



CITY OF DUNWOODY

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www.dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council
From: Edie Damann, Marketing & PR Manager
Date: April 12, 2010
Subject: **Dunwoody Branding Services Update**

ITEM DESCRIPTION

Update on the yearlong brand development project involving the City of Dunwoody, Dunwoody Chamber of Commerce, Convention and Visitors Bureau of Dunwoody, and the Perimeter Community Improvement Districts.

BACKGROUND

In 2009, Mayor and City Council identified a need to develop a unified branding strategy for Dunwoody. This project represents a unique collaboration of partner organizations, representing area residents, businesses and local tourism, working together to create a unified brand strategy and individual brands, catered to each partner's unique mission. In February, staff began working with Sky Design to develop and implement a unified brand by the close of 2010.

UPDATE

The Dunwoody branding project began with a "Kick-Off" meeting in early March. The meeting outlined the schedule and scope for the project. The process begins with the research phase and culminates with the official brand launch.

Currently, we are in the midst of the research and analysis portion of the process. Sky Design is conducting exploratory research with stakeholders to develop an in-depth understanding of the City of Dunwoody, its residents, business owners, visitors, and those that live outside of Dunwoody. Research methods include an electronic survey, focus groups, and reviewing existing secondary research.

The research process began with a panel interview of the stakeholder group in mid-March. The group interview facilitated Sky Design to capture a wide range of opinions regarding Dunwoody including feelings about the city, perceptions of what residents and visitors feel, and descriptions of visions for the future of Dunwoody. This feedback aided in the development of the electronic branding survey. The survey went live on Monday, March 29 and will conclude on Friday, April 16. The survey has been posted on the City website and has been printed in the *Crier* to allow those residents without computers to fill out the survey and mail in their response.

Beginning on April 8, Sky Design will be conducting a series of seven focus groups, to provide more in-depth data by speaking with residents and business-owners in a small group setting. To facilitate the research process, Sky Design has collaborated with organizations including *The Dunwoody Crier*, Polaris Marketing Research, Embassy Suites Perimeter, and the Dunwoody Library.



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The next step of the research process will involve the selection of individuals to serve on the “Sounding Board.” This will be a fixed group of approximately eight individuals, three appointed by the City, three appointed by the CVBD, one appointed by the Chamber of Commerce, and one appointed by the PCIDs. This will allow us to evaluate different parts of the brand development over the course of the next few months. Rather than subject area experts, these individuals should be representative of the Dunwoody citizenry in general. Staff is requesting nominations from the Council for the City’s appointees.