

Monadnock Region Brand Presentation

North Star Ideas

+

Greater Keene and Peterborough Chamber

How did we uncover the brand for the Monadnock Region?

**The process moved from research to strategy
to creativity to action.**

Research



North Star's Research by the Numbers

125+ Site Visit Conversations: intercepts, focus groups, interviews & calls with community members and leaders throughout the region

858 Community Survey Respondents from throughout the region to uncover what makes us special

32 External Perception Calls to residents of Western Ma, Northern NH, and other nearby areas to get their interpretations of the region

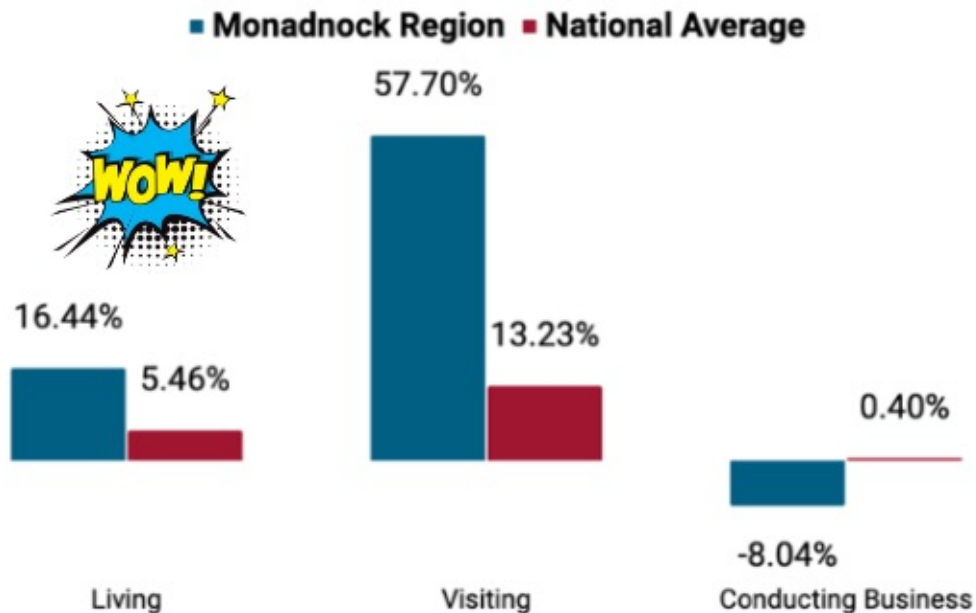
1185 2020 UNH Consumer Responses

= More than **2200** unique inputs during the research



Brand Barometer

On a scale of 1 to 10, with 1 being “not at all likely” and 10 being “extremely likely,” how likely are you to recommend Monadnock Region to a friend or colleague as a place to live, visit, or conduct business...



This is the second highest endorsement by locals for their community that North Star has seen in more than a decade!



DNA Platform Statement

The research is compiled into a succinct storyline that establishes the Monadnock Region DNA platform statement. **For maximum brand impact, all communications and actions, including the logo and tagline, will literally and symbolically support its essence.**

The DNA Statement is made up of 4 components:

- Greatest Appeal: *Those who understand and value the all the Monadnock Region has to offer*
- Frame of Reference: *Geographic context of the Monadnock Region*
- Point of Difference: *What makes the Monadnock Region special*
- Benefit: *Why it should matter to the consumer*



Monadnock Region DNA Platform Statement

*For those drawn to the natural beauty and energy
of the outdoors,*

*the Monadnock Region in the scenic SW corner of
New Hampshire*

*is remote but not removed and inspires the independence to
follow your own path without having to stand alone,
where you are free to make the best of every day.*

Logo & Tagline

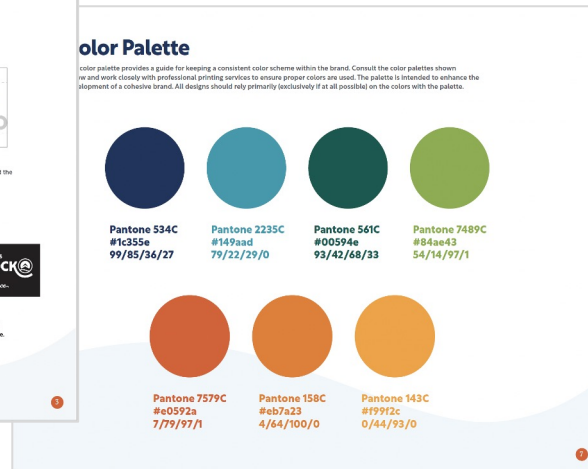
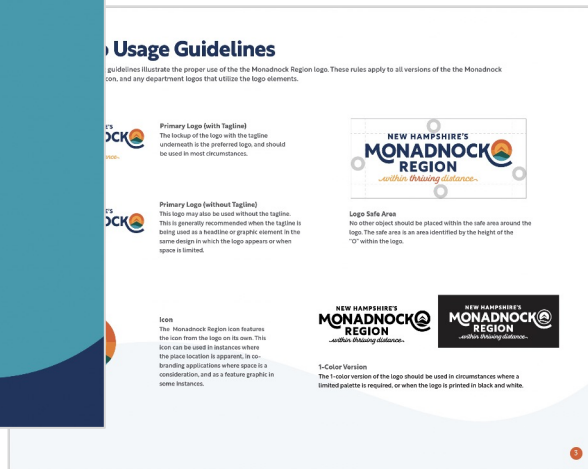


Monadnock Region Logo & Tagline





Monadnock Region Brand Standards



Our Brand Standards are available as a toolkit for partner organizations to build brand awareness together.

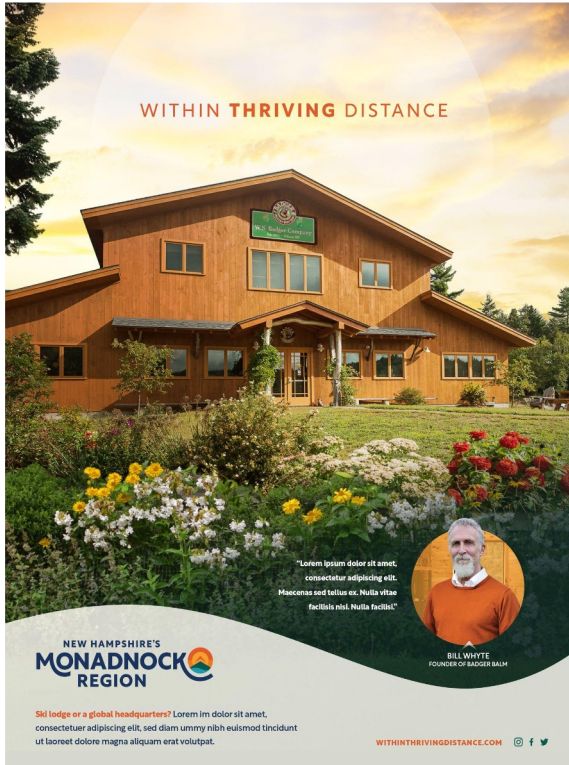
Visual Direction Samples and Ideas



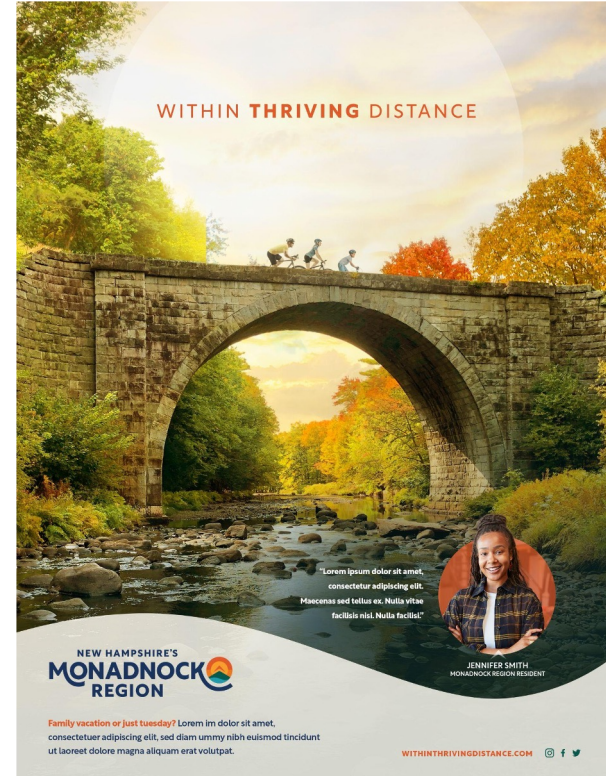


Visual Direction

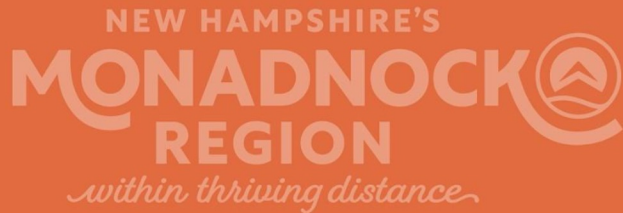
Ski Lodge or Global Headquarters?



Family vacation or just a Tuesday afternoon?



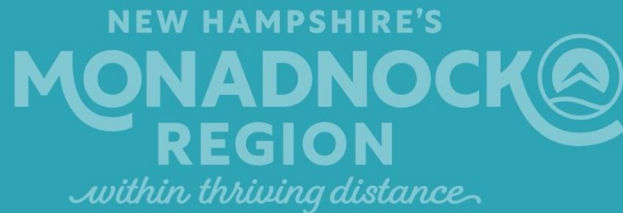
Brand Action Ideas: Communities Samples and Ideas

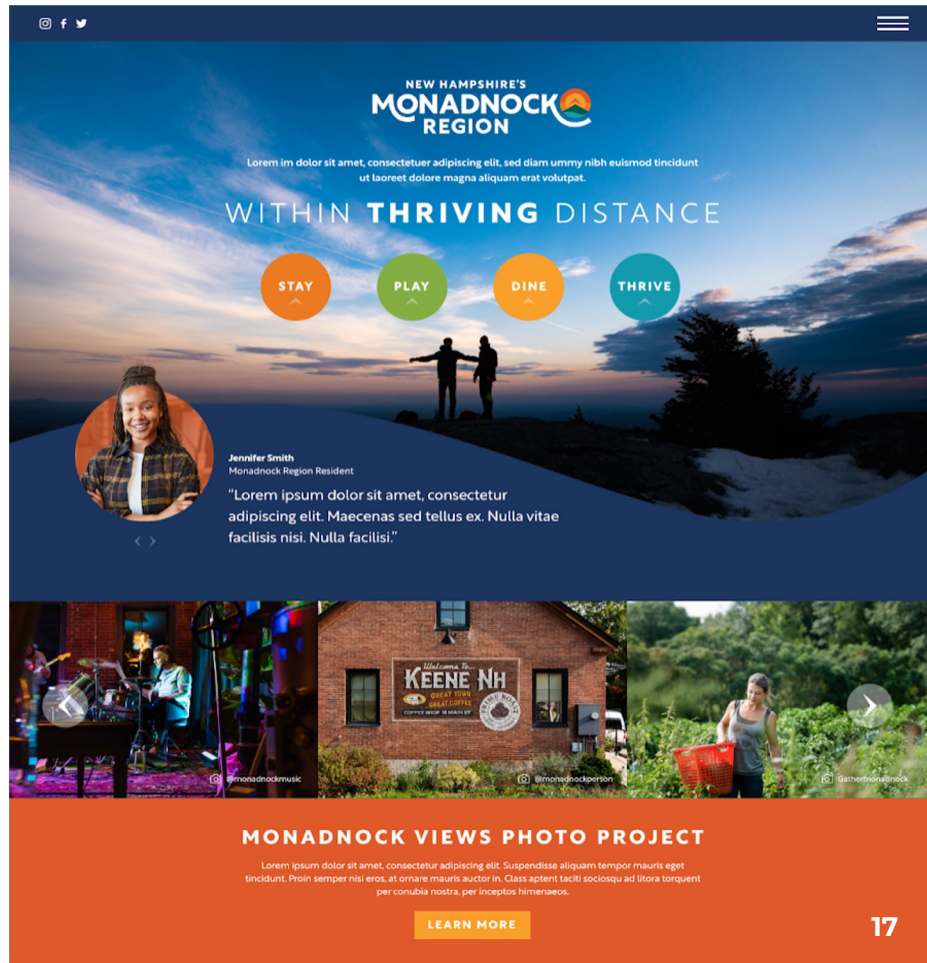
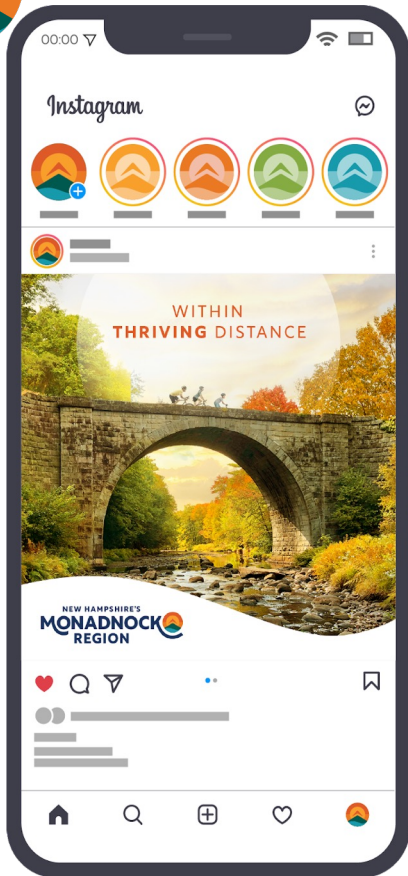






Brand Action Ideas: Digital Samples and Ideas





Brand Action Ideas: Infrastructure Samples and Ideas





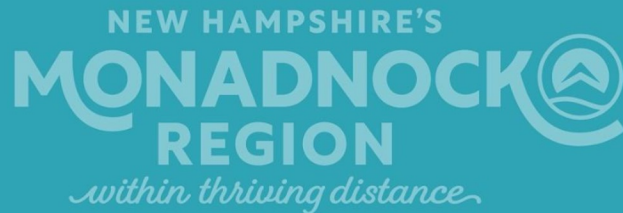


Brand Action Ideas: Business Samples and Ideas





Brand Action Ideas: Visitors Samples and Ideas







Strategic Marketing Plan





Growth Strategy





Target Audience & Geography

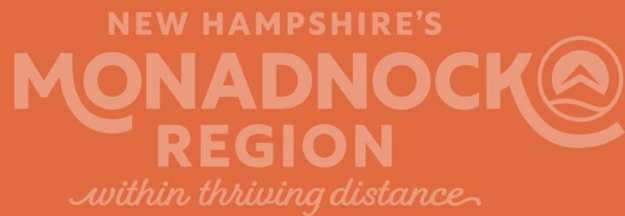
28-45 Years Old

New and Soon-to-Be
Families

Seeking Higher
Quality, More
Family-Friendly
Getaway/Lifestyle



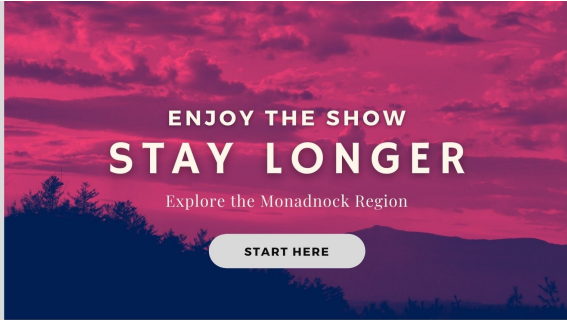
What's Next?





Involve and Leverage Stakeholders

Entertainment Venues




ENJOY THE SHOW
STAY LONGER
Explore the Monadnock Region

[START HERE](#)


LET US SURPRISE YOU

Pristine lakes, celebrated chefs, miles of rail trails, four state parks, and a thriving arts scene are ready to turn your weekend into a vacation.


BEST OFFERS




LOCAL BREWERIES



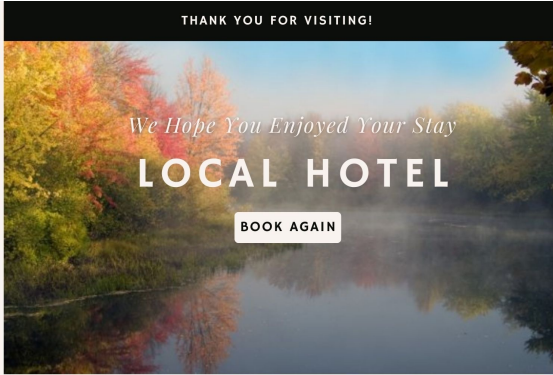
DINING GUIDE



GET OUTSIDE



Hotels, Inns, Vacation Rentals



THANK YOU FOR VISITING!


We Hope You Enjoyed Your Stay
LOCAL HOTEL


[BOOK AGAIN](#)

COME BACK....HOME?


*Find Yourself On Willow
while in town last
weekend?*

Surprised to discover all the Monadnock Region has to offer? It turns out we're even more than just natural beauty, four state parks, miles of rail trails, celebrated chefs, and a thriving arts scene. We're also a generous community eager to welcome you back...home?






WORK HERE



LEARN HERE



LIVE HERE



Let's Work Together

- Use the Monadnock Logo on your website, link to www.MonadnockNH.com
- Share your life experiences on Social Media, use #monadnockregion for us to source and repost
- Create content with us around the brand – shared email campaigns, shared social media campaigns, contests, etc.
- Merch for guest/employee/prospective employee

Contact Us

Project Manager: Julie Schoelzel, jschoelzel@keenechamber.com

GKPC Chamber President: Luca Paris, lparis@keenechamber.com

www.MonadnockNH.com

