



# ANCHORAGE BRANDING THE CITY



ANCHORAGE | SUMMER 2006

The Nerland Agency, with Stone Mantel

# MEANINGFUL & DISTINCTIVE

BRANDING THE CITY

IT'S NOT ABOUT BEING DISTINCTIVE AND RELEVANT. IN TODAY'S MARKET, BRANDING IS ABOUT BEING DISTINCTIVELY MEANINGFUL.



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STONE MANTEL  
Find the Experiences That Matter™

# OBJECTIVES

## BRANDING THE CITY

1



Communicate Anchorage as a good place to live, work, visit, and do business

2



Develop a single unifying message

3



Create a consistent image

4



Develop a coordinated marketing plan



# ANCHORAGE BRAND TRUTH: **ABUNDANCE**

## BRAND STRATEGY



### **Brand Truth**

The higher purpose of the city  
**Character**

How warmth is created

### **Story**

The narrative that brings all elements together

### **Product Truth**

The job to get done

### **Culture**

How cultural capital is created

### **Creative Assets**

The identity assets



# ABUNDANCE DEPTH AND BREADTH

## BRAND STRATEGY

When people begin to really grasp the breadth and depth of this city, they cannot help but think “abundance.”

- This is a place burgeoning with opportunities to live, recreate, and do business. There is so much more to Anchorage than most can imagine.
- The recreation is just incredible. Art and culture are abundant. Transformative experiences happen everyday, and people do in a weekend the kinds of things others can only dream about.
- Opportunities for work, business and personal growth abound. The experience incubates within people a larger-than-normal-life lifestyle that stirs something deep inside people.



# ABUNDANCE: BRAND ATTRIBUTES

## BRAND STRATEGY

### Spirited

Energetic, alive, adventurous, healthy, confident, vibrant, industrious, pioneering, purposeful

### Open-hearted

Inclusive, helpful, optimistic, connecting, engaged, embracing, accessible, multicultural, expansive

### Alaskan

Natural, unpretentious, outdoorsy, welcoming, holistic, wild, strong, skookum, individualistic



# ABUNDANCE CHARACTER

## BRAND STRATEGY



## ABUNDANCE SHOULD PERMEATE EVERYTHING

What has made Anchorage a great place to live, work, and play is the tremendous opportunities it affords. The history of Anchorage is tied to a land of promise and plenty. **The higher purpose that should drive Anchorage is a determination to preserve and promote a spirit of abundance.**

Taking a cue from the abundance of nature, your purpose is to create in everyone and everything a sense of abundance.



# ABUNDANCE STORY: RESIDENTS

BRAND STRATEGY

## THE ABUNDANCE AWAKENS YOU

Because of its Abundance, Anchorage creates a context for significant living. There's a feeling and spirit that people from Anchorage have as a part of their daily lives ... a "lucky to be here" attitude, inspired by the beauty around them and all that the city and Alaska offer them.

This is a city that through inspiration and an unpretentious attitude stirs something deep inside people transforming everything in life to be richer, deeper, more satisfying.

When you live the abundance of Anchorage, you feel an inner strength and optimism about your future and your relationship with the things that matter most.

Share the abundance.



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# ABUNDANCE STORY: VISITORS

BRAND STRATEGY

## ALL OF THE ABUNDANCE OF ALASKA

Glaciers and caribou and dense mountain forests. Fireweed and eagles and moose-mastered trailways. Culture and cuisine amid vistas too exquisite. Everything and anything that's best about Alaska permeates this place, converges in this place, starts with this place called Anchorage.

A metropolitan wilderness, a wild things menagerie, a wonder: It's a once-in-a-lifetime experience that you can have every time you come. Anchorage combines urban amenities with majestic natural splendor, creating a transforming effect that's personal to you.

You decide how wild, how much culture, how much comfort.  
**Its all of the abundance of Alaska for you.**



# ABUNDANCE STORY: BUSINESS

## BRAND STRATEGY

### EVERYTHING, IN THE PERFECT PLACE

Abundance in Anchorage goes beyond local lifestyle. At the center of international opportunity and access, Anchorage creates potential for true entrepreneurs. Anchorage is an incubator for opportunity, a nexus between people, places, and larger-than-life possibilities.

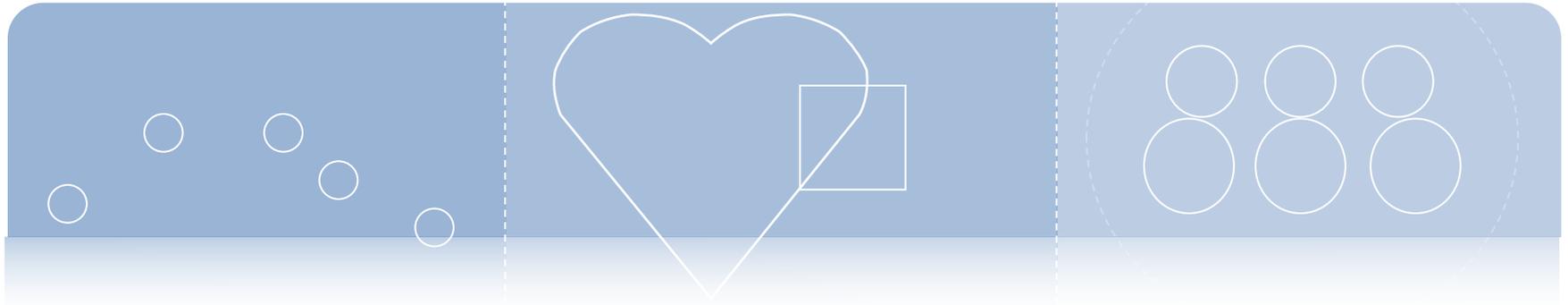
When you get a global viewpoint and then discover the abundance of knowledge, resources, and rewards that this city embodies, the world turns right side up for you.

**Everything is here, in the perfect place to do business.**



# ABUNDANCE JOBS: VISITORS

## BRAND STRATEGY



### FUNCTIONAL

To convince visitors that because there is so much in Anchorage, they should stay longer.

### EMOTIONAL

To emotionally connect visitors to the abundance of an Anchorage lifestyle.

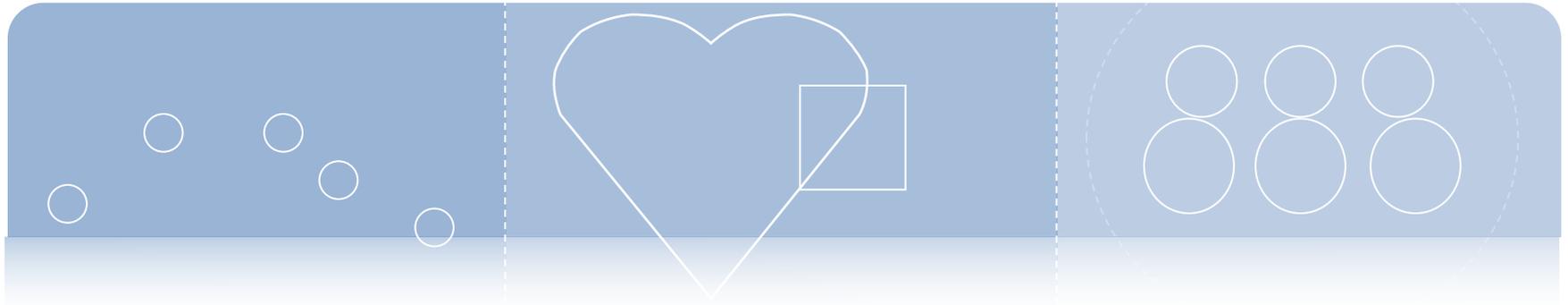
### SOCIAL

To offer visitors the opportunity experience a broad range of stories.



# ABUNDANCE JOBS: RESIDENTS

## BRAND STRATEGY



### FUNCTIONAL

To create physical settings that capture the sense of Alaskan possibilities.

### EMOTIONAL

To foster in residents a feeling of responsible abundance.

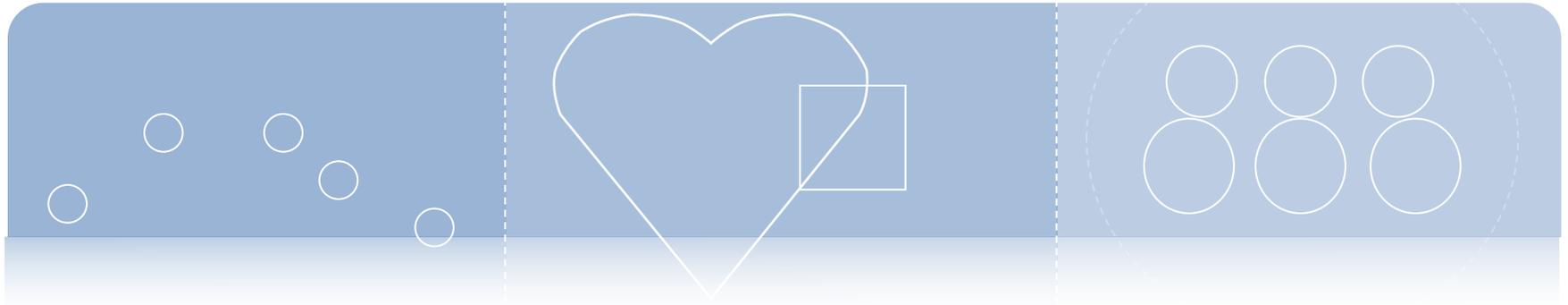
### SOCIAL

To get people to commit to contributing to developing a diverse, vibrant culture.



# ABUNDANCE JOBS: BUSINESS

## BRAND STRATEGY



### FUNCTIONAL

To provide global access which broadens markets, saving time and money.

### EMOTIONAL

To help businesses feel the higher-purpose of being Alaskan abundant.

### SOCIAL

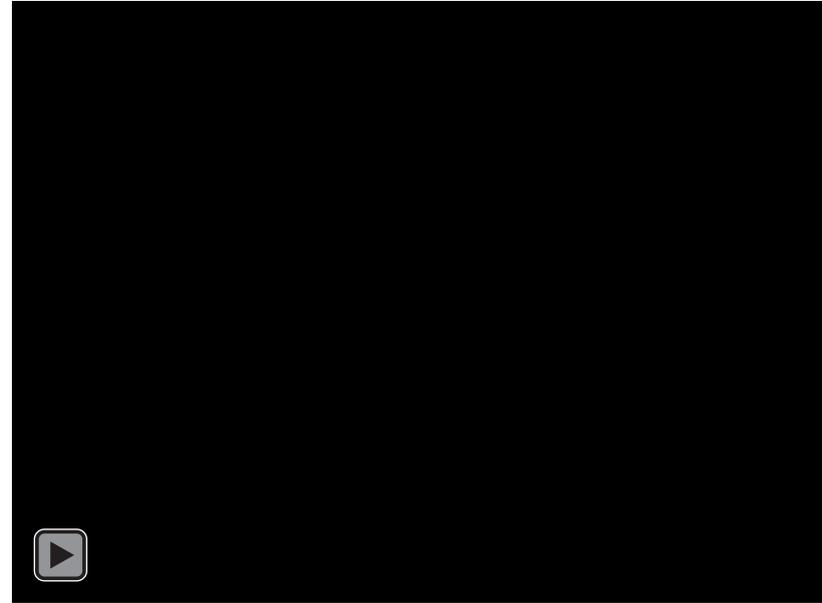
To facilitate the independent spirit of business and incubate new ideas.



# ABUNDANCE BRAND VIDEO

## BRAND STRATEGY

BIG.  
WILD.  
LIFE.



[Click to view video in browser](#)

