



Saranac Lake

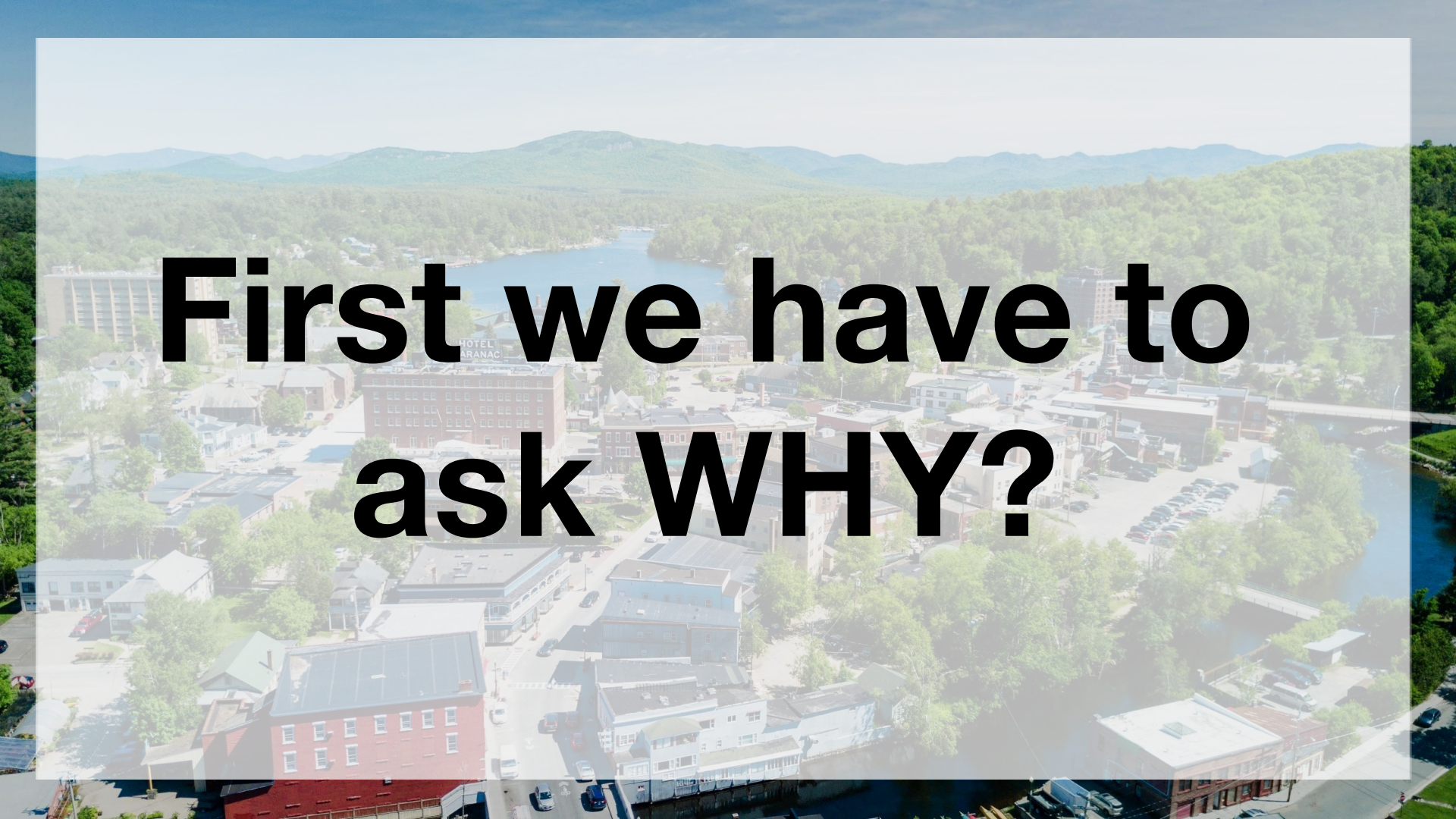
Branding Process Overview

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

August 3, 2017

An aerial photograph of a town, likely in the Adirondacks, featuring a large lake, dense green forests, and rolling mountains in the distance. The town includes various buildings, including a prominent brick building with a sign that reads "HOTEL ARANAC". The text "First we have to ask WHY?" is overlaid in large, bold, black letters on a semi-transparent white background.

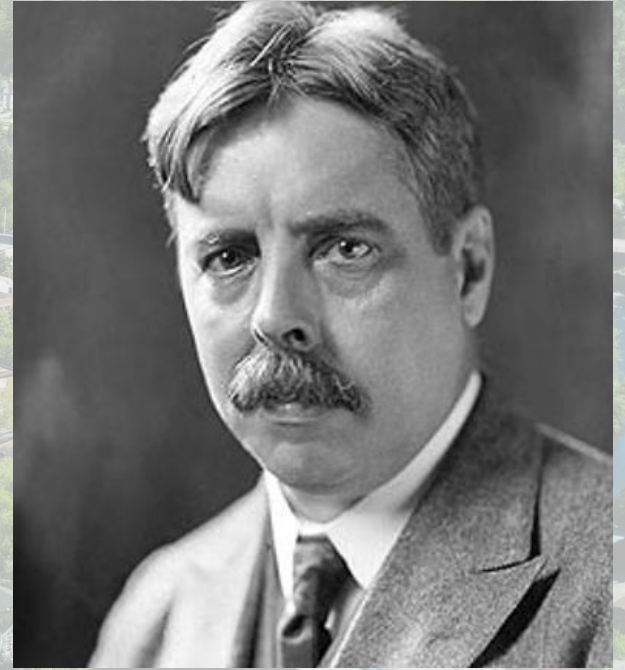
**First we have to
ask WHY?**

Psychology 101

The Halo Effect: (n)

“The tendency for an impression created in one area to influence opinion in another area.”

- *Edward Thorndike*



Psychology 101

An aerial photograph of a town, likely Saranac Lake, New York. The town is built on a hillside overlooking a large blue lake. In the background, there are rolling green mountains under a clear sky. The town features a mix of buildings, including a prominent red brick building in the foreground and several multi-story hotels. A parking lot with many cars is visible on the right side of the town. The overall scene is a scenic, small-town setting.

The Halo Effect: (n)

In terms of marketing, it explains a customer's bias toward certain products because of a favorable experience with other brands.

Psychology 101

The Halo Effect: (n)

When truly implemented, a destination brand can have impact well beyond tourism.

- A good place to live
- A good place to start a business
- A good place to start a career
- A good place to attend college
- A good place to raise a family
- A good place to purchase a vacation home

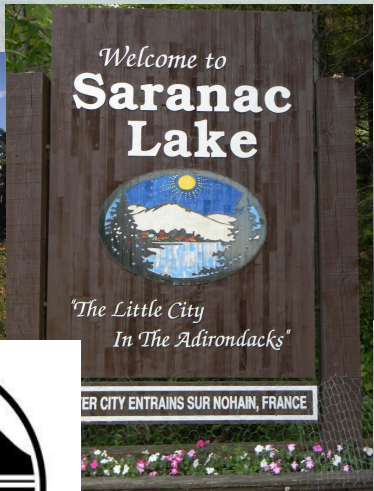




SARANAC LAKE, NY



Village of Saranac Lake
Capital of the Adirondacks™



Saranac
LAKE
the ADIRONDACKS'
COOLEST PLACE



A man in a dark suit, a striped shirt, and a black hat with a logo is playing a yellow electric guitar on a busy street. He is looking down at his instrument. In the background, a diverse group of people is walking, including a woman in a red shirt, a man in a light blue shirt, and a woman in a purple shirt and orange skirt. A dog is walking in the foreground. The scene is set outdoors with brick buildings and hanging plants.

**Branding,
it's more than a
logo or a tagline.**

A blurred background image of a street scene. In the foreground, a man wearing a black hat and a striped shirt is playing a yellow electric guitar. He is looking down at the instrument. Behind him, a crowd of people is walking along the street. The scene is outdoors, with buildings and trees visible in the background. The overall image has a soft, out-of-focus quality.

What is a logo?

A logo is an easily recognizable, reproducible design element, often including a name, symbol, specified colors or trademark. It is a quick, visual representation of a brand's message and position. A logo is a tool to help communicate a brand and represent a brand.

A blurred background image of a street scene. In the foreground, a man wearing a black hat and a striped shirt is playing a yellow electric guitar. He is looking down at his instrument. Behind him, a crowd of people is walking along a sidewalk. There are tables and chairs in the foreground, suggesting an outdoor cafe or market setting. The overall scene is bright and sunny, with green foliage visible in the background.

What is a brand?

A brand is the essence or promise of what will be delivered or experienced. It encompasses the positioning, messaging, visual design (logo, website), the imagery and the experiences any individual has with the business/product.



So, who's in charge?

“A brand is a person’s gut feeling about a product, service, or organization.” □

A brand exists in the minds of consumers. No matter how great your brand messaging is, it can't alter the brand. A brand can only raise awareness or reinforce existing perceptions.



Ready to start?

The process

- **5 phases**
- **Collaborative process**
- **To be successful, participation is necessary throughout**
- **It's a learning exercise**

Phase 1 - Identifying a common goal

To establish a brand message for Saranac Lake, all parties must be at the table, ready to participate, and open to accepting that it's more than what we think it is.

Phase 2 - Research

After evaluating existing research, a comprehensive survey will be conducted that will target the following groups:

- Residents
- Travelers
- Individuals who are aware of Saranac Lake but have never been (or have only passed through).

Phase 3 - Establishing the brand message

Based on trends that are revealed as part of the research, a brand message will be established.

The brand message will essentially be the blueprint for all verbal & visual communication for the destination.

Phase 4 - Design

Once the brand message is established the design process can begin to create the visual icon that will be used to convey the brand message.

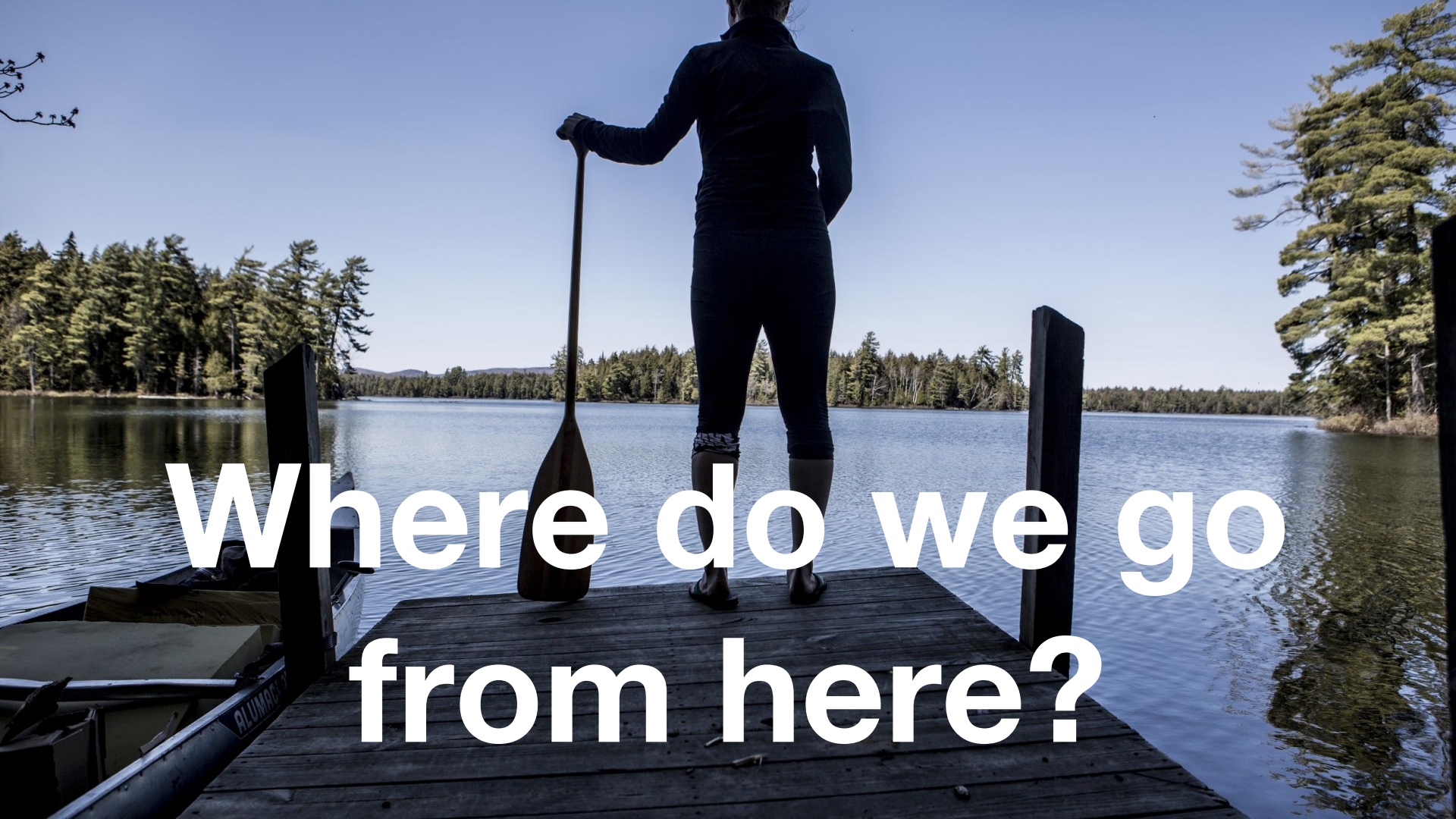
Along with the design will come branding guidelines.

Phase 5 - Implementation

Just as a clever brand message can't change the perception of the consumer, a great brand is only as good as its implementation.

Remember the Halo Effect?





**Where do we go
from here?**



Pre-Research Phase

What do we need to know?

- What are the differentiators for the Saranac Lake Region?
- Are there any specific themes or ideas that Saranac Lake feels needs to be evaluated as being part of the brand?