

hare communications

welcome

## **CASE STUDY**

# Walker County Brand Campaign

## Overview

In November 2015, The Plan For Walker County's leadership team hired us to develop a new brand for their community. Over the next five months, the agency reviewed and/or generated hundreds of pages of reports—while conducting countless interviews and two branding sessions. The core strategic-messaging conclusion we drew from that process: Walker County's greatest strength and weakness lies within the community itself.

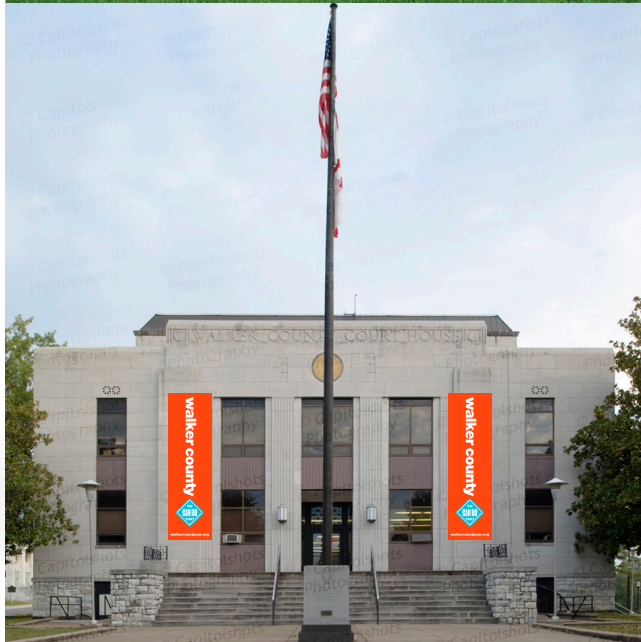
On one hand, few communities anywhere enjoy the level of local pride, involvement and support found in Walker County. On the other, Walker County has a legacy of negativity that remains strong among a small but vocal segment of its population.

All of which led us to develop a messaging strategy, and identity campaign, that reflects the community's well-deserved sense of optimism — while subtly inviting Walker County's proverbial naysayers to reconsider their perspective, moving forward.

**walker county**

**walker county**





**walker county** 



## **Launching The Brand**

The agency worked closely with local leadership in planning and promoting the event at which our brand campaign was unveiled publicly: Walker County Day (April 30, 2016). We conducted advance promotion of the event through Posters, Printed and Electronic Invitations, Paid Media (print and radio), Social Media and Earned Media.



# SAVE THE DATE

## WALKER COUNTY DAY

Spend the day celebrating what makes Walker County a great place to live and work!

**On the Steps of the Walker County Courthouse**  
**Saturday, April 30 at 11:00 AM – 2:00PM**  
**Music. Food. Market. Kids Activities.**

And we'll unveil our new branding campaign — Walker County's next giant step forward.  
So spend the day with us, celebrating what makes Walker County such a great place to live and work!

\*Rain or Shine: In the event of April showers, we'll hold the celebration inside (CHS Activity Building).



*A Celebration*

## BE THERE!

**SATURDAY, APRIL 30 11AM – 2PM**

On the steps of the Walker County Courthouse

Live Music • Great Local Food • Market • Kids Activities

### JOIN US @ 11:00 SHARP!

DON'T MISS THIS PART: Kicking-off the celebration, State Senator Greg Reed will unveil our new branding campaign. It's Walker County's next giant step forward, with a message that reflects the spirit of our extraordinary community. So spend the day with us, celebrating what makes Walker County such a great place to be!

For more information, go to [wacf.org](http://wacf.org)

### PLEASE LIKE AND/OR FOLLOW US!



[facebook.com/WalkerCountyDay](https://facebook.com/WalkerCountyDay)



[twitter.com/WalkerCountyDay](https://twitter.com/WalkerCountyDay)



[instagram.com/WalkerCountyDay](https://instagram.com/WalkerCountyDay)

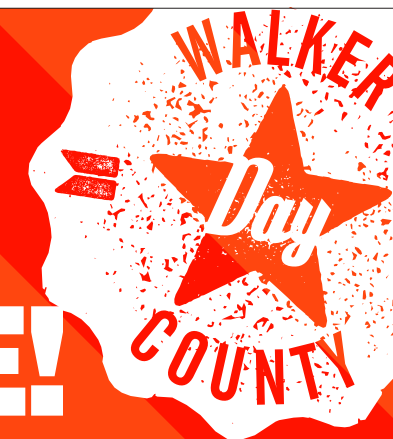
Rain or Shine: In the event of April showers, we'll hold the celebration inside (CHS Activity Building).



## BE THERE!

Saturday, April 30 11am – 2pm  
At the Walker County Courthouse

\*Rain or Shine: In the event of April showers, we'll hold the celebration inside (CHS Activity Building).



## **Social Media (Pre-Launch)**

The agency created (and generated original content for) Walker County Day's Facebook, Twitter and Instagram accounts — which collectively reached (at its peak) more than 24,000 individuals on a weekly Promoted Post budget of \$80.

<https://www.facebook.com/WalkerCountyCan/>

<https://twitter.com/walkercountycan>

<https://www.instagram.com/WalkerCountyCan/>

## **Social Media (Day Of)**

- All Social Accounts were relaunched on the WalkerCountyCan.com URL.
- The landing page / blog created by the agency (below) went live at WalkerCountyCan.Org

[walkercountycan.org](http://walkercountycan.org)

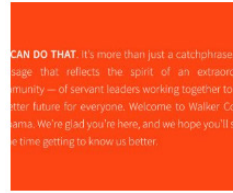


WE CAN DO THAT. It's more than just a catchphrase. It's a message that reflects the spirit of an extraordinary community — of servant leaders working together to build a better future for everyone. Welcome to Walker County, Alabama. We're glad you're here, and we hope you'll spend some time getting to know us better.

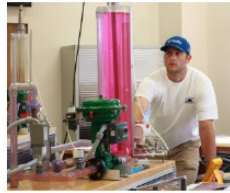
HOME

WE CAN DO THAT

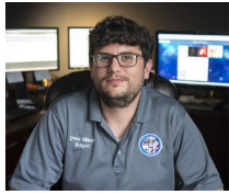
April 29, 2016 / 69 Views / 0 Comment



HOME WE CAN DO THAT



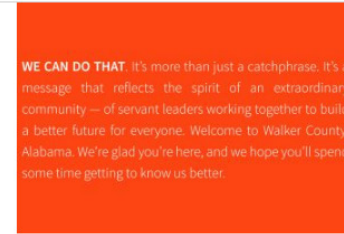
HOME A WIN-WIN PROPOSITION



UNCATEGORIZED KEEP ON THE SUNNY SIDE



HOME DRIVING FORCE



HOME

WE CAN DO THAT

April 29, 2016 / 69 Views / 0 Comment

It's more than just a catchphrase. It's a message that reflects the spirit of an extraordinary community — of servant leaders working ...



HOME

A WIN-WIN PROPOSITION

April 28, 2016 / 58 Views / 0 Comment

Bevill State and Alabama Power's Workforce Development Partnership Barely two weeks after Al Moore joined Bevill State in 2011, he ...



UNCATEGORIZED

KEEP ON THE SUNNY SIDE

April 28, 2016 / 7 Views / 0 Comment

The Transformative Power Of Optimism In Two Walker County Cities. Positive change can come to a community from the most ...



HOME

DRIVING FORCE

April 27, 2016 / 59 Views / 0 Comment

Meet The Team That Signs Our 5-Star Industrial Recruits. With the October, 2015 announcement that Yorozu Corp. had selected Jasper ...



HOME

GO OUTSIDE AND PLAY!

April 26, 2016 / 42 Views / 0 Comment



UNCATEGORIZED

EMBRACED

April 25, 2016 / 24 Views / 0 Comment

## **Earned Media**

### **RADIO (PRE-EVENT COVERAGE)**

Interviews featuring Walker County representatives were broadcast on Birmingham's WZZK, as well as three stations broadcasting from Jasper.

### **TV (PRE-EVENT COVERAGE)**

ABC 33/40 (Birmingham-Anniston-Tuscaloosa)

- Talk of Alabama (Live in-studio interview, April 18)

### **Fox 6 (Birmingham-Anniston-Tuscaloosa)**

- Fox 6 Midday Show (Live in-studio interview, April 27)
- Good Day Alabama (Live on-site interview from Cordova, April 28)

### **TV (DAY-OF COVERAGE – April 30)**

Fox 6 (Birmingham-Anniston-Tuscaloosa)

- Fox 6 News at 9 / 9:23 PM
- Fox 6 News at 10 / 10:15 PM

## **WVTM-NBC (Birmingham-Anniston-Tuscaloosa)**

- WVTM 13 News at 10 / 10:15 PM

## **TV (DAY-AFTER COVERAGE – May 1)**

Fox 6 (Birmingham-Anniston-Tuscaloosa)

- Fox 6 News Sunday / 5:37 AM
- Fox 6 News Sunday / 6:36 AM
- Fox 6 News Sunday / 7:36 AM

## **WVTM-NBC (Birmingham-Anniston-Tuscaloosa)**

- WVTM 13 News 5:05 AM
- WVTM 13 News 5:38 AM
- WVTM 13 News 6:05 AM

## **Combined Nielsen Audience Reached (13 stories)**

485,671

## **Calculated Publicity Value**

\$14,509

## **ONLINE COVERAGE**

Corridor Messenger (Huntsville-Decatur-Florence)

- “Walker County Day set for Saturday” (Friday, April 29)

## **PRINT COVERAGE**

Daily Mountain Eagle (Walker County)

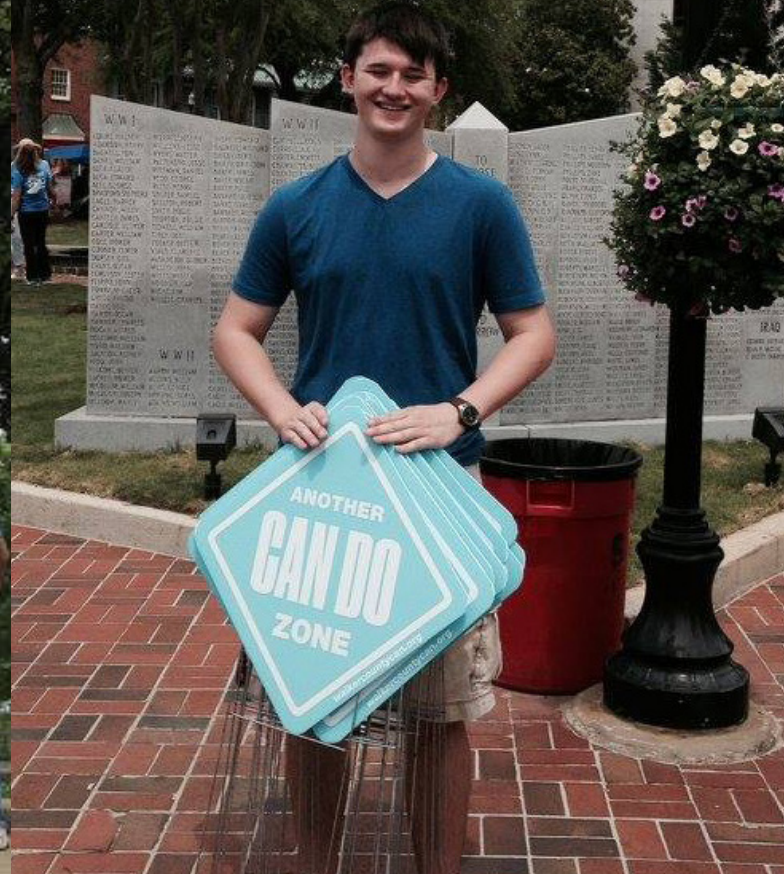
- “New Brand To Be Unveiled At Walker County Day” (Front Page, Sunday, April 24)
- “Walker County’s New Brand Intended To Accentuate The Positives About Area” (Front Page, Friday, April 29)
- “County’s New Brand Unveiled On Courthouse Steps” (Front Page, Sunday, May 1)
- “Walker County: ‘We Can Do That’” (Editorial Page, Wednesday, May 4)
- “Will The Real Walker County Please Stand Up?” (Editorial Page, Wednesday, May 4)
- “‘Flourish With Us,’ Because ‘We Can Do That’” (Editorial Page, Sunday, May 15)

## **Total Column Inches Generated**

81

## **Calculated Publicity Value**

\$2634.12



## Walker County Day Synopsis

9:00 AM

Vendors arrive to check in.

(NOTE: 40 vendors reserved booths to sell food or products, and/or promote their causes.

Additionally, attendees snapped and tagged photos online at the “Walker County Can Selfie Booth”).

11:10 AM State Senator Greg Reed unveils the brand campaign before a crowd of over 500 attendees in the Jasper City Square.

*Free T-Shirts, Car Decals, Wrist Bands and Yard Signs are distributed to first 200 visitors at the “Walker County Can” booth.*

11:30 AM Jasper City Schools Kids Choral performs.

12:00 PM Live music by local favorites, The Palmer Family, begins.

12:15 PM More Giveaway winners are announced.

1:45 PM Last call for food trucks and vendors.

2:00 PM Event concludes.



## **Client Testimonial**

*To say great job by all is an understatement. This team functioned with an ease and professionalism that I greatly appreciated. We are now ready to focus on the positives of where we live, and because of you and your hard work, we can do that.*

—Cristy Moody, Walker Area Community Foundation

## **Client Testimonial**

*The team at Hare Communications walked us through a choreographed process that resulted in a community-wide brand with universal appeal. From start to finish, they exceeded our expectations. Most importantly, they listened, they learned and they delivered!*

—David Knight Executive Director Walker County Development Authority

thank you



hare communications

[harebrains.com](http://harebrains.com)