



Building the Brand

Marketing Your MainStreet/ Arts & Cultural District

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Objective Principles

1. Start with a simple question: “what is success?”
 2. Gather stakeholder’s goals
 3. Aim for healthy conflict
 4. Prioritize your goals
 5. Determine your singular objective
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Lack of Consensus



Unhealthy

Healthy

Loss of Focus



Unhealthy

Healthy

Loss of Nerve



Unhealthy

Healthy

Inconsistency



Unhealthy

Healthy

mckeewallwork.com/self-diagnosis



Target Principles

1. Targeting determines positioning
 2. Seek your “Minimum Viable Audience”
 3. People aren’t demographics
 4. Start with data, end with insight
 5. Find unity in the complexity
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Affordable Research Tools

 Google Surveys

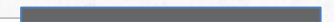
Stakeholder Interviews

 SurveyMonkey®

 Google Trends

 Hootsuite®

 aytm | ask your
target market



Identity Principles

1. Identity is where your target & brand truth overlap
 2. It must start simple
 3. People buy into ideas, not features
 4. Decide who you are before you decide what to say
 5. Your biggest challenge is standing for one thing
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A Destination as FUNCTIONALITY

Hotel availability

of retailers

Hours of operation

Attendee numbers

Visitor hours

Accommodations info

Restaurant locations

of volunteers

Etc.

A Destination as FEATURES

Restaurants

Bars

Events

Theatres

Entertainment

Family-Friendly

Golf Courses

Museums

Casinos

National Monuments

Historical Sites

Galleries

Exhibits

Etc.

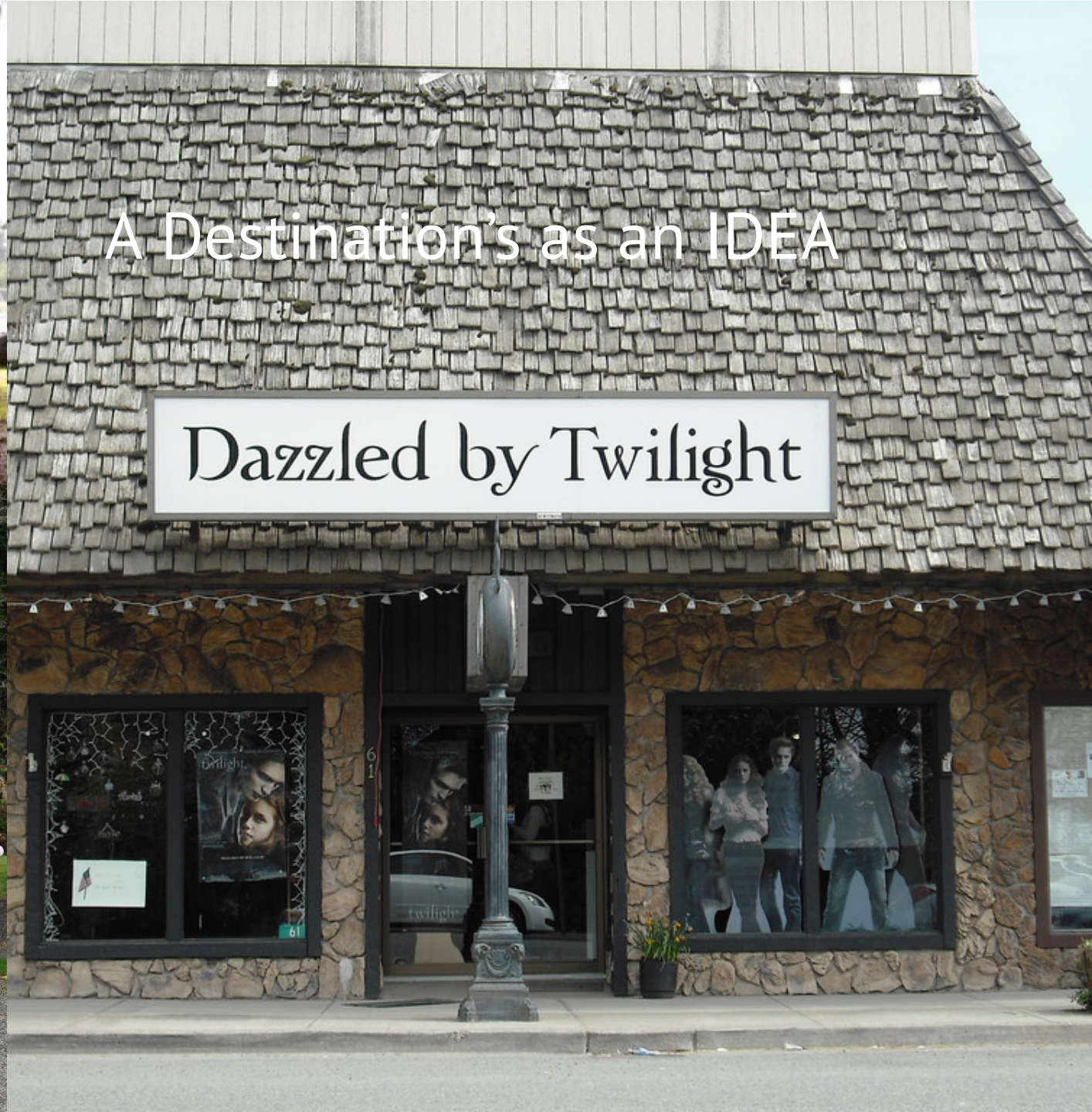
A Destination as an IDEA





A Destination as an IDEA







A Destination's as an IDEA

Execution Principles

1. Filter the four P's of marketing through your strategy
 2. Tackle the “4-Point Approach” in order
 3. Align your Product with your “one thing”
 4. Align your Price with your target and brand
 5. Pay off your promise with your Place
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Your
One
Thing

Product

Price

Money
Time
Travel
Safety

How
You
Execute

Place

Promotion

PR
Social
Grass Roots
WOM
