



## FAQ

**When others have questions about the Dearborn Brand Initiative, you have answers.**

Here is basic information to share about the Dearborn Brand Initiative. For additional questions and more detail, go to [brandingdearborn.com/faq/](http://brandingdearborn.com/faq/) and elsewhere on the project site. For questions you can't answer, please contact Cristina Sheppard-Decius at 313-943-3141 or [csdecius@downtowndearborn.org](mailto:csdecius@downtowndearborn.org).

### 1. What is the Dearborn Brand Initiative and what are its goals?

The Dearborn Brand Initiative is a long-term commitment of the East & West Dearborn Downtown Development Authorities (DDAs) to build a solid foundation of tools, insights and messaging for individuals and organizations with a stake in Dearborn to market the city more effectively to businesses, visitors, students and residents.

Here is a list of strategic goals the Dearborn Brand initiative will support:

- Attract and retain top talent.
- Encourage the workforce to live, play and stay in Dearborn during the work day, after hours, and on weekends.
- Drive complementary businesses to locate and operate in the districts and support the downtown vision.
- Engage stakeholders of all kinds and encourage stakeholder investment.
- Increase commercial and residential property values in Dearborn.
- Drive tourism.
- Encourage students to live, stay and play in Dearborn while enhancing area colleges' brand appeal and student population growth.

### 2. Why does the Dearborn brand initiative matter?

Cities that develop and promote strong brands tend to gain a decisive competitive advantage over others in competing for business, talent, investment dollars, and more in line with their strategic goals. Strong brands can also play an important role in helping to build civic pride, as well as in bringing a city's diverse constituents and communities together. While brand-building for cities in the modern sense is little more than a decade old, success stories from cities of all sizes throughout the United States are numerous.

### 3. Who is behind the Dearborn Brand Initiative?

The Dearborn Brand Initiative, [brandingdearborn.com](http://brandingdearborn.com), is a joint effort led by the East and West Dearborn Downtown Development Authorities, supported by the City of Dearborn, Ford Land and other community partners. The effort will also include an Advisory Committee consisting of key employers, cultural and educational institutions. For members, go to [brandingdearborn.com/committee-members/](http://brandingdearborn.com/committee-members/).

#### 4. Who will benefit from the Dearborn Brand Initiative?

The Dearborn Brand Initiative is intended to benefit everyone who lives, works, attends school or does business in Dearborn. Reflecting this, our discovery effort involves engaging with diverse individuals and organizations representing each of these communities from throughout the city.

#### 5. Who is leading development work for the Dearborn Brand Initiative?

Research, strategy and creative development for the Dearborn Brand Initiative is being led by two firms who are working in partnership, Octane Design [[octanedesign.com](http://octanedesign.com)] and Applied Storytelling, Inc. [[appliedstorytelling.com](http://appliedstorytelling.com)]. Both firms have extensive expertise in civic brand development, as well as economic development initiatives in metro Detroit. The East and West Dearborn Downtown Development Authorities selected these contractors on the basis of their responses to a formal Request for Proposal (RFP) process that followed the standard protocol of the City of Dearborn. The selection process included a selection committee made up of key community institutions who are stakeholders in Dearborn's success.

#### 6. When can we expect to see marketing campaigns and other promotional efforts that build on the Dearborn Brand Initiative?

Our current timeline, which you can view online at [brandingdearborn.com/updates-and-timeline/](http://brandingdearborn.com/updates-and-timeline/), is set for the first campaign executions to be developed by the Fall 2019 and for marketing outreach to begin shortly thereafter. Campaign creative will be available for review on [brandingdearborn.com/updates-and-timeline/](http://brandingdearborn.com/updates-and-timeline/) as we create it. We will also post a summary of our communications and outreach plan when it is ready. Please note the timeline is subject to change.

#### 7. When will we begin to see positive outcomes from the initiative?

Using the brand surveys and other tools, we will establish measurable benchmarks for how the brand is shaping positive perceptions of Dearborn as well as other measures that will help us to understand if Dearborn is being perceived as a unique and desirable place to live, work and play. We will post our benchmarks on [brandingdearborn.com](http://brandingdearborn.com) as we develop them. We expect to conduct our first follow-up measurement approximately one year after brand marketing begins.

#### 8. How can I get involved?

You can play an important role in the initiative. During the development phase, please take the Dearborn Brand Individual Survey, available online at [brandingdearborn.com/surveys/](http://brandingdearborn.com/surveys/) and at locations citywide through November 25th. If you are business owner, please also take the time to respond to the Dearborn Brand Business Owner Survey, also available online at [brandingdearborn.com/surveys/](http://brandingdearborn.com/surveys/) and at locations citywide through November 25th.

We also need your muscle, brains and influence! As we develop our branding story and strategy, we will need more community partners to take an active role by investing and supporting the brand in our marketing efforts and yours. Once the Dearborn brand story and messages are in place, you can be involved by finding opportunities to share the story wherever you can. If you are a business owner, consider how and where messages and assets for the Dearborn brand can support your own marketing, business-building and recruiting efforts. We will post brand assets on [brandingdearborn.com/assets](http://brandingdearborn.com/assets) as soon as they are developed