

PROPOSAL BRIEF // WALTERBORO, SC

INTRODUCTION

ABOUT THE CLIENT

The City of Walterboro is a small town found in the lowcountry of South Carolina. With a population of just over 5,000, it's a quaint town with rich history rooted deep in southern culture and is known as the "front porch of the lowcountry." Walterboro was founded in 1783 when two brothers sought solace from the work and heat of their rice plantation in Charleston. Since then, it slowly fluctuated in population as others looked for a place to rest. Today, the town is known for the historical buildings that are still standing, the sense of community the city aims to achieve, and the plethora of opportunities to connect to nature.

PROJECT OPPORTUNITY

Walterboro is positioned as an environmental jewel that serves as the gateway to other nature-based centers in the state and as a catalyst for the greatly expanding ecotourism market. Located within the ACE Basin, the East Coast's largest estuarine preserve, Walterboro is home to a 600 plus acre Sanctuary that features what may be the only "braided creek" swamp accessible to the public. However, the area is challenged with not taking full advantage of what is available to them. The abundant, yet underutilized, natural resources have an important stake in developing a city-wide strategy for promoting ecotourism to boost its economy. This project will explore how a place based visual identity campaign can activate the millennials in Walterboro to engage with the nature based opportunities in the area.

UNDERSTANDING

VISION

"Through strong leadership managing growth, the City of Walterboro continuously strives to be recognized as a very prideful community with a good quality of life for all socio-economic groups through building on its historical background, protecting and enhancing its natural resources and providing and supporting educational, recreational, arts, cultural, tourism, and commercial and industrial opportunities."

MISSION

Continue to support nature-based tourism, emphasizing facilities, accommodations, and services for the higher end of the market. To offer visitors the ultimate Lowcountry experience, combining history, culture, recreation and education in a singularly southern lowlands setting.

VALUES

God, country, honor, honesty, hard work, integrity, freedom, and compassion.

TARGET MARKET

The target market in which this visual identity campaign will appeal to is Millennials in Walterboro SC who have a desire to get outdoors and connect with nature. It will also appeal to those who have pride for the town and want to support it. Those who like to hunt, fish, walk, hike, canoe/kayak, etc and those who have young children who are able to play in the park will also be targeted. There are roughly 2.3k households with a median household income around 33k annually. The average age of the target market is approximately 35.

STAKEHOLDER PERCEPTIONS

Generally, the stakeholder perceptions of the client are positive. There is a sense of pride that each stakeholder feels for the client and has an optimistic and hopeful perspective of what can be achieved. Many of the stakeholders are content with the client, but have a sense that what exists could be pushed even further.

SERVICES AND PRODUCTS

Services provided include recreational facilities which include parks, open spaces, school facilities, and community facilities. Specifically this includes:

- Walterboro Wildlife Center & Sanctuary
 - The newly opened Wildlife Center features the wildlife and educational information that is afforded by the preservation and enjoyment of the Walterboro Wildlife Sanctuary. Currently, there are more than 3 miles of ADA accessible trails, kayaking trails, and bicycling. It serves as the gateway to other nature-based centers in the state and a mechanism for eco-tourism in the region.
- Downtown Plaza
 - seating, shade trees, and fountain
- Gladys Whidden Park
 - playground, passive park with lake
- Pinckney Park
 - large play area, playground equipment, and picnic facilities
- Joseph Wyman Field & Sankey D. Maree Park
 - playground and ball field
- Other open and/or vacant lots scattered throughout the City (public and private ownership)
- Dogwood Hills Golf Course
 - A County owned 9-hole course
- Doodle Hill Park
 - playground equipment
- Little Library Park

- seating, shade trees and historic building
- Mayfield Park
 - playground equipment

MARKETING STRATEGY

The marketing strategy for nature-based opportunities in the area is extremely limited. Social media, such as instagram and facebook are periodically used. The current marketing strategy is to continue to support nature-based tourism, emphasizing facilities, accommodations, and services for the higher end of the market. Additionally, there has been some marketing strategy used for Walterboro as a whole. This includes:

- Working with Walterboro Tourism Department and the state Film Office to promote the area.
- Making unused public buildings and spaces available to production companies at no charge
- Providing police protection at reduced or no charge
- Continuing to work with Colleton County and also with the other counties and municipalities in the Lowcountry to stress Regional economic development, in which everyone benefits
- Continuing to work with local and regional secondary and postsecondary institutions, as well as its residents, to ensure that high school completion and career training and development are a community priority
- Making an effort to create jobs that require higher educational attainment in order to reverse the trend of "Brain Drain"

COMPETITION

Competitors of the client includes but is not limited to the Ecotourism Proposal for Beaufort and much larger cities, such as Charleston, that have the draw of the beach for residents of Walterboro to leave the town.

SWOT OF CLIENT

Strengths

Strengths include a variety of nature based activities for both millennials and millennial families to participate in, location of being in the Lowcountry, draw of tourism because of proximity to the beach, ability to say they are the gateway to other nature-based centers in the state, and the fact that it is home to a 600 plus acre Sanctuary that features what may be the only "braided creek" swamp accessible to the public.

Weaknesses

The majority of leadership for the client is above the targeted age range, because of the proximity to larger towns, the nature-based opportunities that exists in the town are overlooked for the beach opportunities that are closer to the coast. Additionally, marketing strategies are weak and could be improved.

Opportunities

An opportunity lies in finding the connection between ecotourism projects in place and how it interacts with the community. Another opportunity that exists is getting the target market to truly engage with the nature based opportunities that are available to them and have it become a tourism draw for both current and future residents. There is also an opportunity for the visual identity to connect to the cultural heritage aspect of the town.

Threats

Threats include the strong sense of pride and tradition that the client has. There may be an unwillingness to introduce something new to the mix. Another threat that exists is the variety of age ranges that the visual identity campaign system needs to appeal to while still targeting the millennial demographic.

CLARIFYING

CORE VALUES

Core Values of the client include a desire to gather and be in community. The client places an emphasis on the American ideal and pushes the idea that they are the traditional, small, friendly small town. There is a value in the slower pace of life, that nothing should ever be rushed, and that you should take time to stop and think about yourself and the place that you hold in your community. Additional values include kindness, historical heritage, and gratitude, but above all the importance of engaging with the nature based opportunities that are in the area.

BRAND ATTRIBUTES

The place based visual identity should be

- Exuberant
 - filled with or characterized by a lively energy and excitement or growing luxuriantly or profusely
- Hospitable
 - friendly and welcoming to strangers or guests
 - (of an environment) pleasant and favorable for living in
- Outdoorsy
 - of, associated with, or fond of the outdoors

COMPETITIVE ADVANTAGE

The competitive advantage is that the client is home to the ACE Basin, the East Coast's largest estuarine preserve, and a 600 plus acre Sanctuary that features what may be the only

"braided creek" swamp accessible to the public. Another advantage is that the client has had nature at the center of their identity since the 1780s.

POSITIONING

DIFFERENTIATION

This visual identity system is positioned as one that doesn't embrace the typical or traditional visual cues that other coastal communities do. Additionally, it focuses on a younger generation that values not just utilizing nature but engaging with it. It embraces the idea of relaxation without being visually slow or boring.

VALUE PROPOSITION

Values included with this campaign will be drawing visitors into the Lowcountry, specifically Walterboro, which will increase economic development for the area. Additionally, it will encourage current residents to engage in their surroundings, which will increase pride and desire to live and remain in the area. Finally, the emphasis to get outside encourages a healthy lifestyle for all ages, but specifically millennials who are growing to form the next generation that will lead the future of the area.

BRAND ESSENCE

CENTRAL IDEA

The place based visual identity campaign should be one that emphasizes the importance of the outdoors and how it has united people together for centuries. It should be positive, uplifting, It should highlight the opportunities available through celebrating them and encourage the millennial generation in Walterboro to take advantage of what has been given to them. It should be clear and easy to understand and navigate. It should celebrate the outdoor lifestyle and the lowcountry region that it resides in and engage the public through outdoor or nature-based activity.

KEY MESSAGES

Potential Taglines (new)

Connecting people to nature.

Be wild.

Take it easy.

Braiding people back to nature.

Embrace, engage, envision.

Go nature.
Welcome to the real world.
Slowing down to reconnect.
Branching out.
Breath in, breathe out, be here.
Ebb and flow.
Better because of it.
Take a step off the front porch.

Potential Taglines (existing)

Front porch of the lowcountry.
Best kept secret of the lowcountry.
Keep Walterboro Beautiful.
Come Rock With Us.

What Needs to Be Communicated

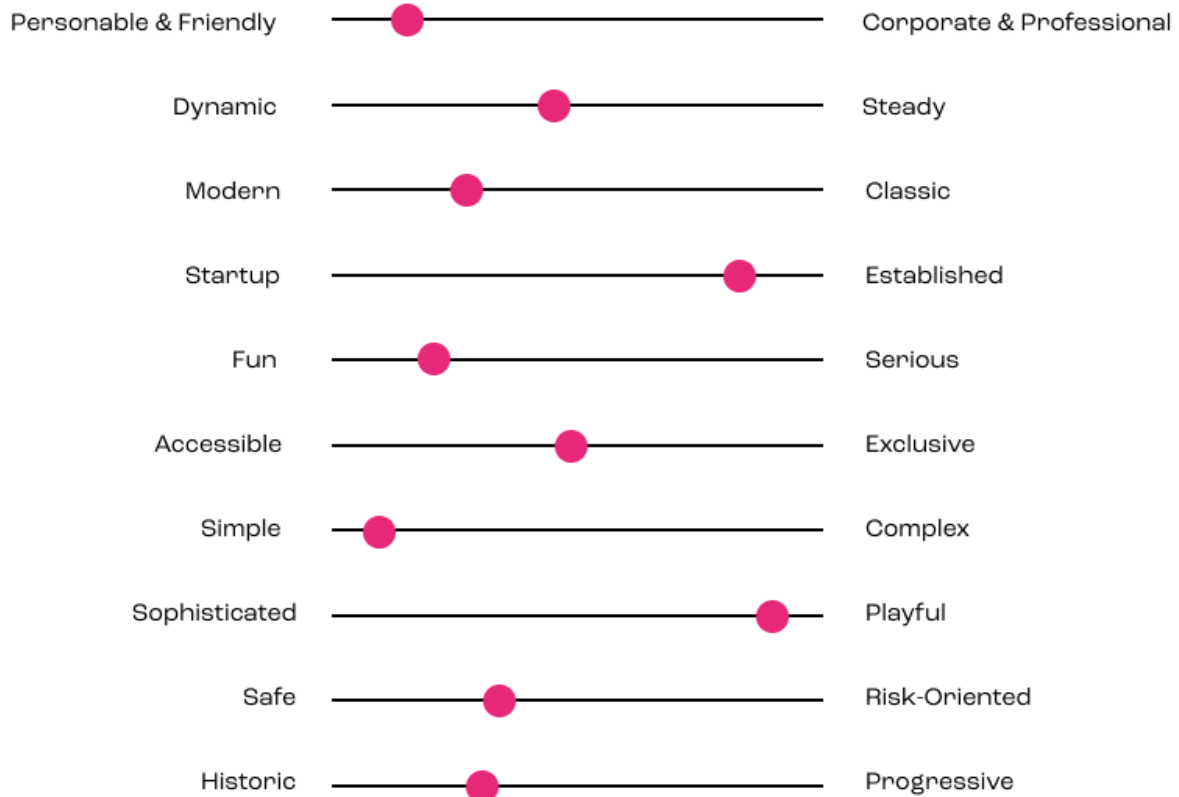
Rather than traveling to another town, there are plenty of outdoor and nature-based activities to engage with within walking distance. Slow down and get outside. Get some fresh air. Embrace the braided creek access and walking trails that are available to you.

VOICE & TONE

The voice and tone of the client should be:

- Unpretentious
 - not attempting to impress others with an appearance of greater importance, talent, or culture than is actually possessed.
 - (of a place) pleasantly simple and functional; modest.
- Hospitable
 - friendly and welcoming to strangers or guests.
 - (of an environment) pleasant and favorable for living in.
- Whimsical
 - playfully quaint or fanciful, especially in an appealing and amusing way.
- Conversational
 - able or ready to converse; given to conversation.

BRAND SPECTRUMS



BIG IDEA

BIG IDEA

Taking it easy.

DESCRIPTION

Walterboro as a town is known as the front porch of the lowcountry. It's a place where people embrace a slower way of life. They take time to gather, sip on some sweet tea, and talk about their heritage and how it'll affect how they move forward as a town. The place based visual identity campaign should engage with similar ideals. It's about taking it easy as you go on a walk through the trails, canoe along the Edisto river, or learn more about the wildlife in the lowcountry. The people who interact with the visual identity should be encouraged to engage with the nature-based opportunities to continue taking it easy.

NEXT STEPS

DEFINING SUCCESS

In order to be successful the design should help engage the millennial generation of Walterboro to the nature-based activities that are available. It should make them interested in utilizing these and give it a fresh take so they know they exist. The next level of success would be drawing other generations and even tourism to the area to explore what they are offering. It should also serve as a wayfinding system to make it clear and apparent what is available. It should make millennials in the area feel excited about going outdoors.

FURTHER PARAMETERS

Because of the target audience, the final outcome will have to consider how this can be pushed beyond tactile and physical elements. What other elements can be introduced? Is there something missing? What else would help push the initiative forward?

DELIVERABLES

Deliverables that should be considered are, but are not limited to:

- Pamphlet/brochure design
- Poster template and initial designs
- Wayfinding design
- Window cling design
- Merchandise design
 - Hats
 - T-Shirts
 - Water Bottles
 - Stickers
 - Book bags/drawstrings
 - Travel mugs
 - Mugs
- Billboard design
- Packaging design if needed
- Digital Applications
 - Social media templates
 - Website
 - Application if needed
- Key Tags for employees
- Maps
- Flags

