



Community's Unlimited Possibilities Star in New Image Campaign

Early in 2006, leaders of the Greater Louisville Community Branding Project began the process of identifying and establishing a single Louisville brand that would guide current and future marketing efforts for our region. The team was dedicated to the philosophy that Louisville's brand already existed—it simply needed to be revealed. Adopting and remaining committed to that approach assured that the brand image would be authentic, credible and based on reality.

The Branding Project Alliance, comprised of members from both the public and private sector—including GLI, Metro Louisville government and the Greater Louisville Convention and Visitors Bureau—agreed that the outcome of this process would not necessarily be just a logo or solitary slogan. Instead, they sought to uncover the essence of what makes our community authentically unique.

The group launched an extensive research program under the guidance of Horizon Research International. Data was collected through a variety of means including a successful public web survey for local residents and a series of surveys and focus groups to garner insight into the impressions and images those outside our region have of Louisville.

Through a mix of research, experience and intuition, local creative agency red7e worked with the project team and researchers to reveal the essence of what they believe makes our community authentically unique. (see sidebar "Our Essence - Louisville: It's Possible Here")

"We've shared the results with many groups across the community and they have resonated with everyone," said Eileen Pickett, GLI Senior Vice President of Community and Economic Solutions and leading member of the Branding Project Alliance. "The feeling is that Louisville is a place rich with promise and opportunity. It's a place that is both surprising and comfortable."

A communications team composed of three different agencies—Guthrie-Mayes for PR; Doe-Anderson for Online/CRM; and red7e for Advertising—has developed a long-term communications plan for the brand and will manage and sustain the plan's implementation.

The coalition is now in fundraising mode with the goal of securing \$2 million to cover the costs of implementing the branding plan in its first year.

For additional information on the branding project, how you and your business can get involved or to schedule a presentation to your company or organization about the branding project, call 625-0201.

Louisville
UNLIMITED.

Louisville
DREAMS WITHIN REACH.

Our Essence — *Louisville: It's Possible Here.*

Welcome to a city where dreams get introduced to can-do. Where people share a belief in the creative power of opportunity, expression, and imagination. Alive with potential and inspired with a progressive spirit of possibility and aspiration, Louisville is a very special place — somewhere between "way out there" and "feels like home." It's a thriving one-of-a-kind don't-take-no-for-an-answer sort of city. It's an open, accessible, connected bunch of ambitious-but-caring individuals and families drawn together by the promise of the future and the quality of a life richly lived. It's the urban-but-green, nearby-but-expansive, inventive-but-roll-your-sleeves-up, surprising, bustling, energetic community that always gets things done with a smile.

Thanks to Pip Pullen, Director of Account Planning at red7e, for contributing content for this story.

Louisville

IT'S POSSIBLE HERE.