



AGENDA ITEM MEMORADUM

Administration

Pat Himelberger

Department

Department Director

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> April 10, 2012 *	Mar 30
<input type="checkbox"/> April 24, 2012	Apr 13

*Subject to Change

- Presentation Reports Consent Ordinance
 Resolution Quasi-Judicial Old Business New Business

FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY
TOPIC: ECONOMIC DEVELOPMENT- BRANDING

SUBJECT TITLE: Selection of a Branding Design

EXPLANATION: Tangled Spider Design Group presented three branding concepts for the commercial district of Town at the March 27th Town Commission meeting – 1) the Addy Chair with Pelican series, 2) Colorful Blocks, and 3) a Nostalgic Postcard. The design team reiterated the most important part of establishing a brand is repetition and consistency of the selected design. The Town Commission received the following public input at the meeting and indicated they wished to receive additional public input before making a selection. Staff was directed to bring back the item for further consideration and direction at the April 10th meeting.

Town staff created an online survey for residents and businesses to express their opinion on the three concepts. We also incorporated Commissioner Brown’s suggestion that the survey provide the opportunity to comment on the proposed tag line and offer alternatives. We sent emails to the 200+ residents who have registered their email with the Town with a link to the survey. The Chamber sent an email blast to their email list early this week asking people to take the survey.

As of Friday April 5th, 67 people had answered the Survey. Of those responding 60% said their favorite was the Addy Chairs and Pelicans; 26% of respondents chose the Colorful Block series, and 14% chose the Nostalgic Postcard. For second choice, all three designs came in at around 33%. Five respondents did not vote for any of the designs.



Approximately 37% of the respondents identified themselves as residents, 33% said they were a resident with a business in Town, and 35% said they were a business. Seven respondents did not select any of those boxes, although two Town employees responded and several people said they were visitors to the Town.

When asked about the tag line, there were 26 responses. Of those, 11 stated they liked the “Relax... You’re Here” tagline. Different tag lines suggested were:

Your Relaxation is Our Motivation

“ Come Stay and Play” (suggested to go with the Blocks design)

Florida’s Beachside Village

Work and Play by the Sea

Relax, by the Sea

The Easiest Place to Relax... or The Easiest Place to Relax...in the World

Relax... You've Arrived

The Town that refused to grow up!

Enjoy and Relax in the Prettiest Little Town at Lauderdale-by-the-Sea

We will provide the Commission with updated survey numbers at the Commission meeting if there is any appreciable change as more people take the survey. We have attached as an exhibit a the comments received from the first 62 respondents to the survey. (We did not have time to update it with Friday’s respondents.)

There were a few suggestions that the Pier be in the logo. We’ve attached several designs that Tangled Spider quickly developed involving the Pier, but they wish to stress that these are not final products. They have concerns about the scale of the pelican and using him as a “character” in relationship to the pier. They also point out the difference in the messaging between the Adirondack chair (relax, holiday, ‘this is the life’) vs the pier (active/fishing/outdoors).

RECOMMENDATION: It is recommended that the Town Commission select a preferred branding design and provide further direction to design team.

EXHIBITS: Branding Survey Comments
Sample designs with the Pier

Reviewed by Town Attorney
 Yes No

Town Manager Initials CS

Favorite Design	Comments	Second Choice	Comments	Tagline Comments, Ideas	Respondent
Colorful Blocks		Addy Chair + Pelican			Resident
Colorful Blocks	But I like them all for different locations and purposes	Addy Chair + Pelican		"Relax...You're Here" works well with Addy Chairs with Pelican. I would suggest "Come Stay and Play" with the Block Design. Can use both for different locations and purposes as suggested above.	Resident
Addy Chair + Pelican		Colorful Blocks		We stay at the beach often. Love LBTS! Tagline is great	Visitor
	None of them. The Addy concept looks more appropriate to an upstate NY resort. Adirondack chairs are NOT part of the Florida metaphor--and the pelican while charming is over-used. They are pretty graphics but ill-suited to our particular piece of paradise.		That the design firm explore a concept that is actually different--not graphically derivative of the Addy chair one.	As a marketing professional, my opinion is that further exploration is needed as Relax you're here could be said of any community that has a vague resort connotation--not having seen the initial strategy brief--I can't develop an alternative tagline but would suggest exploring some of the things that make LBTS unique--its ability be both a small town and yet provide big city entertainments, its slightly old-timey funky Florida quality, its walkability which is very rare in FL.	Resident
None	I do not feel that these logos reflect our Town			The Sea and Palm trees are a symbol of where we live. Can we not have those included ?	Both
Addy Chair + Pelican		Nostalgic Postcard			Resident
Addy Chair + Pelican		Nostalgic Postcard			Resident
Addy Chair + Pelican		Colorful Blocks			Both
Nostalgic Postcard		Colorful Blocks			Both
Addy Chair + Pelican		Colorful Blocks		Your relaxation is our motivation.	Business
Colorful Blocks		Addy Chair + Pelican			Both
Addy Chair + Pelican		Block Design			Resident
Addy Chair + Pelican		Addy Chair + Pelican			Resident
Addy Chair + Pelican	Simplicity is best!	Colorful Blocks			Business
Addy Chair + Pelican		Addy Chair + Pelican			Business
Addy Chair + Pelican		Colorful Blocks			Business
Addy Chair + Pelican		Nostalgic Postcard		Florida's Beachside Village	Both
Colorful Blocks	The first one with only one row of icons.	Nostalgic Postcard			Both
Addy Chair + Pelican		Nostalgic Postcard		That is certainly better than "For the Rest of Your Life".	Business
Colorful Blocks		Colorful Blocks			Resident
Addy Chair + Pelican		Postcard Design		I don't understand what pelican and relax tax has to do with commercial district. Maybe "Work and play by the sea"	Outside
Colorful Blocks		Addy Chair + Pelican		Where you can "chill" without being chilly.	Outside

Addy Chair + Pelican		Nostalgic Postcard			Outside
Addy Chair + Pelican	Don't REALLY like any of em..Washed out or too busy	Colorful Blocks	Colorful, but too busy	Relax - "By the Sea" LBTS doesn't mean anything to anyone who doesn't already know what it means.	Outside
Addy Chair + Pelican		Colorful Blocks			Business
Nostalgic Postcard	the postcard design incorporates the addy and pelican but we feel it could be done better	Addy Chair + Pelican	the chair needs work (doesn't look like an adirondack and the pelican should be pink = more colorful. the block design is nice and colorful but too busy and does not reflect the old south florida charm of lbts	the tag line is good but the art is boring. we have enough artists in town that we could get better submissions I would think	Resident
Addy Chair + Pelican	Love this one!	Nostalgic Postcard		Love this!	?
Colorful Blocks		Nostalgic Postcard			Outside
Addy Chair + Pelican		Nostalgic Postcard			Both
Nostalgic Postcard		Addy Chair + Pelican			Resident
Addy Chair + Pelican		Nostalgic Postcard		Relax and feel the breeze	Resident
	NONE OF THE ABOVE		NONE OF THE ABOVE		Resident
Nostalgic Postcard		Addy Chair + Pelican		WELCOME HOME	Business
Addy Chair + Pelican		Nostalgic Postcard			Both
Colorful Blocks		Addy Chair + Pelican			Both
Colorful Blocks	more modern. Adirondack chair is not South Florida.	Nostalgic Postcard	too old fashioned	It is fine, but nothing specific to LBTS. Could be any beach area in Florida.	Outside
Addy Chair + Pelican	like simplicity.. color of pelican and banner pink like 4	Nostalgic Postcard	font is not retro...	That is perfect... best to stress that, not the LBTS. The blocks of color loose that RELAX feeling	Resident
Addy Chair + Pelican	I think this is a very cohesive, inviting layout that communicates RELAX	Colorful Blocks			Outside
Addy Chair + Pelican		Nostalgic Postcard			Business
Nostalgic Postcard		Nostalgic Postcard			Both
Addy Chair + Pelican		Colorful Blocks			Resident
	none		none		Resident

Colorful Block Design	Incorporate the Chair/Pelican as much as possible with this Block design. Very versatile. Don't care much for the L B T S street signs. Drivers aren't going to be able to see all the pieces and put it together.	Addy Chair + Pelican	Really like the Chair + Pelican a lot. It is unique and has great visual appeal. [The Postcard has a lot of possibilities, but is not well executed. Don't like it.]		Resident
Addy Chair + Pelican	ALL colors	Addy Chair + Pelican	Addy Chair Are Great with Pelicans ONLY	No only on post card	Resident
Addy Chair + Pelican		Block Design			Resident
Nostalgic Postcard	Creates the feel of a seaside village & brings memories of Mack's Grove	Addy Chair + Pelican			Resident
Colorful Block Design		Nostalgic Postcard			Resident
Addy Chair + Pelican	I like the blocks a lot, but I love the simplicity of the first one, and if we went with blocks I really don't want to lose it.	Colorful Blocks		I like it, but I think if we use it in the branding it is very important that the font be thick enough to read at a distance. The examples I saw did not seem bold enough.	Both
none indicated		Nostalgic Postcard			Business
Addy Chair + Pelican	i like the pelican could do a sponsored contest to adopt a pelican like the cows they did around the counrty	Colorful Blocks			Business
Colorful Block Design		Nostalgic Postcard	don't use white letters unless on a contrasting deep color. hard to quickly read the words as you are driving.	The Easiest Place to Relax... The Easiest Place to Relax...in the World Relax...You've Arrived	Business
Addy Chair + Pelican		Colorful Blocks		Makes me want to make a reservation, pull up a chair and grab a beer. Perfect!	Visitor
Addy Chair + Pelican		Colorful Blocks		Tag line is perfect!	Both
Addy Chair + Pelican		Colorful Blocks		Nope love Relax...You're Here! Leave it alone!	Both
Colorful Block Design	Laudie the Pelican.. Play on our name Lauderdale	Addy Chair + Pelican			Both
Addy Chair + Pelican		Colorful Blocks			Both
Colorful Block Design		Nostalgic Postcard			Outside
Addy Chair + Pelican	FI needs to be added to it...	Addy Chair + Pelican	Maybe the pelican drinking a Margarita	I like it.The blocks not sure of looks childish	Both

Addy Chair + Pelican		Nostalgic Postcard		The Town that refused to grow up!	Outside
Addy Chair + Pelican					Business



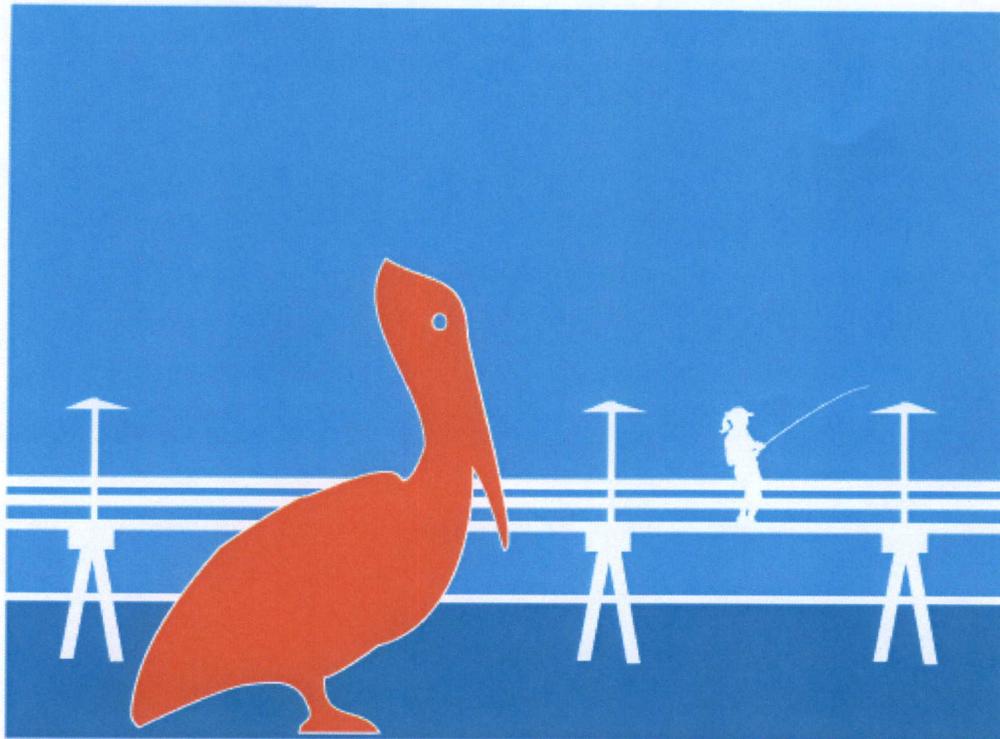
**LAUDERDALE
BY • THE • SEA**

RELAX...YOU'RE HERE.



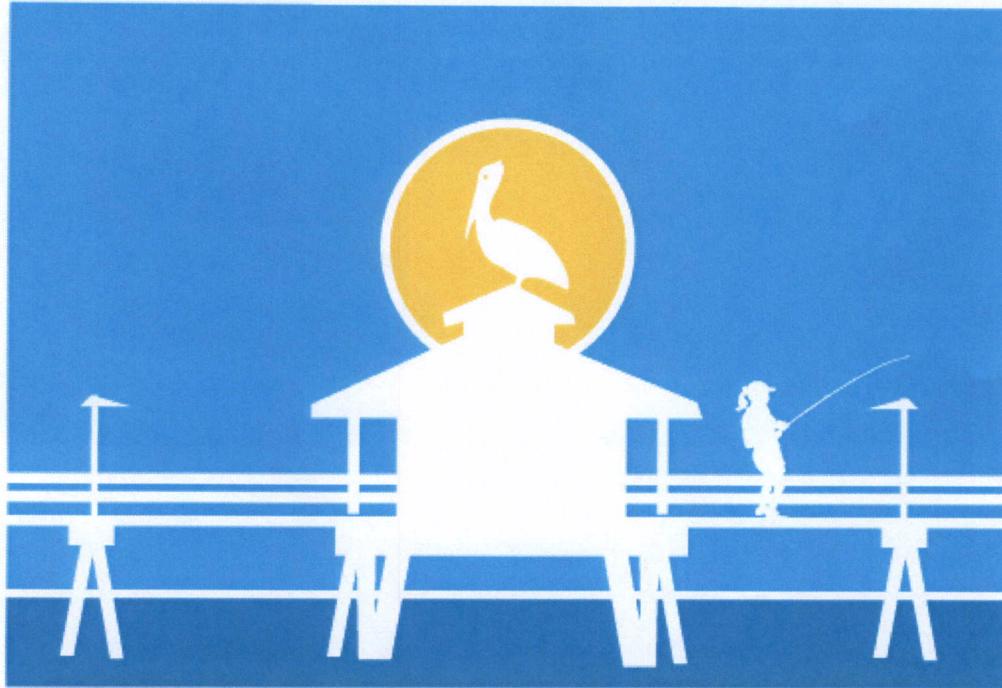
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