



WHY BRAND?

Dearborn's Call to Action Statement

Creating a strong brand for Dearborn will allow us to tell our own compelling and consistent story to attract visitors, residents, businesses and investment.

At this time, we are asking for both individuals and businesses to complete the branding survey and to help us promote and distribute it. We need as many people as possible to give their input—because your insight is essential in developing the brand for Dearborn.

In the future, we will ask you to help promote this brand that is developed and use it in your own conversations, communications and marketing with friends, customers, co-workers, businesses. We will provide you with the tools to adapt your business communications and marketing to include it, and we hope you will support our effort in many other ways.

Go to brandingdearborn.com to take the survey and learn more!

Quick Facts on Branding a Community

Brand-building is one of the most important activities a city can engage in to build recognition, establish a clear point of difference, and shape positive perceptions in the media and with the various audiences it wants to reach.

The positive effects of a brand can be measured. A well-managed brand is an asset that increases in value over time.

Cities can be brands just like companies or products can.

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 a little more than a decade old, success stories from cities of all sizes throughout the United States are numerous.