

City of Broken Arrow

Messaging Exploration

25 October 2019

ghost

Let's explore and rationalize a big idea.

There are lots of ways to say similar things. The tone and personality we take makes all the difference in the impact, perception and attention we garner. So let's look at ***how*** we can convey a message.

Fiercely independent. (But not political.)

Empowering. (You're responsible for your future.)

Self-assured. (We don't need external validation to prove our worth.)

Clever. (Put your own spin and personality on your objective.)

Welcoming. (Join in on the fun, be part of our momentum and celebrate our successes.)

Engaging. (Give people something to talk about. Get them sharing and circulating your message. That means it has to be INTERESTING!)

It's worth a quick overview of what we're trying to accomplish and how a campaign unfolds:

1. **Introduce the big idea to the public.**

Get the public to become aware of a concept, a turn of phrase or a visual they can recognize.

2. **Build awareness and frequency.**

Present the concept multiple times in its simplest form so people understand what it is.

3. **Develop messaging and tactics.**

Add additional/supporting messages and personality to the concept. Flesh it out so the audience, who already recognizes the big idea, knows what they are supposed to feel and do when they engage with the concept.

4. **Refresh the messaging and build "legs" over time.**

As the audience grows accustomed to the brand and begins to tune it out, we have to continue to communicate the big idea in new ways.

Here's the big idea.

BACK to BA

BACK to BA

Broken Arrow is a special place, not because of any one thing, but because of what we've built together. It's home to beautiful families, safe streets, successful schools, innovative and diverse retailers, and well-trained and well-paid police and firefighters. This thing we've built together is never done, though, and if something isn't growing, it's dying. We owe it to this place and to each other to invest in our community, to continue its momentum and ensure it moves forward.

By shopping in Broken Arrow, you're helping to fund the services, culture and community that makes us who we are. Whether you live here, work here or are just visiting, we need your support, your patronage, and your interest. And wherever you go next, we want to make sure you'll always want to come **Back to BA.**

A Phased Approach.

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Phase I: Awareness/Image

Brand it. Post it everywhere. Build simple, clever, clear messages to support the theme. Get people talking, sharing and wearing Back to BA.

Phase II: Two-Fold, Testimonial-Driven

1. Why it's so important to bring your tax dollars, your friends and your family "Back to BA"
2. Why people who left Broken Arrow returned - came "Back to BA" - to build their business or raise their family.

Example Messaging for Phase I: Image/Awareness

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Back to BA, *action-driven*

Shop here. Live here. Play here. Drink here. Eat here. Go here. Grow here.

Back to BA, *services-driven*

Every dollar you spend in Broken Arrow sends money Back to BA. The sales taxes you pay here fund our firefighters, our police and our infrastructure.

Back to BA, *community-driven*

Even if you work somewhere else, come Back to BA to shop. Even if it's an extra 10 minutes to get to something in your town, your purchases send money Back to BA and support the growth of your community.

Example Messaging for Phase I: Image/Awareness

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Wherever you're going,
we hope you'll come Back to BA

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Your tax dollars stop here.

Come Back to BA

When you shop here, you make
our city stronger and safer.

There's a reason people come Back to BA

Lots of them, actually.

Come once. Come shop. Come explore.

Once you do, we're pretty sure you'll come Back to B.A.

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Bring your friends...

Bring your family...

Bring your dollars...

Bring your business...

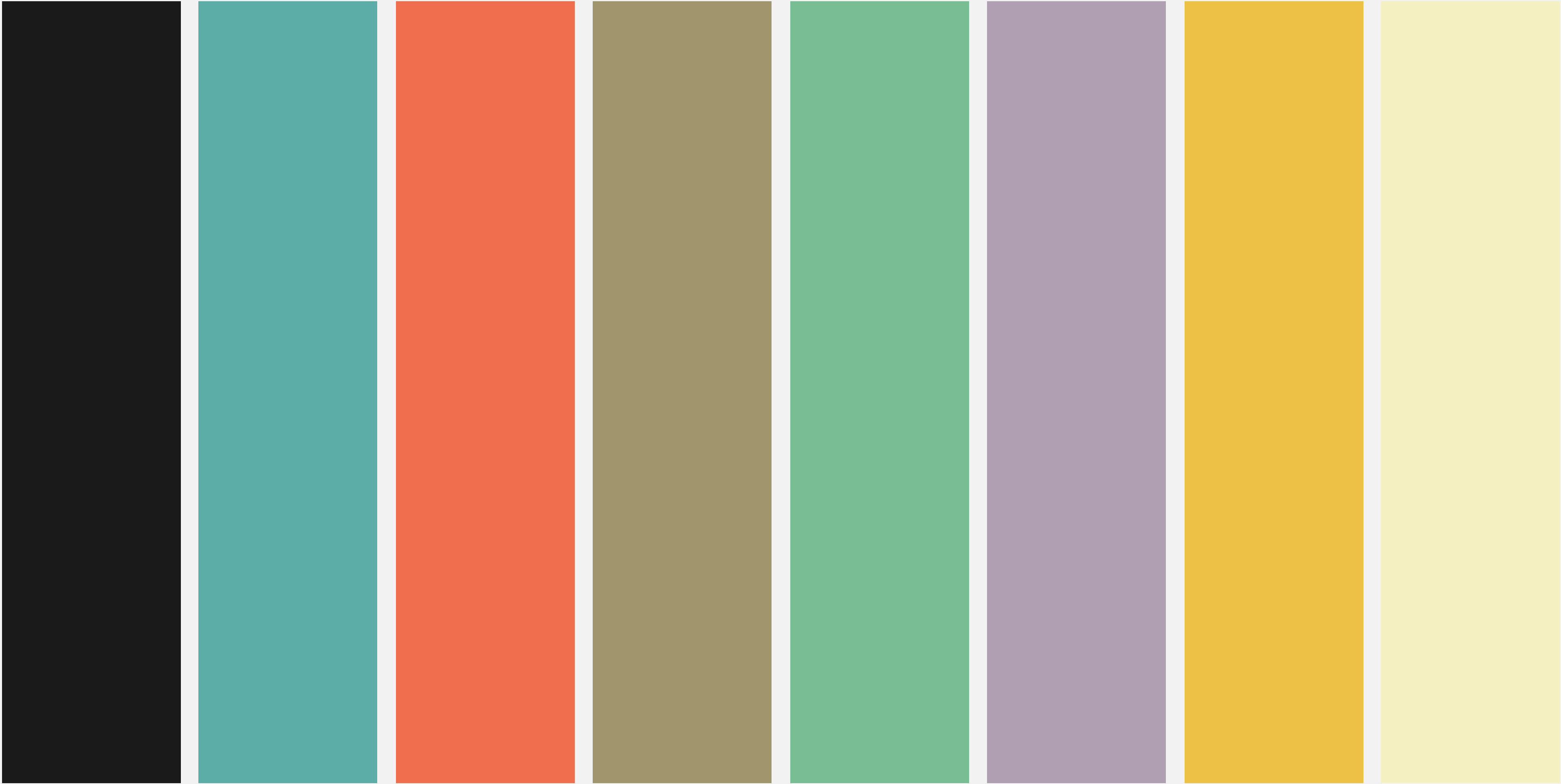
Bring your sports team...

Back to BA



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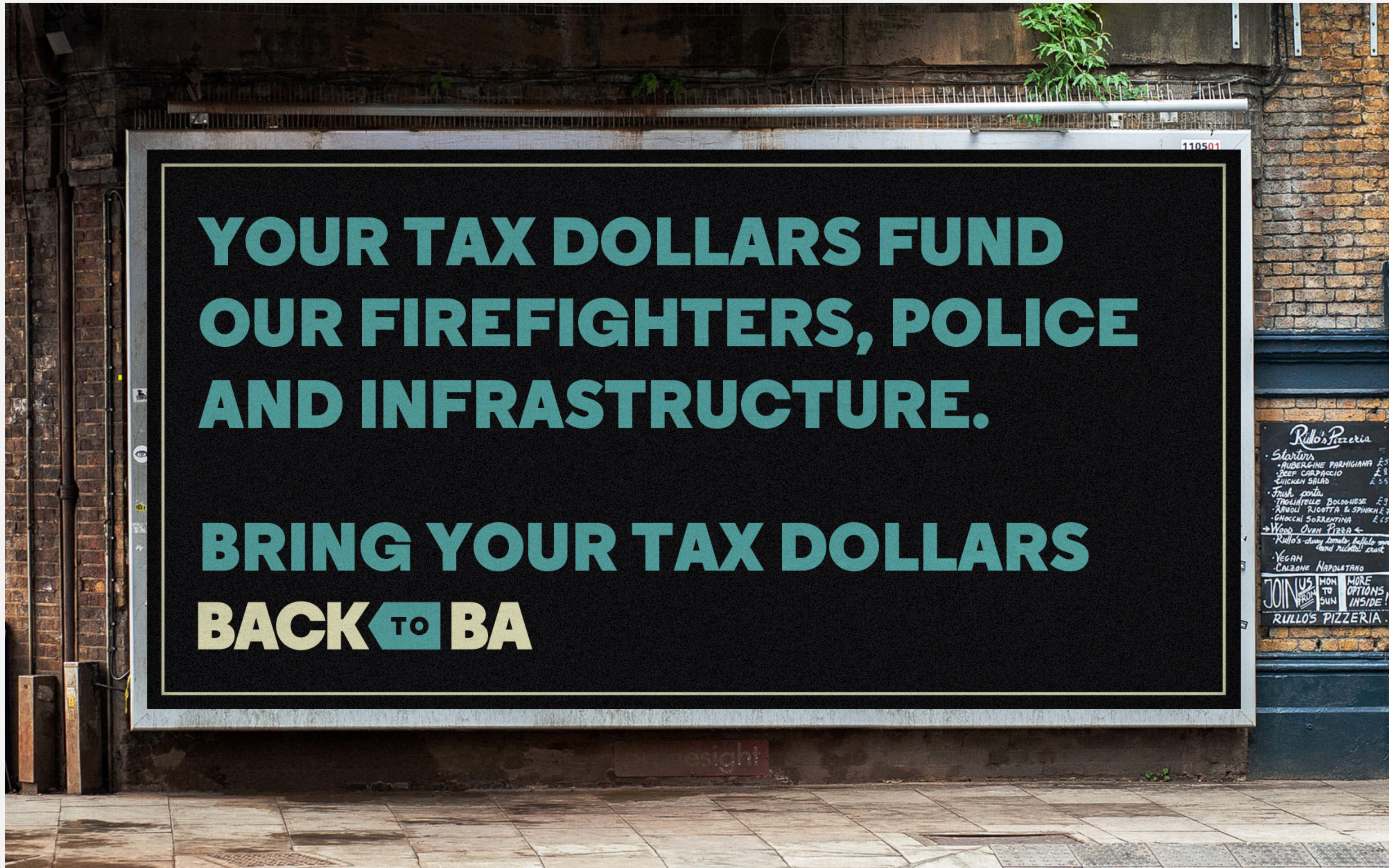














**SAFER STREETS,
CLEANER PARKS,
STRONGER SCHOOLS.**

**ALL BECAUSE
YOU BROUGHT
YOUR TAX DOLLARS
BACK  BA**

Deliverables Wish List (Per Anglin PR)

Promo items: Bumper stickers, totes, hats, apparel

Social: Static and animated Facebook ads;

Instagram posts and tweets; Snapchat stuff

Movie Theatre: Static digital ads

Outdoor: Billboards (static - vinyl; animated - digital)

Facebook: Temporary profile frame

Signage: Yard signs / city limits / boundaries signs

Print: Posters, flyers and window decals for
merchants and supporters

Website: Informational site with campaign materials and
pledge information

Municipal Items: Water bill inserts, door hangers...

Kids: Popsockets, coloring placemats for restaurants

Videos: Animation (phase 1) and testimonials (phase 2)

Thank you.