

thinking people

CIG CASE STUDY:
**Town of Timnath Branding Initiative
and Marketing Campaign**



COMMUNICATION
INFRASTRUCTURE
GROUP



Client Challenge

The Town of Timnath has a current population of 300 residents. Over the next 20 years, Timnath is slated to grow 27 square miles and add 30,000 residents. The Town has spent years planning for this growth and working to create a community of which all its residents can be proud.

As Timnath evolves from a very small town to a growing, thriving community, the Town recognized the need for people to be able to put a face to the place.

The Town of Timnath asked CIG to assist in developing a new brand identity for the growing community; one that paid homage to the past while helping to visually embody the Town's shared future vision for rapid growth in geographical size, population and number of businesses that will be attracted to the community. Above all, the new brand identity had to communicate change, optimism and prosperity for all.

CIG Solution

Right away, CIG recognized Timnath's rich history and exciting future. We embarked on the project by first tailoring and implementing a comprehensive community-based branding campaign. This campaign included in-depth primary and secondary research that allowed CIG to understand the community from a variety of perspectives.

Our approach involved conducting more than 30 in-person stakeholder interviews from a wide cross-section of residents, business owners, town staff and elected officials. The type of information gathered (statistically relevant, given the Town's current population) helped lay the foundation of understanding from which we were able to develop a handful of key themes, shared community values and vision for the future.

CIG successfully synthesized the information gathered and developed a meaningful Town logo that was unanimously adopted by the Town Council. Our relationship has since grown beyond initial branding and marking to include broader strategic communication planning that will serve the community as it makes its transition from a small town to a mid-size thriving community.

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Communication Results