

## Strategy: Image

Person(s) Responsible: Lisa

Target Audience: Berlin and Fox Valley/surrounding area

Message(s): "You can live anywhere in Wisconsin, but you'll always be home in Berlin"

Tactic #1: Develop the positioning statement		Budget:	Due By:	Assigned To:	Done Date:
<b>Action #1:</b>	Discussion with board on the positioning of Berlin and the surrounding area (in relations to Econ. Growth/Tourism)	—		BID sub-committee	
<b>Action #2:</b>	Brainstorming session on "who and what" Berlin is. Do we go with "It 'pays' to live in Berlin" or focus more directly on downtown?	—		Ad-hoc committee members (at least 6-10 people)	
<b>Action #3:</b>	Present to the full Board of Directors "who and what" we are for a vote	—		Lisa & sub-committee	
<b>Action #4:</b>					
Tactic #2: Finalize the image		Budget:	Due By:	Assigned To:	Done:
<b>Action #1:</b>	Decide by vote of board to agree/disagree with proposal of the Berlin image and how to proceed	—		BID	
<b>Action #2:</b>	Work with area marketing/sales teams to create most viable plan for implementation	—		Lisa and committee	
<b>Action #3:</b>					
<b>Action #4:</b>					
Tactic #3: Develop the look/image		Budget:	Due By:	Assigned To:	Done:
<b>Action #1:</b>	Final image and theme decided by the January '08 BID meeting	—		Board of Directors	
<b>Action #2:</b>	Continue to work with area marketing/sales teams to fine tune most viable plan for implementation	—		Board of Directors	
<b>Action #3:</b>	Work with area businesses to support and assist with implementation of final product.	—		Lisa	ongoing
<b>Action #4:</b>					

<b>Tactic #4: Transition existing marketing pieces</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>	Continually work on website for BID promotion -- new look? (redesign w/student...maintenance?)	Unknown		Lisa and committee	
<b>Action #2:</b>	Update signage "blue signs" surrounding Berlin. (i.e. color-coded directional signs in and around BID)	Unknown		Lisa and committee (with DOT)	
<b>Action #3:</b>					
<b>Tactic #5: Educate the board on trends, research- build the case</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>	Strategic planning session conducted by outside moderator with assistance from UW-Oshkosh SBA.	—	July '08	Lisa/marketing committee	
<b>Action #2:</b>	Recap, including research trends, analysis, recommendations and next steps.	—	August '08	Lisa/marketing committee	
<b>Action #3:</b>	Keep board informed of ongoing tourism/economic development trends for this area and towns the size of Berlin.	—	Ongoing	Lisa	ongoing
<b>Action #4:</b>	Develop and implement strategic plan	—	December '08	Lisa & sub-committee	
<b>Tactic #6: Develop a tagline to be used on promotions: Berlin is many things to many people, but what is the overall brand? "You're Always Home in Berlin"</b>		<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>	Marketing committee brainstorming session on tagline options	—		Lisa and Marketing committee	
<b>Action #2:</b>	Full Board of Directors vote on the tagline/image (as part of the logo)	Unknown		BBA & BID Board of Directors	
<b>Action #3:</b>	Blitz of brand to entire target market of all sectors via press releases, email blasts, TV?	Unknown			
<b>Action #4:</b>					