

Challenge

The City of Dublin, one of the fastest and most successful small cities in the US, needed to develop a sound brand strategy framework and toolset to begin to more consistently communicate and share its brand with key target audiences including residents, employers, potential employers, government officials and employees.

Approach

- inventory and assess all current brand touchpoints and applications
- conduct interviews and brand strategy workshops with key stakeholders
- build updated brand strategy framework and identity system
- build brand standards guides and key messaging hierarchy to provide internal teams with the toolsets and framework to move forward in a relevant, distinctive and consistent manner

Results

- solid brand strategy framework and toolset established informing all outbound and internal communications
- City of Dublin continues to grow in national prominence and was recognized as the #6 best place to live and top 5 suburbs in the US in 2017
- the branding system continues to be used consistently and pay dividends today nearly 6 years after introduction

(P) 614-778-2256
(W) www.blvdstrategies.com

