



**AMPERSAND
AGENCY**

**SUNSET VALLEY
STRATEGY PRESENTATION
4.09.21**

AGENDA

- Strategic adjustments based on research findings
- Creative Refinements
- Proposed Media Plan
- Priorities and areas of focus
- Next Steps



STRATEGY: YEAR 1

STRATEGY: MAJOR INSIGHTS FROM RESEARCH

SMALL BUSINESS INSIGHTS

- Supporting local businesses is even more important than originally thought.
- Including them in the city's advertising & marketing plan/ads and featuring them in some visible way as part of SV's identity package is easy to do and is highly recommended.
- Improving communication with them would also be a big step in the right direction. They like working with the City and feel that the City is very responsive. Establishing a regular way of communicating with them would be much appreciated.

STRATEGY: MAJOR INSIGHTS FROM RESEARCH

ECONOMIC DEVELOPMENT INSIGHTS

- Retailers all recognize that a healthy mix of different types of retailers is critical to SV's success.
- Thinking of ways to connect the 3 major shopping areas and move people around to experience more in SV is also important to try to facilitate.
 - Research showed that retailers will participate in events, but they want to be asked how they can contribute, rather than being told what the city needs and approached at the last minute.

STRATEGY: OTHER IDEAS FROM RESEARCH

ECONOMIC DEVELOPMENT INSIGHTS (CONTINUED)

- Offering unique incentives, like tax breaks will help attract small businesses (and large) to SV
- Creating a few tax-free shopping days throughout the year might make shoppers think of coming to SV first, and at the same time, show retailers that we are committed to increasing traffic for them.
- Finding a way to let residents know that they need to identify themselves as SV residents when they visit one of our retailers would help erase any concern that SV residents might be shopping elsewhere.

OTHER IDEAS FROM RESEARCH (CONTINUED)

- Improving SV's Social Media Presence came up quite a bit in retail conversations
 - Find a person to manage Social Media pages. This person would also help develop content for the quarterly tabloid.
- Need a person to assist the Economic Development Council to help deepen relationships with the Business leaders and manage the relationships in SV . This person would keep an up-to-date database for the owners and/or managers with contact info. This person can be paid or a volunteer/committee member
- Look into increasing the number of light pole banners in the 3 shopping centers. All banners should support locally owned businesses.

STRATEGY: YEAR 1

- Adopt the long-term vision statement and strategic direction for differentiating and distinguishing SV as a destination (brand development). (Direction established, vision statement to be revised when creative is refined!)
- Immediately begin communicating that vision to the retail community via a B2B vision pitch deck (To be developed as part of Contingency budget See OOS ideas list.)
- Create brand assets that communicate the vision. **Dedicate some of them (like pole banners) to promoting local businesses.** (Initial set being designed as part of FY21 contract, ongoing process and design budget needed for subsequent banners)
- Reveal the vision and the first phase(s) plan to the larger community (Austin Chamber, AISD, Trail Conservancy, Travis County, etc.) (as part of B2B pitch deck requested)

STRATEGY: YEAR 1

- Start deploying creative/branding assets that help bring the vision and the positioning for SV to life in a variety of ways including some media. (May-September 2021)
- Increase boundary visibility for Sunset Valley by designing ideas for boundary markers (Being designed as part of branding/concept exercise)
- Establish a quarterly SV business round table to discuss substantial ways for businesses to help each other and generally improve the business environment. (Recommend at least 1 meeting between now and September to share branding package and future SV plans)

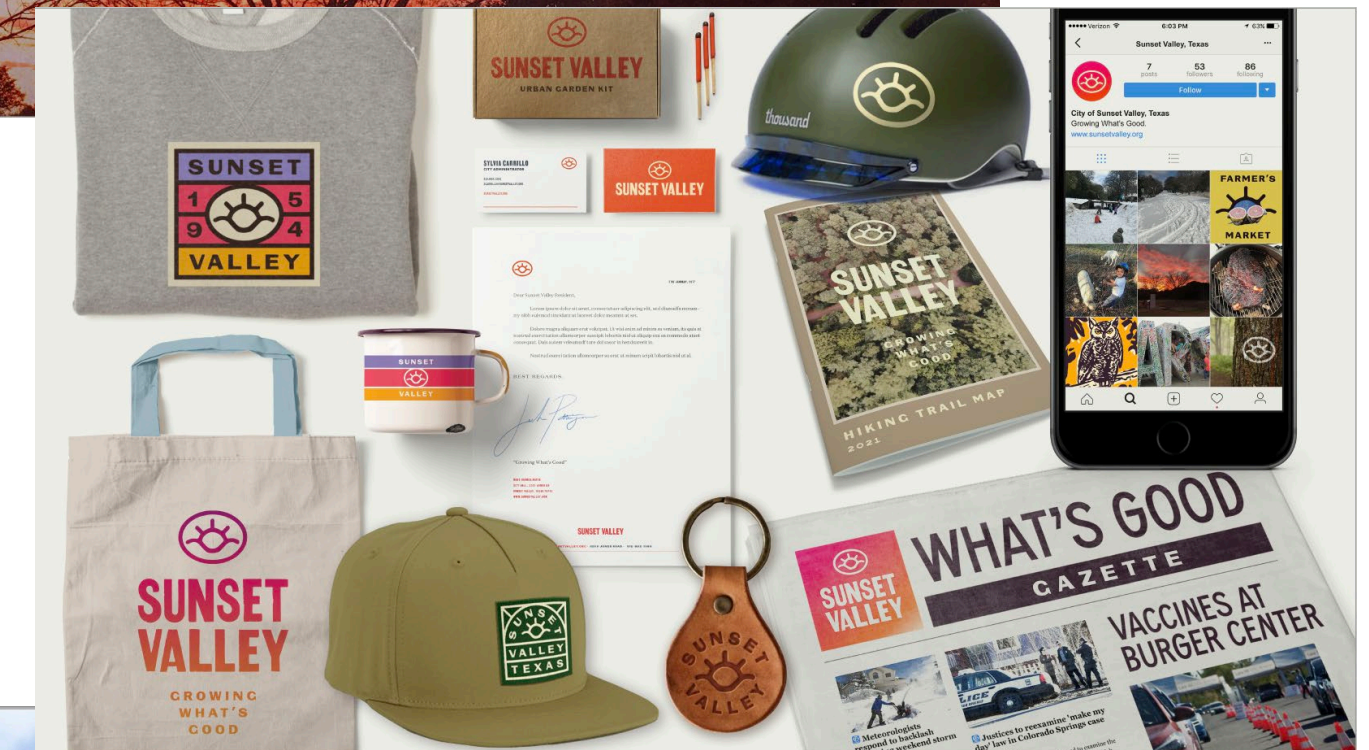
STRATEGY: YEAR 1

- Start deploying creative/branding assets that help bring the vision and the positioning for SV to life in a variety of ways including some media. (See recommended media buy for Back to School/Labor Day)
- Increase boundary visibility for Sunset Valley by commissioning new designs for boundary markers (Designs being done as part of branding/concepting exercise, construction to be estimated and planned as part of City's FY22 budgeting process)

CREATIVE DIRECTION

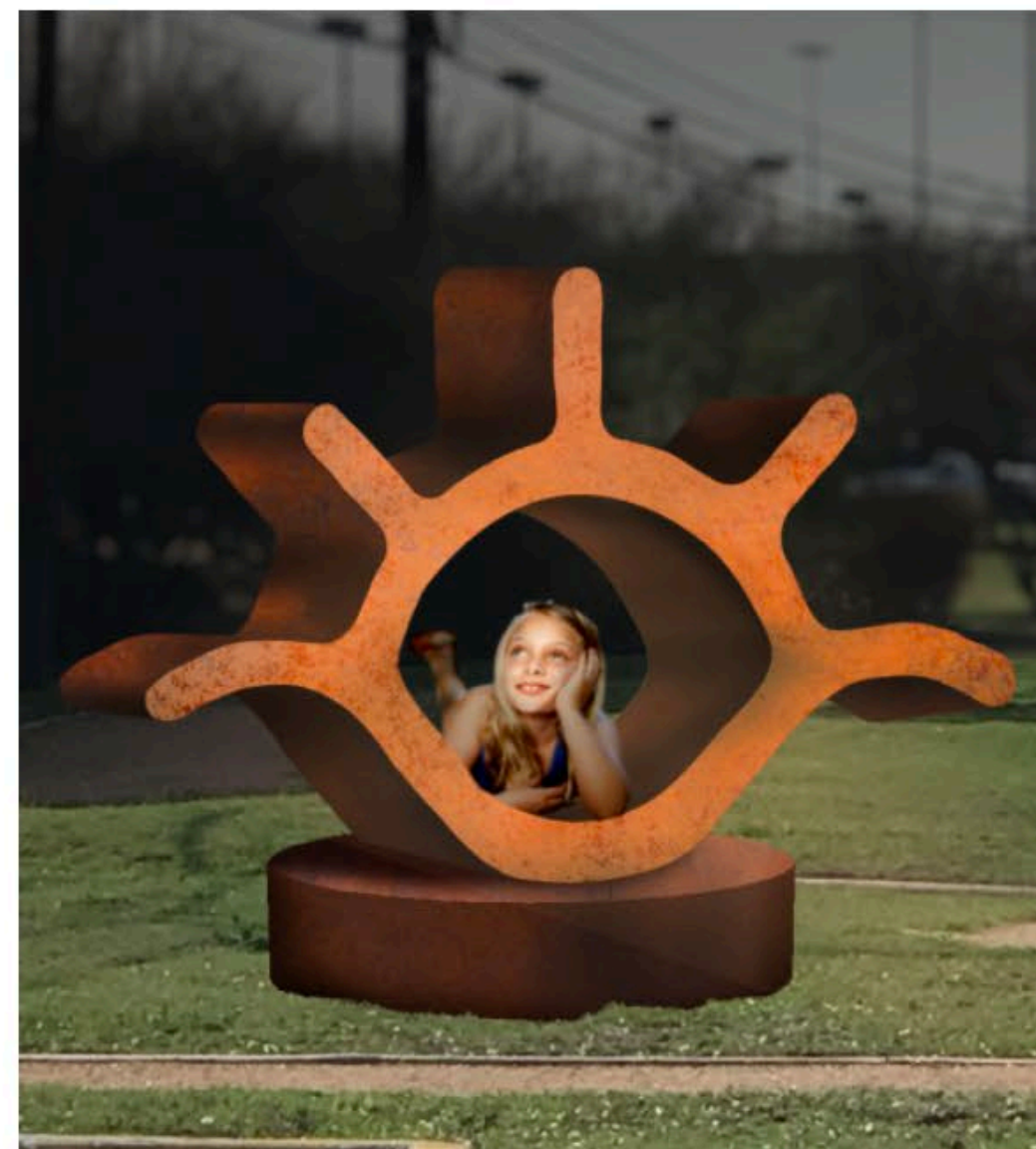
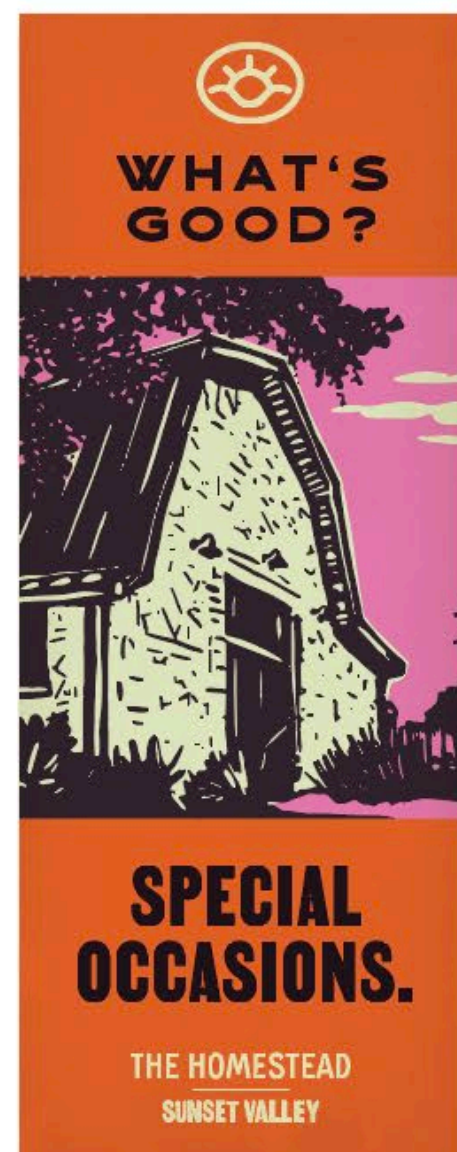
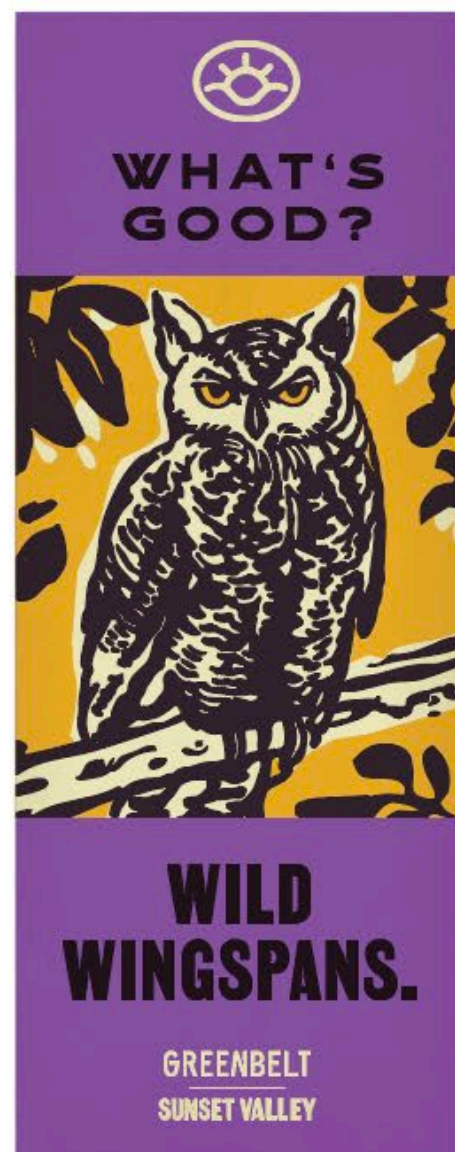
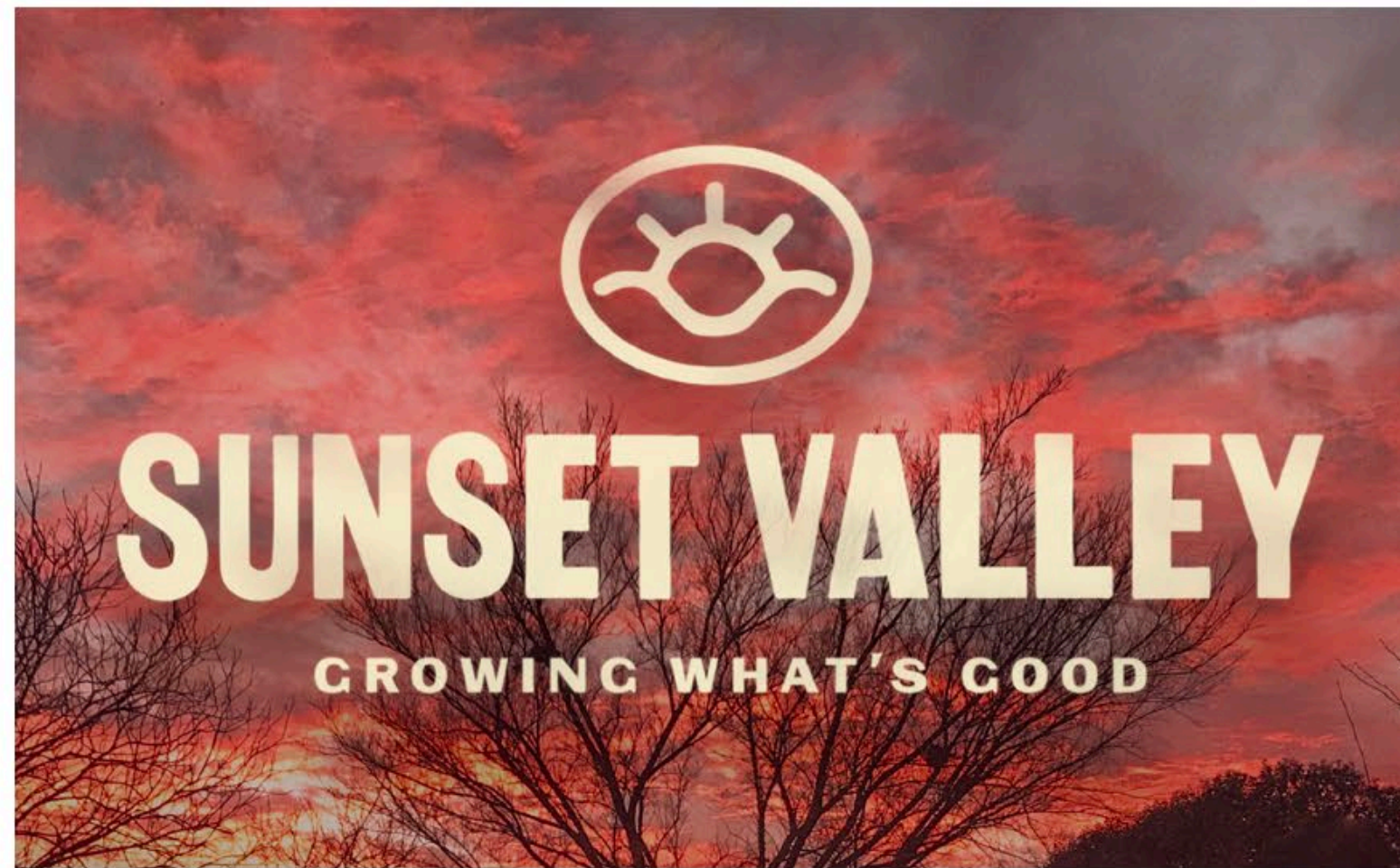
Growing What's Good : Refinements

- Based on scoring “Growing What’s Good” is the winning concept.
- **Phase 1:** Discerning all of the feedback that was given and apply refinements.
 - 2-3 Additional Tagline Options
 - 2-3 Additional Icon/Logo Options
 - Re-examine Color Palette and the heaviness of black in the illustration style
- **Phase 2:**
 - Minor updates to Phase 1



**Refinements generally include 2 rounds of revisions. This includes a post presentation based on feedback and selection of final feel.

**Any additional rounds of revisions beyond phases listed above will be out of scope.



MEDIA RECOMMENDATIONS

MEDIA RECOMENDATIONS

- We recommend developing at least one promotional campaign in this fiscal year to draw attention to Sunset Valley between Back to School and Labor Day.

Proposed MEDIA PLAN

Sunset Valley Media Budget FY21										
Media	Media Budget	July	August					Sep		
Week of		26	2	9	16	23	30	6	13	
Social										
Facebook	\$14,000									
Instagram	\$12,000									
Boosted Posts	\$3,000									
Total	\$29,000		Dark Sections = Running Heavier							
Digital										
Streaming Audio	\$8,000									
Banner Ads	\$10,000									
Total	\$18,000									
Media Total	\$47,000									

	Potential Impressions	Avg CPM
Facebook	1,947,149	\$7.19
Instagram	1,791,045	\$6.70
Streaming Audio	300,000	\$25.00
Banner Ads	1,666,667	\$6.00
Total Impressions	5,704,861	

PHASE 1: DELIVERABLES

Branding & Physical Spaces

IN SCOPE: FY21 CONTRACT

- A new logo for SV
- An official slogan for SV
- Pole Banner art, Mural concept, plus a concept for potential boundary markers
- Concept for 3D Art Installation

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

Assets to Increase Shopper Traffic & Spending

IN SCOPE: FY21 CONTRACT

- Develop Strategy for Facebook and Instagram for shopping in Sunset Valley.
- 2 carousel ads with 6 small businesses creatives, 3 creatives per carousel ad.
- 1 SV Branded Message Ad with 1 additional creative for refresh
- 2 SV Static Ads – 1 Back to School creative and 1 Labor Day creative
- 3 x :15 + 1 x :30 audio spots
- 1 boosted post/week for 8 weeks

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

Brand Management Tools

IN SCOPE: FY21 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.

Contingency

Funding Out of Scope Projects

- Several new ideas have come up throughout the course of discovery. At the same time, the timing has shifted in ways that will likely lower the amount of money needed to spend on media.
- We can repurpose all unused media money to a contingency fund, which can be used to fund any additional OOS projects that you'd like to move forward and develop.

Potential Contingency Projects

- 3-4 Merch items (Ex. Hats/tees/bags)
- Design homepage of City Website + 1 interior page (B2C asset)
- Additional Custom Pole Banners for local Businesses (expanded branding idea)
- Custom Landing Page for shopping experience (B2C asset)
- Design & Production of Social Pages (B2C asset)
- A well branded retail pitch deck template (B2B asset)
- SV small business round table meeting e-vite. (B2B asset)
- SV Sticker to represent local business (B2B asset)
- A B2B e-brochure that promotes doing business in Sunset Valley (B2B asset)
- Sample of business event/summit invitation to attract new business to Sunset Valley (B2B asset)



NEXT STEPS

TIMELINE



APRIL

MEETINGS:

Fri 4/30- Creative Round #2 Review

THANK YOU

APPENDIX

FY22 BUDGET

FY22 BUDGET

Branding & Physical Spaces

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

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

FY22 BUDGET

Assets to Increase Shopper Traffic & Spending

- Evergreen Ad suite for destination marketing.
- Ad suite for the premiere event
- Event poster for retailers to display
- High Impact Ad

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

B2B Assets

FY22 BUDGET

- TBD

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



**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

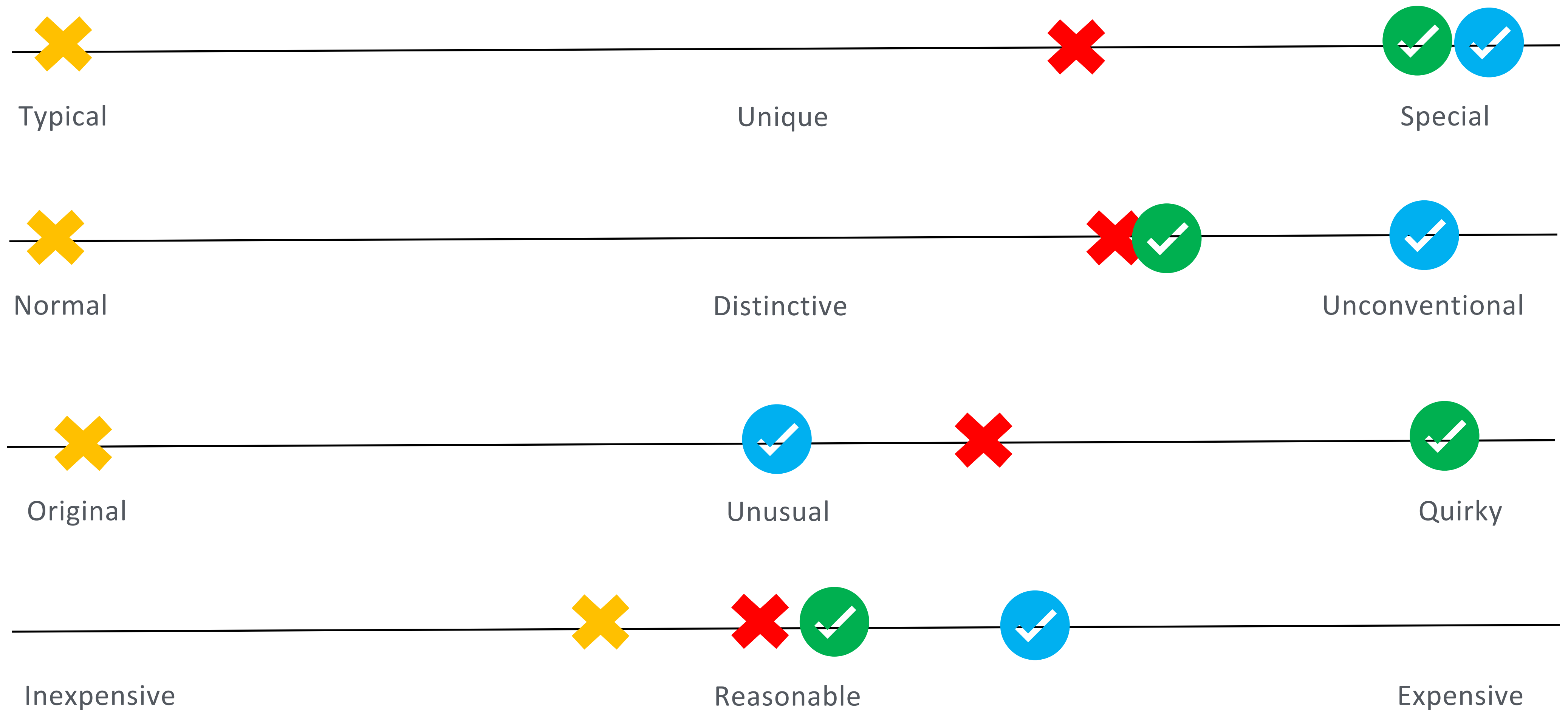
- The true experience of Sunset Valley is hidden from view. The natural beauty and lifestyle that exists here is really only understood by the residents who live here.
- What the residents experience and what the shoppers experience are very different.
- There are some stark contrasts between the current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



Positioning Continuums

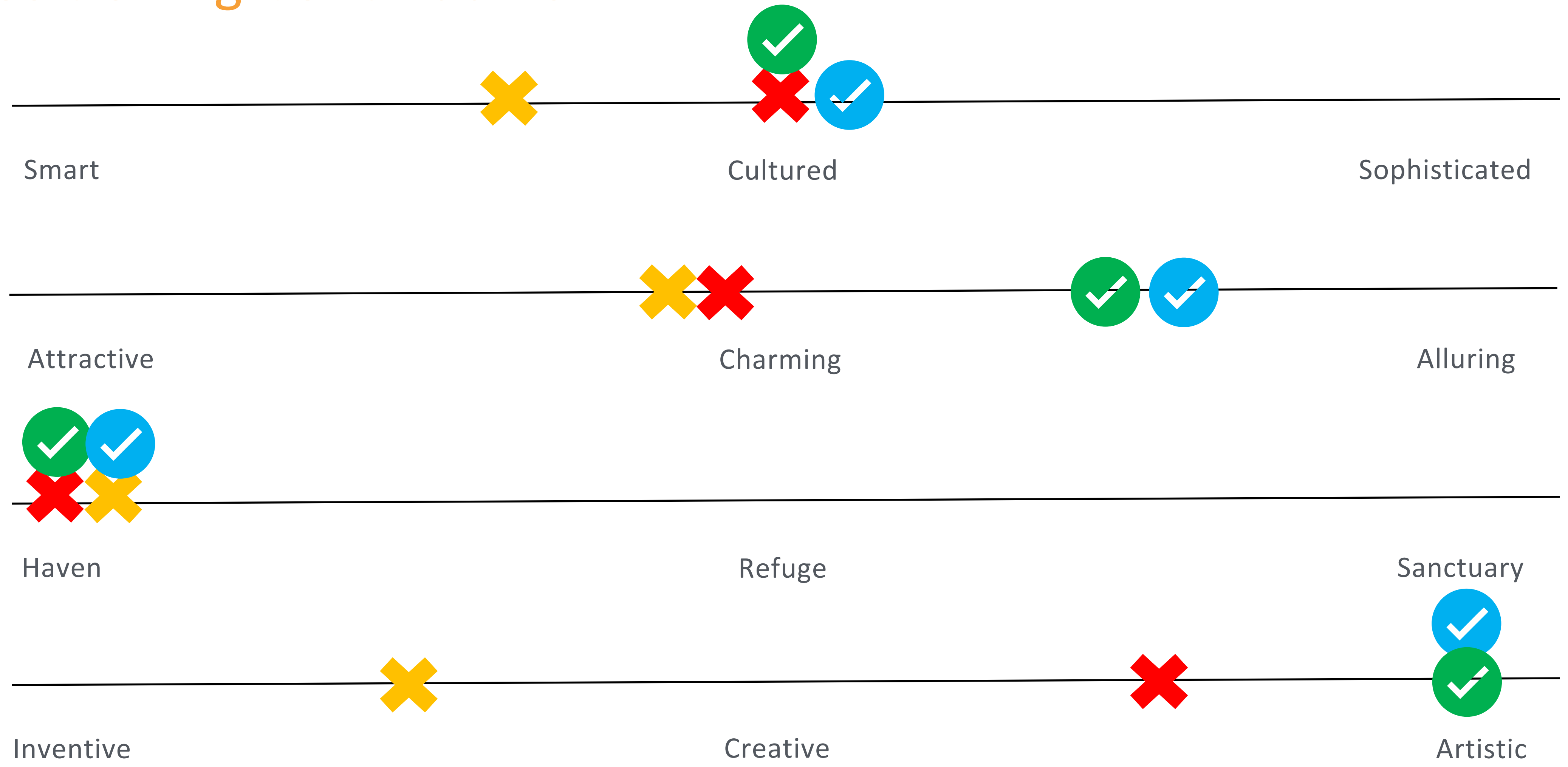
Residents:  

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?

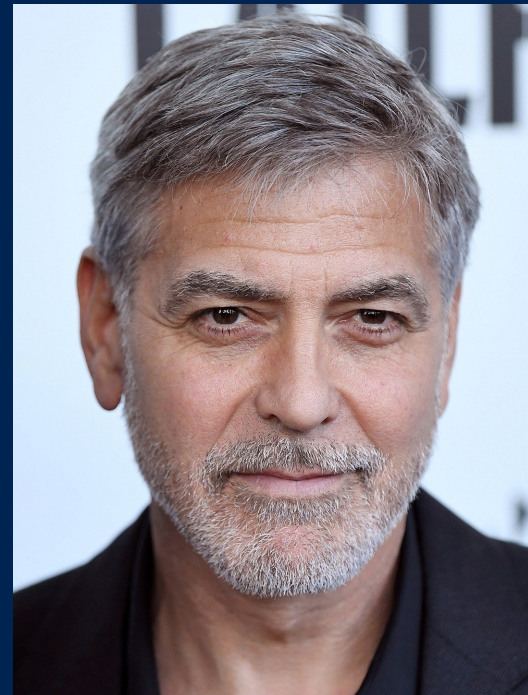
- **A better mix of retail shops, especially more unique local stores that can't be found anywhere else.**
- **Fewer “value” outlets and more unique shopping experiences.**
- **More unique dining experiences—local, farm to table, celebrated local chefs!**
- **Some great outdoor experiences –from beer 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?

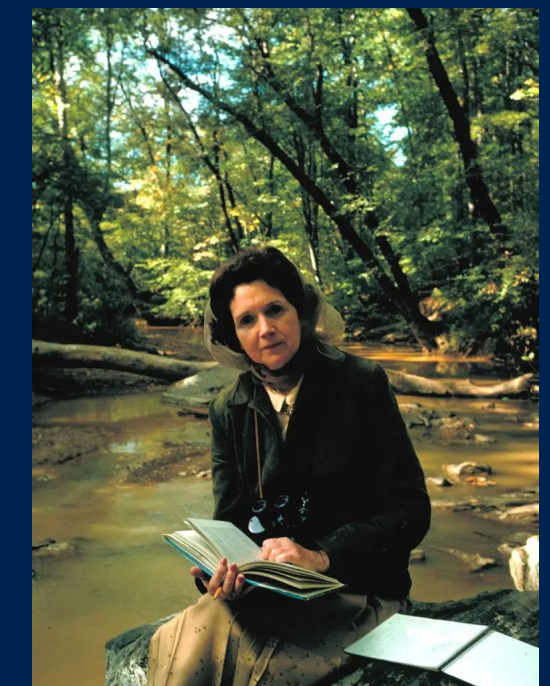
- Craft and adopt a vision statement for the next 20 years
 - Develop a USP for businesses
- Build more public spaces and leisure experiences within the shopping district over time
- Think about the type of physical improvements to enhance walkability. Things like:
 - Start with visual identity and boundary 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?

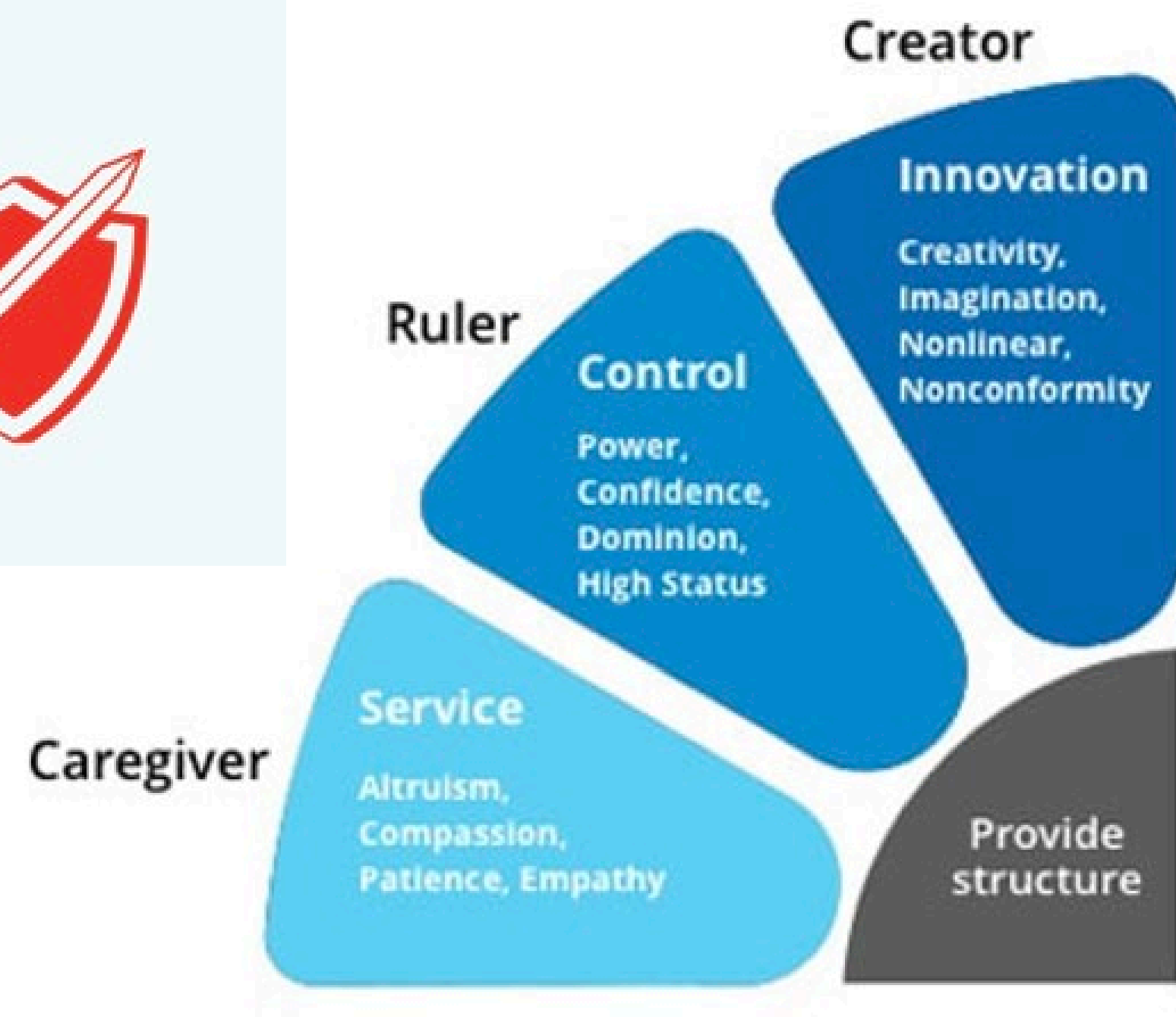
Brand Archetypes

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.

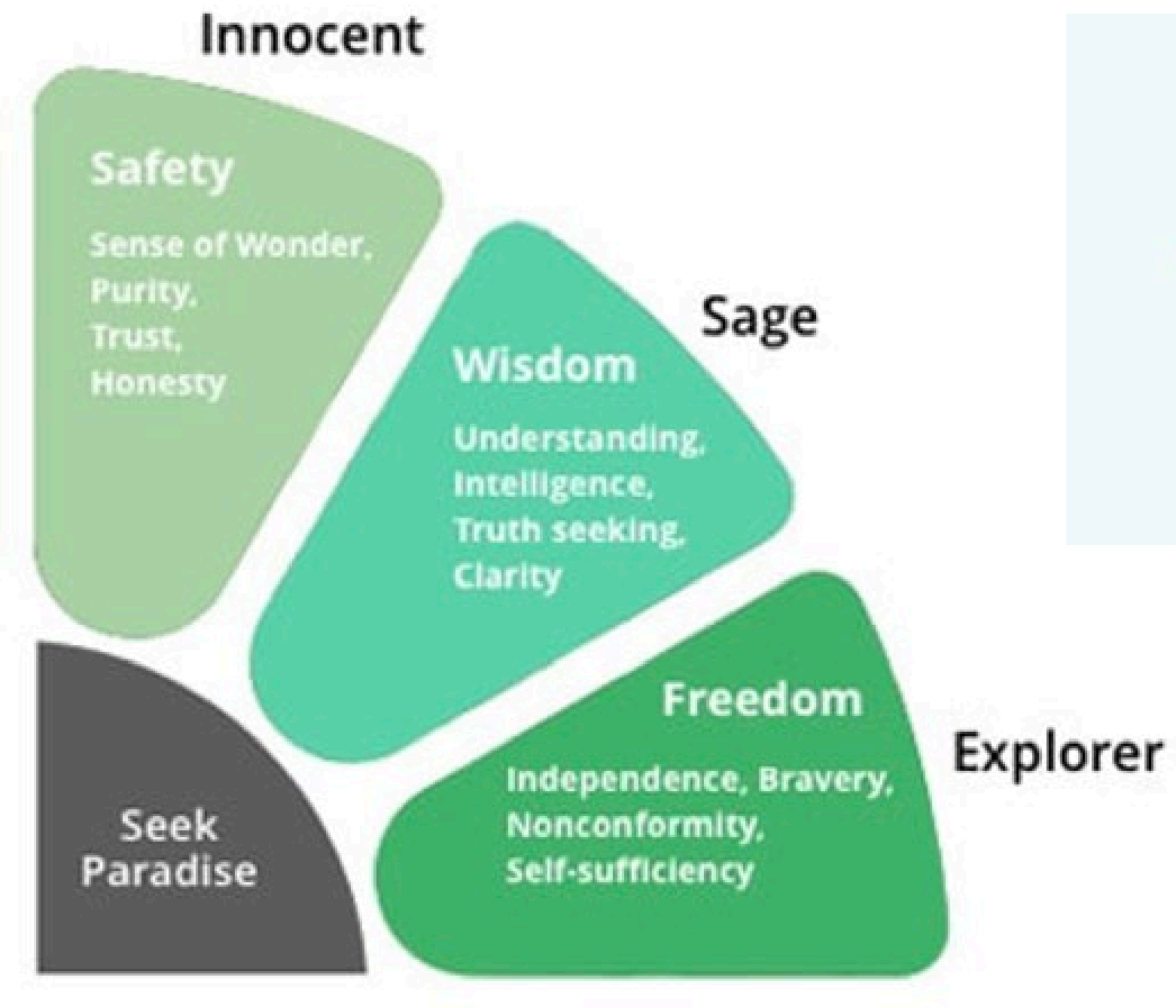


Sunset Valley Brand Archetypes

Protector



Paradise Seeker



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

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 a weekend long **Art Festival** featuring local and regional art exhibits.

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 market** is 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 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.

VISION STATEMENT: Integration and Symbiosis

And every holiday season, the pavilion at **Upper Cougar Creek** 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 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.