

WORK SESSION MINUTES

September 17, 2013

9:30 a.m.

Commissioners' Office Conference Room

PRESENT: Commissioners Kathy George, Mary P. Stern, and Allen Springer.

STAFF: Laura Tschabold, Chuck Vesper, Jeff Lorton, and Valerie Anctil

TOPIC: Economic Development Branding

Kathy called the meeting to order at 9:30 a.m.

Jeff Lorton and Valerie Anctil led a discussion about economic development branding issues for Yamhill County (see attached handout). Jeff agreed to come back to the Board with a follow-up report.

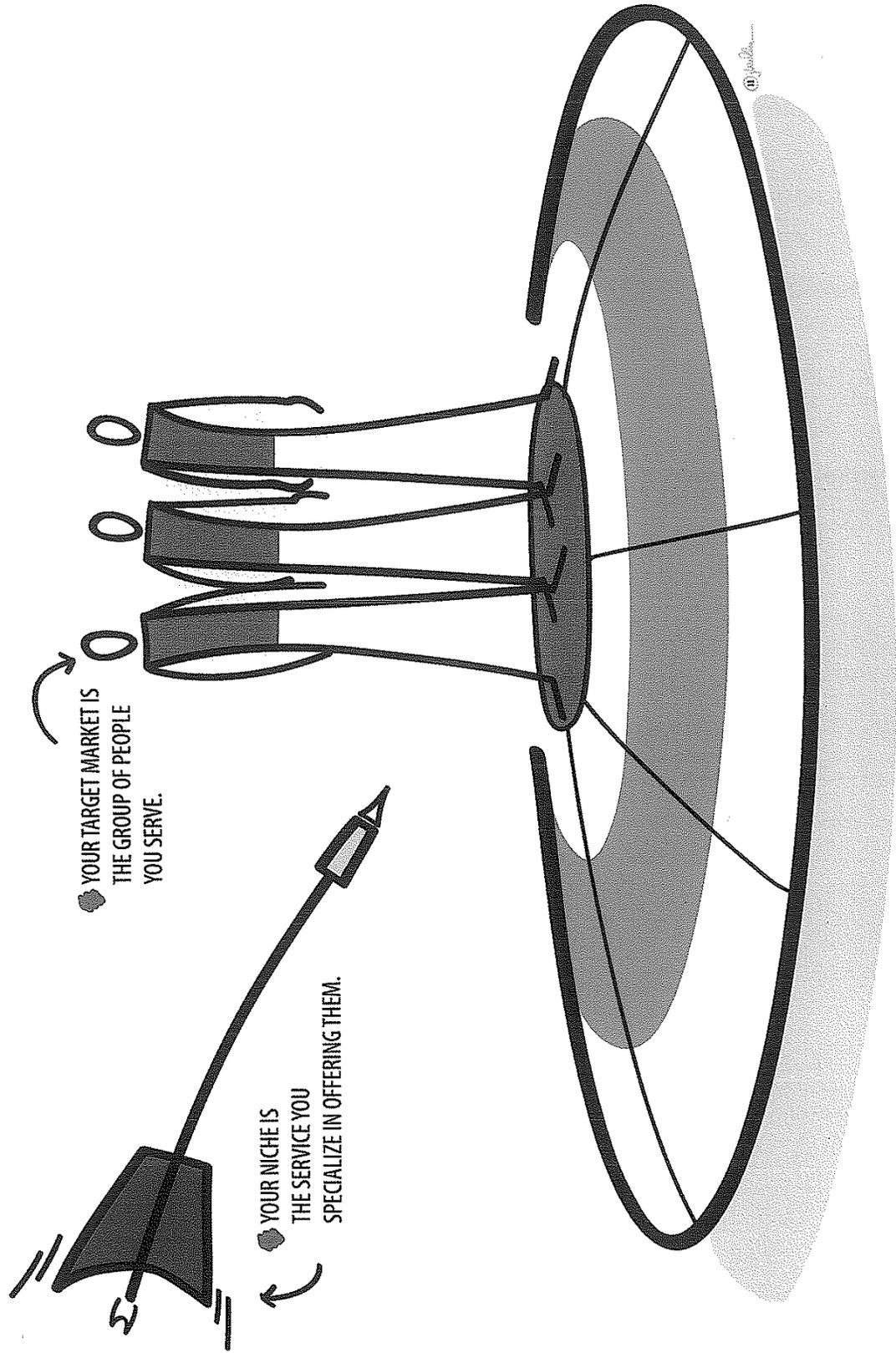
The meeting adjourned at 12:25 p.m.

Anne Britt
Secretary

A brand positioning statement has four key elements:

1. Target Market
2. Definition of the market you play in
3. The Brand Promise (emotional or rational benefit)
4. The Reason to Believe the brand promise

1. Target Market



1. Target Market

Who are our current "customers"?

Why do they do business in Yamhill County?

What do they have in common? Interests? Characteristics?

Which ones provide the most economic value to our County?

1. Target Market

What Businesses are most likely to expand in YC?

WHY?

What Businesses are most likely locate here?

WHY?

2. Definition of the market you play in

What is our "Product"?

What is our competitive edge?

Who is our competition? Are they good? Should we be worried?

What is the best thing about our "Product"?

3. The Brand Promise (customer value proposition)

What are the main benefits of expanding or locating in YC?

What are the emotional benefits?

What are the rational benefits?

3. The Brand Promise (going deeper)

Why do people choose to live and work in YC?

If the county becomes everything we hope it to be, what will it become?

What are the greatest current economic strengths?

What are the opportunities to build on the while diversifying the economic foundation?

How do we build a Brand that attracts, creates and keeps the types of businesses we want?

What are the national, regional and local trends in business and society that will impact the future development of Yamhill County?

How can we leverage these trends to reach our objectives?

WHAT IS OUR UNIQUE OFFER?

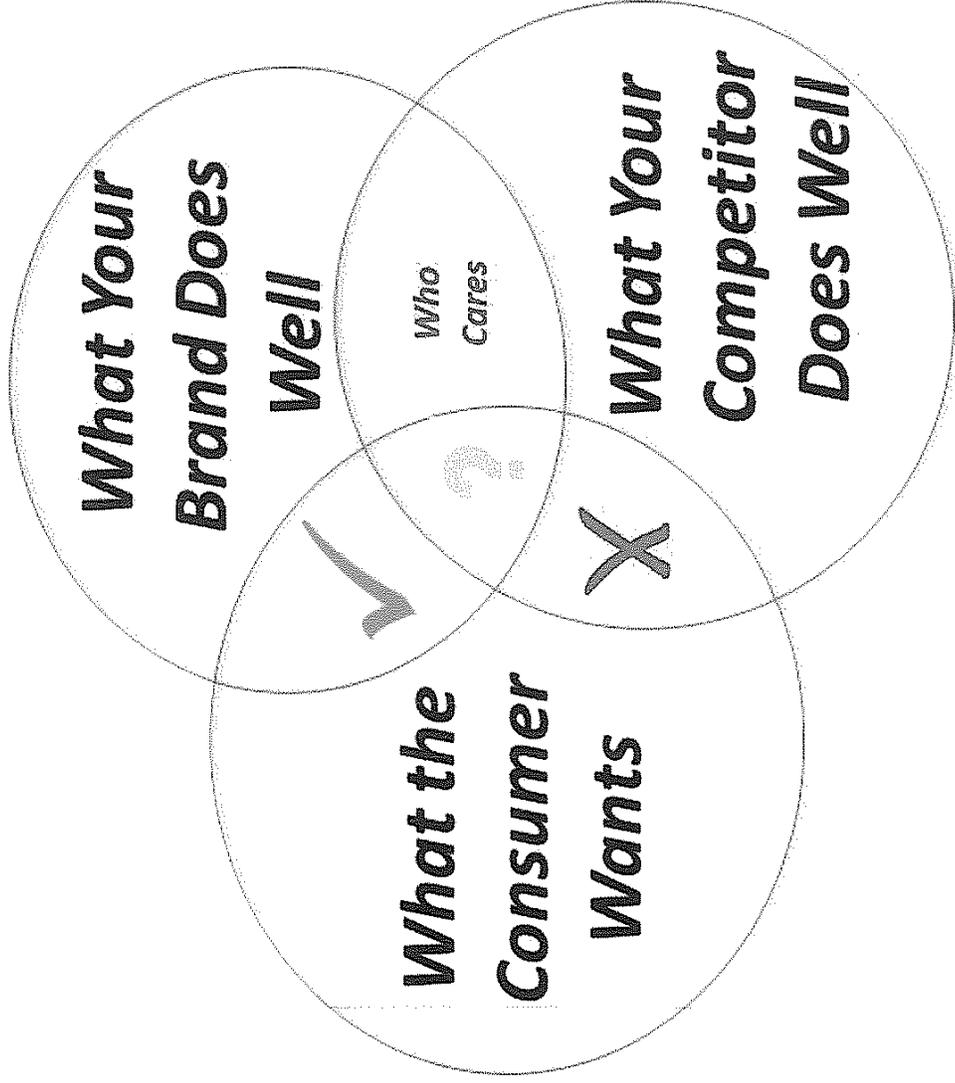
Brands are either better, different or cheaper.

The key is to find a unique selling proposition for our brand.

We don't always need to find a rational point of difference as long as there is room to be emotionally unique.

What is the most compelling benefit we offer?

Unique Selling Proposition



✓ **Winning Zone.** Clear point of difference that meets the needs. Make it even bigger.

✗ **Losing Zone.** Your competitor meets the consumer needs better than you do. You'll be crushed.

⚡ **Risky.** Competitive Battle ground. Use emotion, innovative, superior execution.

4. The Reason to Believe (the brand promise)

In a positioning statement, the brand benefit is the conclusion and the Reason to Believe is the supporting premise.

Keep it simple, focused and keep it Unique

All fish live in water (premise)

Tuna are fish (premise)

Therefore, tuna live in the water (conclusion)

Brand Positioning Statement.

To... Healthy Proactive Preventers, 25-40, who want to do as much for overall health as they can
(Target Market)

Grays Cookie is Tasty low fat cookie
the... (category frame of reference)

That ... gives you the best tasting yet guilt free pleasure so you can stay in control of your health.

(Rational/emotional benefit/promise)

- That's Because ...**
- In blind taste tests, Grays Cookies matched the market leaders on taste, but only has 100 calories and 2g of fat.
 - In a 12 week study, consumers using Grays once a night as a desert were able to lose 5lbs.
 - Grays uses all natural ingredients.
-

(Reasons to believe)

Yamhill County Brand Position Statement

To _____ types of businesses,
Yamhill County is the _____
that _____
because:

1. _____

2. _____

3. _____

Final YC Brand Position Statement
