Banding Together, Branding Together:
Finding Common Ground Through Regional Marketing.

Moderator:
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North Star Destination Strategies

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Iowa’s Creative Corridor

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Cathy Belk
JumpStart Inc.

Carl Graeb
CARO Investment Consulting
“Your brand is what they say about you when you’re not around.”

BRANDING IS WHAT YOU DO ABOUT IT.
The 4 P’s of marketing

- Product
- Place
- Price
- Promotion
The 4 P’s of Community Marketing

- Politics
- Politics
- Politics
- Politics
The 4 P’s of Community Branding

- Passion
- Passion
- Passion
- Passion
In fact, peers are the most credible source of company/product info

73% believe what “a person like me” says about an organization

LEAST CREDIBLE (IN THE US): corporate or product advertising (32% of ages 25-34)

SOURCE: Edelman Trust Barometer
Peer recommendation isn’t just influential. Trust and distrust are widely shared.

56% of those aged 35-64 and 63% aged 25-34 were “likely to share their opinions and experiences about companies they trust or distrust on the web.”

*SOURCE: Edelman Trust Barometer*
PLACE BRANDS IN TODAY’S MARKETPLACE

- **Brand in control**
  - One-way/delivering a message
  - Repeating the message
  - Focused on the brand
  - Educating
  - Advertiser creates content

- **Audience in control**
  - Two-way/being part of the conversation
  - Adapting the message
  - Focused on the audience
  - Adding value
  - Influencing / involving
  - User created content / co-creation

**EVOLVE**
Communication  Communities

Highly Complex Environment  Highly Complex Product
Low Control  Low Control
Trust Peer Voices  Made up of Peer Voices
People are Media  Have an Abundance of Passionate People
EUROCITIES STUDY

- Increased competitiveness, resulting in a positive impact on investment, jobs, inhabitants, visitors and events.

- Higher returns on investment in real estate, infrastructure and events.

- Coherent city development, as the physical, social, economic and cultural aspects combine to deliver the brand promise.

- Pride in the city as the inhabitants, businesses and institutions experience a new sense of purpose and direction.
A place brand impacts your reputation by...

- Gaining a true understanding your communities reputation in a rigorous and scientific fashion

- Collaborating with business and civic society to agree on a community strategy – a narrative of who this community is and where it is going.

- Maintaining a steady stream of innovative products, services, policies, initiatives and communications in multiple sectors that demonstrates the truth of that narrative.
Research

Insights

Creativity

Community

Consumer

Competition

Brand Identity
&
Brand Behavior

North Star Destination Strategies
## 100 LEADING LOCATIONS

### City / MSA | State | Population
---|---|---
1. Lafayette | LA | 273,736
2. Fargo | ND-MN | 208,777
3. Oklahoma City | OK | 137,133
4. Columbus | IN | 76,794
5. San Jose-Sunnyvale-Santa Clara | CA | 1,051,787
6. Austin-Round Rock-San Marcos | TX | 1,176,289
7. Midland | TX | 136,872
8. Holland Grand Haven | MI | 283,801
9. Framingham | MA | 263,075
10. Bismarck | ND | 108,779
11. Boston-Cambridge-Quincy | MA | 2,083,943
12. Dubuque | IA | 49,653
13. Oklahoma City | OK | 1,282,967
14. Casper | WY | 53,430
15. Anchorage | AK | 33,747
16. San Francisco-San Mateo-Redwood City | CA | 1,776,095
17. Tulsa | OK | 377,478
18. Dallas-Plano-Irving | TX | 2,438,751
20. Morgantown | WV | 129,709
21. Omaha Council Bluffs | NE-IA | 865,360
22. Corpus Christi | TX | 422,185
23. Elizabethtown | KY | 411,736
24. Houma-Bayou Cane-Thibodaux | LA | 208,178
25. Victoria | TX | 115,384
26. Cheyenne | WY | 91,738
27. Santa Rosa-Petaluma | CA | 453,578
28. Springfield | IL | 210,170
29. Burlington-South Burlington | VT | 109,457
30. Houston-Galveston-Baytown | TX | 5,046,800
31. Longview | TX | 124,369
32. Bellingham | WA | 201,140
33. Boulder | CO | 298,567
34. Santa Barbara-Santa Maria Goleta | CA | 423,075
35. Louisville-Jefferson County | KY-IN | 1,283,566
36. Des Moines-West Des Moines | IA | 569,633
37. Sioux Falls | SD | 228,621
38. Ames | IA | 89,542
39. Ann Arbor | MI | 144,791
40. Bethesda-Rockville-Frederick | MD | 1,205,162
41. San Antonio-New Braunfels | TX | 2,127,308
42. Waco | TX | 234,906
43. Greensboro-High Point | NC | 2,136,022
44. Fayetteville-Springdale-Rogers | AR-MO | 463,204
45. Columbus | OH | 900,949
46. Salt Lake City | UT | 1,124,197
47. Seattle-Bellevue Everett | WA | 2,444,554
48. Fairbanks | AK | 29,511
49. Amarillo | TX | 172,881
50. St. Joseph | MO-KS | 127,329

### City / MSA | State | Population
---|---|---
51. San Angelo | TX | 111,823
52. Durham-Chapel Hill | NC | 604,357
53. Appleton | WI | 225,566
54. Lake Charles | LA | 99,667
55. Jackson | MS | 160,248
56. Bossie City-Nampa | ID | 616,561
57. Killeen-Temple-Fort Hood | TX | 405,300
58. Charlotte-Gastonia-Rock Hill | NC-SC | 1,758,038
59. Cincinnati Middletown | KY-IN | 2,230,151
60. Columbus | OH | 172,786
61. Denver-Aurora-Broomfield | CO | 2,543,882
62. Fort Collins-Loveland | CO | 299,630
63. Lafayette | LA | 201,785
64. Pismo-Goleta | CA | 226,610
65. Portland-Vancouver- Hillsboro | OR-WA | 2,226,009
66. Cedar Rapids | IA | 257,940
67. Anchorage | AK | 380,821
68. State College | PA | 153,990
69. Knoxville | TN | 679,030
70. Tyler | TX | 207,714
71. Lexington | KY | 165,066
72. Williamsport | PA | 116,111
73. Lincoln | NE | 302,578
74. San Luis Obispo-Paso Robles | CA | 269,674
75. Lakeland | FL | 250,304
76. Charleston-North Charleston- Summerville | SC | 664,607
77. Texarkana | AR | 136,027
78. Akron | OH | 703,200
79. Elkhart-Goshen | IN | 197,559
80. Mobile | AL | 412,992
81. Canton-Massillon | OH | 434,422
82. Nashville-Davidson- Murfreesboro-Franklin | TN | 1,589,956
83. Davenport | IA | 208,796
84. Pittsburgh | PA | 2,356,253
85. Minneapolis-St. Paul-Bloomington | MN-WI | 3,279,833
86. Beaumont-Port Arthur | TX | 388,745
87. Monroe | LA | 176,441
88. Baton Rouge | LA | 482,484
89. La Crosse | WI-MN | 133,665
90. Chattanooga | TN-GA | 179,064
91. Savannah | GA | 128,207
92. Spartanburg | SC | 225,715
93. Huntsville | AL | 204,860
94. Madison | WI | 648,593
95. Naples- Marco Island | FL | 321,520
96. Largo | FL | 106,331
98. San Diego-Carlsbad-San Marcos | CA | 3,045,313
99. Kingstown-Bristol-Bristol | NT-VA | 209,544
100. Rochester | NY | 186,011

### 100 Leading Locations for 2013

Gold & Silver Shovel Awards
19 states are recognized for their achievements in attracting business investment and creating high value-added jobs.

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[Image of map and list of cities and states]
The Creative Corridor Project

Four programs to connect, inspire, engage and empower the people of our region to create here.
What would you say to a young Art Collins if he was sitting next to you right now?
Our collective answer will determine how successful our region will be.
Art Collins and others were able to change the world here because they created global networks, found local support and touted the possibility of this place.
The Creative Corridor Project is here to carry on this tradition.
Our aim is to connect, support and celebrate all those who create here.
Iowa’s Creative Corridor

Strategic Brand Platform

Target Audience:

Frame-of-Reference:

Point-of-Difference:

Benefit:
Iowa’s Creative Corridor

Strategic Brand Platform

Target Audience: For people those seeking a place with infinite possibility,

Frame-of-Reference:

Point-of-Difference:

Benefit:

CREATIVECORRIDOR.CO
Iowa’s Creative Corridor

Strategic Brand Platform

Target Audience: For people those seeking a place with infinite possibility,

Frame-of-Reference: the region from Cedar Rapids to Iowa City along Interstates 380 and 80 in America’s Heartland

Point-of-Difference:

Benefit:

CREATIVECORRidor.co
# Iowa’s Creative Corridor

**Strategic Brand Platform**

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<td>Interstates 380 and 80 in America’s Heartland</td>
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<td>Point-of-Difference:</td>
<td>is the conduit for a transformative reaction that</td>
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<td>sparks knowledge to power, learning to living and</td>
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<td>dreams to reality</td>
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| Benefit:               |                                                         |

[CreativeCorridor.co](http://CreativeCorridor.co)
Iowa’s Creative Corridor

Strategic Brand Platform

Target Audience: For people seeking a place with infinite possibility,

Frame-of-Reference: the region from Cedar Rapids to Iowa City along Interstates 380 and 80 in America’s Heartland

Point-of-Difference: is the conduit for a transformative reaction that sparks knowledge to power, learning to living and dreams to reality

Benefit: so each individual, each idea, each business and each city is exponentially more successful.
The Great Collaboration

50 organizations and 1500 people and counting.

#creativecorr
map of our seven county region
David Tominsky
Technical Recruiter
Four programs for this year:
• We Create Here Campaign
• Innovation & Creativity Events Digest
• Creative Corridor Stories
• Creative Week 2013
WE CREATE HERE
Online Badges

#creativecorr

CREATIVECORRIDOR.CO

CREATIVECORRIDOR.CO

WE  CREATE  HERE

CREATIVECORRIDOR.CO

iowa's creative corridor

Proudly Creating In

CREATIVECORRIDOR.CO

iowa's creative corridor

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iowa's creative corridor

Proudly Creating In

CREATIVECORRIDOR.CO
Online Badges

Proudly Creating In Iowa's Creative Corridor

CREATIVECORRIDOR.CO
Editable Online Badges
Stickers

#creativecorr

WE CREATE HERE

IOWA'S CREATIVE CORRIDOR

WE CREATE HERE

IOWA'S CREATIVE CORRIDOR

WE CREATE HERE

IOWA'S CREATIVE CORRIDOR

CREATIVECORRIDOR.CO
Engaging Stickers

WE CREATE

HERE

CREATIVECORRIDOR.CO

#creativecorr
WE CREATE HERE

Firstname Lastname
Company Name

CREATIVECORRIDOR.CO
Manifesto Posters
Download Web Badges
CREATIVECORRIDOR.CO
Creative Corridor Stories

The "Boy Radio Genius" From Cedar Rapids

The Iowa Youth Writing Project

WE CREATE HERE

CREATIVECORRIDOR.CO
Innovating For Good

Christoph Trappe arrived in Iowa as a German high school exchange student, was recruited by legendary coach Hayden Fry and now his efforts—from a first-of-its-kind volunteering app to augmented reality—have made The United Way of East Central Iowa one of the nation’s most forward thinking nonprofits.
Be Inspired!

- New Creative Corridor Stories will be published each week.
- Explore the photos, articles and videos to stay inspired.
- Use the stories in your organization’s newsletters, websites and printed publications to tout the region.
- Suggest innovation success stories at CreativeCorridor.co.
- Underwrite a story to raise awareness of more innovators.
Read and share stories at CREATIVECORRIDOR.CO
Creative Corridor Digest

SHOUT OUTS!

Dawn Ainger and Bruce Lehrman Named Finalists for the Ernst & Young Entrepreneur of the Year 2013

Cyber-Anatomy To Create Holographs!

 Outs!

CBS Invests in SyncBak!

Bandwidth Pool Receives $100K from Demo Fund!

If you're interested in learning more about Cyber-Anatomy, you can contact them directly. They are always happy to share more information about their innovative technology. Congratulations to the entire team at Cyber-Anatomy!

Cedar Ridge Releases Single Malt Whiskey This Week!

United Way Collaboration Gets Mentioned In Congressional Report

Tutor Universe Announces $300K Investment and 6,000 Users

If you want to learn more about Cedar Ridge's new single malt whisky, visit their website or contact them directly. They are always eager to share more information about their latest releases.

Watch more of the story on IWRC and learn more about Danielle and Iron Leaf Press in this video from The Gazette.

The United Way of East Central Iowa's volunteering app, designed to make it easier for volunteers to connect with local organizations, has been mentioned in a recent Congressional Budget Justification Report for the George H. W. Bush Volunteer Generation Fund. The app was created through a collaboration between United Way of Communication and Innovation and local software developers in the Creative Corridor. The report highlights how technology can be used to improve community engagement and support social impact initiatives.

Find out more about the United Way's mission and how you can get involved on their website.
Get Connected!

- Subscribe to the weekly curated Creative Corridor Digest to plug into the growing innovation community.
- Attend events to build skills and meet like-minded people.
- Promote your innovation events to reach an engaged regional audience.
Signup For The Digest at CREATIVECORRIDOR.CO
Creative Week 2013
7 Days. 7 Counties. 1 Epic Celebration of all who create here.

#creativecorr
Celebrate!

- Spend the week of Oct 19th celebrating and showcasing our innovation success!
- Produce an event to show-off your organization’s success.
- Volunteer to produce and promote the week.
- Sponsor the week to raise awareness of your company’s support for innovation and creativity in the region.
Join in!

10 WAYS TO JOIN IN!

circle all that interest you, and we’ll reach out with more info

Live it! Pursue your creative ideas, support others who do the same, and collaborate as much as possible.

Share your pride with We Create Here stickers and web buttons.

Be inspired! Read, watch and share Creative Corridor Stories.

Underwrite a Creative Corridor Story.

Showcase your success! Register an event as part of Creative Week.

Celebrate! Volunteer to produce and promote Creative Week.

Sponsor Creative Week.

Connect! Find and promote innovation-related events with the regional calendar.

Stay Connected! Subscribe to the curated Creative Corridor Digest to stay connected to the region’s creative community.

Get creative! Suggest and lead a creative collaboration with the Creative Corridor Project.

your name here

your email here

notes to the organizers

more info at CreativeCorridor.co
Synch Marketing Objectives
To Region’s Business Objectives

Examples of Regional Goals:
• Win federal awards that require multiple partners across broad geography
  • i6 award
    o create model for successful university commercialization
  • JIAC, AMJIAC awards
    o access economic gains of tech startups in under-served communities

• Attract investment, media attention to ‘flyover’ region

• Attract & retain talent
We Succeed When Our Partners Succeed

October 10, 2012

**Federal funds headed toward hardware accelerator**

A partnership between four regional groups landed $1.9 million in federal funding as part of the Advanced Manufacturing Jobs and Innovation Accelerator Challenge.

Corbett, Pennsylvania legislators announce $80 million fund to invest in startups

September 27, 2013 12:37 am
Right Message for the Right Audience

- Prioritize audiences, tailor plan to reach those few
- Create and provide unique content

From steel to silicon
01/09/2012
Pittsburgh has transformed itself from a steel city to a tech town, thanks to a strong web of universities, entrepreneurial spirit and good co-operation between public and private entities.

Entrepreneurs across PA get a jumpstart from Ben Franklin Technology Partners
Thursday, August 09, 2012
An array of firms across the commonwealth, mostly startups, are beneficiaries of investments made in the last week by The Ben Franklin Technology Partners, Pennsylvania's venerable technology-based economic development programs.
$1.43 Billion
Total follow-on funding for IW seed fund companies since 2000

75+% 
Of all IW seed fund companies are still in business after 10 years when on average roughly 1/3 of all U.S. start-ups close by year two¹

29 Companies
Raised more than $1 million in additional follow-on investment in 2011

65%
Of all SW PA venture deals from 2007-2012 went to companies that had previously received IW seed funding

Note 1: Kauffman Foundation, November 2009
Measuring Communications Effectiveness is Measuring Operational Success

Return to regional and organizational goals to establish measurement criteria:
• Pipeline for assistance
• Diverse funding sources
• Economic ROI
  o jobs
  o talent attraction and retention
  o outside investment
• Policy changes
Questions & Follow-up

Terri Glueck
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412-894-9514
Banding Together, Branding Together: Finding Common Ground Through Regional Marketing

IEDC 2013
GOAL: economic development

- Entrepreneurship
  - JumpStart & our Network partners (seed funds, incubators, accelerators)
- Business Attraction
  - TeamNEO
- Cluster Development
  - NorTech
  - MAGNET
  - BioEnterprise
- Business Retention/Expansion
  - Greater Cleveland Partnership
  - Chambers of Commerce
- Workforce Development
  - Global Cleveland
  - Higher Education
- Community Development
  - CDCs
  - Neighborhood Progress
Initiative 1: Business attraction, expansion and retention

Initiative 2: High growth entrepreneurship
## How They Compare

<table>
<thead>
<tr>
<th></th>
<th>Business Attraction/Retention/Expansion: Cleveland Plus</th>
<th>Entrepreneurship: JumpStart Entrepreneurial Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coverage</strong></td>
<td>regional</td>
<td>regional</td>
</tr>
<tr>
<td><strong>Approach</strong></td>
<td>collaborative</td>
<td>collaborative</td>
</tr>
<tr>
<td><strong>Operation</strong></td>
<td>one implementation organization funded by organizations across the region</td>
<td>lead organization with multiple partners; funded by one funder</td>
</tr>
<tr>
<td><strong>Proof Points</strong></td>
<td>advertise elements of the region</td>
<td>communicate offerings and successes of partners and their clients</td>
</tr>
<tr>
<td><strong>Marketing Mix</strong></td>
<td>funded, paid outreach (PR, marketing)</td>
<td>largely grassroots</td>
</tr>
</tbody>
</table>
BRANDING TOGETHER: BUSINESS ATTRACTION+

Goals:
1. Business Attraction
2. National Media Coverage
3. In-region Communication
The Regional Marketing Alliance (RMA) oversees and operates the day-to-day operations of the Cleveland Plus marketing campaign.

**RMA Governing Council**

- FirstMerit Corporation
- KeyBank, NA.
- Welty Building Company
- CenturyLink
- Squire Sanders
- The Timken Company
- Akron-Canton Airport
- The Cleveland Clinic
- Thompson Hine LLP
CLEVELAND PLUS: RESULTS

CUMULATIVE NATIONAL MEDIA HITS

Placements

CUMULATIVE SOCIAL MEDIA GROWTH - FACEBOOK AND TWITTER

New Followers

20,000+ social media followers
BRANDING TOGETHER: ENTREPRENEURSHIP NETWORK

jumpstart
ENTREPRENEURIAL NETWORK
- The Network includes 17 mentors, educators, seed funds, accelerators and incubators
BRANDING TOGETHER: ENTREPRENEURSHIP NETWORK

Goals:

• Market entrepreneurship to our in-region community

• Build region’s reputation externally

• Market our companies to investors

www.jumpstartnetwork.org
Network Results

- 737 companies received intensive assistance from Network resources.
- 5,390 companies approached the Network for assistance.

Fast Company
“15 Tech Scenes In Places You’d Never Think To Look”

The Atlantic
“Startup Nation: Ideas and Entrepreneurs On The Leading Edge”

Bloomberg Businessweek
“Cities With The Biggest Growth In Tech Jobs”
network Results

$229M
revenue generated by client companies in 2012

5,500
jobs created and sustained by client companies

$1.3B
follow-on capital collectively raised by clients
THE TAKEAWAYS

• Shared objectives are needed to start
• Have a lead entity or committee that is responsible for raising the money
• Need to have an aligned approach towards funding the collaborative
• Provide considerate communication weight to proof points
• A neutral party doing the work builds trust
• Measuring and communicating results – even if difficult -- is critical
THANK YOU

Cathy Belk

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Follow us: @jumpstartinc
Banding Together
Branding Together

The GRG Approach
for the
MED TEC INDUSTRY
The GRG – European Approach

» David Griggs / Greater MSP
» Jeffrey Rainey / Greater MSP
» Carl Graeb / CARO Investment Consulting

» Chances:

   The North American Market Place (U.S.A. and Canada) is by far the most attractive marketplace for MED TEC companies outside of their European Home Markets.
Goal

» Approaching German and Scandinavian MED TECH companies in a cost effective and very targeted way.

» Delivering value added service referring to the business needs of the companies.

» Companies Perspective
» Chance and Challenge in the New World
» What do companies need?
Before selling a single device companies have to “overcome” work with a series of regulatory issues that are very time-consuming and resource consuming.

- FDA approval and the required product adaption to the North American market regulatory
- Liability claims and insurance issues
- Reimbursement policy – How do I get my money? How can we finance MED TEC in North America?
- Workforce – Skillset – Business infrastructure within the region
- Proximity of potential and existing business
- Market information / general and region-specific
- Market information regarding potential partners and candidates for Joint Ventures or M&A
Can an EDO deliver all the necessary information and services the companies need?

Never without the right partners on board!
Our solution: Banding Together

Who are the right partners to band and thus brand for companies’ needs?
In the Greater MSP case these are companies that have a strong motivation to establish business with the European MED TECH companies planning to start or expand business in North America.
FDA – Specialized service company that provide product engineering/adaption and guide the companies through the process

Liability claims and insurance issues – Law firms that do understand European perception. Not scaring the decision takers to death.

Reimbursement policy – An underestimated but highly important topic. European systems are completely different. Companies do need expert advice and services?

Workforce – Skillset – Business infrastructure within the region

Proximity of potential and existing business

Market information - general and region-specific

Market information regarding potential partners and candidates for Joint Ventures or M&A
NOW WE HAVE SUCCESSFULLY BANDED TOGETHER (after many e-mails, phone calls, meetings, exchange of information, misunderstandings, understandings, lunches, dinners and beers)

HOW AND WHERE DO WE BRAND TOGETHER?
GREATER MSP has established partnerships with regional Scandinavian and German MED TEC CLUSTER organizations and MED TEC Industry Associations. The GREATER MSP European Partners.

Where in Europe?

- The GREATER MSP European partners are present in all important regions in Scandinavia and Germany. (Norway/Oslo – Denmark/ Copenhagen – Sweden/Stockholm) Germany Southwest – Germany Northeast – Germany Rhine/Main – Germany Southeast
- The GREATER MSP European MED TEC partners host seminars for their members to provide additional value added service by banding together with GREATER MSP and their partners.
Chances and Challenges – Practical Guide to Success

The GREATER MSP European partners proactively invite their MED TEC industry members to the seminars.

The GREATER MSP European partners proactively communicate and present the experts that have “banded together” together with GREATER MSP.

The GREATER MSP European partners organize and host the events/seminars.

GREATER MSP and their U.S. partners (FDA – Reimbursement-Legal) present together at the seminars.

GREATER MSP has **banded and branded together** with U.S. companies and European Organizations to the benefit of MED TEC companies and to their own benefit.
Get into contact with us:

Headquarters (Germany)
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Germany
Tel. +49 / 89 / 23 54 62 55
eMail: info@cic-siteselection.com
Questions?
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