

Douglasville, Georgia Branding Project

Presentation of Research Findings

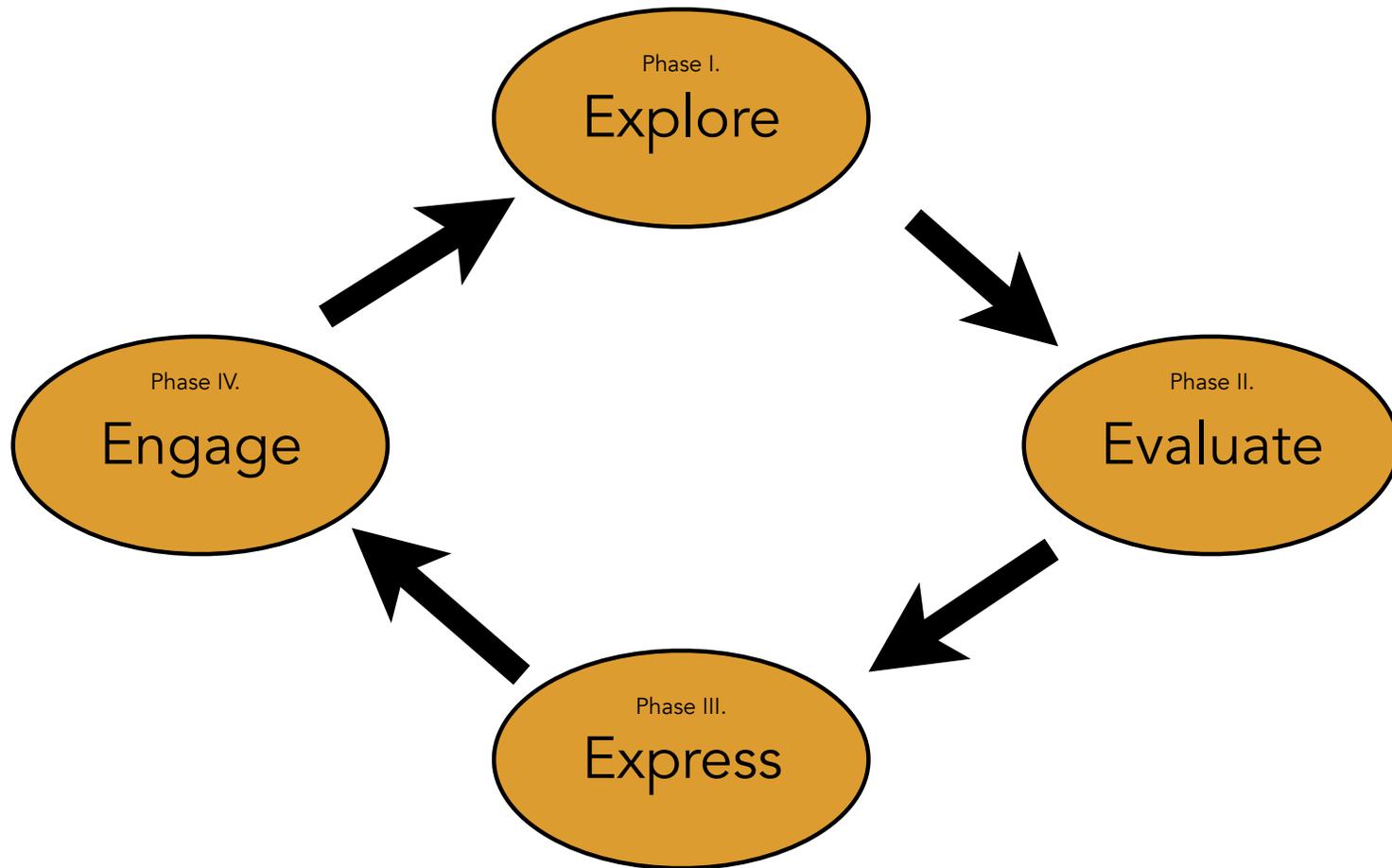


Today's Presentation

- Review what we learned
- Initial Communications Recommendations
- Proceed with developing brand story



Brand Explorer Program





Participants

Arbor Place Mall	Douglasville Conference Center	Gabe's Downtown	Gumbeaux's	Parks & Recreation
CITI TV	Douglasville Convention & Visitors Bureau	Georgia Highlands College	Irish Bred Pub & Restaurant	PO Solutions, Inc.
City of Douglasville	Downtown Development Authority	Georgia Power	Keep Douglasville Beautiful	The Douglasville Menu
Cultural Arts Council	Economic Development	Gordon Food Service	Main Street Program	West Georgia Technical College
Douglas County High School	Fabiano's Italian Restaurant	GreyStone Power Corporation	Mercer University	West Pines Golf Club



Research Recap

- 15 interviews with department leaders
- 14 interviews with community stakeholders
- 4 interviews with council members
- 39 participants in focus groups
- 132 employee surveys completed
- 747 community surveys completed
- 347 attitude, awareness and perception surveys completed by residents in the Atlanta metro and Anniston, Alabama
- A review of Douglasville's digital footprint



What does Douglasville say about itself?

What do others say about Douglasville?

Place Branding Wheel





Brand Truths

1. City's reputation among stakeholders and employees is weak.



More than 60% of stakeholders primarily described the City of Douglasville (the organization) in a negative way.

Stakeholders are clearly frustrated with the City's work culture.

Douglasville struggles to stand out.

Most do not think the vision for the City of Douglasville is clear (68%).



Brand Truths

2. Current internal and external communications is fragmented and lacks effectiveness.

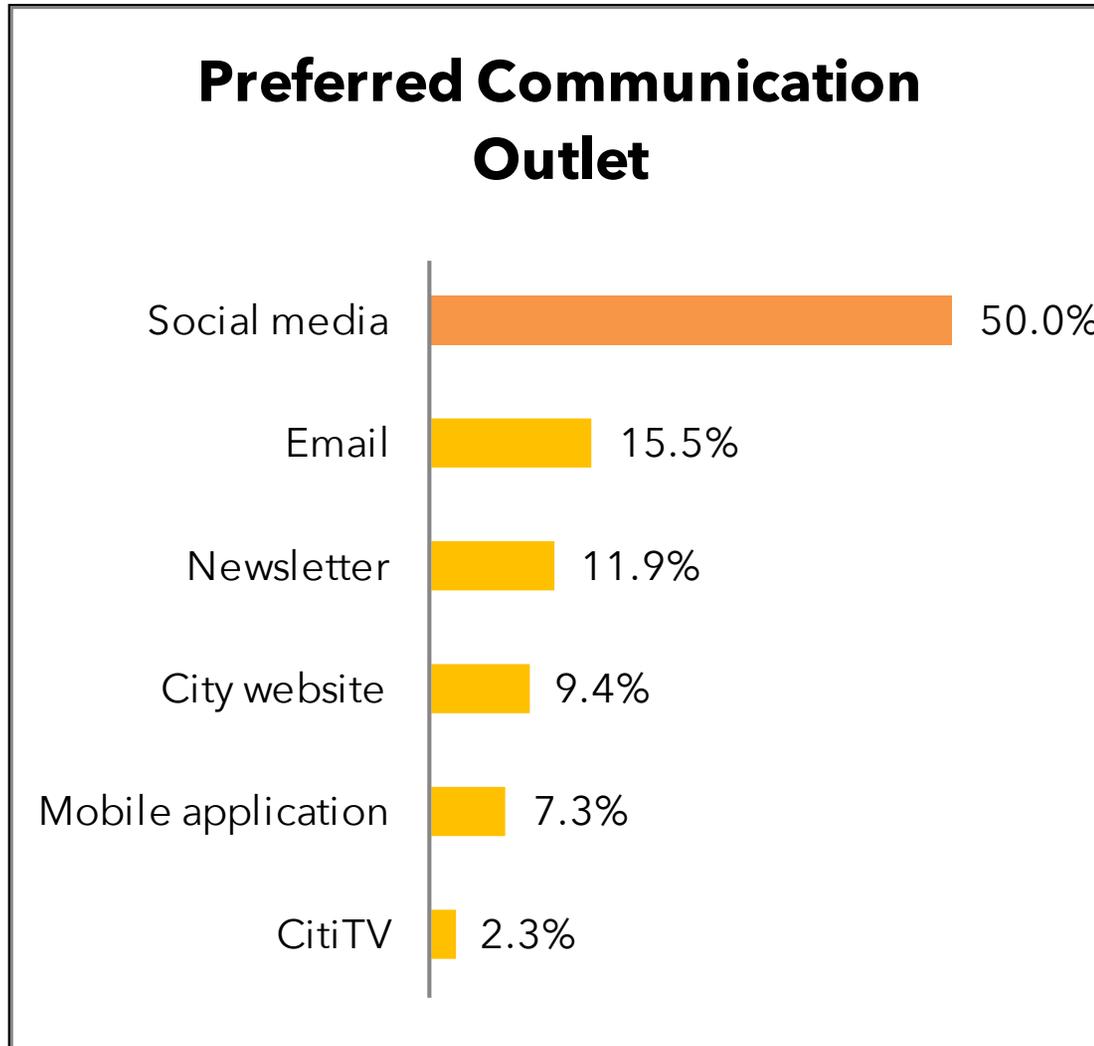


Lack of Communication

- Communication department lacks oversight
 - Lacking proper channels to communicate:
 - City has no social media channels
 - 17 different Facebook accounts
 - No social media policy
 - Disconnect between management and employees
 - Lack of guidance
 - Micromanaging
 - No public relations person or Public Information Officer
 - No procedures for city-wide communications
-



Your community prefers social media





City Communications Department Says - "We do TV"

Sign In

City of Douglasville Georgia

Home (Special) > Government > City Departments > Communications

Communications

Department Overview

The Communications Department houses the operation of CITI TV and the city's website, as well as other media support functions like our YouTube channel, Facebook page, and the intranet, "Inside Scoop Online", for city employees. CITI TV is the City of Douglasville's government access channel, producing local programming for the community of Douglasville and Douglas County which includes:

- City Council meetings
- Special government events
- Variety of local community focused programs

CEHCCTV

BUTTON_Council-LOGO.png		BUTTON_City-Connector-LOGO.png	CN
M, W, F, & Sat @ 7pm	T, Th, & Sun @ 7:30pm	T, Th, & Sun @ 8:30pm	T, Th & Sun @ 7pm
LP	SF	OTM	
T, Th, & Sun @ 9pm	Watch on-demand	Watch on-demand	Watch on-demand
CNF	AF	SB	C411
Watch on-demand	Watch on-demand	Watch on-demand	Coming Soon!

Contact Us



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Communications Director
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[More Information](#)

Communications
Physical Address
6695 Church Street
Douglasville, GA 30134
Phone: 678-449-3106

Hours
Monday - Friday
8:00 am - 5:00 pm

[Directory](#)



But more than 8,000 people have checked in on Facebook with an unofficial Douglasville, Georgia.

City of Douglasville
Home · Region
4.8 ★ · 10 public ratings
Unofficial Page · Located in Douglasville, Georgia

About

Chattanooga, Huntsville, Atlanta, Birmingham, Alabama, Montgomery

Address Douglasville, Georgia 30134
Phone (770) 920-3005
Website
Tags popular with groups
74 likes · 9,853 visits

REVIEWS

Tell people what you think ★★★★★

Sammie Beard — 3★ Great place to raise your children .decent home prices!!
Like · Comment · about 7 months ago · 19 Reviews · 🌐
Mc | Amaru likes this.

Patrice Lucas-Smiley — 5★ Good school system Shopping area Nice homes and apartments
Like · Comment · about 7 months ago · 3 Reviews · 🌐

Jonais Williams — 5★
Like · Comment · 5 hours ago · 3 Reviews · 🌐

More Reviews ▾

Photos

Near City of Douglasville

Posts about City of Douglasville

Seven Harden is at 📍 City of Douglasville.
10 hrs · Douglasville, GA · 🌐



There's no Instagram, Twitter or Snapchat.

Create an Account - Increase your productivity, customize your experience, and engage in information you care about.

Home (Special) > How Do I... > Subscribe to... > City Social Media

City Social Media

City YouTube Channel



[CITI TV live or on-demand](#)

City Facebook Pages



[CITI TV Douglasville Conference Center](#)
[Douglasville CVB Keep Douglasville Beautiful](#)
[Main Street Douglasville Parks & Rec](#)
[PD Douglasville PD K9 Unit](#)

- Meeting Notifications
- E-mail Notifications
- Newsletters
- City Council Agendas
- City Calendar
- Bid Postings
- City Social Media



Brand Truths

3. City employees lack a personal connection to City of Douglasville.
 - 42% do not live in the City or County

There is room to improve corporate culture and communication.



Corporate Culture and Communication



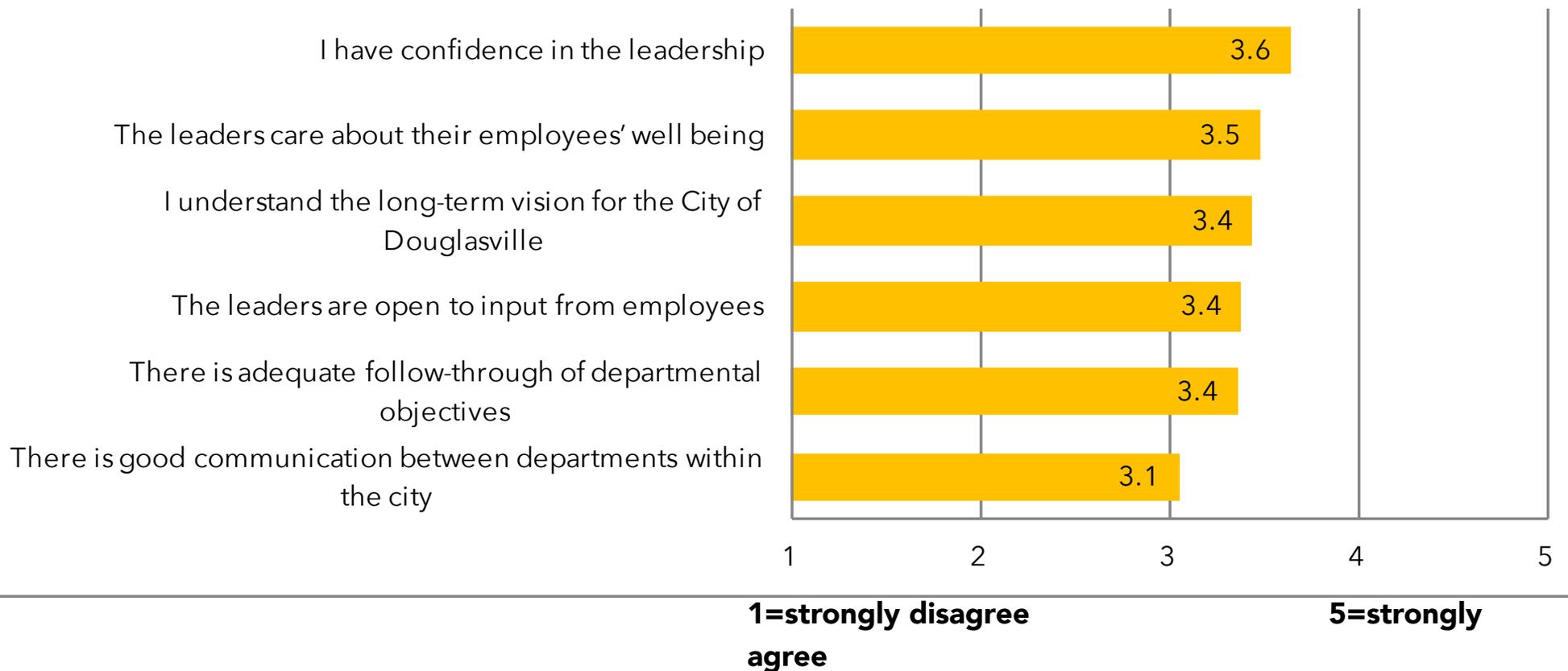
1=strongly disagree

5=strongly agree



There is also room to improve organizational leadership and planning.

Organizational Leadership and Planning



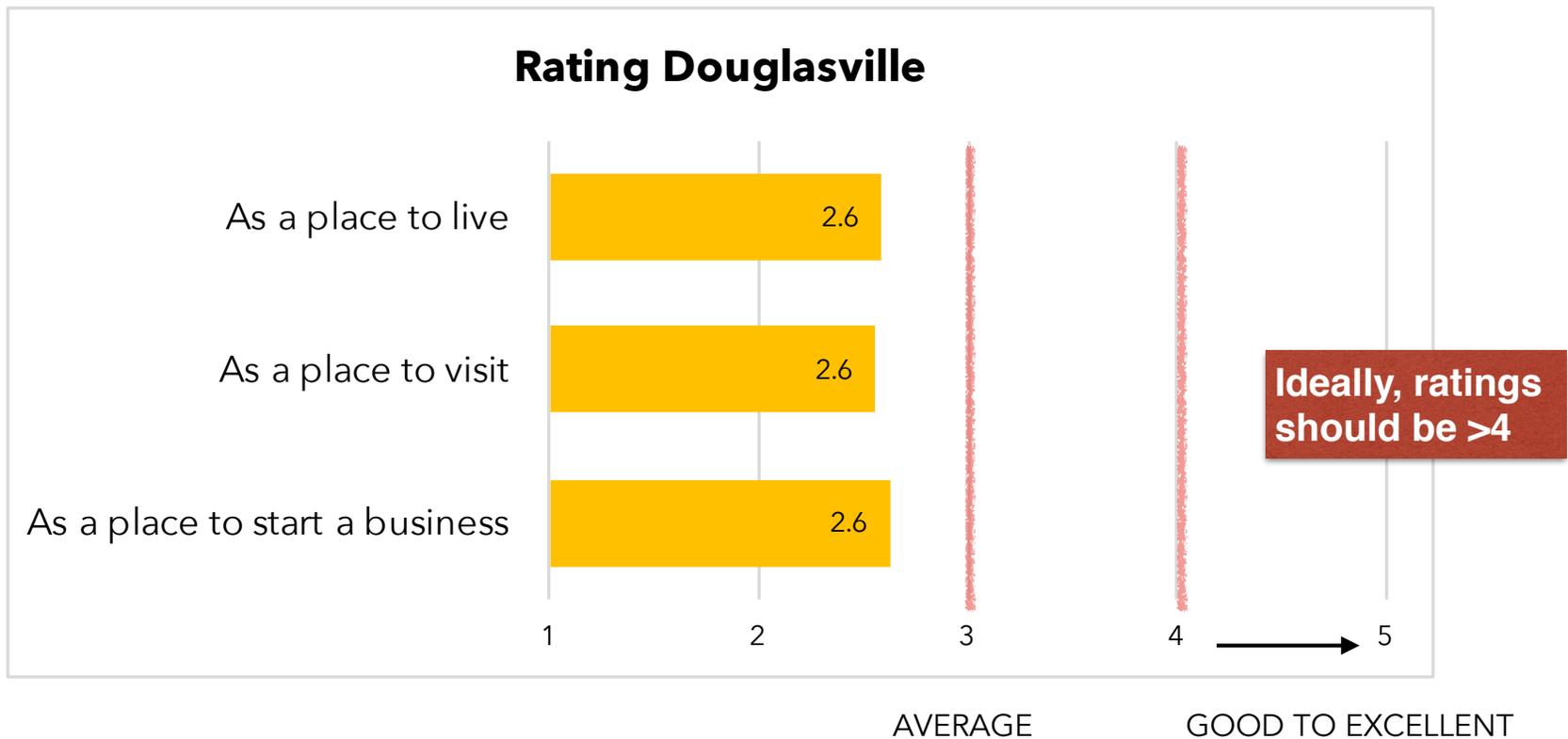


Brand Truths

4. Douglasville is really down on itself and lacks pride.

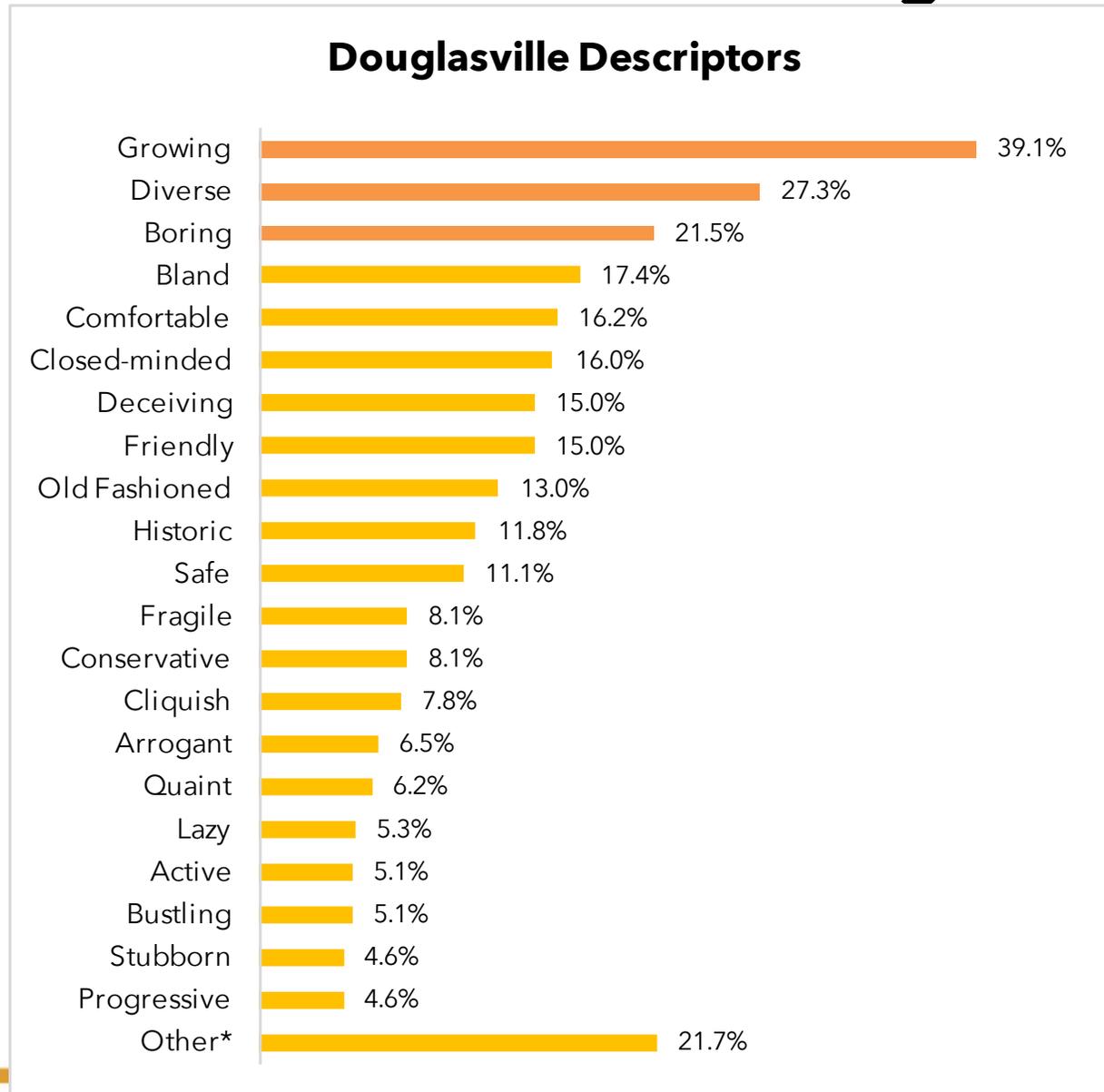


The community rates Douglasville below average as a place to live, visit or start a business.





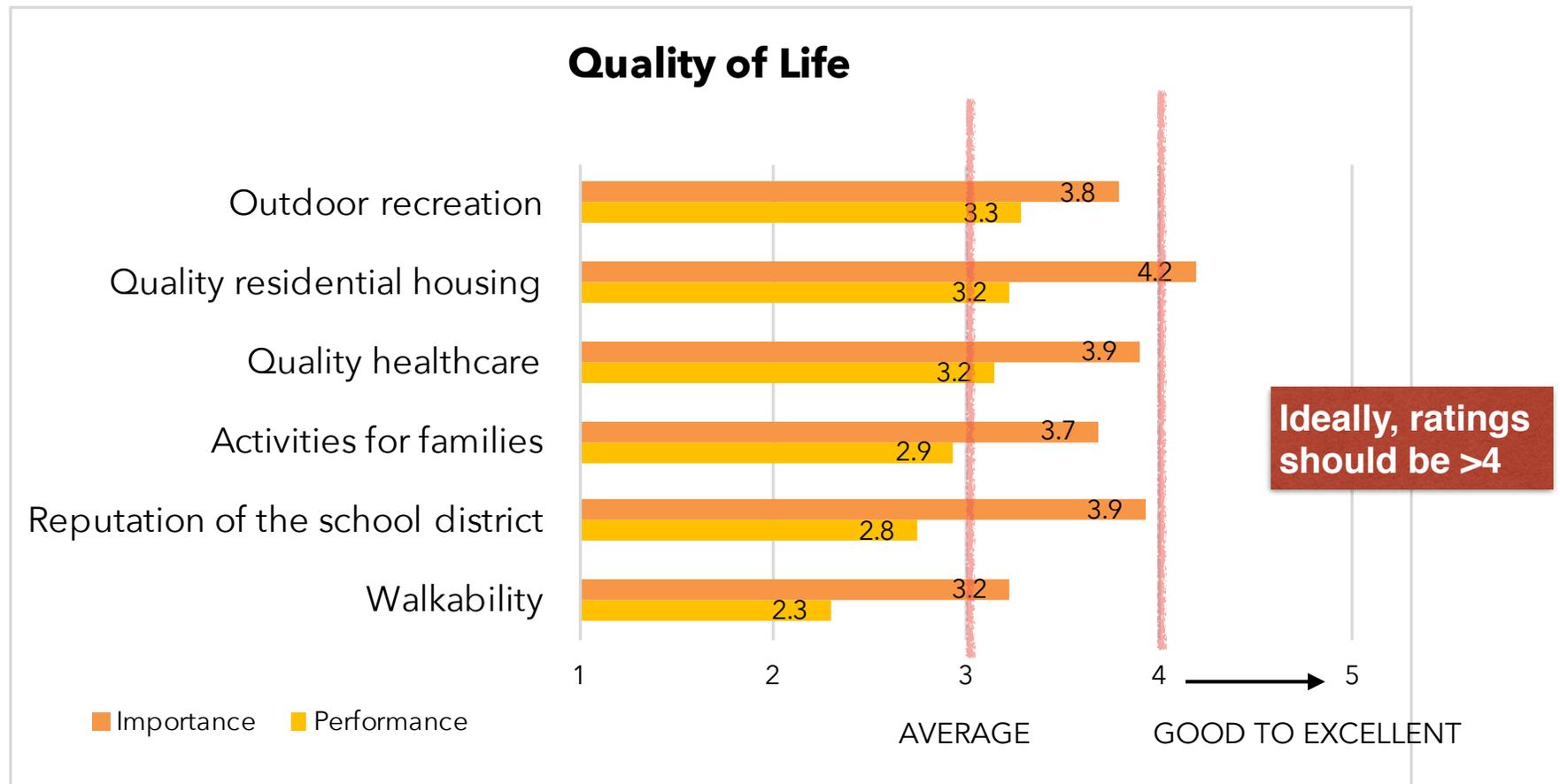
Residents describe Douglasville as growing diverse, and boring.



*Other: Unsafe, crime, dangerous, crowded



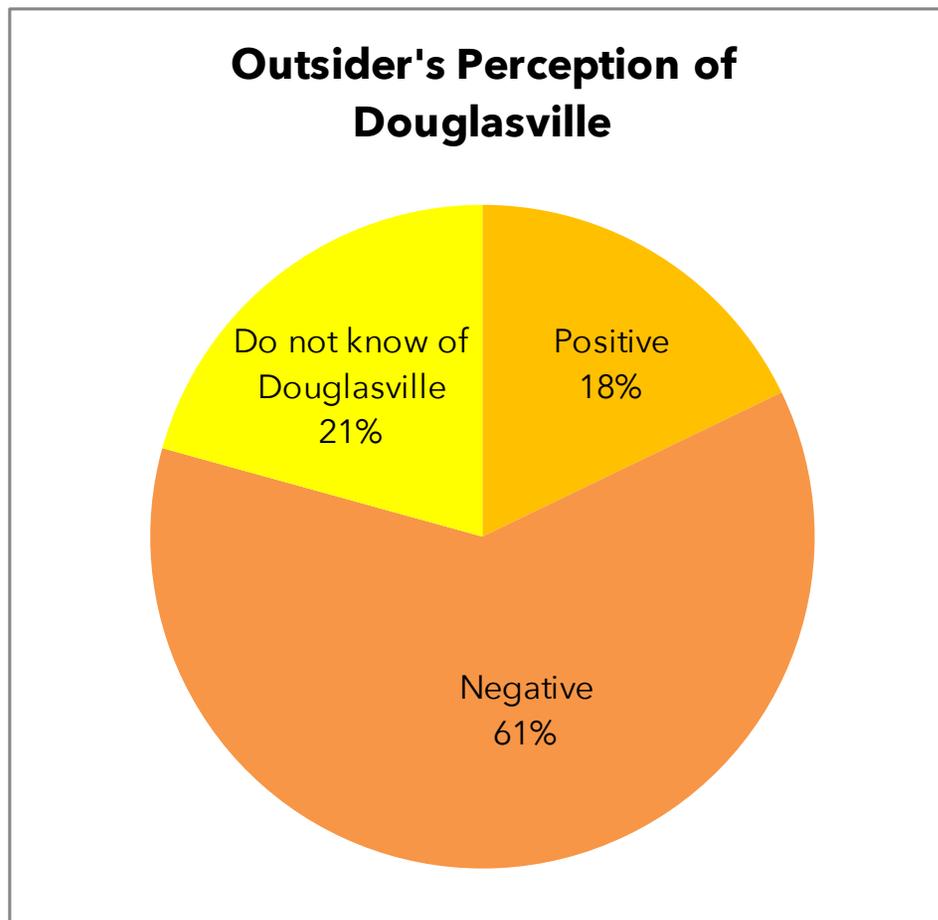
Douglasville's quality of life amenities are not matching up with its residents' ideals.





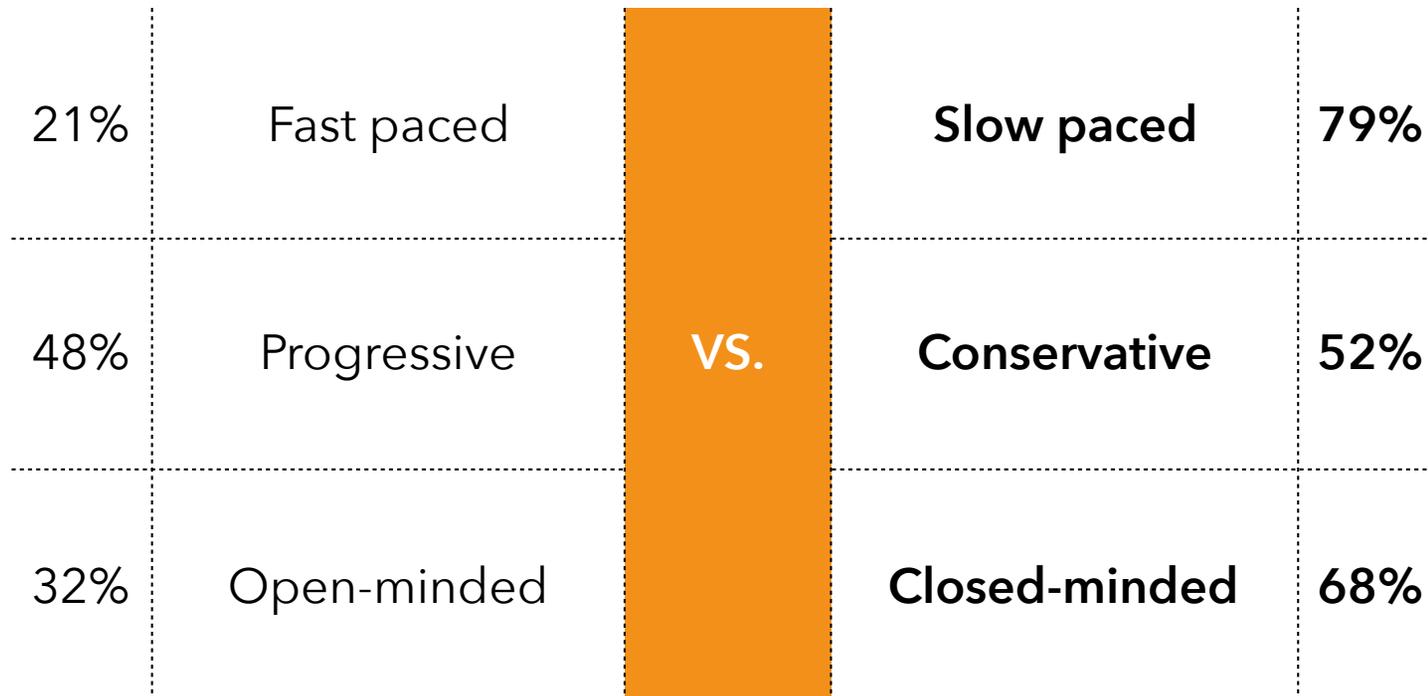
The community believes that Douglasville's reputation is primarily negative.

Q: How do you think is the reputation of Douglasville, GA to outsiders?





The community is frustrated with City government.



Q: Now I would like for you to think about the City of Douglasville government. Would you classify the City of Douglasville Government...?



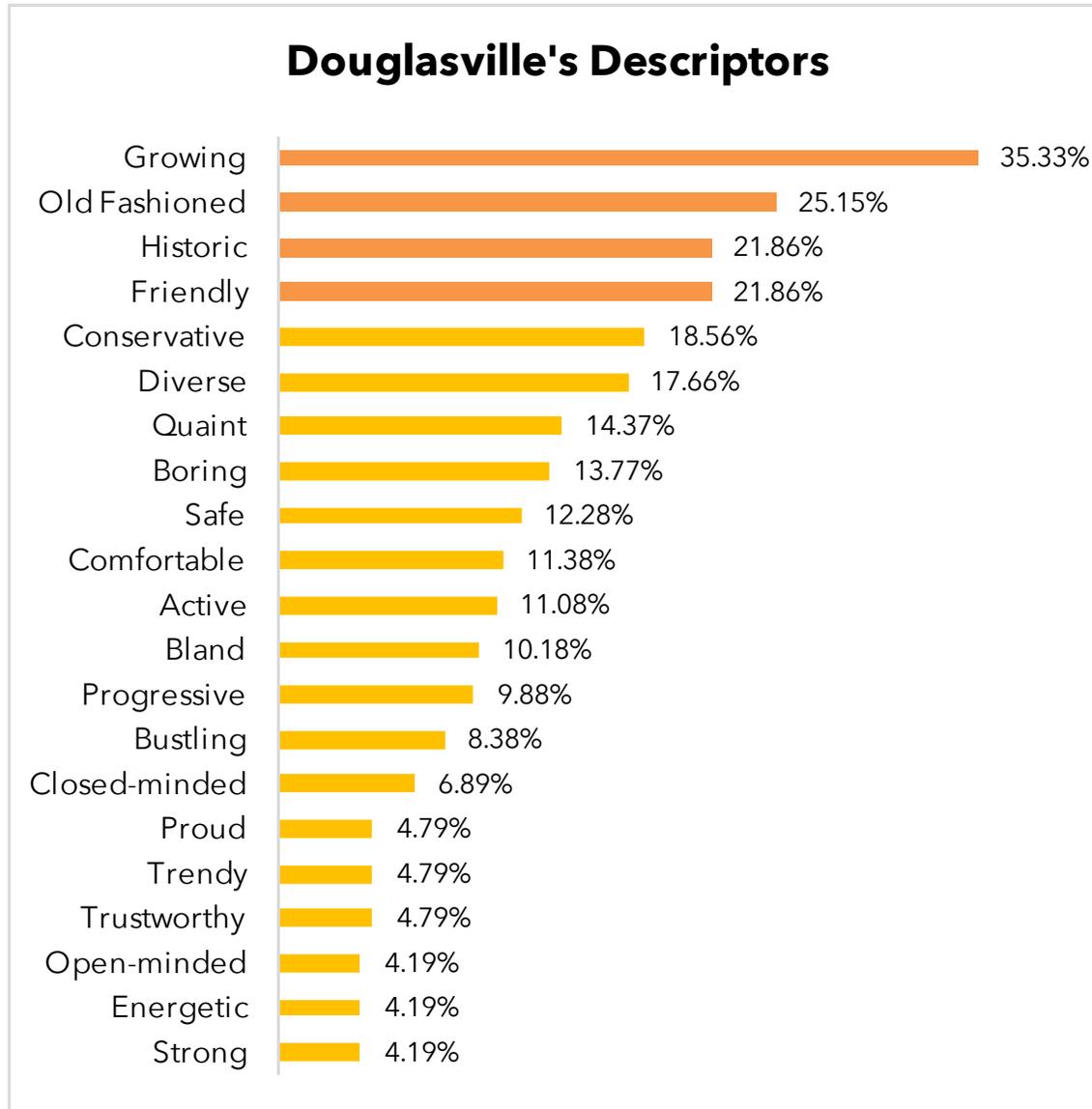
Brand Truths

5. Arbor Place Mall puts Douglasville on the map, but outside of the mall, outsiders know little else.



Outside descriptors of Douglasville

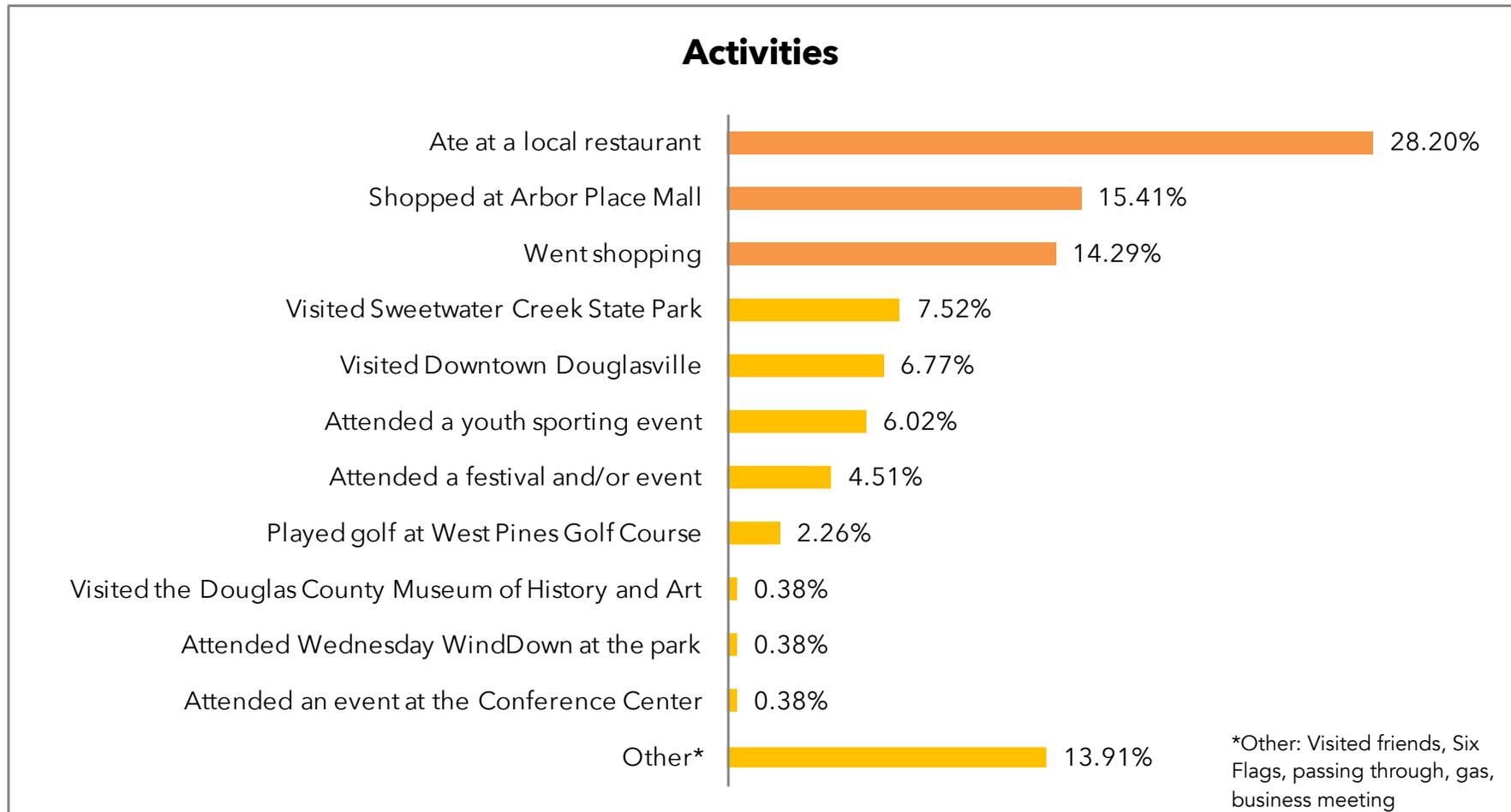
Q: Please pick three words you would use to describe Douglasville, GA?





While in Douglasville, most dine and shop.

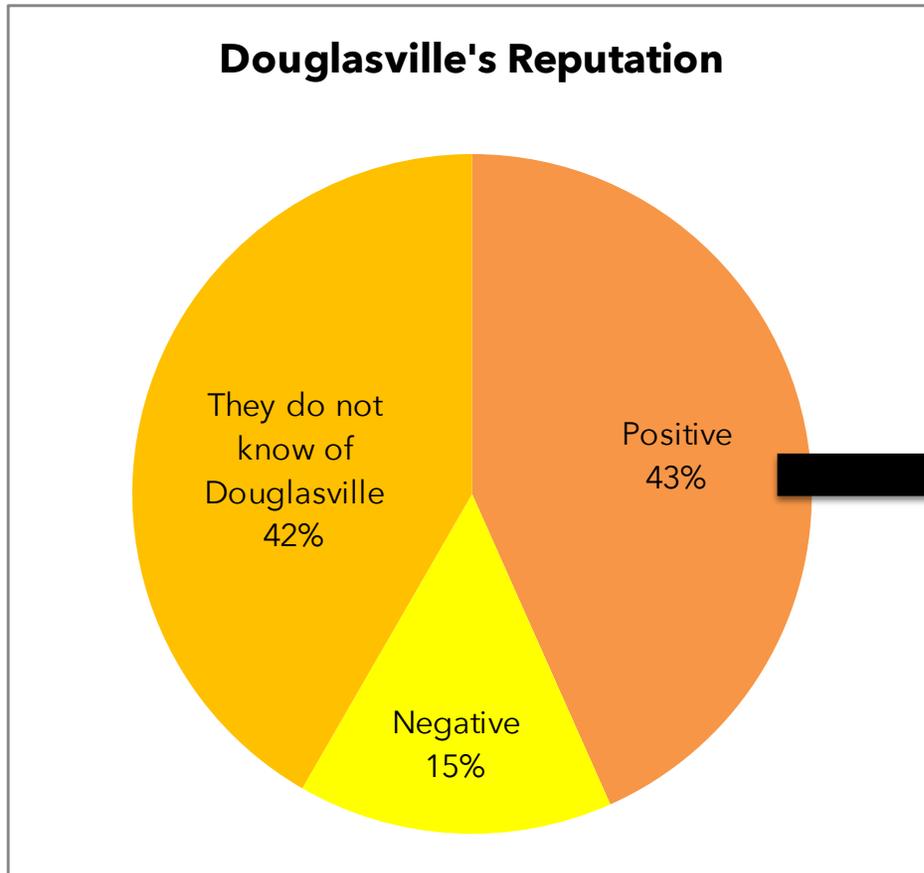
Q: While you were visiting Douglasville, which of the following did you do?





Douglasville either has a positive reputation or outsiders simply don't know about it.

Q: What do you think is the reputation of Douglasville to outsiders?



Why positive:

1. Nice place/community
2. Shopping
3. Never heard anything negative
4. Friendly
5. Growing
6. Historic



Brand Truths Summary

1. City reputation and stakeholder-employee perceptions of the City are weak.
2. Current internal and external communications is fragmented and lacks effectiveness.
3. City employees lack a personal connection to Douglasville.
4. Douglasville is really down on itself and lacks pride.
5. Arbor Place Mall puts Douglasville on the map, but outsiders know little else.



Moving forward

- Casting a clear vision and communicating action is important moving forward. From the inside out.
- Communication channels need to be reassessed and streamlined
- Create more ways for community engagement
- City work culture needs to be addressed
- Douglasville needs to better promote its assets and better merchandise its improvements!



Initial City of
Douglasville
Communication
Recommendations



Communications Work Load and Assessed Value

Design projects (280)	\$111,225
Web content/Development (703)	\$249,250
Video production (125)	\$128,845
	\$489,320



1. Reposition the Communications Department: “Department of Communications and Citizen Engagement”

- Focus on marketing strategy, professional communications and consistency
- Communications Director must be part of the conversation and visible
 - Move office upstairs
 - Lead a semi-annual marketing planning meeting with all department heads
- Communications Department must oversee all City of Douglasville creative development
 - Including outsourced work



2. Departmental Job Structure Roles

(1) Communications Director:

- Responsible for overall strategy, direction and planning of City marketing

(2) Digital Marketing Manager:

- Heavy emphasis on social media knowledge
- Responsible for management and execution of all digital media, including social media
- Responsible for social media content: design and writing

(3) Web Content Master:

- Responsible for design of all website related content
- Much of this content should also be applied to social media

(4) Visual Content Producer:

- Responsible for the production of video and photography for the City of Douglasville

(5) Special events-Traffic production coordinator:



3. Social Media

- Create a City of Douglasville Facebook page
 - Serve as the primary message board for City activities
 - Updated daily
- Delete the CitiTV Facebook page
 - Instead use video as content on the City of Douglasville FB page
- Social Media and websites should align with audiences:
 - Residents
 - Visitors
- Training opportunities:
 - 3CMA
 - Government Social Media Conference: April 2018: <http://gsmcon.com/>



Next Steps

1. Brand recommendations for City of Douglasville
 - Brand strategy: Who is the City of Douglasville and what steps are needed to live the story?
 - Brand story development
 - Strategy for logo applications
2. Message concepts and logo concepts for interpreting the brand story

Thank you!
