



**AMPERSAND
AGENCY**

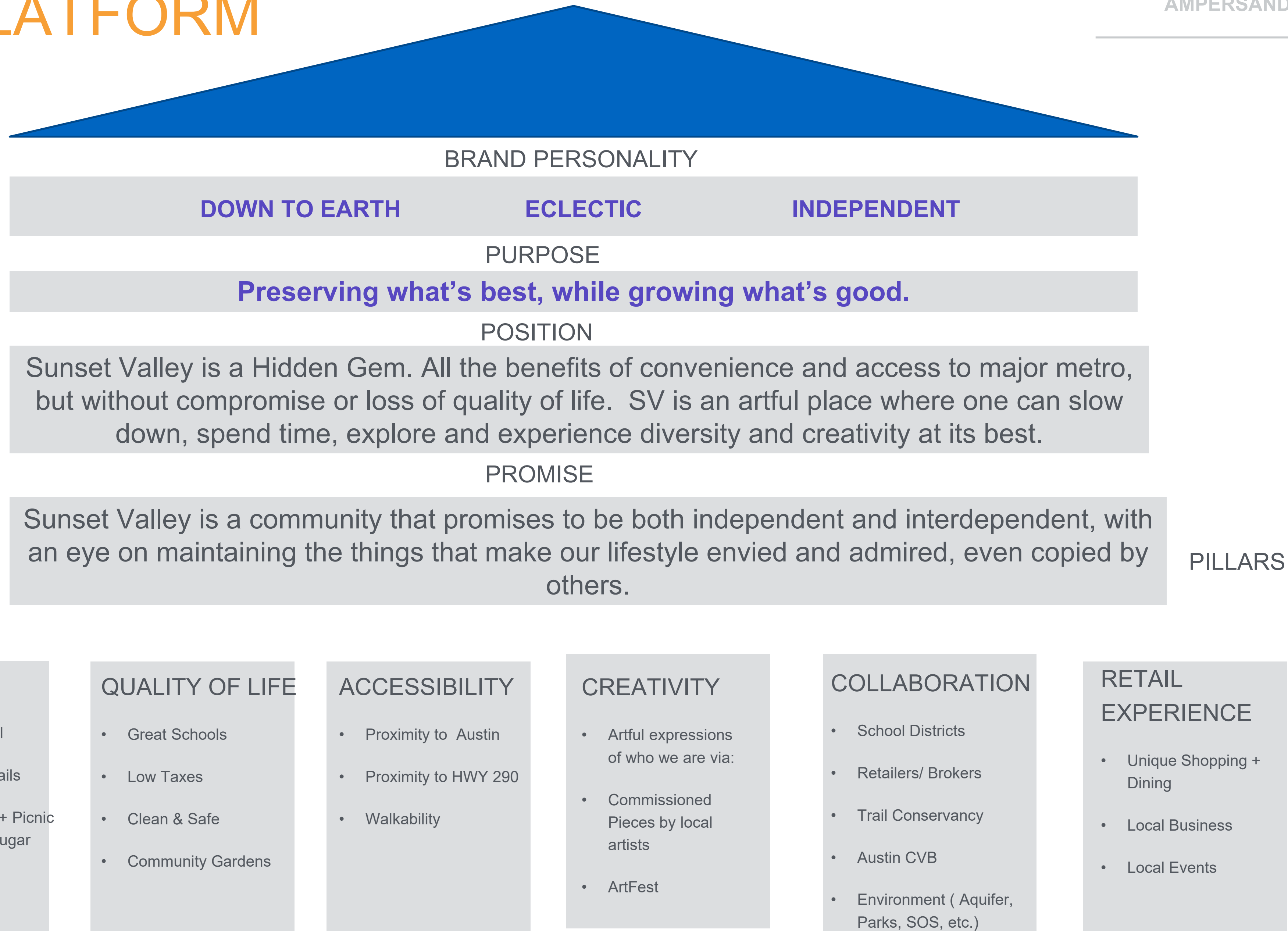
**SUNSET VALLEY
STRATEGY PRESENTATION
5.11.21**

AGENDA

- **SV Purpose & Vision: Branding Platform & Concept Chosen**
- **How The Vision & Concept Comes to Life: Goals & Strategy**
- **Potential Timelines and Deliverables by Departments, Committees, and Commission**
- **Next Steps: Planning, estimating & budgeting**



BRAND PLATFORM



WHAT IS THE VISION FOR SUNSET VALLEY?

VISION STATEMENT: Integration and Symbiosis

Imagine a place that offers the **perfect combination** of past and present, simplicity and modernity, leisure and business. In this place, time seems to slow down; but **there is nothing slow, passive or unintentional about the lifestyle created by the people who live here.**

Sunset Valley is a city that takes control of its **destiny by design**. This place has all of the **diversity** and **convenience** that comes with **proximity** to a major metropolitan area, and yet, a **unique creative style** of its own that says, “We choose our path forward.”

In Sunset Valley, people come from miles around to **dine, shop, linger and learn**—about the artful side of urban living. Sunset Valley has created an **urban abode** that honors its **natural habitat**, history and artful lifestyle. From secluded homes surrounded by natural habitat to community gardens and artful public gathering spaces, to the hustle and bustle of a vibrant shopping district, **this is a blend what’s best.**

VISION STATEMENT: Integration and Symbiosis

Once a year, the city hosts its signature **ArtFest Event** featuring local and regional art, music, and food..

And every Summer, residents **invite urban dwellers** to ecology tours, where container gardening, perma-farming and DIY workshops with retail and education partners offer free classes on water conservation, urban farming, container gardening and building coops for raising chickens.

The **local farmer's markets** are a key feature of two scenes—the local restaurant and dining experience and the local farming culture. Each Fall, the community gathers at the Homestead Event Center to celebrate farm to table creations and seasonal fare from Texas' most honored chefs and culinary mavericks. This weekend culminates in a Harvest Party celebration at the concert pavilion.

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And every holiday season, **Sunset Valley** is adorned in holiday splendor—with a giant community Christmas tree lighting ceremony, Christmas shopping bazaar, twinkling trail lights and concerts that fill the air with music of the season.

The **shopping district** is where the art of the find comes to life—a **unique mix** of local, one-of-a-kind restaurants and boutiques, alongside a great selection of **popular, affordable stores**.

The city is **safe, clean, and easy to navigate**. And with every step, there is something to see, something to taste, something to learn. The experience is like that of a **modern village**, where community and utility meet artful exploration.

This is Sunset Valley—**preserving what's best while growing (may change to sharing?) what's good**.

CREATIVE DIRECTION

Enter Proposed Tagline and Concept Statement here, along with collage of potential work samples & merch.

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NEW OPPORTUNITIES

WHERE WE STARTED...

Initially, the RFP was awarded as a branding assignment, with specific deliverables requested that included a logo update, new slogan/tagline, retail marketing & media plan, research, and unique selling proposition.

During the discovery and research phases of the branding process, several other opportunities to leverage these investments as part of a larger, longer term, strategic plan emerged.

Many of these ideas require a concerted effort and unified approach to Sunset Valley's brand development, specifically marketing integration and planning with **public works, economic development and the arts commission.**

**OPPORTUNITIES FOR DEPARTMENTS,
COMMITTEES AND COMMISSION**

KEY OPPORTUNITIES

To build a cohesive brand and establish Sunset Valley as a true destination, it's important that the the work of EVERY aspect of the city align with the vision and reflect it. Departments, committees, and commissions should start thinking about how they can respond proactively to opportunities discovered in the research including:

- The need for better communication and increased frequency of contact with retailers, especially small businesses (not just leasing managers)
- The need for a social presence with a greater retail, event and lifestyle focus.
- A concerted effort (over time) to facilitate better walkability, or at least better integration between shopping centers. *Some retail managers see the drive up, shop and drive away model as very convenient, but it is not conducive to enticing people to explore and spend more time and money in Sunset Valley.*

KEY OPPORTUNITIES

To align with the vision and respond proactively to these opportunities, there are several things that the city will need to start to address quickly, including:

- A better mix of both value and premium shops among a more balanced mix of big box and boutique retailers. Thinking about on trend national brands and unique local brands, especially restaurants, is important.
- More public gathering spaces and entertainment venues to attract weekend shoppers, socializing for couples, families and singles, and ultimately events that can attract overnight visitors from all over Central Texas (and beyond).

KEY OPPORTUNITIES

What does this mean in terms of city planning & budgeting?

It probably means creating and funding a position that is dedicated to fostering retail relationships, attracting small businesses and hosting business events. **(Economic Development)**

It may also mean hiring a person to capture event videos and photos to create ongoing organic content and moderate social channels for the retail landing pages and SV social channels on a regular basis. **(City Marketing and Public Relations)**

It probably means establishing our own “chamber-like” organization and hosting business summits, quarterly meetings and annual new business pitches. **(Economic Development)**

KEY OPPORTUNITIES

It absolutely means developing a wish list of about 25-30 “ideal” businesses, pursuing them and offering them some incentives to come to Sunset Valley **(Economic Development)**

Expanding Sunset Valley’s ArtFest into a weekend-long event, with multiple venues and opportunities to celebrate and experience art in Sunset Valley, and then exploring other opportunities in years 2 and 3 to add one or two more signature events to the annual calendar **(Tourism & Arts Commission)**

Begin planning, approving, and ultimately funding any new public spaces—such as Upper Cougar Creek, more walking paths, a more visible and permanent home for the Farmer’s Markets, etc. **(Planning & Environmental & Arts Commission)**

STRATEGY: TODAY TO SEPT. 1

STRATEGY: FY20-21

(From today to September 30, 2021)

SUB-COMMITTEE, CITY COUNCIL & COMMUNITY

- Adopt the long-term vision, creative concept and strategic direction for differentiating and distinguishing SV as both a unique brand and destination. (Council to Approve, community to adopt and embrace in early June!)
- Adopt the city logo & signage recommendations and finalize artwork by end of June for: Boundary markers, Pole banners & Mural design
- Adopt the media plan for August/September shopping periods and start creating ads, and retail landing page. (early June)
- Begin designing new city website home page and templates that tie into new brand and creative concept. (June-August)
- Begin working on new social channels and content. (June/July)

STRATEGY: FY20-21

(From today to September 2021)

ADMIN, PUBLIC WORKS, COMMUNITY AND ECONOMIC DEVELOPMENT, MARKETING

- Work with existing shopper centers to get approval to install more pole banners. (June/July)
- Estimate the cost of pole banner brackets and installation. Include in budget for FY21-22. (June/July)
- Create a process for featuring local businesses on pole banners and vetting requests from retailers. (June)
- Publish pole banner program on the city website and reach out to the first retailers to invite their participation. (June)

STRATEGY: FY20-21

(From today to September 30, 2021)

ECONOMIC DEVELOPMENT

- Create and approve an economic development plan for small business incentives. (by July 31)
- Create a B2B pitch deck that communicates vision, incentives, plans (by August 31)
- Host at least 1 business roundtable meeting with existing retailers (July/August). Reveal retail landing page and ad plan to support them in August-September & Holiday Season
- Begin planning the first new business annual summit meeting (recommend planning now and hosting this fall (FY 22) when plans can be revealed)

PUBLICWORKS, ADMIN

- Estimate the production of the new boundary markers and include in FY21-22 budget.
- Get version 2 of Upper Cougar Creek conceptual plan in front of the community this year.

STRATEGY: FY20-21

(From today to September 2021)

ARTS COMMISSION

Create a long-term art plan for the city:

- Envision the placement of 2-3 significant, permanent works of art within the Upper Cougar Creek design. (Think iron or bronze sculpture.)
- Annual Event (ArtFest)
- Periodic installations (think cows, guitars—things that come and go)
- Seasonal event (Christmas Art Bazaar)
- Retail Galleries (vacant spaces become destinations for art)

Artist in residence or Artist Celebrations/Shows, Identify the ideal location for the wall mural and work with the retailer to get approval. (July)

Estimate the cost of commissioning a mural painter and include in FY21-22 budgeting.
(July/August)

**FY 21-22 STRATEGY:
OCTOBER 1, 2021-SEPTEMBER 30, 2022**

STRATEGY: FY21-22

(October 1, 2021 - September 30, 2022)

- Commission the production and installation of the new boundary markers (ASAP!)
- Fund and hire a Social Media Manager for Sunset Valley (ASAP!)
- Fund and hire a Retail and New Business Liaison (ASAP!)
- Reveal the Upper Cougar Creek plan and economic development goals to the larger community (Austin Chamber, AISD, Trail Conservancy, Travis County, etc.) (ASAP!)
- Apply for grants and begin to raise funds for Upper Cougar Creek Development (ASAP!)
- Host the 1st Annual business summit (January or February)
- Host the 2nd , 3rd and 4th retailer round tables (Fall 22 & Spring 23)
- Begin approaching businesses on the SV wish list about relocating to SV (ASAP!)

STRATEGY: FY21-22

(October 1, 2021 - September 30, 2022)

- Develop a merchandising plan, then produce and distribute SV merchandise on ecommerce website (shopify integration) as well as within key retail locations. (Fall, FY22)
- Fund the FY22 Holiday season ad campaign to support the retail community & create ads. (October)
- Design a new ArtFest poster (collectors edition for 2022) and continue advertising this event to the broader Central Texas Community. *Note:hire a professional event coordinator/planner to assist with this* (January & 30 days before event date)
- Bring an expert to help SV improve the customer experience and walkability among the 3 shopping centers. (TBD)
- Continue to work toward increasing shopper traffic : (Spring, Summer, Fall)
 - Help the public recall some of the highly valued stores in the area (Local features, newsletter, social media)
 - Draw attention to great restaurants and unique services (banners, digital ads, social media)

STRATEGY: FY21-22

(October 1, 2021 - September 30, 2022)

- Continue to refresh creative throughout the year for social and paid promotion
 - Utilize more immersive and storytelling ad units (Example: Video/High Impact/ Instant Experience/ Streaming Audio) (Spring, Summer, Fall)
- Unveil our first temporary Art installation or mobile art gallery to further build on our eclectic/creative vibe. (Summer)
- Start working on a second premiere event to develop and create. *Possibly a Christmas Bazaar, or an urban home tour, or Harvest foodie/restaurant event at the Homestead Event Center.* (Spring planning for something in the Fall that can be done before Upper Cougar Creek is built)
- Create an “SV Partner Badge” - This can be an official stamp that is used by local businesses to show their partnership with SV. (January)

Beyond 2023...

- Develop a true Town square that creates a focal point for community activities and grounds
- Initiate a plan for the Uplands
- Continue with plan to update infrastructure and improved retail mix and shopping walkability
- Build out for Upper Cougar Creek
 - Establish annual tree lighting ceremony & Christmas festivities
 - Book & promote art and concert events
 - Promotion seasonal family events (Easter egg hunt, Halloween festival, Christmas Bazaar, Summer Movie nights in the park, etc.)
- Continue to feature Art installations and further build on our eclectic/creative vibe.

CURRENT & FUTURE DELIVERABLES

Marketing/Brand Management Tools

- Deliverables in orange currently in scope per contract.

FY20-21 CONTRACT

Official Style Guide: A detailed brand guide outlining the rules for implementing branding.

- Branding Guidelines
- Rules and techniques for implementing SV's distinct style of art direction that can be universally and consistently applied to all SV materials
- Logo rules (do's and don'ts)
- Copywriting rules
- Photographic style treatments and guidelines
- Official Fonts
- Official Color palette
- Sample executions from campaign assets will be added to the Style Guide as they are created.

Branding & Physical Spaces

FY20-21 CONTRACT

IN SCOPE:

- A new logo for SV
- An official slogan for SV
- Pole Banner art and Mural concepts plus 1-2 concepts for potential boundary markers
- Concept for 3D Art Installation (Boundary Marker)

OUT OF SCOPE:

- 3-4 Merch items (Ex. Hats/tees/bags)
- Design homepage of City Website + 1 interior page

- Highlighted items will need to be pulled from re-purposed media funds.
- Does not include cost for production, materials, labor, or installation..

Production Budget

FY20-21 CONTRACT

IN SCOPE:

- Custom Photo Shoot**
- Banner Printing
- Digital Display Production

OUT OF SCOPE:

- 3-4 Merch items (Ex. Hats/tees/bags)
- Audio Production
- Social Ad Production

- Highlighted items will need to be pulled from re-purposed media funds.
- Does not include cost for production, materials, labor, or installation..

FY20-21 CONTRACT

Assets to Increase Shopper Traffic & Spending

- Highlighted items will need to be pulled from re-purposed media funds.
- Does not include cost for production, materials, labor, or installation..

IN SCOPE:

- Ad suite for the key shopping period in the marketing plan (Timing: Back to School – Labor Day)
- Develop Strategy for Facebook and Instagram for shopping in Sunset Valley.

OUT OF SCOPE:

- Custom Landing Page for shopping experience (B2C asset)
- Design & Production of Social Pages (B2C asset)

Assets for Economic Development

FY20-21 CONTRACT

OUT OF SCOPE:

- A well branded retail pitch deck template (B2B asset)
- SV small business round table meeting e-vite*

- Highlighted items will need to be pulled from re-purposed media funds.
- Does not include cost for production, materials, labor, or installation.

Branding & Physical Spaces

FY21-22 BUDGET

- Improved signage for the Farmer's Market*
- Improved signage for Artfest*
- Final Mural design(s) + Production*
- Boundary Marker Production*
- Community news tabloid to be distributed to residents and businesses. (3 x year)*

- Highlighted items will need to be pulled from re-purposed media funds.
- Does not include cost for production, materials, labor, or installation..

Assets to Increase Shopper Traffic & Spending

FY21-22 BUDGET

- Evergreen Ad suite for destination marketing*
- Ad suite for the premiere event*
- High Impact Ad
- Ongoing Social ads, streaming audio, seasonal ad suites (Holiday, Spring, Back to School – Labor Day)

**Ads in this campaign will run in the same channels and platforms as retail shopping ads, but to a wider target audience.*

Assets for Economic Development

FY21-22 CONTRACT

- A B2B e-brochure that promotes doing business in Sunset Valley
- Business event/summit invitation to attract new business to Sunset Valley
- Additional Custom Pole Banner Designs

- Does not include cost for production, materials, labor, or installation.

Assets for Arts Commission

FY21-22 CONTRACT

- Event Poster for newly expanded ArtFest that retailers can display
- New signage for Farmer's Market
- Posters, invites or ads to promote temporary art installations (as needed)

- Does not include cost for production, materials, labor, or installation.

NEXT STEPS

THANK YOU

APPENDIX



KEY TAKEAWAYS FROM DYNAMIC INSIGHTS

WHAT IS IN SUNSET VALLEY'S DNA ?

- o The creative spirit
- o Nature/wildlife/peace/quiet/beauty
- o Culture of preserving the balance of what's best with what's convenient
- o Being a special experience
- o Not finished! We don't need to preserve what we are today, because we are an unfinished work in progress.

OUR TRUTHS

- o Very few people recognize SV as a “place” —so defining who and what we are precedes promoting ourselves as a **destination**.
- o We are a **hidden gem**. But the TRUTH is that other people around us do not see us in the same way we see ourselves.
- o Population is **diverse** and somewhat **eclectic**—there is a desire to express that in some creative or artistic way in our brand. Need to also match up and associate this eclectic nature with our shopping experience. Right now—it’s all about value and convenience.
- o We don’t own the shopping centers. We have to **collaborate** with the people who have the ability to either work with us in concert to create the shopping version of the “hidden gem” experience, or not.

OUR TRUTHS

- o The residents and current retail mix in Sunset Valley are not completely aligned. In other words, residents may not consistently **shop local**. Need to work on ways to create interest and **support local businesses**.
- o Our **size is defined** and that is not going to change. What does that mean?
- o But our size is also an advantage. We can make change with city government and local officials, but we need to work towards **improving relationships, planning** and the way we pursue an improved experience.
- o **Walkability**—you cannot enjoy a place, slow down and fully experience it as a haven if you cannot get around it
- o Over **the aquifer**—we have responsibility to steward that well. What does that mean? Look like?
- o **Transforming** from what we are today to what we want to be takes time. From developing Upper Cougar Creek to changing the retail mix we are looking at a process that will happen over the **next 10 years**.



PERCEPTUAL & POSITIONING TAKEAWAYS

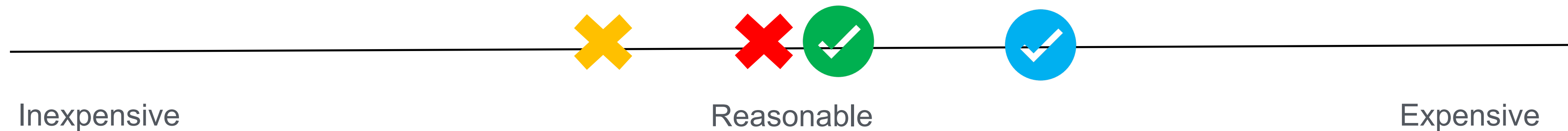
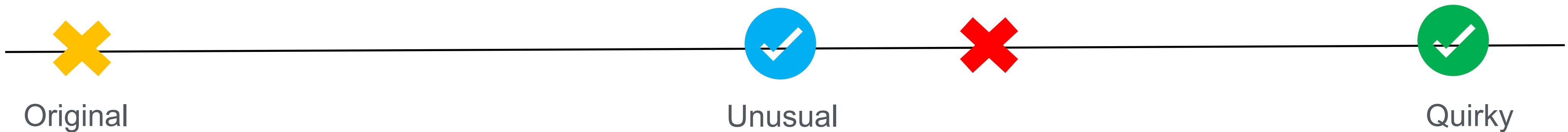
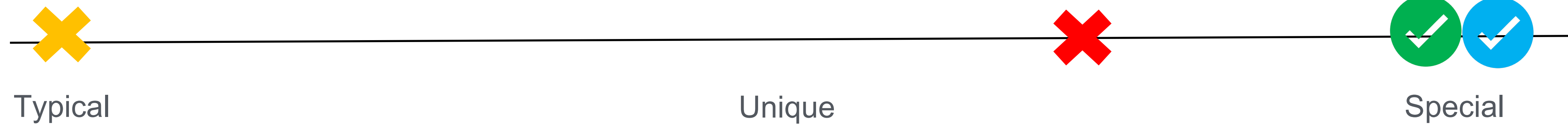
Contrasts & Aspirations: Current and Future

- The true experience of Sunset Valley is hidden from view. The natural beauty and lifestyle that exists here is really only understood by the residents who live here.
- What the residents experience and what the shoppers experience are very different.
- There are some stark contrasts between the current shopping experience and what it could/should be.



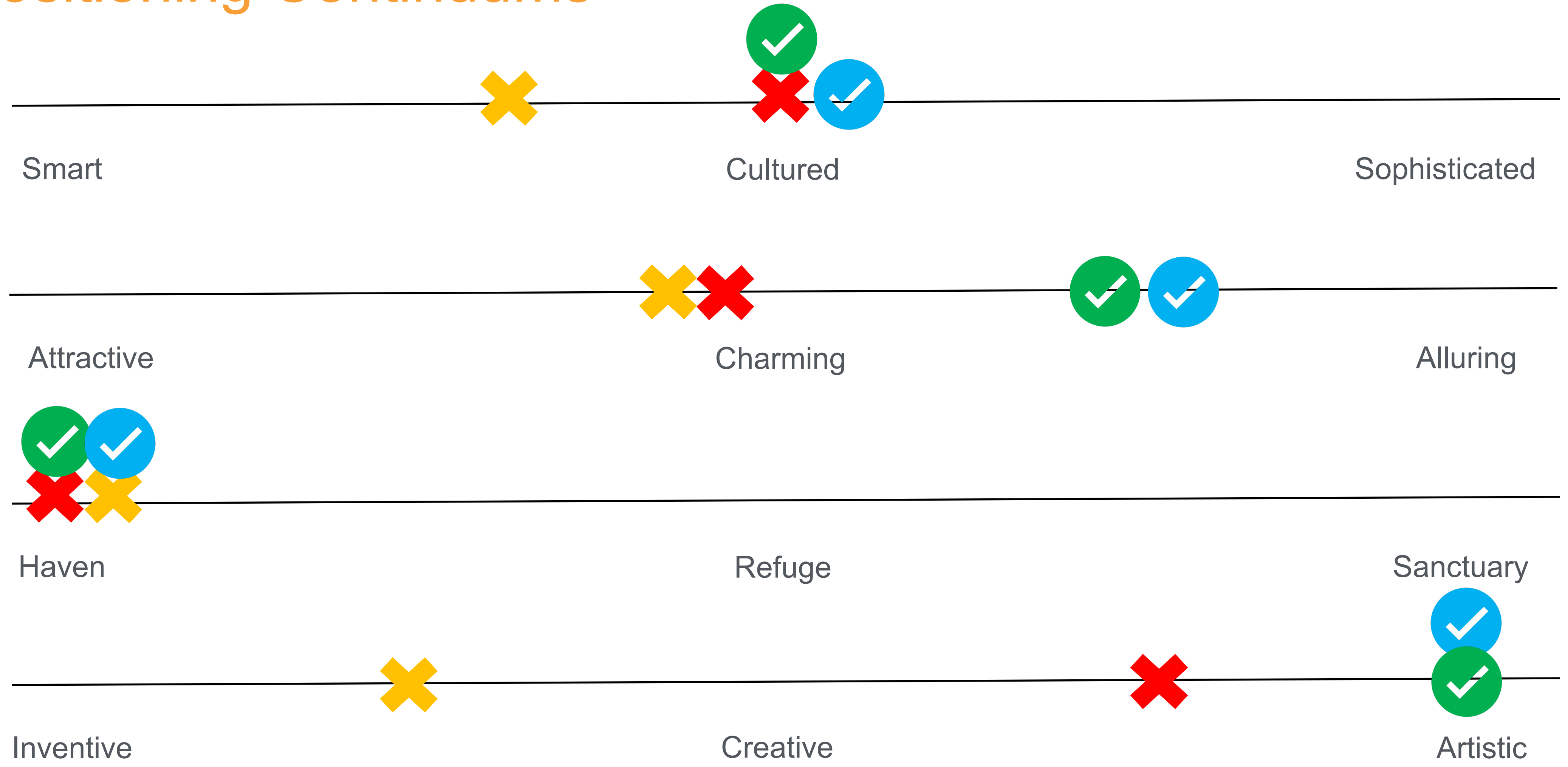
Positioning Continuums

✗ ✓ Residents ✗ ✓ Shoppers



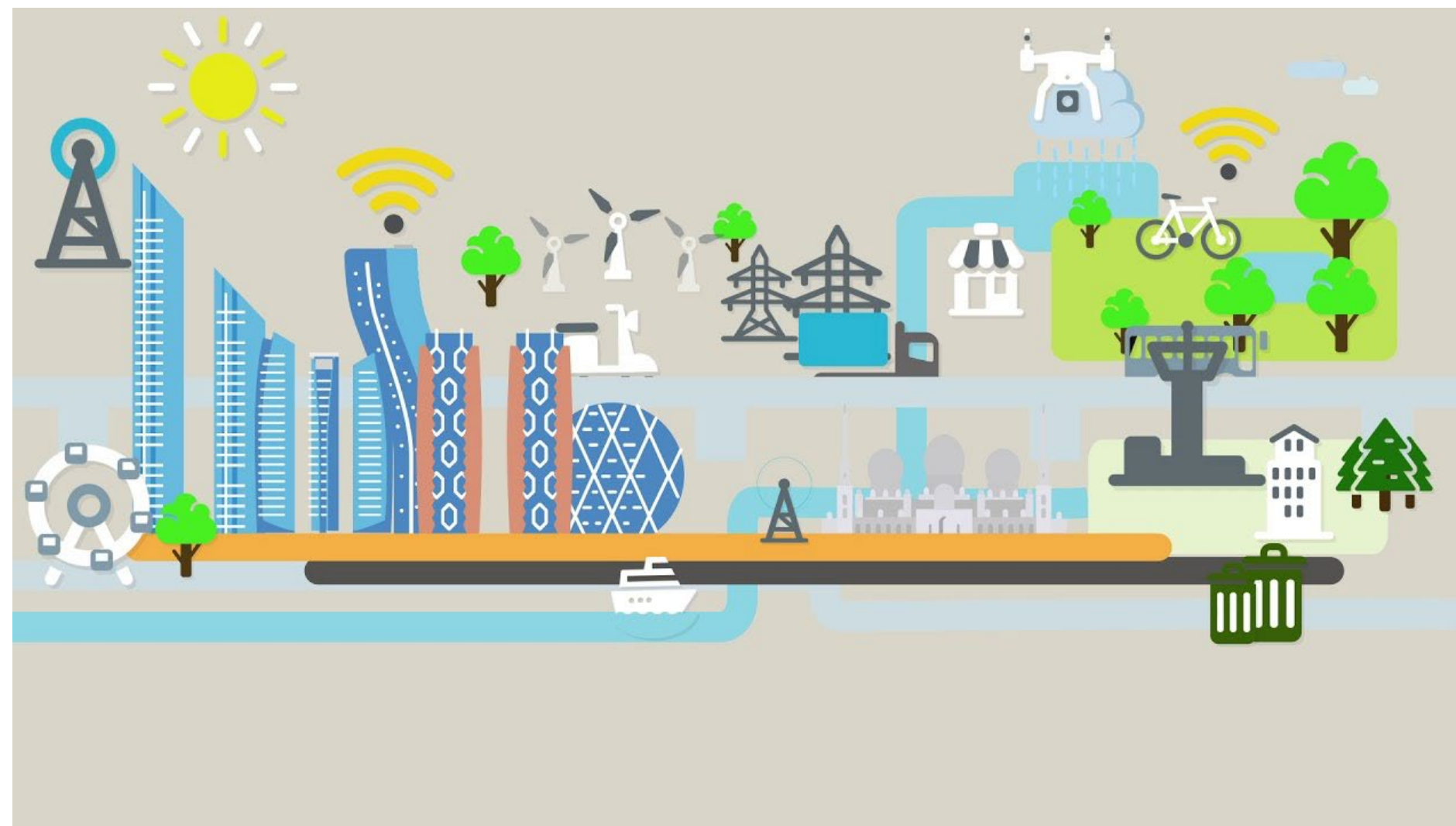
Positioning Continuums

✗ ✓ Residents
✗ ✓ Shoppers



Some Positioning Conclusions:

- Based on the positioning continuum exercises, there is a desire to bring elements of the residents' perceptions, values and experiences into the shopping arena by developing a brand that better communicates and connects those things.
- This must be accomplished without opening the residential to increased traffic or loss of privacy.



WHAT SUNSET VALLEY VALUES MOST:

- Quality of life—specifically the ability to enjoy all of the benefits that come with proximity to a major metropolitan city without loss of quiet, serene, simple, affordable, natural lifestyle.
- It's environment-- acting as good stewards to proactively preserve and protect it. Specifically, SV's part of the aquifer, uplands, upper Cougar Creek area, community gardens, Farmer's Market, and its overall eco-friendly culture.
- Artistry, creativity, diversity
- Preserve and improve by being smart, selective and curating our vision (taking care of what's "best")
- "Sticktuitiveness" getting agreement and a commitment to why and how we will evolve

WHAT SUNSET VALLEY VALUES MOST:

- Lower taxes—the ability to enjoy the benefits of such a high value area and yet pay lower taxes than other communities in a similar price range. Ensuring that the retail community thrives is critical to maintaining lower taxes!
- It's cleanliness and safety standards. Making sure that SV remains pristine, well landscaped, avoids a homeless problem, graffiti, etc. and provides a safe, well lit, easy to navigate experience for shoppers is extremely important to SV.

What Sunset Valley knows must Evolve and Change:

- Define who we are and what we stand for.
- Communicate a vision for where we are headed.
- Position SV as a must “visit” place (destination) for both people within a 15-mile radius and for out-of-town visitors to Austin
- Create a brand communicates our purpose and bridges the gap between the residential and shopping experiences
- Improve our name ID, awareness and positioning
 - Better boundary markers
 - Better marketing/branding
 - Clearer differentiation from competitors
- Evolve the retail mix and shopping walkability over the next 10 years
- Improve relationships and communications with retail partners and surrounding consumers (about why they should shop here)
- Need a presence on Social media

**WHAT DIRECTION DO WE WANT
TO GO?**

What Does Sunset Valley Want to Accomplish?

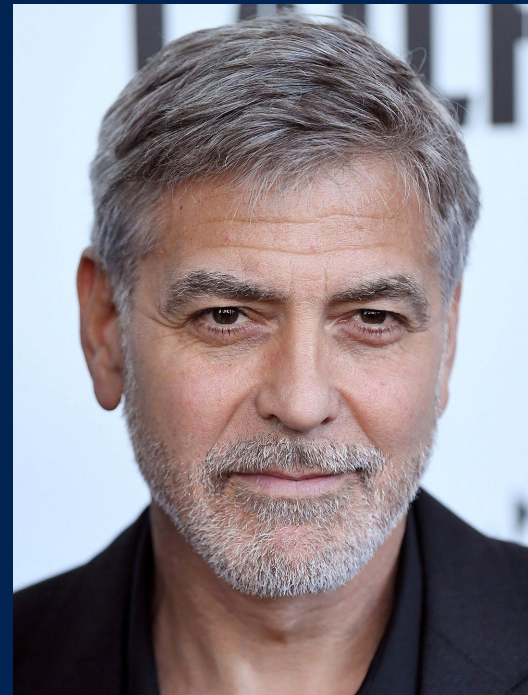
- **A better mix of retail shops, especially more unique local stores that can't be found anywhere else.**
- **Fewer “value” outlets and more unique shopping experiences.**
- **More unique dining experiences—local, farm to table, celebrated local chefs!**
- **Some great outdoor experiences –from beer gardens to food trucks to more outdoor patios, entertainment venues and public park-like spaces.**
- **Events that attract people from all over, and entice them to stay all day, or overnight!**
- **Potentially, a “town center” that creates a focal point for community activities and grounds (Upper Cougar Creek development).**
- A way to connect the shopping experiences that moves people around and increases time spent in our city
- A more vibrant, popular and well attended Farmer's Market
- A partnership with AISD to develop Burger Center in ways that enhance our vision and brand
- Developing the Uplands in a way that fits with the Sunset Valley vision.

What Does Sunset Valley Want to Accomplish?

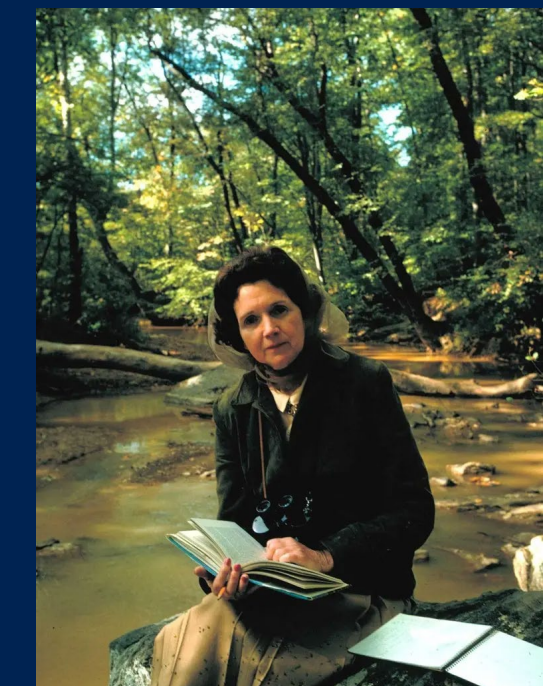
- Craft and adopt a vision statement for the next 20 years
 - Develop a USP for businesses
- Build more public spaces and leisure experiences within the shopping district over time
- Think about the type of physical improvements to enhance walkability. Things like:
 - Start with visual identity and boundary markers
 - Overpass beautification
 - Walking paths
 - Public gathering spaces (amphitheater/concert stage, gardens, picnic areas)

WHAT IS OUR TONE & PERSONALITY?

LIKE US



NOT LIKE US



LIKE US

Philanthropic

Friendly

Down to Earth

Warm

Approachable

Artistic

Witty

Innovative

Forward-thinking

Creative

Open-minded

Diverse

Eclectic

Charismatic

Interesting

Quirky

Edgy

Visionary

Animal-friendly

Laid back

Independent

Value our green spaces

Action-oriented

Comfortable

Sensible

Family-friendly

Eco-friendly

Loving

Functional

NOT LIKE

US
Combative

Tough

Flashy

Over the top

Self-absorbed

Destructive

Intense

Bold

Unapproachable

Ritzy

Old

Dated

Vintage

WHAT IS OUR ARCHETYPE?

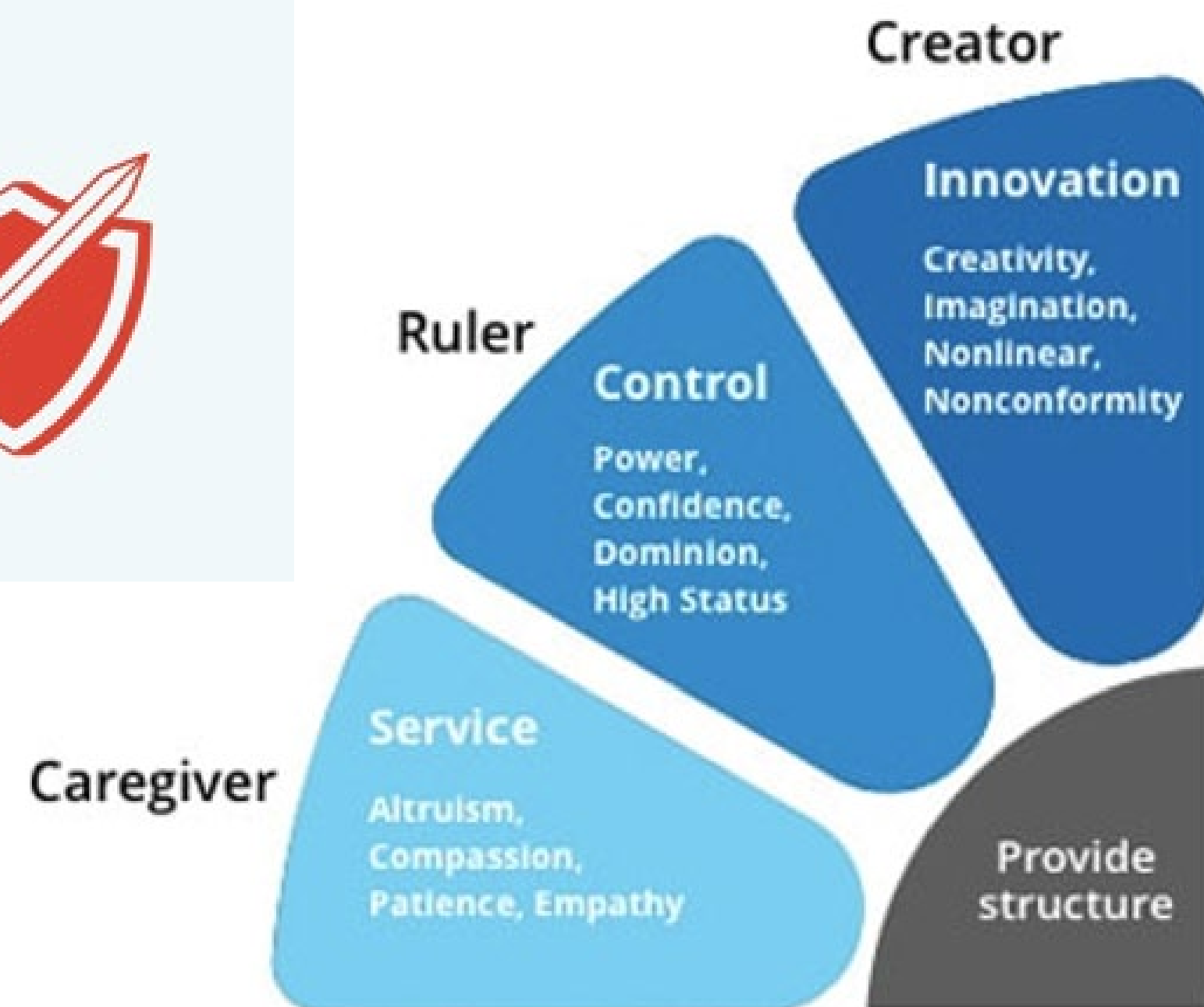
Brand Archetypes

A brand archetype is a way of presenting a brand's message, values, behaviors, as a persona, thus making it more recognizable and relatable to target audiences.

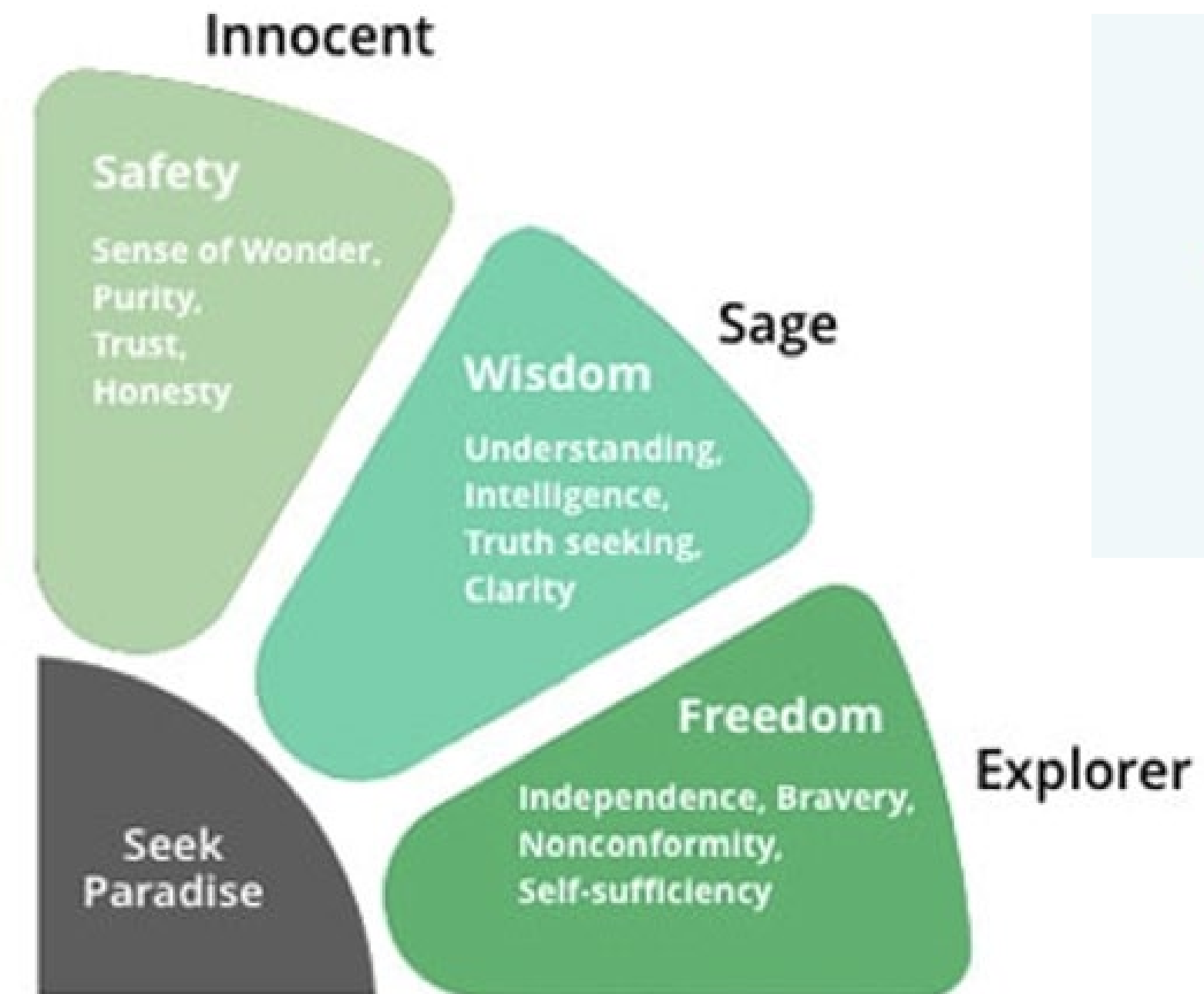


Sunset Valley Brand Archetypes

Protector



Paradise Seeker



**WHAT IS OUR POTENTIAL VISION FOR
SUNSET VALLEY?**

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The city is **safe, clean, and easy to navigate**. And with every step, there is something to see, something to taste, something to learn. The experience is like that of a **modern village**, where community and utility meet artful exploration.

This is Sunset Valley—**preserving what's best while growing what's good**.

THE B2B PITCH DECK

The Economic Development committee

The committee will need a presentation that can be shared electronically and/or in person as they pursue better relationships and potential new businesses to bring into Sunset Valley.

Ampersand will help design a B2B presentation template that EDC can create to better communicate with highly targeted retail owners, brokers, management companies, and other interested parties that might invest in Sunset Valley.

B2B Pitch Deck

- Suggestions for the types of retailers, restaurants and experiences that would be most desirable in the “future” vision of Sunset Valley.
- Examples of the new branding that help demonstrate the positioning, art direction and key talking points for the SV brand
- An outline of the phases and rough timeline (once approved by council)



B2B Pitch Deck

- Plans for improved partnerships, ongoing communication and growing a social presence that benefits both SV and retailers
- A topline view of the marketing plan to grow the SV brand and key marketing periods designed to increase traffic to retail stores
- A list of ways that the city of Sunset Valley will help potential retailers benefit in the economic development and economic growth



WHAT IS OUR INCENTIVE TO RETAILERS?

Sunset Valley will need to come together to create additional financial incentives and tax advantages that might help attract new businesses to the city. These should be part of the B2B pitch deck, or at least alluded to in the presentation as a WIP, so that retailers understand that there will be incentives to upgrade and improve their experiences, and benefits for vetting new businesses in ways that help improve the retail mix to attract the desired type of consumers.