



Downtown Berkeley Brand Positioning and Messaging

The Potential of Berkeley's
Downtown

Downtown Berkeley: unique assets

- Stimulating, intellectual, artistic
- Culinary, eating, drinking, inviting, exploring
- Emerging, small retail connections
- Unique one of a kind location
- Emerging start-up business potential
- World-class university is next door
- Youthful, experienced and cross cultural
- BART accessible, potentially inviting
- Worldly, busy, vibrant, eclectic



What is the experience?



A place to talk, eat and drink with friends

Meal and a movie

A performance and a restaurant

Movie and gelato

The library and Games of Berkeley

Museum and espresso

Cafe and books

Billiards and a beer

Downtown Brand Message Points

- *Urban adventure in a historic downtown.*
- *Big city culture in a historic university setting.*
- *Food and drink in a city of ideas.*
- *International, multicultural, in a rich urban environment.*
- *Focused on sustainability, ideas and innovation.*
- *Entertainment, food, fun, ideas and exploration.*

Target Personas/ Segments

ESTABLISHED NO KIDS

Regularly visit,
destination specific

Live alone or as a couple, own home, steady higher disposable income, working or retired.

Destination focused: visit cultural venues, YMCA, restaurants.

NEW FAMILIES WITH KIDS

New to Berkeley
setting down roots

Two incomes, younger children, own home.

Visit limited cultural venues, YMCA, Library, occasionally go to restaurants.

YOUNG WORKING PROFESSIONALS

Rent, may live in Berkeley or nearby

Singles, couples may work in Berkeley or not and live in Berkeley or not

Food & entertainment focused

Socializing in key locations Downtown

Target Personas/ Segments

DOWNTOWNERS

SMB employees, owners, residents entrepreneurs, UC employees

In Downtown everyday, varying income levels, may live there.

Mostly seeking lunch and after work options to socialize/eat

May be attracted to more venues if available, need retail necessities.

FACULTY/GRADS

Grad students/ faculty, instructors from UC Berkeley

Limited disposable income but seeking after work/teaching seeking socializing opportunities

Looking for inexpensive food, entertainment and drinking

OUT OF TOWNERS

Destination specific, events

Come for cultural venues, entertainment unique to Berkeley

Have higher incomes and higher education level, may be parents of UC Students or tourists

Common Threads

ESTABLISHED
NO KIDS

NEW FAMILIES
WITH KIDS

Entertainment
Culture/arts
Ideas/education
Gathering places
Restaurants/food
International
Galleries

NEW FAMILIES
WITH KIDS

Entertainment
Ideas/education
Culture/arts
Restaurants/food
Knowledge
Trend seeking
Galleries
International

YOUNG WORKING
PROFESSIONALS

Entertainment
Restaurants/food
Trend seeking
Ideas/education
Gathering places
Culture/arts

Common Threads



Common Threads

DOWNTOWNERS

SMB employees,
owners, residents
entrepreneurs, UC
employees

Restaurants/food

Shopping

Innovation

Gathering places

Entertainment

Ideas

Culture/arts

Trend seeking

FACULTY/GRADS

Grad students/
faculty, instructors
from UC Berkeley

Restaurants/food

Trend seeking

Innovation

Gathering places

Entertainment

Shopping

OUT OF TOWNERS

Destination
specific, events

Culture/arts

Ideas/education

Entertainment

Restaurants/food

Trend seeking

Common Threads of Downtown

Entertainment

Culture/arts

Ideas/education

Innovation

Gathering places

Restaurants/food

International

Galleries

Areas of Messaging

ARTS & CULTURE

International
Nationally recognized
Original
Sophisticated
Urban
Intriguing
Fun
Innovative
Eclectic
Engaging
Stimulating

IDEAS & INNOVATION

Intellectual
Diverse
Educated
Competitive
Resourceful
Global
Innovative
Emerging
Eclectic
Engaging
Enriching

EATING & GATHERING

Surprising
Ethnic & Diverse
International
Innovative
Emerging
Eclectic
Engaging
Sophisticated
Sustainable
Unique
Urban
Fun



Downtown Brand Attributes



Vibrant

Surprising

Cultural

International

Educated

Urban

Unique

Intriguing

Innovative

Emerging

Eclectic

Engaging

Sophisticated

What makes Downtown Berkeley

Different from the competition?

- Accessibility by BART
- The University's proximity to Downtown
- Innovation centers that are destinations of their own
- A unique mix of only-in-Berkeley culture
entertainment, ideas, food and shopping in a
compact urban setting
- Not a national chain store/restaurant “experience”



Downtown Brand Taglines



Downtown Berkeley

Arts, ideas, innovation and taste

Downtown Berkeley

A vibrant living room of culture and ideas

Downtown Berkeley

Arts, creativity, ideas and dining

Downtown Berkeley

The Living Room of Culture and Innovation



Downtown Brand Taglines



Downtown Berkeley

Vibrant, eclectic and innovative

Downtown Berkeley

An evolving place of culture, ideas and innovation

Downtown Berkeley

A gathering place of ideas, culture and innovation

Downtown Berkeley

Innovation, entertainment and arts



Downtown Brand Taglines



Downtown Berkeley

Celebrate the difference, arts, entertainment food & Ideas

Downtown Berkeley

An evolving place of culture, ideas and innovation

Downtown Berkeley

Innovation, ideas, entertainment and food

Downtown Berkeley

Flavors of culture, entertainment and ideas



Downtown Brand Taglines



Downtown Berkeley

Vibrant, eclectic and innovative

Downtown Berkeley

An evolving place of culture, ideas and innovation

Downtown Berkeley

A gathering place of ideas, culture and innovation

Downtown Berkeley

Innovation, entertainment and arts



Downtown Brand Taglines



Downtown Berkeley

Arts, entertainment, food, ideas

Downtown Berkeley

Find ideas, entertainment and flavors in

Downtown Berkeley

Downtown Berkeley

The flavors of of ideas, innovation and entertainment



Downtown Brand Taglines



Downtown Berkeley

Meet up for Flavors

Meet up for the Arts

Meet up for Entertainment

Meet up for Ideas



Downtown Brand Taglines



Downtown Berkeley

ideas, art, culture, revealed

ideas, art, culture, explored

ideas, art, culture, awakened

ideas, art, culture, invented

ideas, art, culture, energized

ideas, art, culture, presented

ideas, art, culture, created



Value Proposition



For established Berkeley residents, young professionals, downtown workers, students, families with kids and visitors; Downtown Berkeley offers a unique mix of culture, entertainment, ideas, food, socializing and shopping in a compact urban setting that's stimulating, vibrant and fun.



Core of the Value Proposition



*Culture, entertainment, ideas, food, socializing
and shopping that's stimulating, vibrant and fun.*



Core of the Value Proposition



*Culture, arts, entertainment, ideas,
innovation, food, gathering,
vibrance*

Positioning of Downtown Berkeley

Core Brand Messaging: Unique cultural and entertainment opportunities; intellectual, international, educated audiences focusing on specific experiences and options..

Ideas, food, entertainment and fun; urban, not suburban; international, multicultural, inclusive; attracting entrepreneurship, innovation and creativity.

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Shaping customer experience.

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