

RECOMMEND



District Council of Yankalilla

Regional name and tagline

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The District Council of Yankalilla has sought recommendations on a place brand for the region. We have undertaken a range of research activities to learn about your region, the council, its citizens and their perceptions, goals and audiences in order to make considered recommendations.

This is the second iteration in finding a name and tagline for the region.

Within this overview document you will find:

- a statement of values identified as common among people in the region
- a new name for the region and
- a tagline for the region.

The name and tagline within this document has been found in consultation with the Council. It is with great confidence that the name and tagline are right in order for the region to talk about itself to people within the community and the world.

With great leadership and commitment that this name and tagline become synonymous with the region.



Values are beliefs and sentiments shared by everyone in your community, and are entwined in shared experiences.

This is what is common among people in your region:

Friendly rural community

We all know each other, and we look out for each other.

Environmentally conscientious

We use our land to produce things, and we take care of it in return.

Irreverence and quirk

We're different and happy to be that way, and we like that our day-to-day experiences are remarkable to others.

Individuality

We reject profiteering commercialism in favour of ethical and sustainable local business and local characters.

Untouched rugged beauty

Our place is clean and unpolluted. Our beaches are amongst the best in the world, and we love that they are uncrowded. The coastline is rugged, the air is clear and nature is abounding.

Space

We have space to move and think. There is a sense of peace and it is relaxing to be here.

Pride

We love our region, and are proud of this place being our home.

Conclusion

These values are the foundation on which your name and tagline are based. These values were found through survey results, community engagement, data from previous consultations, workshops with council and our own research.

These are absolutely vital to how your region presents itself to the world, and all of the naming and messaging has been created to remain true to your values.



The name resolved to encapsulate this large and diverse region is:

Fleurieu Coast

As part of this project, we have considered the suitability of this name. Our assessment of the name is as follows:

Pros

- The name immediately contextualises the geography of the region – one can easily find the region on a map from this name.
- The name is strong, solid and sounds iconic.
- It uses the geographical descriptor of ‘coast’ in order to describe a major feature. It therefore can reference much activity that takes place along our coast; fishing, swimming, wind turbines, farming, shacks, nature exploration.
- It reaffirms the established use of ‘Fleurieu’.
- It says we are here, together, in what is immediately positioned as a large-scale and diverse geographical area, not one township.

Cons

- Fleurieu is a word to describe the Southern Region and is shared.
- Omits the ‘non coastal’ land areas within the region.

Conclusion

The Fleurieu Coast can be paired with any of the values and assets of the region.

Values

Friendly rural community

Environmentally conscientious

Irreverence and quirk

Individuality

Untouched rugged beauty

Space

Pride



Fleurieu Coast

Made by Nature

In finding a tagline for the Fleurieu Coast it was determined to intertwine and reflect the values found.

This is what 'Made by Nature' does for the region.

- Describes the sensational natural surround, and the care of it is at the forefront of the community's identity and values.
- Be at the forefront of the importance of a clean, untouched environment, especially in a time of environmental unbalance.
- Folds in with the food production and the sustainable food movement so prevalent in the region. This will be important when marketing food tourism.
- Describes the proximity of industry to nature; wind turbines for example.
- The shack community is made by nature.
- Speaks of being naturally good at having made something. 'I've made a good life for myself, I've made my home here, I've made a thriving business.'
- Speaks of having made something in the Fleurieu Coast.
- A frame within which individuals, businesses and Council can tell compelling stories.

Values

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The first step is to develop a visual branding suite to accompany the name and messaging. A branding suite will include a logo, fonts, colours and icons. It can also include art direction for photographs and illustration if a part of the brand resolve.

Once we have these assets in our tool kit, we can apply the brand identity in a multitude of ways. We've envisaged that these brand rollout 'projects' can be staggered over 6 months to 3 years and/or depending on fund allocation and priority.

Here are examples of how the brand can thrive.

****** Please note this is in no way a graphic visualisation of the brand. It is only an indication of where the messaging can be applied.******

“Made by Nature” campaign for local business

Invite local businesses to come up with a short response to complete the statement:

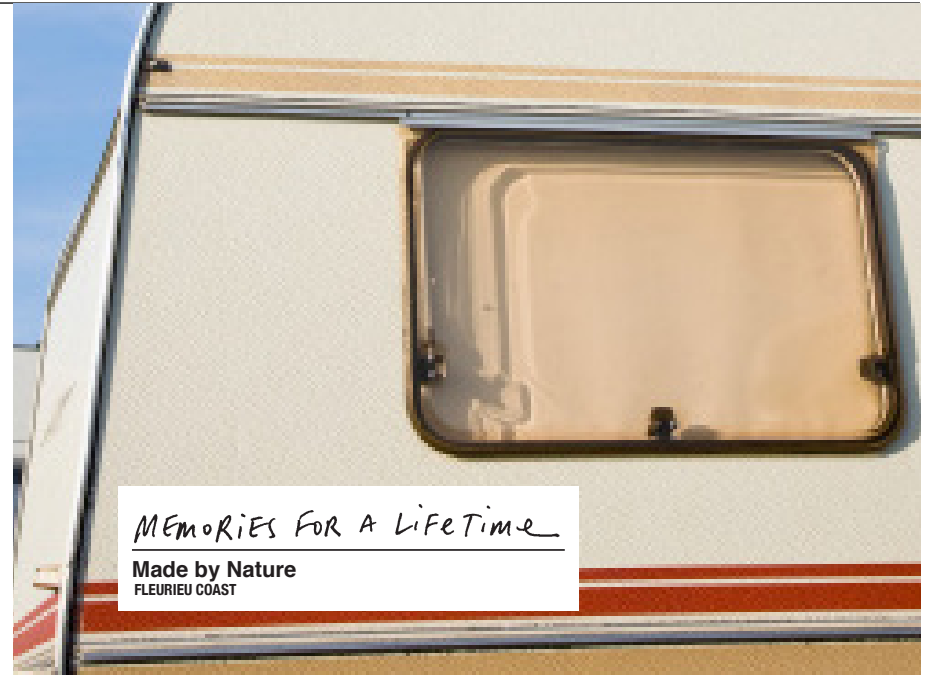
“_____ (Product or service) .

Made by Nature
Fleurieu Coast

We see businesses having a badge or sticker where they can write on a blank space and fix to their business facades (eg window).

This can be used in the early stages of generating community buy-in, and have business owners think creatively about how to frame their product, whether tangible (“Great bread/organic venison”) or intangible (“Memories for a lifetime”).

These responses can be used to create regional produce labelling and help individual businesses promote themselves within the Fleurieu Coast brand.



District Signage

Design and deployment of landmark signs will be seen when entering and exiting towns in the region, featuring brand and tagline, information about local experiences, events and potentially local facts.

On side to signage could be a box to invite people to take a hand printed, hyperlocal flyer. These can be updated often with compelling local information to differentiate from other local towns.

We could also include 'Nature' information on townships' production, rather than the usual "Population / Elevation / Tidy Town 2003" information. E.g. "Litres of milk produced per year: x00,000", "Kilowatt Hours of Wind Energy Produced per year: x00,000, what birds are thriving such as the glossy black cockatoo"

Real-estate Signage

We envisage signs that could be placed on vacant lots or new developments that simply say "Made by nature.". This could lead potential home buyers to an online DCY resource for new residents, and give the edge over other regions.

Website

A clever and branded website for tourists, investors and potential residents to get more information about the region.

Market marketing

The Fleurieu Coast may set up stalls at metro produce markets like the Wayville Farmers' Markets. Stocked with local produce, and staffed by locals and guest producers who showcase the best of the region, this offers a great opportunity to start conversations with people in the demographics we've identified; – ambitious, community minded and productive.



Calendars

The council could distribute branded calendars with local events from small to large, and local harvest and planting seasons.

Media

“Made by Nature.” would suit advertorial and traditional print media advertising trends well – stories framed around the idea of ‘Made by Nature’ presented in outlets like InDaily or the Adelaide Review would be very compelling, with big striking images.

The campaign would also suit banner ads or otherwise on travel sites, booking sites etc.

“Made by Nature” App

A smartphone app that uses GPS to detect your location within the Fleurieu Coast. Through headphones or the car stereo, a running, current and interesting commentary could play giving context and insight into the landscape and what it produces.

Imagine driving past a dairy and hearing in real time, about the owners, their work, how the milk is collected and where it is shipped. Or hidden gems, such as looking out for a particular bird, or a secret cave. We love this idea, and hope it gives you a sense of the vast possibility this messaging can unlock.

Media – TVC / Video

This messaging lends itself perfectly to video content for web or TV. Imagine activities such as cooking or building a home in sensational natural surround and being supported with ‘Made by Nature’ tagline would be dynamically when applied to the moving image.

Souvenir Merchandise

From TShirts to car bumper stickers, stubby holders to tea towels. Perhaps even a native plant replanting initiative.



As formerly mentioned it will take significant leadership for this messaging to get off the ground. It is essential to be consistent with the application of brand and be on message, referring to the values at all times.

It is with rigorous dedication that the brand will gain traction and a place in the minds (and hearts) with people – both living and working in the Fleurieu Coast and those who look from the outside in.

A successful shift in perceptions demands commitment, savvy and resources – not just money, but time and political goodwill. The time is right for the Fleurieu Coast to unite and present its best self to the world in order to secure your place in the future.

After having registered 'Made by Nature' as a trademark and register domain names, there will be final approval by Council. Upon this resolve, the development of the visual identity can begin. It is upon completion of the visual identity that it can be rolled out into collateral and marketing channels.

