



**AMPERSAND  
AGENCY**

SUNSET VALLEY  
STRATEGY PRESENTATION  
1.29.21

# AGENDA

- Key DI takeaways & insights
- Overall Direction and Priorities
- A Potential Vision Statement
- Potential Plan in Phases
- Phase 1 Deliverables/Tasks





# 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

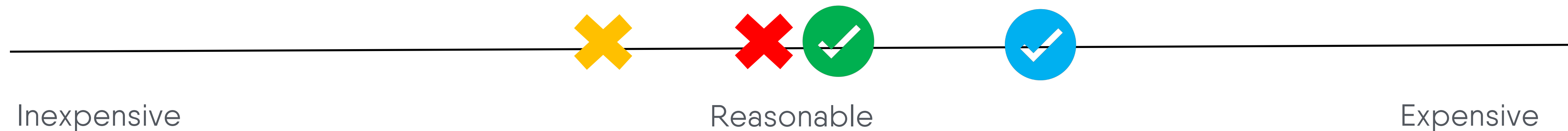
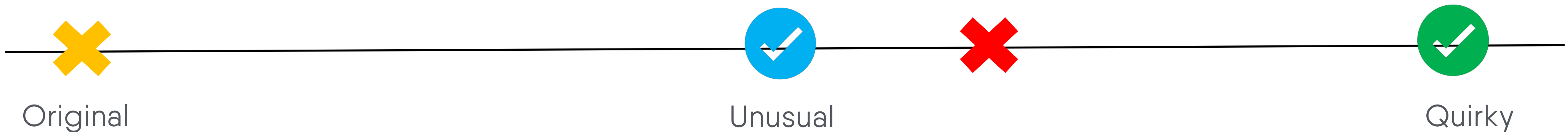
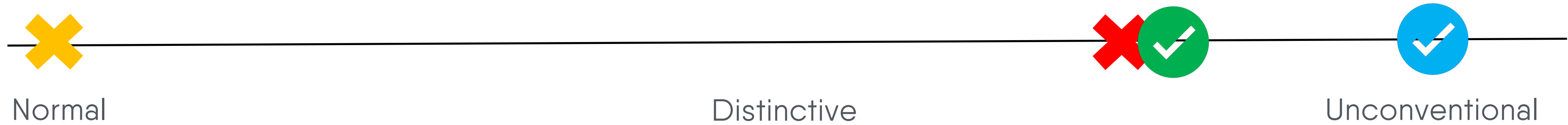
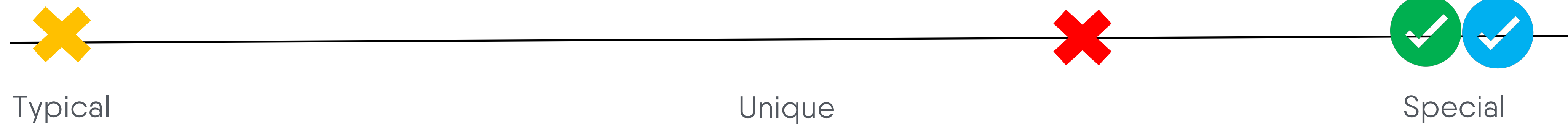
## Contrasts & Aspirations: Current and Future

- 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.



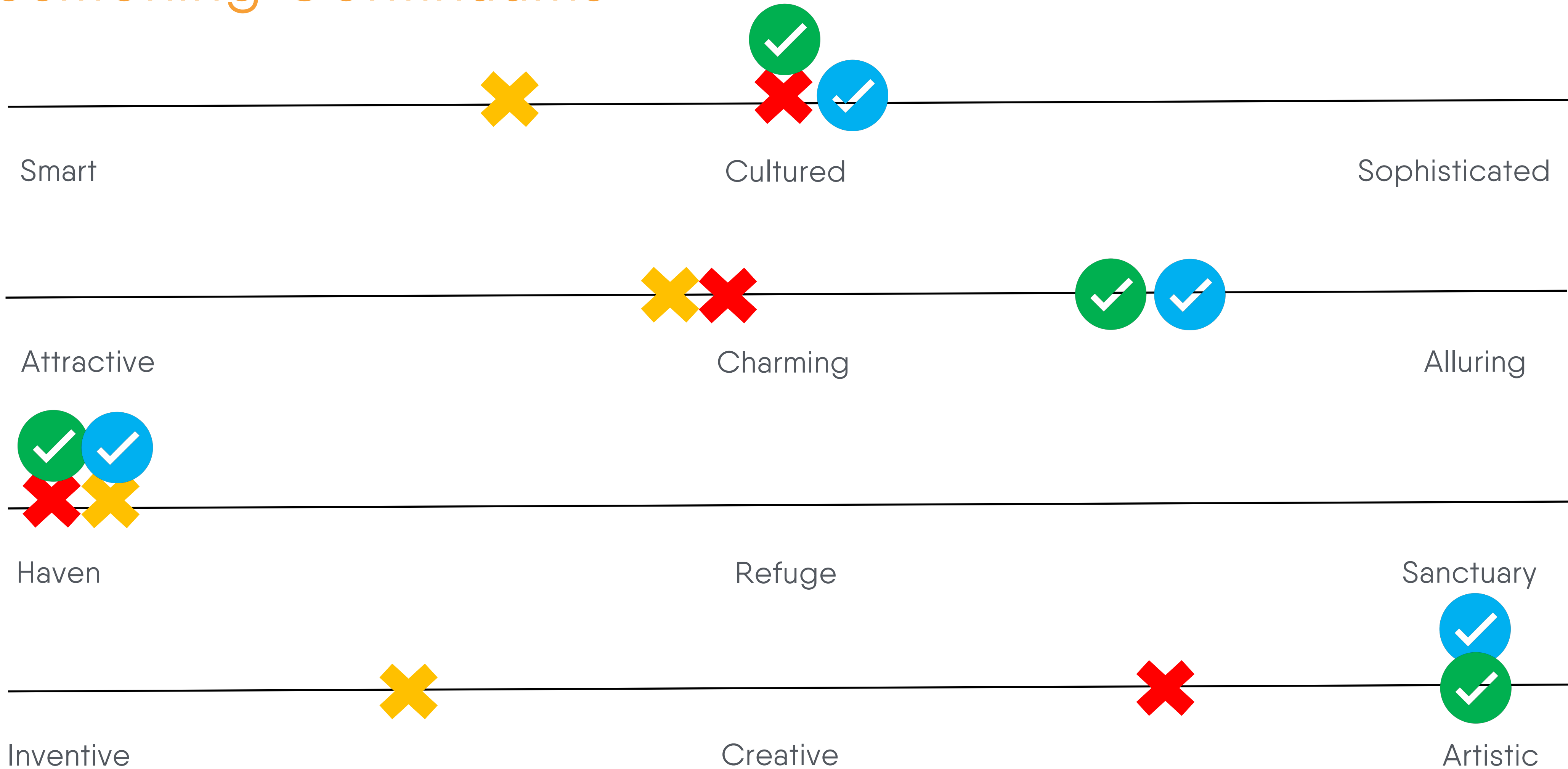
# Positioning Continuums

✘ ✔ 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.

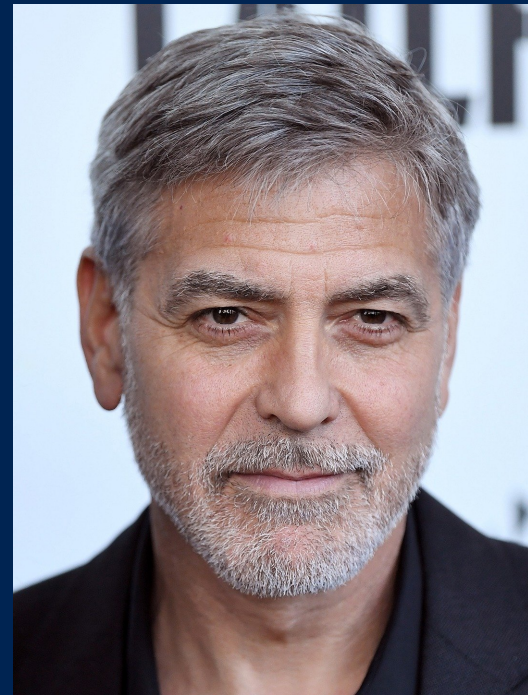
*\* Areas bolded in orange represent what we believe should be top priority moving forward to plant seed for years to come\**

# 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?

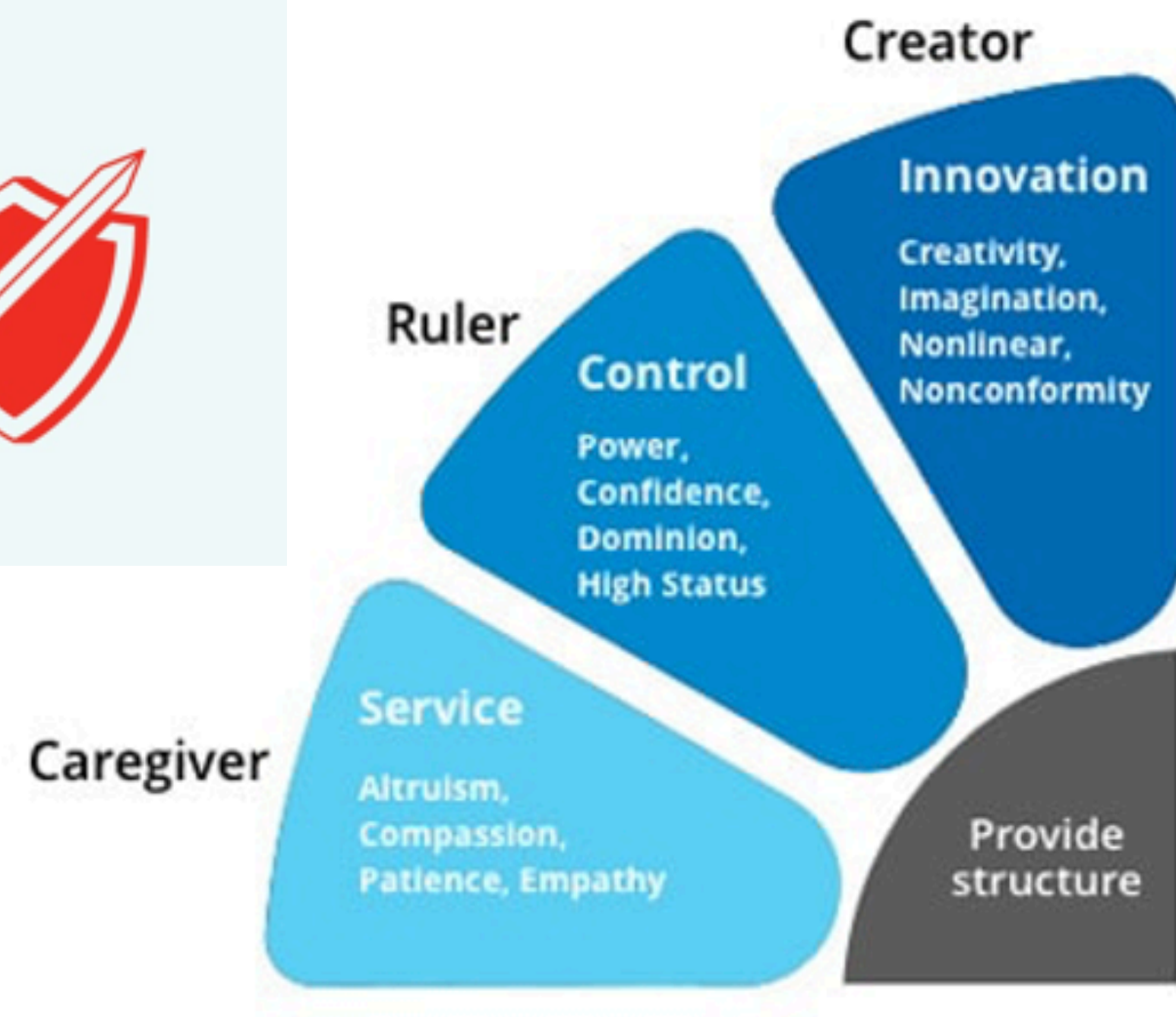
# Brand Archetypes

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.

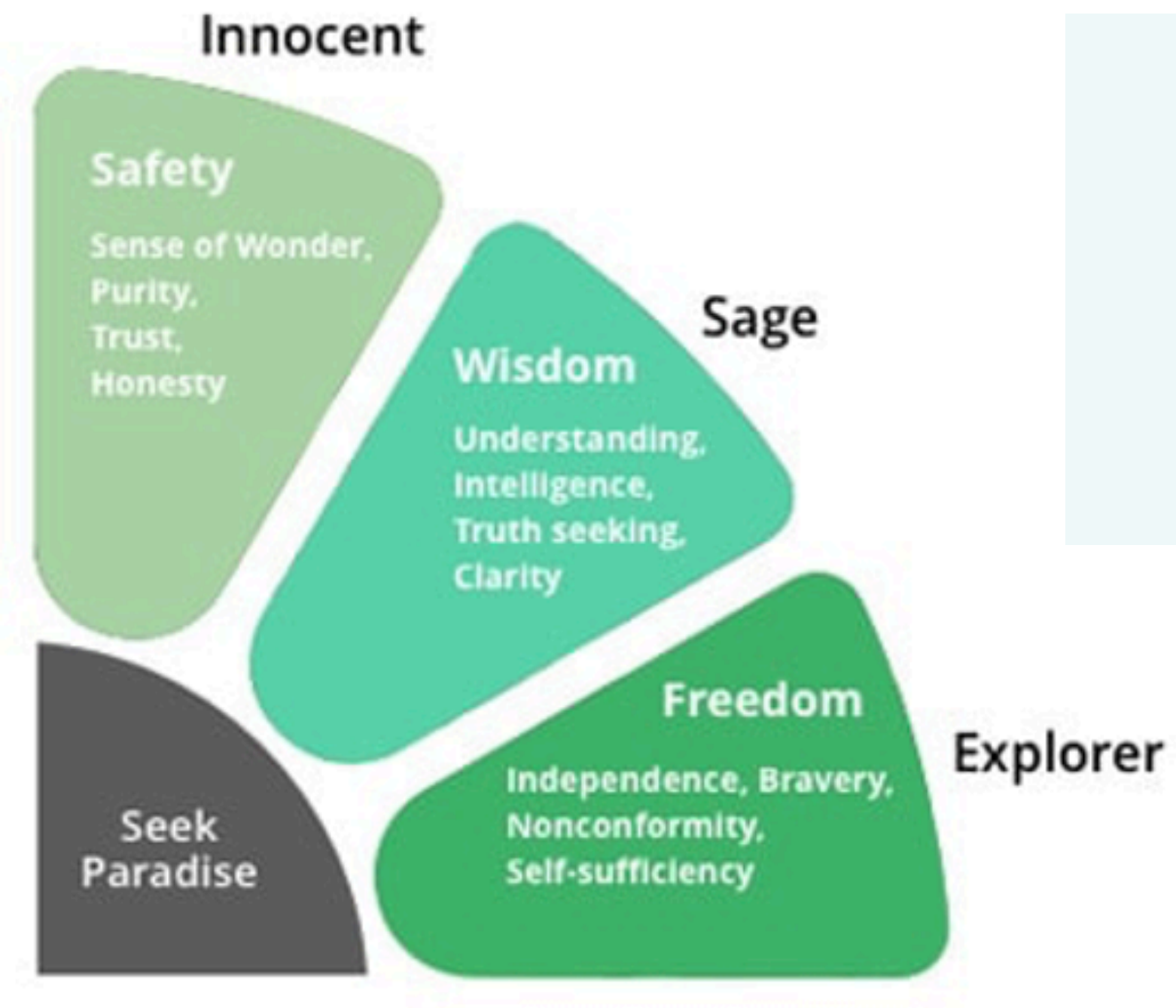
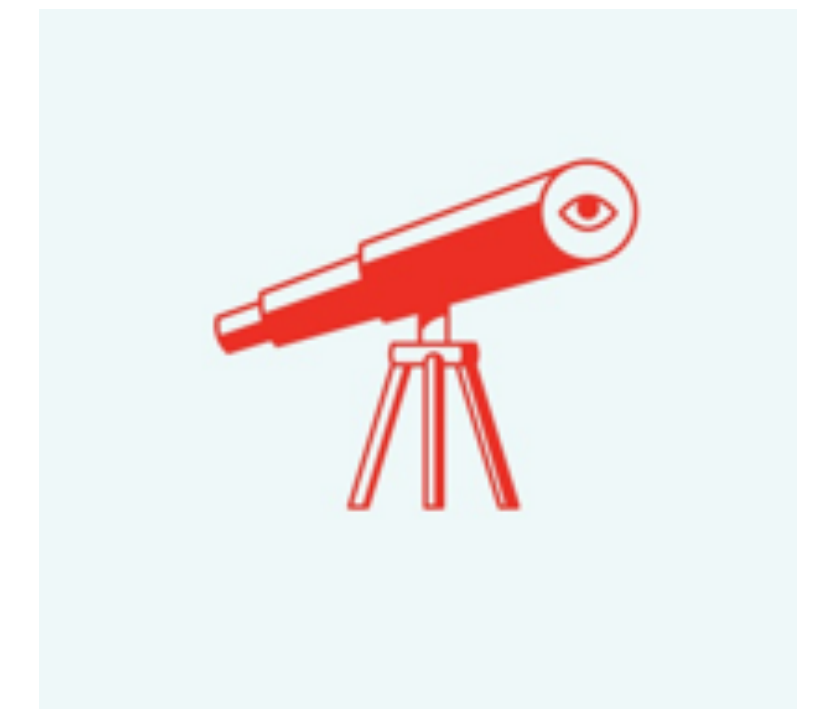


# Sunset Valley Brand Archetypes

## 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

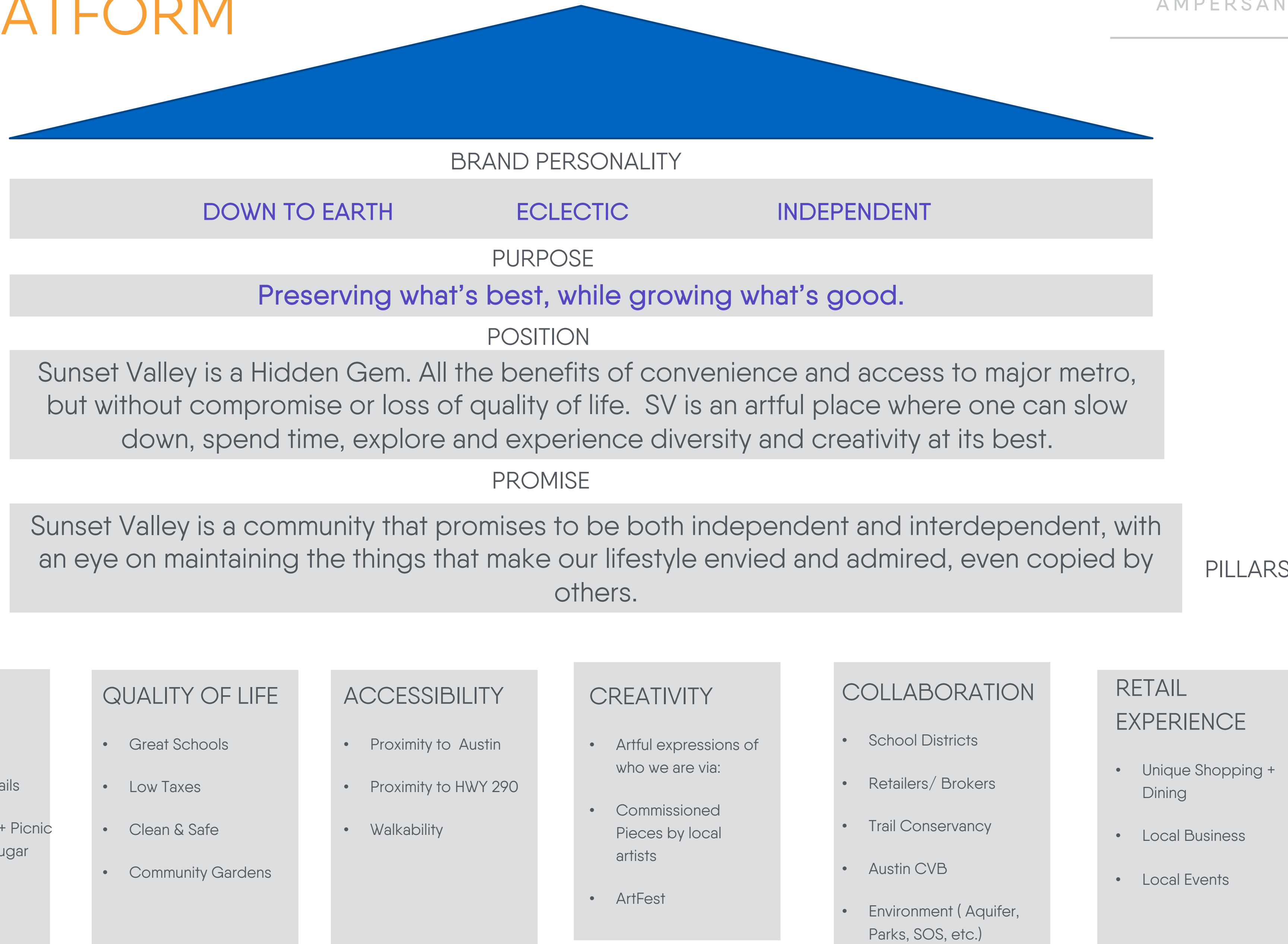
And every holiday season, the pavilion at **Upper Cougar Creek** is adorned in holiday splendor—with a giant community Christmas tree lighting ceremony, Christmas shopping bazaar, twinkling trail lights and concerts that fill the air with music of the season.

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**.

WHAT IS A POTENTIAL PURPOSE?



# STRATEGY: YEAR 1

## STRATEGY: YEAR 1

- Establish and adopt a long-term vision statement and strategic direction for differentiating and distinguishing SV as a destination (brand development).
- Immediately begin communicating that vision to the retail community via a B2B vision pitch deck
- Reveal the vision and the first phase(s) plan to the larger community (Austin Chamber, AISD, Trail Conservancy, Travis County, etc.)
- Create brand assets that communicate the vision

## 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
- Choose 1 premiere event to evolve, grow and promote in alignment with the new vision/brand
- Establish a quarterly SV business round table to discuss substantial ways for businesses to help each other and generally improve the business environment
- Recommended improvements:
  - Overpass beautification/ murals
  - Walking paths that potentially connect the Violet Crown Trail to Upper Cougar Creek?
  - Public gathering spaces (amphitheater/concert stage, gardens, picnic areas)

# GOALS: YEAR 1

## GOALS: YEAR 1

- Increase Name ID, Brand Awareness and recall for Sunset Valley
- Increase shopper traffic (TBD):
  - Help the public start to recognize a USP for SV and connect with the stated vision
  - Help the public recall some of the highly valued stores in the area
  - Draw attention to great restaurants and unique services
  - Promote city-wide events like Farmers Market and Art Walk (if not cancelled)
- Increase boundary visibility for Sunset Valley by commissioning new designs for boundary markers

## GOALS: YEAR 1

- Start to bring some of the potential artistic elements of the vision to life by:
  - Discussing murals with certain retailers
  - Designating a location and commissioning a public art piece to be unveiled in year 1
  - Creating a process for vetting art installations and commissioning the work.
- Develop at least one premiere event and actively promote it as a draw for visitors from all over Austin
  - This would require wider targeting and have broader audience appeal than our regular retail shopper campaigns for everyday shopping and leisure activities
  - This event, in particular will be one of the first ways that SV starts to encourage extended and overnight visits as a destination or excursion worth the trip.
- Develop a wish list of 25-30 businesses that represent the type of retailers Sunset Valley would like to attract over the next 2-5 years.

## GOALS: YEARS 2- 5

- Pick a second premiere event to develop and create
- Establish a series of events and traditions that can draw interest from surrounding areas and beyond.
- Add high impact Art installations to further build on our eclectic/creative vibe.
- Start to attract several unique local restaurants/retail stores to the area
- Participate in business summits and continue the business round table to further build relationships and enhance economic growth plan.
- Utilize more immersive and storytelling ad units (Example: Video/High Impact/ Instant Experience/Streaming Audio)
- Create an “SV Partner Badge” - This can be an official stamp that is used by local businesses to show their partnership with SV.

## GOALS: YEARS 5+

- Develop a true Town square that creates a focal point for community activities and grounds
- Updates to infrastructure and improved retail mix and shopping walkability
- Continue to add Art installations to further build on our eclectic/creative vibe.

# THE B2B PITCH DECK

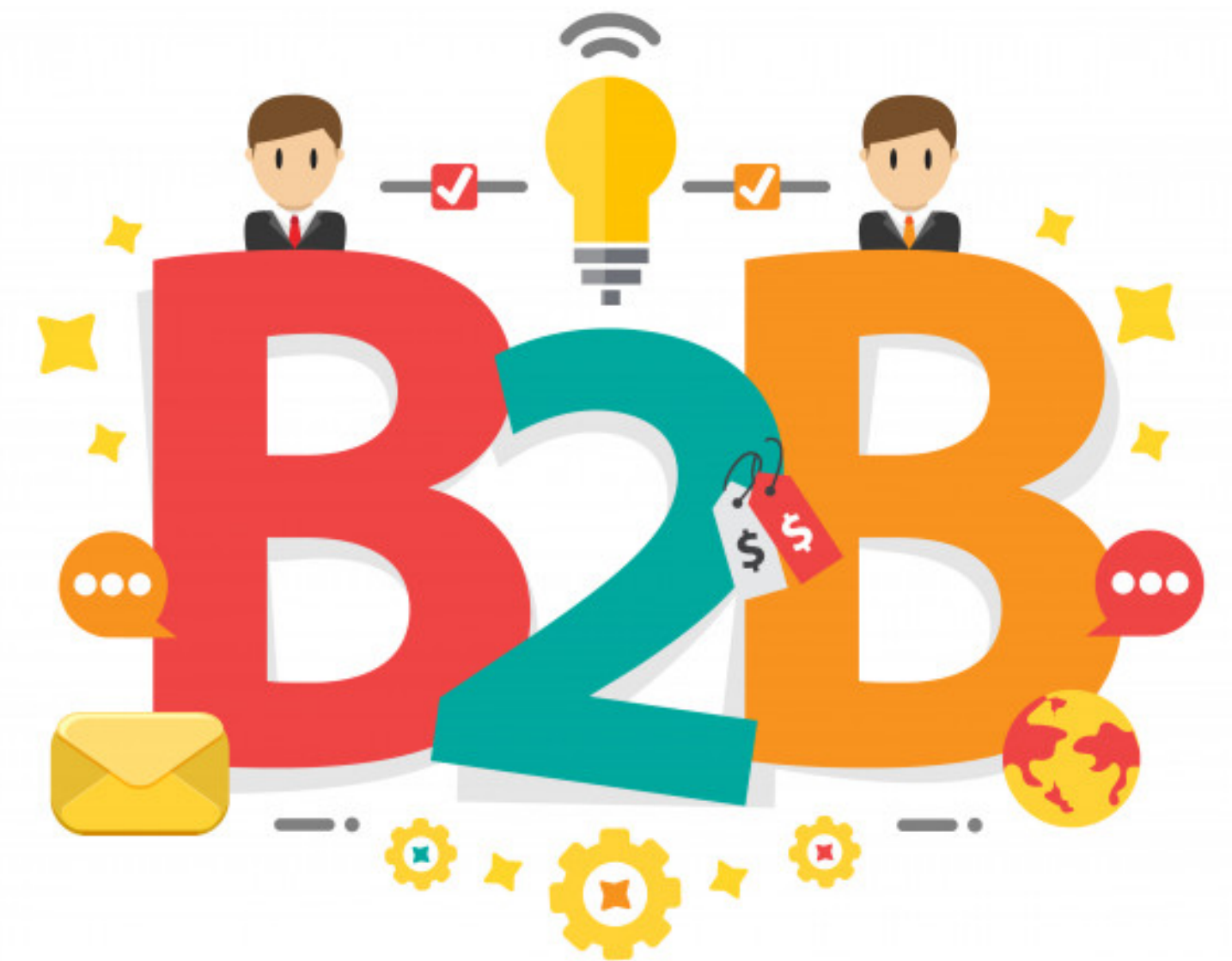
# The Economic Development committee

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.

# PHASE 1: CREATIVE DELIVERABLES

# Brand Management Tools

- Deliverables in orange currently in scope per 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

- Deliverables in orange currently in scope per contract.
- Does not include cost for production, materials, labor, or installation.
- A new logo for SV
- An official slogan for SV
- Banner art, signage and 1-2 designs for potential boundary markers
- Mural design
- Improved signage for the Farmer's Market
- Improved signage for Artfest
- Concept for 3D Art Installation
- Community news tabloid to be distributed to residents and businesses. (3 x year)

# Assets to Increase Shopper Traffic & Spending

- Evergreen Ad suite for destination marketing if media money is designated in Year 1.
- Ad suite for the key shopping periods in the marketing plan (if media money is designated in Year 1)
- Ad suite for the premiere event (Ex. ArtFest)
- Event poster for retailers to display

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

*\*Deliverables in orange currently in scope per contract.*

# B2B Assets

- A well branded retail pitch deck template
- A B2B e-brochure that promotes doing business in Sunset Valley
- Sample of business event/summit invitation

- Deliverables in orange currently in scope per contract.
- Does not include cost for production, materials, labor, or installation.

# THE CREATIVE BRIEF

**CREATIVE BRIEF:**  
Sunset Valley Brand

**BACKGROUND:**

**THE CITY OF SUNSET VALLEY:**

Sunset Valley, Texas is a city measuring just one square mile located south of downtown Austin. It is completely surrounded by Austin on all sides, which makes it a true enclave. In other words, it is a city within a city. Residents describe it as a **hidden gem** where you have 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 was founded in 1954 by people who wanted to keep a quiet, friendly way of life. The City of Sunset Valley celebrates its' **Independent Identity** and is recognized as a place to enjoy a peaceful, safe environment for shopping, walking, hiking, entertainment, socializing, and art experience. The residents desire to keep the rural residential community feel while still attracting visitors to spend large amounts of time in the area with family and friends.

This effort will take time, but the city is ready to make a unified effort to set the stage for years to come.

**TASK:**

Need to develop a brand for Sunset Valley to help the city stand apart from nearby areas in a way that is **memorable, distinctive, and compelling**. Need to find ways to creatively add local flavor to the city and give it the **"eclectic vibe"** they are hoping to achieve. We want it to become a city that people know by name and a **true destination** that not only attracts people in 5-15 mile radius, but also one day becomes a must-see and do spot to experience while visiting Austin.

**Let's carve a name out for SUNSET VALLEY!**

**KEY INSIGHTS:**

- **Sense of community among residents**
  - Very connected and tight knit.
  - Want to be perceived as both independent but interdependent amongst each other.
  - They have a desire to express their Artistic and Quirky Side
- **Access to nature**
  - Between the hiking trails, wildlife, aquifer, Cougar Creek, and the Uplands. There is so much natural beauty to experience in the area. This could be a real draw for visitors to make a day out of their visit.
- **Convenience is our strong suit!**
  - Convenient to downtown Austin, proximity to major thoroughfares
  - However, need to change the overall experience from functional/running errands to a more leisurely destination where you spend the day
- **Current Citywide Events + Experiences**
  - There is a lot of room to grow in the world of events and promotions.
  - Currently the city has a local Farmer's Market
  - **Art Fest** attracts 7,000 visitors, 70+ vendors, two music stages

Job#: SV-21-01  
Job Name: Sunset Valley Brand Campaign  
In-market Date: April 2021



## Key Sections of the Creative Brief:

- BACKGROUND
- OBJECTIVE
- KEY INSIGHTS
- THE TRUTH
- THE ENEMY OF THE TRUTH
- THE ONE THING
- MANDATORIES
- DELIVERABLES



NEXT STEPS

# TIMELINE



MARCH

## MEETINGS:

Week of 3/1 – Research Findings  
Presented

Week of 3/29 – Creative presentation  
Brand Identity + Sample Executions



THANK YOU