

# Downtown Brand Development Strategy

## Step 1: Define Clear Objectives

The objective to be achieved from the development of a campaign brand is a unified theme for all marketing communications related to downtown. The specific result being sought from the exercise is an increase in the volume of consumer traffic downtown.

## Step 2: Understand the audience you are trying to attract

The targeted audience consists of travelers between Dallas and Houston, Dallas shoppers, entrepreneurs, artists, creative workers, local investors and local residents.

## Step 3: Identify Current Brand Image of the Place

Associations linked to downtown Corsicana include the birthplace of Collin St. Bakery, Wolf Brand Chili, Texaco, Mobil Oil, Sanger Bros., etc. Downtown is also known by area residents as having a thriving performing arts district. Downtown is authentic and diverse.

The image of downtown has changed considerably over time. Once bustling with five theaters, four shoe stores and a high-rise to rival any other in Texas in architectural detail, the commercial district is today more indicative of Navarro County's status as one of the most economically challenged areas of the state.

Visually, the place evokes an image of brick streets, an architectural variety of historic buildings (many un-utilized), quaint and charming, but in serious need of upkeep. Currently, there is a general, negative perception of the district, often expressed as "downtown is dying."

## Step 4: Set the Aspirational Identity for the Place

Downtown should stand for fun and creativity. People should associate fun and relaxation when they think of downtown Corsicana. The ideal personality or persona for downtown would be a creative class of professionals comprised of both the young and hip and the relaxed hippie type. Visitors should expect an interactive experience with a subculture of creative workers, whether it is collaborating with a vendor on a professional services project, immersing themselves in art instruction, observing artists in action or attending a gallery opening, performance or signature event.

## Step 5: Develop the Position

The primary benefit that downtown provides is entertainment. Downtown Corsicana is the only walkable multi-use (live, work, play) district between Dallas and Houston. It is a viable place to live, with groceries, dining/entertainment and services within easy walking distance.