



BUSINESS
IMPROVEMENT
DISTRICT

Marketing & Branding Advisory Committee

Thursday, March 5, 2020



Purpose & Goals

Purpose of the Committee: To advise the Board on how best to craft the organization's marketing message, so that stakeholders have a clear impression of the Dupont Circle BID's overall vision for the neighborhood.

Goals for Today's Meeting:

- Review the Mission and Vision statements
- Evaluate Dupont Circle's market
- Define the Top 3 Market Traits and Neighborhood Strengths
- Brainstorm 3 Marketing Messages
- Review Next Steps



Vision Statement & Current Branding

Crafting a few Marketing Messages will be our goal for today.



Mission Statement:

What the Organization is Currently Doing ✓

"Dupont Circle's Business Improvement District (BID) was established to foster new growth and development for the area through a range of place branding, placemaking, and place management services."

Vision Statement:

What the Organization Would Like to Become ✓

"DC's most renowned neighborhood, Dupont Circle, is also its international heart - the destination neighborhood renowned as the city's welcoming, cosmopolitan gathering place that celebrates fresh thinking, diversity, and international cultures."

Marketing Message:

How the Organization Talks About Itself & the Value it Provides ✗

The Value of a Marketing Message

Why do we need to define our Marketing Message?

An effective marketing message ensures that everyone in the organization and/or representing the Dupont Circle BID is communicating the same overall message about the area.

What is Market Message?

Unlike a Mission or Vision Statement, a marketing message is fluid, and should evolve as Dupont Circle evolves. The reason we are evaluating our market next, is because it's important to think like a customer (or resident/visitor) as we craft our message.

Understanding Our Market

Please review your **Understanding Our Market** handout provided on the table. These 5 market segments currently reside in the greater Dupont Circle area (20008, 20009, 20036, 20037).

What is Market Segmentation?

Market segmentation is dividing a broad consumer market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics or “traits”.



Metro Renters

MEDIAN AGE: 32

MEDIAN HOUSEHOLD INCOME: \$67,000

Metro Renters spend a large portion of their wages on rent, clothes, & new technology. They use computers/cell phones every day, & use them interchangeably for news, entertainment, shopping, & social media.

Traits

- Interested in fine arts & strives to be sophisticated
- Prefers environmentally safe products; shops at Trader Joe's/Whole Foods; partial to organic foods
- Owns a Mac & uses it for reading/writing blogs, dating websites, watching TV/movies; uses tablets for & social media & newspapers.
- Participates in yoga, Pilates, & enjoys wine at bars & restaurants.



Trendsetters

MEDIAN AGE: 36

MEDIAN HOUSEHOLD INCOME: \$63,100

Trendsetters live life to its full potential. These educated young singles aren't ready to settle down; they tend to not own homes or vehicles & spend their disposable income on upscale city living & entertainment.

Traits

- Well paid, with little financial responsibility; spenders rather than savers.
- Image is important. Use the Internet to keep up with the latest styles/trends & shop around for good deals.
- Seek out new adventures; explore local arts/culture, take on new hobbies; yoga/exercise, make last-minute travel plans (then share on social media).
- Socially & environmentally conscious; are willing to pay more for products that support their causes.



Laptops & Lattes

MEDIAN AGE: 37

MEDIAN HOUSEHOLD INCOME: \$112,200

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, & entertainment occupations. They are affluent & partial to city living—& its amenities.

Traits

- Health-conscious consumers, exercise regularly & pay attention to the nutritional value of foods
- Work from home, support environmental groups, recycle faithfully, & contribute to arts/cultural organizations.
- Use iPads/tablets, enjoy hiking, backpacking, going to bars/clubs, beaches, movies, art galleries, museums, theater, & rock concerts.



Top Tier

MEDIAN AGE: 47

MEDIAN HOUSEHOLD INCOME: \$173,200

Top Tier earns more than 3x the average US household income. They have the purchasing power to indulge any choice, but what do they desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, & fitness centers for their personal well-being and shop at high-end retailers for their personal effects.

Traits

- The nation's wealthiest consumers; hire financial advisers to manage diverse investment portfolios; stay abreast of financial trends/products.
- Socially responsible; goal oriented & hardworking, but make time for family/maintain a close-knit group of friends.
- Seeks variety in life/interested in fine arts; read to expand their knowledge; consider Internet, radio, & newspapers as key media sources.
- Often cooks at home, attentive to good nutrition/fresh organic foods
- Exercises at exclusive clubs
- Contribute to arts/cultural organizations, educational & social groups, as well as NPR and PBS.



Golden Years

MEDIAN AGE: 52

MEDIAN HOUSEHOLD INCOME: \$71,700

Golden Years residents are independent & active individuals nearing the end of their careers, or already in retirement. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, they are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, & concerts.

Traits

- Well connected: Internet access is used for everything from shopping or paying bills to monitoring investments & entertainment
- Generous supporters of the arts/charitable organizations
- Keep landlines & view cell phones more as a convenience
- Use professional services to maintain their homes inside & out to minimize chores
- Good health is a priority; they believe in healthy eating, coupled with vitamins & dietary supplements
- Active social lives include travel, especially abroad, plus going to concerts & museums.

Activity 1

Top 3 Traits

Write down the top 3 traits you feel are important to consider when crafting the marketing message.

Socioeconomic Traits - Across All Markets

EDUCATIONAL INSIGHTS

degree, well educated, highly educated, knowledge, value education

SOCIAL RESPONSIBILITY INSIGHTS

socially responsible, socially conscious, generous supporters, support, charitable organizations, support their causes, charity dinners

ENVIRONMENTAL RESPONSIBILITY INSIGHTS

Environmentally conscious, environmentally safe products, organic, health, fitness, exercise, cook, good nutrition, fresh, healthy eating, yoga, jog/jogging, run/running, walk/walking, active, groceries, physical fitness, recycle, nutritional value

FINANCIAL INSIGHTS

financial advice/advisors, up-to-date on financial trends, little financial responsibility

TECHNOLOGY INSIGHTS

Internet, laptop, Mac, newspapers, iPad, tablet, up-to-date on technology, social media, cellphone, mobile phone

SPENDING INSIGHTS (WHERE THEY SPEND TIME/MONEY)

arts, culture, arts/cultural organizations, concerts, book, book club, social groups, dating, travel, fine arts, art galleries, museums, painting, dining out, dinners, spas, local art



Marketing Messages in Placemaking & Place Branding

Having a clear marketing message for a place helps give it a distinguishable market position and a recognizable brand identity.

A marketing message should do the following:

- **Use words that create excitement, evoke emotion, and create imagery** to express the main idea we want people to understand and remember about Dupont Circle
- **Resonate with our market**, so that they pay attention
- **Articulate clearly and concisely** what we need to communicate about Dupont
- **Differentiate Dupont Circle from competitors** (identify what Dupont Circle has that is *clearly superior* to other areas of DC) by communicating why people should spend time and money here.

Marketing Message in Placemaking & Place Branding cont.

All BIDs can use “*historic background*” or “*fantastic restaurants and retail*” in their messaging, but these descriptors don't help the market distinguish one place between another. Below are some more exciting messages from other BIDs that differentiate their area from other places in DC:

- **Capitol Riverfront:** DC's fastest growing neighborhood. Explore, share, and revisit
- **NoMa:** The old city, behind the new city
- **Adams Morgan:** Young professionals come for the spicy urban experience...and stay to raise their families
- **Capitol Hill:** Come discover, or rediscover, one of the nation's most historic and intriguing neighborhoods

Activity 2

Top 3 Neighborhood Strengths

Write down the top 3 strengths you feel are important to consider when crafting the marketing message.

*Strengths will be not necessarily *used* in the message, but rather, will inspire the spirit of overall message.

Neighborhood Strengths*

NOUNS

- Hotels
- Culture
- Proximity
- Diversity
- Retail
- Access
- Phillips
- Bars
- Circle
- Food
- Location
- Metro
- Farmers Market
- City
- Restaurants
- Neighborhood
- Atmosphere
- Architecture
- Embassies

DESCRIPTORS

- Established
- Close
- Good
- Walkable
- Commercial
- Residential
- Great
- Mixed
- Central
- Beautiful
- Historic
- Easy

**Listed in no particular order*

SOURCE: THE JAVERA GROUP - PERCEPTION SURVEY & INTERVIEWS



Activity 3

Brainstorm a few Marketing Messages

As a group, use the traits, strengths, and power/emotions words to craft 3 messages that we can present to the Board for approval.

Write down the 3 messages you feel should be considered for the Dupont Circle BID's marketing message.

Emotion & Power Words

These are a list of words that will provide pizazz and allow us to craft a marketing message.

- Authentic
 - Backbone
 - Courage
 - Crave
 - Emerging
 - Eye-opening
 - Fearless
 - Full
 - Growth
 - Genuine
 - Insider
 - Insider
 - Introducing
 - Irresistibly
 - Lifetime
 - Massive
 - Mind-blowing
 - Opportunities
 - Overcome
 - Perspective
 - Pioneering
 - Popular
 - Professional
 - Promising
 - Rare
 - Reclaim
 - Remarkable
 - Revealing
 - Revisited
 - Revolutionary
 - Selected
 - Sensational
 - Simplistic
 - Soaring
 - Surging
 - Surprisingly
 - Tempting
 - Thrilled
 - Ultimate
 - Unbelievably
 - Uncommonly
 - Unexpected
 - Unlock
 - Unparalleled
 - Unsurpassed
 - Uplifting
- That will make you
 - The most
 - What happens when
 - When you
 - When you see
 - Will make you
 - You need to know
 - You need to
 - You see what

Next Steps

The committee has recorded the 3 messaging ideas, the staff will spend the following weeks curating the final marketing message options, that will then be submitted to the Executive Committee for approval.





Thank You!



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