

BRAND STRATEGY & DIRECTION FOR

Downtown Bastrop

PREPARED BY: CARRYLOVE DESIGNS

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EMAIL: HELLO@CARRYLOVEDESIGNS.COM

WWW.CARRYLOVEDESIGNS.COM



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About this Document

Brand Strategy & Creative Direction is a fundamental step in a creative process as it allows you to dive deep into the core of your client's brand and build a much more powerful, intentional and strategic identity as a result.

This step also help you get more aligned before you dive into the creative process and ensure that you'll be able to take your client's vision and translate it into a design that will connect with their values, mission and target audience.

- 1.1 Your Project Goals
- 1.2 Brand Purpose
- 1.3 Brand Values

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Brand Foundations

PROJECT GOALS

The goal of *Downtown Bastrop's* re-brand is to create a vibrant and inclusive identity that reflects our unique blend of rich history and modern creativity. We aim to establish a brand that is easily recognizable and resonates with both locals and visitors, showcasing our charming small-town warmth while embracing the dynamic artistic spirit that defines our community. This re-brand will communicate our commitment to preserving our heritage while welcoming change, fostering a sense of belonging for all.

We seek to enhance our online while ensuring our messaging is cohesive and effectively highlights our diverse offerings—history, outdoor activities, shopping, and arts & culture. By shifting perceptions from a solely historical town to a thriving hub of creativity and community, we will attract young business owners and families, encouraging them to explore and invest in our downtown. Ultimately, we aspire to cultivate community pride and increase tourism, reinforcing that *Downtown Bastrop* is a welcoming space for everyone.

The Why Behind Your Brand

Downtown Bastrop is driven by a passion for community and creativity, where the charm of our historic roots meets the vibrancy of modern expression. We believe in the power of connection—between people, ideas, and experiences. Our purpose is to cultivate a welcoming environment that celebrates our rich heritage while embracing innovation and artistry. We strive to be a dynamic hub for locals and visitors alike, offering a unique blend of history, culture, and creativity that inspires exploration and fosters a sense of belonging.

BRAND VALUES

Community Connection



We believe in the power of relationships and strive to foster a strong sense of belonging among residents and visitors. By creating spaces and opportunities for connection, we celebrate the diverse voices and stories that make Downtown Bastrop a vibrant and inclusive community.

Wholesome Fun



We celebrate the joy of community and the spirit of togetherness through engaging and enjoyable experiences for all ages. By hosting events, activities, and gatherings that bring people together, we create a lively atmosphere where laughter and connection flourish. Downtown Bastrop is a place where wholesome fun is at the heart of our community, inviting everyone to share in the joy of life and create lasting memories.

*Innovative & Growth
Minded*



We embrace change and encourage creativity. Our focus on innovation drives us to seek new ideas and solutions that enhance our community's vitality, ensuring that Downtown Bastrop remains a dynamic and attractive destination for businesses and families alike.

Collaborative Spirit



We value collaboration and believe that working together strengthens our community. By fostering partnerships among local businesses, organizations, and residents, we create a supportive environment that encourages shared success and collective growth, making Downtown Bastrop a thriving hub for all.

Historic Preservation



We are committed to honoring our rich heritage while embracing the new. By preserving our historic landmarks and cultural narratives, we ensure that the essence of Downtown Bastrop remains alive, providing a unique backdrop for future generations to enjoy and explore.

- 2.1 Target Audience
- 2.2 Ideal Client Avatar
- 2.3 Client Brand Path

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Your Audience

TARGET AUDIENCE

| AUDIENCE DEMOGRAPHICS | |
|-----------------------|---|
| AGE | 28-65 YEARS OLD |
| SEX | FEMALE & MALE |
| LOCATION | GREATER AUSTIN AREA & ROUND TOP, GEORGETOWN, TX & SURROUNDING AREAS |
| MARITAL STATUS | MORE LIKELY IN A COMMITTED RELATIONSHIP |
| EDUCATION | UPPER LEVEL DEGREE OR CERTIFICATION LIKELY ¹ |
| OCCUPATION | TOURISTS/TRAVELLERS: TEACHERS, HEALTHCARE PROFESSIONALS (NURSES, DOCTORS) BUSINESS PROFESSIONALS (MANAGERS, CONSULTANTS), CREATIVE PROFESSIONALS (ARTISTS, WRITERS), SOFTWARE DEVELOPERS, IT SPECIALISTS, DATA ANALYSTS |
| ANNUAL INCOME | \$ 60,000+ USD ² |
| HOUSEHOLD INCOME | \$ 120,000+ USD ³ |
| CHILDREN/DEPENDANTS | LIKELY |
| HOBBIES | READING, WRITING, CRAFTING, ART, PHYSICAL ACTIVITY, WEEK-END GETAWAYS, DINING OUT, YOGA, MEDITATION, TEAM SPORTS |
| STRONG LIKES | CULTURED PLACES, COFFEE, WINE, LUXURY GOODS AND/OR UNIQUE EXPERIENCES ⁴ , PHYSICAL ACTIVITY, PERSONAL DEVELOPMENT, MENTAL HEALTH ⁵ |
| STRONG DISLIKES | NON-INCLUSIVITY & IN-SUSTAINABILITY IN BUSINESS PRACTICES ⁶ , |
| PERSONALITY TRAITS | FAMILY & FRIENDS RELATIONSHIP-ORIENTED, OPTIMISTIC, OUT-GOING, CREATIVE, NON-TRADITIONAL |

¹ The number of Americans pursuing higher education is approx. 30% in 2023 & trends show this percentage is steadily rising. We are targeting an audience with slightly higher incomes and therefore disposable incomes. [Link](#)

² The average liveable salary in the US is approx. 50k per adult + 1 child. [Link](#)

³ Recent data suggests the liveable household income in the US is approx. 105,000 per a family of 4 (2 adults + 2 children). [Link](#)

⁴ Millennials & Gen Z are expected to account for 75% of luxury goods buyers. [Link](#)

⁵ Millennials & Gen Z prioritize self-development, self-expression, and positive mental health. [Link](#)

⁶ Millennials and Gen Z are demanding more from brands for both diversity, and inclusion. [Link](#)

TARGET AUDIENCE

AUDIENCE PSYCHOGRAPHICS

| | |
|--|---|
| WHAT IS IMPORTANT TO THEM | ENJOYING LIFE, CAREER GROWTH, FAMILY & FRIENDS RELATIONSHIPS, INCLUSION, SELF-EXPRESSION & SUSTAINABILITY ¹ |
| WHAT MOTIVATES THEM | POSITIVE EXPERIENCES, CREATING MEMORABLE MOMENTS ² , STRONG SENSE OF COMMUNITY |
| WHO DO THEY LOOK UP TO | MATRIARCHS & PATRIARCHS OF THEIR FAMILY, SELF-DRIVEN ENTREPRENEURS OR INFLUENCERS ³ |
| WHAT DO THEY FEAR MOST | FEAR OF FOMO OF MISSING OUT ON LIFE EXPERIENCES, EVENTS OR OPPORTUNITIES THAT COULD ENHANCE THEIR LIVES |
| WHAT MAY THEY NOT KNOW ABOUT THEMSELVES | THEIR INTUITION IS LOUD & THE GUIDING FORCE IN DECISION MAKING ⁴ THEIR OWN POTENTIAL FOR GROWTH |
| WHAT ARE THEIR LIFE GOALS | ACHIEVING WORK-LIFE BALANCE, PERSONAL & PROFESSIONAL GROWTH, BUILDING MEANINGFUL RELATIONSHIPS |
| WHAT DO THEY STRUGGLE WITH | WORK-LIFE BALANCE, FINANCIAL PRESSURES, CAREER UNCERTAINTY, SOCIAL ISOLATION, HEALTH & WELLNESS |
| DO THEY PRIORITISE PRICE, QUALITY OR EASE | QUALITY, PRICE, THEN EASE |
| WHAT STRESSES THEM OUT ON A REGULAR BASIS | WORK-RELATED PRESSURES, DESIRE FOR FREEDOM, BOTH TIME FREEDOM, AND FINANCIAL FREEDOM ⁵ |
| WHAT SOLUTIONS ARE THEY CURRENTLY LOOKING FOR | AFFORDABLE HOUSING OPTIONS, WORK-LIFE BALANCE, COMMUNITY, OUTDOOR RECREATION, HEALTH AND WELLNESS RESOURCES, CULTURAL AND CREATIVE EXPERIENCES, SUPPORTIVE COMMUNITY SERVICES, SUSTAINABILITY INITIATIVES |
| HOW DO THEY MAKE A BUYING DECISION | REVIEWING SOCIAL MEDIA CONTENT ⁶ , READING RECOMMENDATIONS & TESTIMONIALS AND REVIEWING LOCAL AMENITIES, SERVICES & UNIQUE EXPERIENCES |
| WHAT NEEDS TO HAPPEN FOR THEM TO PURCHASE FROM YOU | BUILD TRUST THROUGH POSITIVE IMPRESSIONS, COMMUNICATE THE UNIQUENESS OF YOUR TOWN IN DIGITAL, PRINT, VISUAL, AND RADIO MEDIA CHANNELS |

1 Two-thirds of Americans care about the environment as much as their finances. [Link](#)

2 Consumers today value experiences over possessions. [Link](#)

3 45% of Millennials are likely to purchase a product recommended by influencers. [Link](#)

4 Harvard study reveals 95% of consumer buying decisions are subconscious. [Link](#)

5 Research has found that 67% of 18-34 and 63% of 35-44 year olds report to feel "consumed" by their worries about money. [Link](#)

6 3 out of 4 consumers consult social media before buying. [Link](#)

IDEAL CLIENT AVATAR : YOUNG FAMILY



Meet Emily and Jake

Meet Emily and Jake, young parents in their early thirties who are excited about starting a new chapter in their lives. Emily is a marketing specialist with a passion for crafting and painting, while Jake is an IT professional who loves the outdoors & hiking. They currently live in Austin but are looking for a more relaxed lifestyle for their daughter, Eve, that still offers the vibrancy and amenities of city living.

As they search for a new home, Emily and Jake are drawn to Downtown Bastrop for its charming historic character, strong sense of community, and access to outdoor activities. They envision a place where they can raise Eve & their hopeful future family while enjoying the benefits of a close-knit neighborhood. They are particularly interested in the area's family-friendly atmosphere, local parks, and community events that foster connections with neighbors.

What they want most is a welcoming community that offers a balance of work and play. They are looking for a home with enough space for a growing family, as well as proximity to good schools and recreational facilities. Emily and Jake also desire a vibrant local scene with cafés, shops, and cultural events that reflect their interests and values.

However, as they consider making the move, they have some concerns. They worry about finding a community that aligns with their lifestyle and values, fearing that a smaller town might lack the amenities and activities they enjoy in Austin. They are also concerned about the potential challenges of transitioning to a new environment, including making new friends and establishing a support network. Ultimately, Emily and Jake seek a community that embraces their love for the outdoors, supports local businesses, and offers a friendly atmosphere where they can thrive.

| | |
|----------------|--|
| NAME | EMILY & JAKE |
| AGE | HIM: 33 HER: 29 |
| LOCATION | AUSTIN |
| OCCUPATION | HIM: IT PROFESSIONAL HER: MARKETING SPEC. |
| ANNUAL INCOME | \$ 158,000 USD ¹ |
| MARITAL STATUS | MARRIED |

¹ Marketing Specialist in Austin make approx. \$90k per year on average. [Link](#)
IT professionals in Austin make approx. \$88k per year. [Link](#)

IDEAL CLIENT AVATAR : WEEKEND TRAVELLERS & DAY TRIPPERS



Meet Sarah and Amy

Meet Sarah and Amy Thompson, two adult sisters in their early thirties who are eager to escape the hustle and bustle of Austin for a much-needed getaway. Sarah, a 32-year-old Nurse at a public school in Austin, her younger sister, Amy, 29, is a Freelance Graphic Designer with a passion for art and design. They are super close, and cherish their close bond. The two are excited to get to spend some quality time together and for a weekend away from their husbands!

As they plan their trip, they are drawn to Bastrop, Texas, a charming town just a short drive from Austin. With its picturesque landscapes, local wineries, and a relaxed atmosphere, Bastrop seems like the perfect destination for a sister trip focused on relaxation and exploration. They envision a weekend filled with laughter, wine tastings, shopping and moments of connection away from their busy lives.

What they want most is a serene escape where they can unwind and rejuvenate. They are particularly excited about the prospect of visiting local wineries, indulging in wine tastings, and enjoying delicious meals at quaint little local restaurants. The sisters are also excited to explore Bastrop's natural beauty, with opportunities for outdoor activities like hiking and leisurely strolls through the charming downtown area.

As they prepare for their trip, Sarah and Amy have some concerns. They worry about the logistics of planning their getaway, wanting to make sure they get the most of their time together without feeling overwhelmed. They also want to avoid tourist traps and find authentic experiences that reflect Bastrop's local culture. With their busy schedules, they also are hoping to find a curated itinerary that allows them to relax while still exploring the best that the town has to offer.

Ultimately, Sarah and Amy are looking for a memorable sister trip that strengthens their bond and creates forever memories. They hope to return to Austin feeling refreshed and connected, ready to tackle their daily lives with renewed energy. With the right mix of relaxation, exploration, and quality time, they believe Bastrop could be the perfect destination for their much-anticipated escape.

| | |
|----------------|---|
| NAME | SARAH & AMY |
| AGE | SARAH: 34 AMY: 31 |
| LOCATION | AUSTIN, TX |
| OCCUPATION | SARAH: NURSE AMY: GRAPHIC DESIGN |
| ANNUAL INCOME | SARAH: \$88,000 USD ¹ AMY: \$56,000 |
| MARITAL STATUS | MARRIED |

¹ Public School Nurses in Austin make approx. \$88k per year. [Link](#)
Freelance Graphic Designers in Austin make approx. \$56k per year. [Link](#)

CONSUMER BUYING JOURNEY

One of the important elements of your brand's strategy is your Consumer Buying Journey – the journey your consumer or client takes from the moment they find out about you, to purchasing from you, to becoming a loyal fan. Knowing your client/consumer buying journey will help you make strategic marketing decisions, show you where to focus your advertising efforts and which products/services to push.

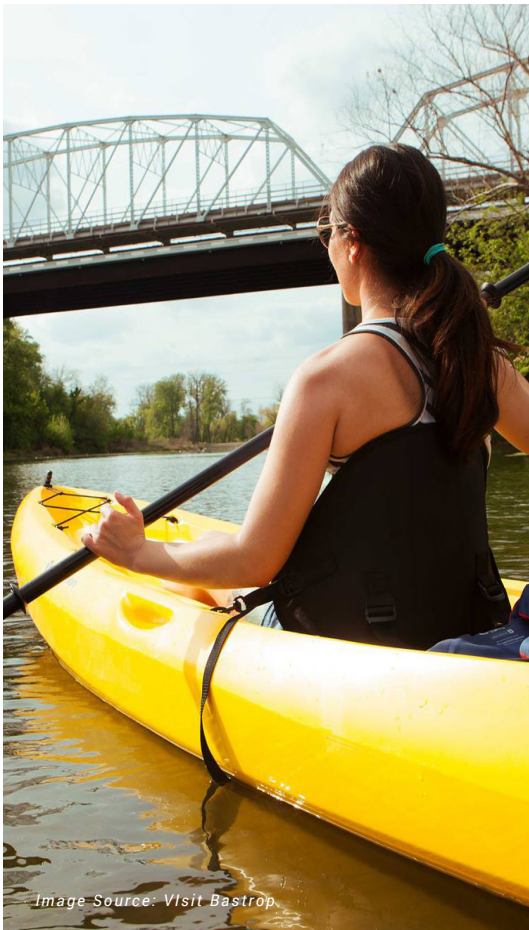


Image Source: Visit Bastrop

Awareness

How will your client/consumer know about you and what you offer? Where will they find out about you? Through which platforms/mediums will they make a connection?

Consideration

When your client/consumer is researching more information about who you are and what you do. What can you do to build their trust at this point and move them to the next stage?

Purchase

How can your client/consumer book you or purchase from you? Is the process simple and straight forward or is there something holding them back? Make the commitment phase as easy as possible for them.

Retention

What can we do to retain the client/consumer and get them to purchase or work with you again? What, when and how can you pitch them another offer?

Advocacy

How can we continue to nurture this relationship and develop brand loyalty to increase our client/consumer lifetime value?

CONSUMER BUYING JOURNEY

| <i>Awareness</i> | <i>Consideration</i> | <i>Purchase</i> | <i>Retention</i> | <i>Advocacy</i> |
|---|---|---|---|---|
| <p><i>How will your client/ consumer know about you and what you offer? Where will they find out about you? Through which platforms/ mediums?</i></p> <p>Host Community Events: Organize events that draw in both locals and visitors, such as festivals, farmers' markets, art walks, or live music nights. These events can create buzz and provide opportunities for people to experience the vibrancy of Downtown Bastrop first-hand.</p> <p>Collaborate with Influencers: Partner with local influencers or travel bloggers who can share their experiences in Downtown Bastrop with their followers. Their authentic recommendations can help reach a wider audience and generate interest in the area.</p> <p>Create a Visitor Guide: Develop a comprehensive visitor guide that showcases the history, attractions, dining options, and events in Downtown Bastrop. Distribute this guide online and in local hotels, visitor centers, and tourist information points.</p> | <p><i>Your consumer is researching more info about who you are & what you do. How can you build trust at this point and move them to the next stage?</i></p> <p>Offer Promotions and Discount Days: Encourage first-time visitors by offering special promotions or discounts at local businesses. This can incentivize people to visit and explore what Downtown Bastrop has to offer.</p> <p>Create a Perfect Weekend/ Day in Bastrop Visitor Guide for each season: Develop a comprehensive visitor guide that showcases the history, attractions, dining options, and events in Downtown Bastrop. Distribute this guide online and in local hotels, visitor centers, and tourist information points. Develop sample itineraries for different types of visitors (families, couples, solo travelers) that highlight key attractions, dining options, and activities. This can help potential visitors envision their experience in Downtown Bastrop.</p> | <p><i>How can your client/ consumer book you or purchase from you? Is the process simple and straight forward or is there something holding them back?</i></p> <p>Highlight Local Businesses: Feature local businesses that offer unique experiences, such as guided tours, workshops, or dining experiences. Providing links to their booking pages can encourage visitors to explore and purchase directly from these businesses.</p> <p>Utilize Social Proof: Showcase user generated content, positive reviews and testimonials prominently on the website and booking pages. Highlighting the experiences of past visitors can build trust and encourage potential customers to make a purchase. Use even testimonials from local downtown Bastrop businesses.</p> <p>Showcase Local Events: Highlight upcoming events and activities that coincide with visitors' planned trips. Providing a calendar of events can encourage visitors to book their stay to coincide with special happenings in Downtown Bastrop.</p> | <p><i>What can you do to retain the client and get them to purchase or work with you again? What, when and how can you pitch them another offer?</i></p> <p>Engaging Social Media Content: Continue to engage with visitors on social media by sharing user-generated content, highlighting their experiences, and encouraging them to tag Downtown Bastrop in their posts. This keeps the community connected and fosters a sense of belonging.</p> <p>Regular Newsletters: Create a monthly or quarterly newsletter that keeps subscribers informed about upcoming events, new businesses, and special promotions. This helps maintain interest and encourages repeat visits.</p> <p>Highlight Seasonal Attractions: Promote seasonal events and attractions that encourage visitors to return throughout the year. Highlighting unique experiences for different seasons can keep the destination fresh and exciting.</p> | <p><i>How can we continue to nurture this relationship and develop brand loyalty to increase our client/consumer lifetime value?</i></p> <p>Encourage reviews: Encourage customers to leave reviews on the business's website, social media pages, or other review platforms like Yelp or Google Reviews. Make this super easy through printed QR codes in person or links in an email. Reminding your consumer base often.</p> <p>Create a Sense of Community: Foster a sense of community by encouraging visitors to participate in local events, workshops, or classes. This can create lasting memories and connections that encourage them to return.</p> <p>Create visually engaging content on social media and use storytelling in the captions to highlight the fun of the event: Produce short videos that highlight the beauty and experiences of Downtown Bastrop, such as local events, dining experiences, and scenic views. Video content can be more engaging and persuasive than static images.</p> |

IDEAL CLIENT AVATAR: BUSINESS



Meet Sarah and Mark

Meet Sarah and Mark, the dynamic duo behind Zen & Greens, a beloved yoga studio in Austin, Texas, that has captured the hearts of health-conscious locals. Sarah, a certified yoga instructor with a passion for holistic wellness, is known for her calming presence and ability to create a welcoming environment for her clients. Mark, a nutrition enthusiast and the mastermind behind their delicious smoothie and organic bowls offerings, is dedicated to promoting healthy living and sustainable practices.

As they look to expand their successful business into a vibrant downtown community, Sarah and Mark are excited about the opportunity to be the first wellness-focused establishment in the area. They envision a space where locals can come to unwind, nourish their bodies, and connect with like-minded individuals. Their goal is to cultivate loyalty and establish themselves as market leaders as the community grows.

What they want most is a location that embodies the charm of a historic downtown while being accessible to young professionals and families. They dream of a spacious, inviting studio that can accommodate yoga classes, workshops, and community events, paired with a complementary space for their smoothie and organic bowls business. This combination would encourage social interaction and foster a sense of community, making Zen & Greens a go-to destination for wellness.

Ultimately, Sarah and Mark are driven by their passion for wellness and community. They seek to create a holistic wellness destination in the downtown area that not only serves their clients but also enriches the community. With excitement and determination, they are ready to lead the market in this new location, providing a space for relaxation, nourishment, and connection among residents and visitors alike.

| | |
|----------------|-------------------|
| NAME | SARAH & MARK |
| AGE | HIM: 38 HER: 35 |
| LOCATION | AUSTIN, TX |
| INDUSTRY | HEALTH & WELLNESS |
| ANNUAL REVENUE | \$ 1,000,000 USD |

BUSINESSES JOURNEY

| Awareness | Consideration | Purchase | Retention | Advocacy |
|---|--|---|---|--|
| <p><i>How will your client/ consumer know about you and what you offer? Where will they find out about you? Through which platforms/ mediums?</i></p> <p>Host Community Wellness Events Organize regular wellness events, such as yoga classes in the park, health fairs, or smoothie tastings, to showcase the vibrant lifestyle that Downtown Bastrop promotes. These events can attract health-conscious individuals and potential business owners, creating a sense of community and highlighting the area as a hub for wellness and creativity.</p> <p>Content Marketing: Create engaging blog posts, videos, and social media content showcasing bold floral designs at corporate events. Highlight case studies that demonstrate how your arrangements enhance brand identity and create memorable experiences. Only show work that you want to do more of.</p> <p>Leverage Social Media Campaigns: Utilize social media platforms to run targeted campaigns that highlight the unique aspects of Downtown Bastrop, such as its historic charm, community spirit, and opportunities for business growth. Share success stories of local businesses and testimonials from young entrepreneurs who have thrived in the area, creating a narrative that resonates with potential newcomers.</p> <p>Develop a Business Incentive Program: Create a program that offers incentives for new businesses to set up shop in Downtown Bastrop. This could include tax breaks, grants, or reduced rent for the first year. Promote this program through targeted marketing campaigns to reach young entrepreneurs looking for supportive environments to launch their businesses.</p> | <p><i>Your consumer is researching more info about who you are & what you do. How can you build trust at this point and move them to the next stage?</i></p> <p>Share the experience and real numbers behind successful businesses in downtown Bastrop. Share high quality video content of events highlighting the experiential feel of the events. Tie numbers to events such as turn out, reach, etc. any numbers that show the success of the event for the local businesses.</p> <p>Offer Business Development Workshops: Host workshops focused on business development topics relevant to young entrepreneurs, such as marketing strategies, financial planning, and operational efficiency. These workshops can provide valuable insights and resources, positioning Downtown Bastrop as a supportive environment for business growth.</p> <p>Facilitate Mentorship Programs: Establish a mentorship program that connects aspiring business owners with established local entrepreneurs. This initiative can provide guidance, support, and networking opportunities, helping newcomers navigate the challenges of starting a business in a new community.</p> | <p><i>How can your client/ consumer book you or purchase from you? Is the process simple and straight forward or is there something holding them back?</i></p> <p>Create a Comprehensive Business Resource Guide: Develop a detailed resource guide that outlines the steps for starting a business in Downtown Bastrop, including information on permits, zoning regulations, local resources, and available commercial spaces. This guide can serve as a valuable reference for potential clients as they navigate the purchasing process.</p> <p>Offer Financial Incentives: Implement financial incentives such as grants, low-interest loans, or tax breaks for new businesses that choose to open in Downtown Bastrop. Clearly communicate these incentives to potential clients to make the decision to purchase more appealing.</p> <p>Host Informational Workshops: Conduct workshops that cover essential topics for new business owners, such as financing options, marketing strategies, and operational best practices. These workshops can provide valuable insights and help potential clients feel more confident in their purchasing decisions.</p> | <p><i>What can you do to retain the client and get them to purchase or work with you again? What, when and how can you pitch them another offer?</i></p> <p>Establish a Business Support Network: Create a formal network or association for local business owners to connect, share resources, and collaborate. This network can facilitate regular meetings, discussions, and events that encourage ongoing engagement and support among businesses.</p> <p>Offer Ongoing Training and Development: Provide access to workshops, seminars, and training sessions focused on business growth, marketing strategies, and operational efficiency. By investing in the professional development of local business owners, Downtown Bastrop can help them thrive and feel valued.</p> <p>Organize Community Events: Host regular community events that encourage local businesses to participate and showcase their products or services. Events such as street fairs, farmers' markets, or holiday celebrations can foster a sense of community and provide opportunities for businesses to engage with residents.</p> | <p><i>How can we continue to nurture this relationship and develop brand loyalty to increase our client/consumer lifetime value?</i></p> <p>Facilitate Collaboration Opportunities: Encourage collaboration among local businesses by organizing joint marketing initiatives, cross-promotions, or community projects. This can help build relationships and create a supportive ecosystem where businesses can thrive together.</p> <p>Provide Access to Resources and Grants: Keep local business owners informed about available resources, grants, and funding opportunities that can support their growth. Providing this information can help them navigate challenges and feel supported by the community.</p> <p>Create a Business Recognition Program: Establish a recognition program that celebrates local businesses for their contributions to the community. This could include awards for innovation, community involvement, or sustainability efforts, helping to foster pride and loyalty among business owners.</p> |

- 3.1 Competitor Analysis
- 3.2 Your Differentiators
- 3.3 Positioning Statement

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Brand Positioning

COMPETITOR ANALYSIS

| | GEORGETOWN | SAN MARCUS | WACO |
|--------------------------|---|--|---|
| ADVANTAGES | <p>Beautiful website design, cohesive messaging. The brand is utilizing the blog to both position itself as an expert in the industry but also as a case study which helps to boost the sites overall SEO by words the target market would be searching in the title & through out the posts. Visit Georgetown's instagram has a large following (approx. 29k). The content is a well rounded mix of formats that shows off the towns events as welcoming, wholesome, and unique to that town helping to create FOMO in the target audience.</p> | <p>San Marcos boasts a wide range of attractions that cater to different interests. Visitors can enjoy outdoor activities such as tubing on the river, hiking, and exploring parks, alongside cultural experiences like local arts and shopping in a vibrant downtown area. This variety ensures that there is something for everyone, from families to couples seeking romance. The city offers a free pass that allows visitors to redeem discounts at participating businesses. This initiative not only helps visitors save money but also encourages them to explore more of what San Marcos has to offer, enhancing their overall experience. The town is present on all the social media platforms & pushes the use of its own branded hashtag helping to expand its reach organically.</p> | <p>Website has been updated for the holidays and end of year showing that the site is well maintained with new content being added. This helps to communicate to site visitors that the city itself is organized and doing what it can to make a positive first impression to visitors. It can also subconsciously speak to the pride of the city's residents who work within the civil offices to do their jobs well, in a larger respect it helps to paint the picture as a city that is primed for growth & expansion. The brand is on all the major social media platforms with a large following as well as utilizing email marketing which is a positive indication that the brand is not over-reliant on social media marketing.</p> |
| DISADVANTAGES | <p>The actual Georgetown, Tx instagram has a very small following with few posts and none are truly engaging. This can create a large disconnect in the branding of the town/district. Tourists have 1 weekend to go explore, they want to make the most of their time and not be dupped by marketing made to make the town look more fun or interesting than it is. Seeing the drastic in-cohesion of the two profiles for the same place can make potential tourists look into some of the competing towns to spend their time & money in.</p> | <p>San Marcos is a popular destination due to its central location and wide-assortment of things to do, which can lead to larger crowds, especially during peak seasons. This may detract from the relaxed atmosphere that some visitors seek. The vibrant downtown area and numerous attractions can sometimes feel overly commercialized, which may not appeal to visitors looking for a more authentic, small-town experience. This contrasts with Bastrop's historic charm and slower pace.</p> | <p>Visit Waco does little to sell to the city to potential vistors the site is clunky, not aesthetically designed and built to be more informational to the local population rather than sell an experience inviting tourists to visit. The city lacks walk-ability and is competes with larger cities like Austin and San Antonio, making it not very relaxing for city dwellers who are looking to get away from the crowds. The brand does no blogging which hurts the brands overall SEO & online reach.</p> |
| COMPETITIVE OBSERVATIONS | <p>It is imperative that the brand of Downtown Bastrop be cohesive on all fronts, any in-cohesion can lead to mistrust in the overall brand & district. By re-branding starting with the Downtown district Bastrop is positioning itself to out-attract the target market & gain some of Georgetown's market share. The largest pull to Georgetown is the word of mouth & highly-visual aspirational type content that visit Georgetown puts out. By doubling Bastrop efforts, not only visual storytelling & aspirational content from Visit Bastrop but also Downtown Bastrop as its own slowly the brand will increase its reach & expand its awareness amongst the target market.</p> | <p>Creating engaging content that showcases local attractions, such as parks, trails, and historic sites, can draw visitors looking for a more tranquil experience. Similar to San Marcos' free pass for discounts, Bastrop should introduce a loyalty or discount program that encourages visitors to explore local businesses. This could include partnerships with restaurants, shops, and attractions to offer exclusive deals, making it more appealing for visitors to spend time and money in the area. By organizing regular events, such as open mic-nights, farmers' markets, or seasonal festivals Bastrop can enhance its communities engagement & awareness. These events can create a vibrant atmosphere that attracts both locals and tourists, fostering a sense of community and encouraging repeat visits.</p> | <p>Blogging or other form of long-form content allows for broader opportunities to reach audiences while also giving the brand content to easily be able to re-purpose & share in other formats that are short-form & easily digestible for your audience such as reels & carousel posts on instagram or sharing the information through email newsletters. By blogging about Bastrop highlighting the history of the district will help it to stand out amongst this competitor.</p> |

YOUR DIFFERENTIATORS

At Downtown Bastrop, we take pride in being the most historic town in Texas, showcasing an unparalleled collection of historic markers that tell the rich stories of our community. Our unique blend of charming architecture and vibrant culture creates an authentic atmosphere that transports visitors back in time while offering modern amenities and experiences. We are dedicated to preserving our heritage and celebrating our history, making us the perfect destination for those seeking to explore the past while enjoying the present. Whether you're wandering through our picturesque streets or engaging with local businesses, you'll discover a community that values its roots and invites you to be part of its ongoing story. Experience the charm and character of Downtown Bastrop—where history comes alive in every corner.

Downtown Bastrop offers a unique blend of natural beauty and vibrant community life, with easy access to the scenic river and its picturesque walking trail. Just steps away from our charming downtown area, you can enjoy a leisurely stroll along the water, taking in the stunning views and fresh air. With a variety of nearby restaurants, you can savor delicious meals and refreshments before or after your walk. Our historic old bridge, now exclusively for pedestrians, invites you to cross over and immerse yourself in the serene surroundings. Whether you're looking for a peaceful escape or a lively dining experience, Downtown Bastrop is the perfect destination to connect with nature and enjoy the best of our community.

Downtown Bastrop invites you to step back in time and experience the charm of our historic district, where walkability is woven into the fabric of our community. In the olden days, walking was the primary mode of transportation, and we've embraced that spirit by creating a pedestrian-friendly environment that honors our rich history. While many visitors arrive by car, our nearby parking options ensure you'll find ample space to leave your vehicle behind. Once parked, you can stroll along our beautifully maintained sidewalks, connecting you to a vibrant array of shops, restaurants, and local attractions. As you wander through the streets, you'll feel the echoes of the past, discovering the stories and heritage that make Downtown Bastrop unique. Embrace the opportunity to explore at your own pace, just as generations before us did, and enjoy the delightful blend of history and modern charm that defines our community.

POSITIONING STATEMENT

Your brand positioning statement is a short, internal statement to help you create more *specific* brand messaging and make *strategic* business decisions based on your target audience and your offerings main advantages.

Although it's a short statement, it packs a lot of information like who your target audience is, the problem they're facing, what solution you provide and how it's different from your competitors.



Image Source: Visit Bastrop

FOR (TARGET AUDIENCE)

Who is your offering for?

WHO (PROBLEM)

What is the problem that your target audience is facing right now?

PROVIDES (SOLUTION)

What is the solution that your business provides? What are the key benefits?

UNLIKE (COMPETITION)

What are the alternative or existing solutions on the market?

ONLY (DIFFERENTIATOR)

How are you unique? What is your one biggest differentiator?

POSITIONING STATEMENT

Downtown Bastrop is the perfect place for a weekend trip for relaxation, the beauty of the outdoors, and historic small town Americana. Unlike other nearby Texas cities, Bastrop has the highest number of historic land-markers in the state! For city-dwellers wanting a short break free from the busy hustle & bustle of the city. Downtown Bastrop historic charm, and wide expansive sidewalks with easy near-by parking for easy weekend strolls while window shopping & sipping on a coffee all within it a short walk to lake views. While other towns may offer similar proximity, they often lack the charm, vibrant local culture, and diverse activities that define Bastrop. What sets Downtown Bastrop apart is its enchanting blend of historic character, scenic beauty, and a thriving community spirit. With an array of local wineries, artisanal shops, and outdoor recreational opportunities, we provide a curated experience that allows visitors to unwind and connect with nature and each other. Our commitment to showcasing local talent and fostering a welcoming atmosphere ensures that every visitor feels at home while exploring the rich culture and heritage of our town. Choose Downtown Bastrop for your next getaway, where you can escape the ordinary and immerse yourself in a vibrant community that celebrates creativity, connection, and the beauty of life at a slower pace. Here, every visit is an opportunity to create lasting memories and discover the unique stories that make Bastrop a truly special destination.

- 4.1 Brand Adjectives
- 4.2 Brand Personality
- 4.3 Brand Voice

/ 04

Brand Personality

BRAND ADJECTIVES

Fun

Inviting

Vibrant

Eclectic

Authentic

BRAND PERSONALITY

WHO WE ARE

Unique
Non-traditional
Artistic
Creative
Supportive
Experienced
Relaxing
Collaborative
Innovative
Family Oriented
Quaint

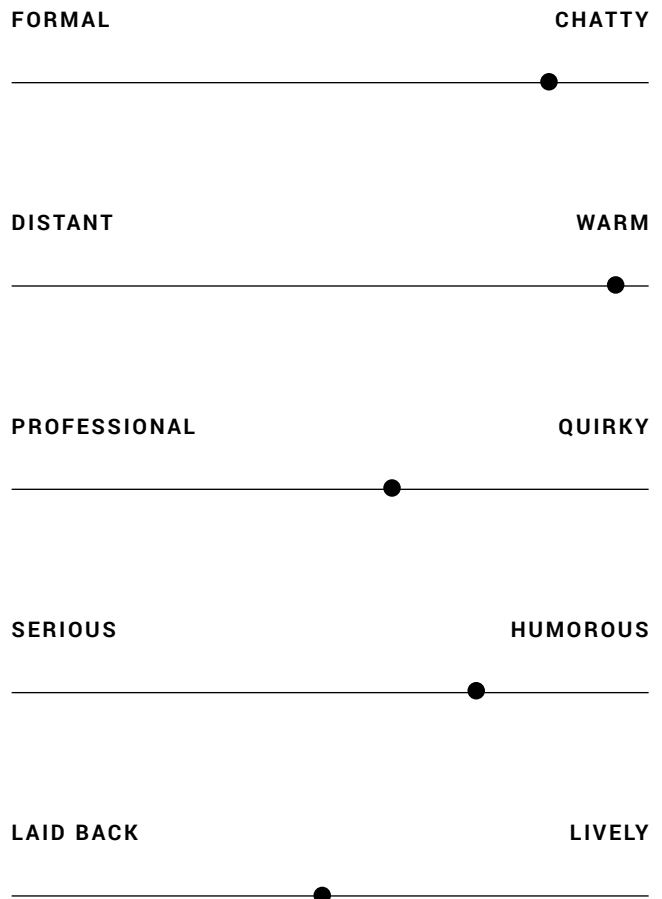
WHO WE AREN'T

Common
Traditional
Unartistic
Uncreative
Unsupportive
Inexperienced
Boring
Independent
Conventional
Not Family Friendly
Mundane

TONE OF VOICE



With your target audience, values, mission, and brand personality in mind, here is where your tone of voice sits:



TONE OF VOICE

| | DESCRIPTION | DO | DON'T |
|-----------|--|--|---|
| FUN | <p>At Downtown Bastrop, we believe in the power of fun in bringing people together, through offering a lively array of events, activities, and experiences that bring joy and excitement to our community. We pride ourselves on making every day an opportunity for adventure and connection.</p> | <ul style="list-style-type: none"> • Write in a conversational tone that feels approachable and friendly. • Integrate playful and light-hearted humor into the copy. • Use witty remarks, puns, or clever wordplay that aligns with the brand's personality. • Use positive and inclusive language | <ul style="list-style-type: none"> • Avoid using slang or overly formal language. Do not be overly sales-y or pushy. Do not use technical or academic jargon. |
| INVITING | <p>At Downtown Bastrop, we create an inviting atmosphere where newcomers feel at home from the moment they arrive, fostering connections and friendships that last a lifetime.</p> | <ul style="list-style-type: none"> • Tell stories, connect with the audience on a personal level. • The tone may be playful, and experimental, opt for a style that mimics casual, everyday conversation. • Incorporate storytelling to connect with customers on an emotional level. | <ul style="list-style-type: none"> • Do not use sarcasm, or generic, impersonal communications. Avoid being too technical or dry in its tone. Also avoid being overly abstract or obscure. Do not be pretentious. |
| VIBRANT | <p>Our vibrant community pulses with energy, offering a rich tapestry of events, activities, and local businesses that inspire creativity and engagement among residents and visitors alike.</p> | <ul style="list-style-type: none"> • Use catchy phrases that stick in the audiences mind • Use language that is attention-grabbing, engaging and unique. • The tone should be confident and charismatic. • Use creative and expressive language that highlights the artistic elements of the work. | <ul style="list-style-type: none"> • Do not use overly formal, technical language or be too serious or rigid. Do not focus solely on practical details or logistics. Also, avoid negative language or impersonal language. |
| ECLECTIC | <p>Downtown Bastrop is an eclectic blend of unique shops, diverse dining options, and artistic expressions, creating a vibrant mosaic that celebrates individuality and inspires creativity in every corner of our community.</p> | <ul style="list-style-type: none"> • Use unique word phrases from different eras & aesthetics. • Pay attention to details, spelling and grammatical mistakes. | <ul style="list-style-type: none"> • Do not use passive voice, be too pushy or sales-y, or use technical jargon or complex language. Avoid being too formal, or rigid. Avoid jargon. |
| AUTHENTIC | <p>Downtown Bastrop is an authentic reflection of our rich history and culture, where every corner tells a story and every business embodies the true spirit of our community.</p> | <ul style="list-style-type: none"> • Adopt a friendly, approachable tone that feels like a conversation with a neighbor. • Adopt language that welcomes everyone, regardless of background or experience. | <ul style="list-style-type: none"> • Avoid complex language that can alienate potential clients. Use clear, straightforward language that is easy to understand and relatable. |



Image Source: Visit Bastrop

Next Steps

I hope you enjoyed this Brand Strategy document and can feel your brand slowly coming to life! This is a very important step of the process and we must ensure we're completely aligned at this stage before we proceed to the design phase.

Do the outlined brand values align with your business?

Are you happy with the Target Audience described here?

Can you clearly see how your brand differentiates from your competitors and how you can stand out?

Will the tone of voice allow you to show up authentically for your target audience?

CARRYLOVE DESIGNS

Taking Your Brand to the Next Level

WWW.CARRYLOVEDESIGNS.COM
HELLO@CARRYLOVEDESIGNS.COM