SPALDING OLMSTED
Partner
davidson belluso
ADVERTISING / DESIGN
Process

- Perception Survey
- Analyze and Identify Central Assets for Brand
- Design 3-4 Sample Logos Based on Results
- Create Tagline(s) Based on Results
- Present to Executive Committee for Selection
- Design of Business System & Email Template
- Create Logo Standards Manual and Key
- Write Marketing Plan
Perception Survey

- La Paz selects 12-20 parties to interview
  - Current locates in La Paz
  - Clients lost to another AZ community
  - Major ED entities in AZ who know La Paz
  - Others that will have impact on desired results

- Summation written and approved by LPEDC President/CEO and Executive Committee
Perception Survey Results

- Determine basic SWOT characteristics including main competitors
- Select 3 key assets mentioned the most
  - Prioritize in order of preference
  - Use to determine brand strengths for logo design and tagline creation
  - Summarize for Positioning Statement
- Positioning Statement for La Paz County
  - It must distinctly define region in AZ and from its competition; how is La Paz County different?
Design Sample Logos

- Sample logos and taglines need to reflect La Paz County’s positioning statement and major strengths for Economic Development marketing purposes

- Considerations include:
  - Colors used
  - Font style used
  - Design that tells La Paz County’s ‘story’

- Tagline created at same time
Logos & Taglines Selected

- 4 logo designs with taglines presented to LPEDC President/CEO and Board
  - Spalding’s team recommends 1\textsuperscript{st} and 2\textsuperscript{nd} choices
- Board picks final logo and tagline: LPEDC Brand
- Two proposed business systems designed
  - President selects preferred business system
  - Final business system design with recommended paper stock, etc. and put on CD for printer
- Email header template also designed
Final Steps

- Logo graphic standards manual and key produced
  - Provides instructions on exactly how logo is to be printed for every type of situation
- 5-year Marketing Plan written for LPEDC along with recommendations for operational policies and procedures
La Paz County Marketing Logo

One version:
Business System
Skip Becker

President/CEO
La Paz Economic Development Corporation
Highway System
Agriculture and Water
The Western Gateway
The Logo – E-Mail & Promotional
The Logo – County Marketing

LA PAZ

COUNTY

The Western Gateway
THANK YOU

- Skip Becker, President/CEO-La Paz Economic Development Corporation

- Spalding Olmsted, Partner, Davidson & Belluso Branding and Marketing