right on the street in your community, The Brand Barometer is a simple and inexpensive way to track your results and validate your success. We strongly recommend a Brand Barometer measurement every year to track the progress of the community.

In 2014 (three years after their initial branding effort with North Star), Lee's Summit again partnered with North Star to evaluate brand marketing efforts and awareness by understanding current public perceptions of Lee's Summit and the extent to which Lee's Summit's reputation has changed since marketing efforts were put into place. Lee's Summit exhibited impressive improvements in its net promoter scores particularly when compared to national averages. Net promoter scores for Lee's Summit as a "Place to Live" by 1.4%, "Place to Visit" by nearly 21% and a "Place to Conduct Business" by 0.1%. Analysis of brand advocacy data comparative to the national average in 2011 and 2014 indicates Lee's Summit has raised their advocacy in terms of a "Place to Live" at 5 times (4.9X) the net growth rate of other communities in the US. In terms of a "Place to Visit" and a "Place to Conduct Business" they have increased growth compared to the national average at a rate of 5.9X and 9.1X respectively. In other words, during a time period where the national net change in the average community's likelihood to advocate their own community is decreasing, Lee's Summit has fostered resident passion for their community at a rate that is showing significant increases.



CASE STUDY

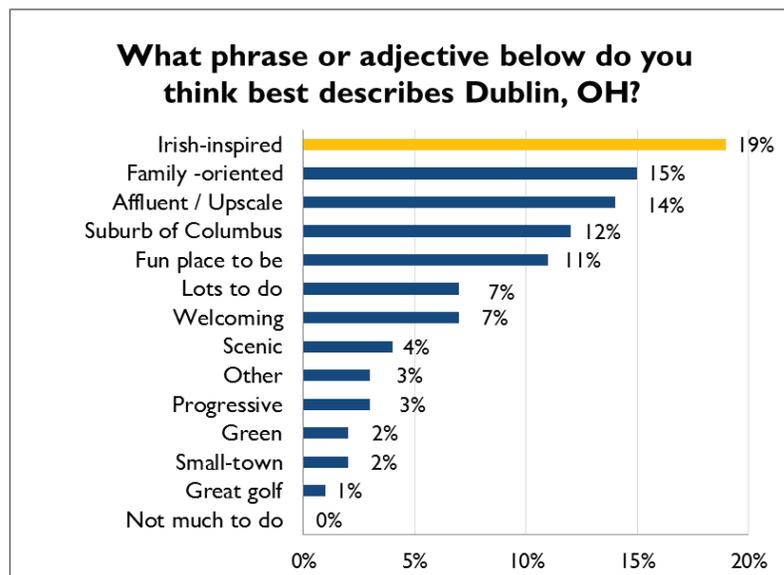
MEASURING EXTERNAL PERCEPTION: DUBLIN, OH

You will have gained an in-depth understanding of the brand perceptions of the community among consumers as a part of your branding effort. You will also have an excellent benchmark. You will be able to easily assess the changes in your reputation in the minds of outsiders, business leaders, visitors and potential visitors. This will be one of the most effective quantifiable measures of the impact of your branding efforts. An example of which, is both our initial and follow up study conducted for Dublin, OH.

In 2006, the Dublin Convention and Visitors Bureau partnered with North Star on an initial destination branding project. The initiative uncovered a competitive identity based on the area's relationship to Dublin, Ireland, which posits that despite a lack of Irish heritage, travelers expect an authentic Irish experience. Recommendations included embracing Dublin's connection to Ireland full force because "although you may not have true Irish in your blood, you certainly have it in your heart." Thus, the line "Irish is an Attitude" was developed to identify Dublin as a destination.

In 2011, the Dublin Convention and Visitors Bureau again partnered with North Star to evaluate any changes in brand image and perceptions among consumers, quantify visitation patterns and separately identify and compare Sports visitors, Leisure Visitors, Business Travelers, and Group (or SMERF) Visitors (i.e., a Visitor Segmentation and Profiling Study). The study provided a detailed understanding of visitation patterns and perceptions associated with Dublin, which is a critical part of crafting marketing strategies that will attract more visitors, more often.

Of the most impressive results was the change in primary descriptor of Dublin from the initial study to the study conducted in 2011. In 2006, the top associations with Dublin were first a suburb of Columbus, then golf, and then Irish themed. This suggests that work done by the CVB to further the brand has been successful, and that those efforts have created a unique identity for Dublin outside of Columbus. This is indicated by the fact that 19% of respondents first think of Dublin as "Irish-inspired" while only 12% of respondents first think of it as a suburb of Columbus. In other words, Dublin has been able to quantifiably change their reputation in the minds of their consumers.



KUDOS

DENISON, TX

“The most exciting thing about the brand is the buy-in from everyone. The attitude both from our business community and city government has been phenomenal”

Anna McKinney, President, Denison Area Chamber of Commerce

IOWA'S CREATIVE CORRIDOR

This branding campaign spawned numerous powerful campaigns all dedicated to connecting the creative minds of the this corridor to celebrate the fact that “we create here”. The result was events with hundred gathering and web content and videos sharing their stories and garnering excitement for the region. An events calendar that adds new events daily and has become a central communication platform for the creative minds of Iowas Creative Corridor to connect.

“North Star provided great expertise in our regional branding efforts. The actual process of branding with North Star was almost as important as the final product. It really served to get us thinking collaboratively. The brand that they helped uncover is a critical part of our overall effort to work and plan more as a region, which will help us better compete in a global economy.”

**John F. Lohman, President & Publisher/Corridor Business Journal,
Corridor Business Alliance**

COLUMBUS, IN

More than a tagline or an ad campaign, this brand creates our own unique identity. It also lets us tie marketing and business together in a cohesive package.

Fred Armstrong, Mayor, Columbus, IN

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KUDOS

LEE'S SUMMIT, MO

Several years before North Star's effort the Lee's Summit team worked with a local vendor on a branding effort. Unfortunately, the results did not garner enough buy-in and excitement and it left the community leaders empty handed. 5 years later, the City Council reluctantly approved funds to re-address a city branding effort for Lee's Summit. Leading to a comprehensive North Star BrandPrint process and a brand focusing on the all inclusive nature of their community and open opportunity to make your mark. Here are a few reactions from City Council after the brand roll-out:

"This brand is the glue that will bind us together as a community"

Allan Gray, Councilmember

"The brand narrative reminded me why I moved back to Lee's Summit, the new brand is fresh, vibrant but not over the top."

Rob Binney, Councilmember

"It could be very easy for someone to say, what's our return on investment and these types of things, sometimes it's not easy to measure. If you ask, did you come here because of the brand or did you invest in our city because of the brand, more times than not, they will say no. They won't realize it was one of the factors that drew them to our community. Which is, essentially, what good branding and advertising does."

Steve Arbo, City Manager, City of Lee's Summit

“In 10 years of working with the city, I've never seen this level of collaboration uniting the various departments. It's thrilling and unprecedented.**”**

**Lynne McCormack, Director of Art, Culture & Tourism
City of Providence, RI**

KUDOS

“The two key components of North Star’s BrandPrint process that is helping us really move the initiative forward are the thorough research and the deep involvement of key business leaders via the City’s Business Development Committee.

The result has been high profile, passionate community leaders telling the Hickory story from an indisputable foundation based in the solid research. We also really enjoyed the North Star staff; they made the process comfortable for everyone.”

Mick Berry, City Manager, City of Hickory

DUBLIN, CA

“I’m really pleased with where we’re at right now and what the narrative brings to the table. I think as a city, branding is smart and proactive.”

Abe Gupta, Vice Mayor

“You can’t say enough about branding for a city, I think the work is outstanding. And those examples shown really bring it home. It is important to have this identity as we continue to grow.”

Kevin Hart, Councilmember

“Anything we can do to improve our brand and the impact that we will create across the greater tri-valley will produce a sense of growing pride in our community.”

David Haubert, Mayor

K U D O S

PETERSBURG, AK

"It's a testament to North Star that someone stopped me on the street the other day for a conversation that ended, 'I can't believe I'm so excited about a brand!' Well, I can't believe our entire community of reluctant marketers is so excited about a brand... North Star really listened to what the people said about who we are and what we value. And they did so with a sense of humor that made the process fun and engaging. They provided guidance, instilled confidence, and always listened carefully to our input. They ensured the end results made sense for the people of Petersburg. It's obvious they are totally committed to our success!"

Liz Cabrea, Director Community & Economic Development, Petersburg Borough

“Stakeholder appreciation for and alignment behind the brand has been remarkable. It has actually been described as ‘spiritually cathartic’. We are excited about putting it to work in the marketplace.”

**Mary Beth Wilkerson,
Director of Tourism, Mississippi Development Authority**

MONTROSE, CO

"Montrose struggled with how to position itself in the tourism industry for years. Thanks to North Star we now have a clear direction. Through the extensive research we have learned who our visitor is, where they are coming from and what they do or want to do in Montrose. And the creative work North Star developed is absolutely topnotch. We feel confident that we have the knowledge and the brand to uniquely distinguish ourselves in this competitive marketplace."

Jenni Sopsic, Executive Director, Montrose Convention and Visitors Bureau