



# CITY OF MONROE 3Ps

**JAYRAY** A PLACE TO THINK

# Imagine Monroe

## Vision Statement

*Imagine Monroe.* A lively center surrounded by nature. A place of beauty and goodwill.

Our parks, waterways, and environment are healthy and accessible for everyone to enjoy. Our historic downtown and business districts are thriving and full of locally owned businesses and locally sourced products. We can find everything we need with regional connections and with a variety of choices for work, housing, dining, shopping, arts, and activities.

Friendly and responsive, we strengthen connections through gathering spaces, events, services, and community-centered infrastructure – creating a safe place for all.

**In Monroe, everyone feels at home, and everyone feels they belong.**



# Methodology



**1,036** online survey responses



**586** survey respondents live in Monroe



**256** survey respondents live *and* work in Monroe



**117** survey respondents work in Monroe



**77** survey respondents visited Monroe for leisure or work



**9** total interviews



**21** total attendees at **2** focus groups



**2** languages, English and Spanish, for surveys, phone interviews and focus groups



**6** comparable cities reviewed



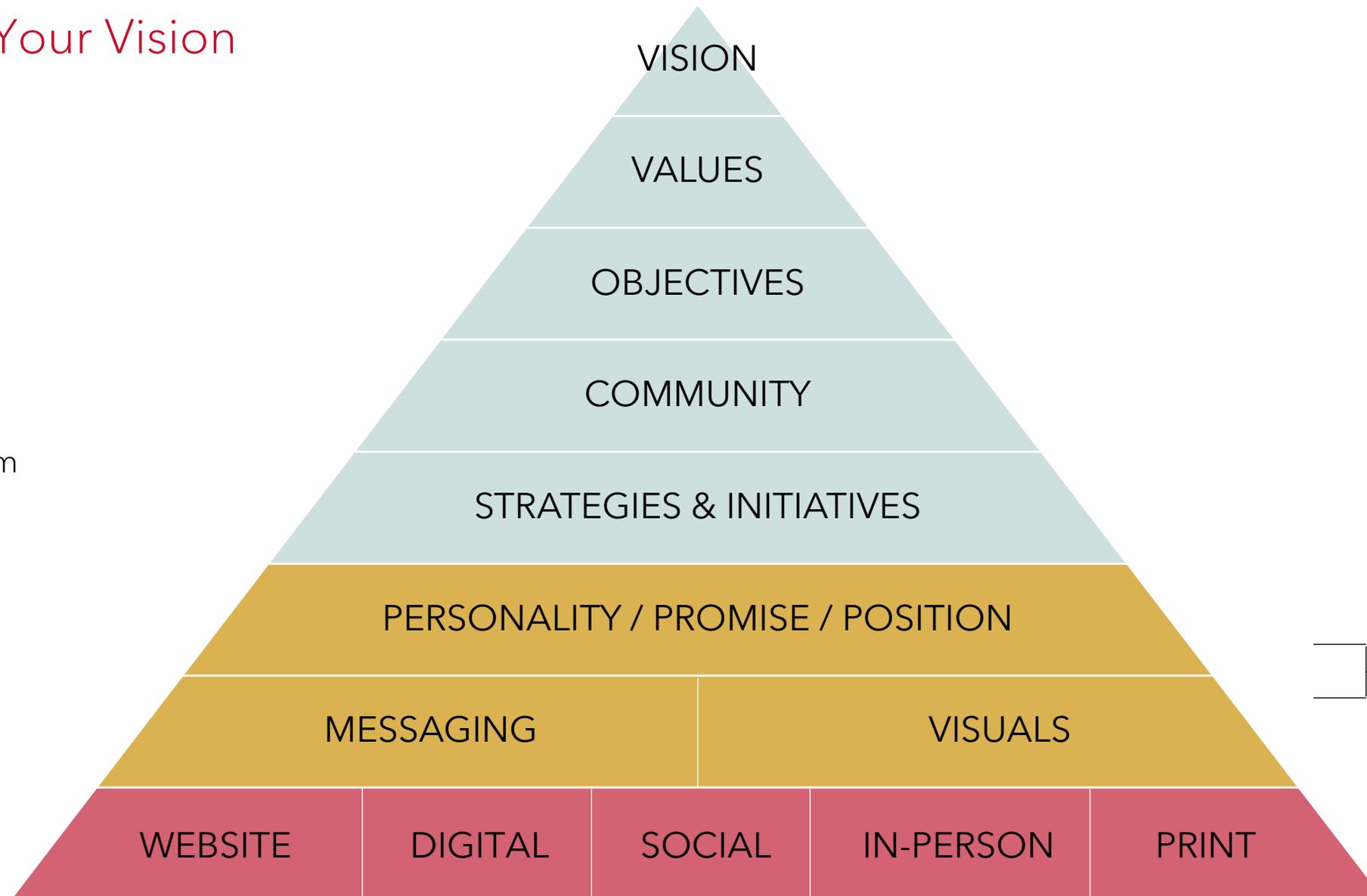
**1** workshop with **9** brand ambassadors



# How it Works

3Ps Support Your Vision

- Brand Pillars
- Brand Platform
- Brand Tactics



3Ps Branding



# Brand personality

These should be limited to 5 or 6

**Personality:** *the human characteristics and behaviors of your brand; the emotional ways in which the message of your brand is transmitted (looks, sounds, acts)*

## **Friendly**

*Neighborly, greeted with a smile*

## **Supportive**

*Helpful and encouraging, community-driven*

## **Natural**

*Nature loving, authentic to the core*

## **Inviting**

*Warm-natured, welcoming of all*

## **Playful**

*Fun and easygoing*

## **Vibrant**

*Lively, connected community, full of energy*



# Brand position

How the brand is perceived

**Position:** *what makes you different;  
how your city stands out from other places, making it easy to choose Monroe*

## **Where proximity and community converge**

*Naturally, you feel at home in Monroe. We come together to experience events, welcome one another, celebrate community, and plan for our future.*



# Brand promise

Foundational, north star

**Promise:** *what will always be true; your community's commitment/what you stand for; what your audience can expect from you every time, with every encounter*

## **Vibrant living, meaningful experiences**

*You will never feel more welcomed than when you're in Monroe. From friendly neighbors to vibrant experiences and diverse opportunities – you will always feel you belong.*



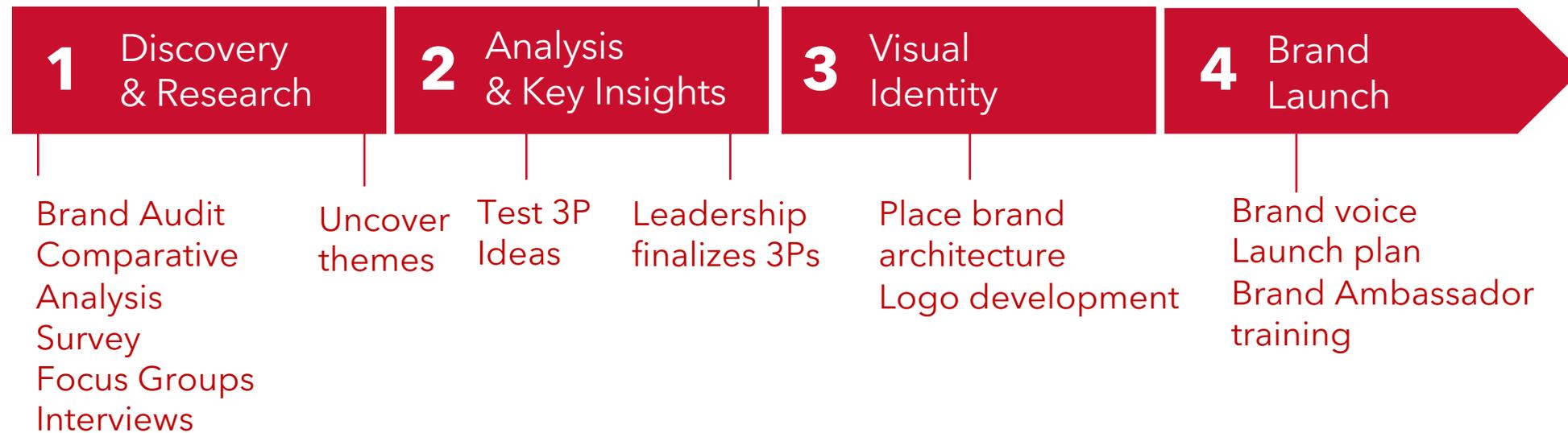
# City of Monroe's 3Ps

Personality	Position	Promise
<ol style="list-style-type: none"><li><b>1. Friendly:</b> <i>Neighborly, greeted with a smile</i></li><li><b>2. Supportive:</b> <i>Helpful and encouraging, community-driven</i></li><li><b>3. Natural:</b> <i>Nature loving, authentic to the core</i></li><li><b>4. Inviting:</b> <i>Warm-natured, welcoming of all</i></li><li><b>5. Playful:</b> <i>Fun and easygoing</i></li><li><b>6. Vibrant:</b> <i>Lively, connected community, full of energy</i></li></ol>	<p><b>Where proximity and community converge</b></p> <p><i>Naturally, you feel at home in Monroe. We come together to experience events, welcome one another, celebrate community, and plan for our future.</i></p>	<p><b>Vibrant living, meaningful experiences</b></p> <p><i>You will never feel more welcomed than when you're in Monroe. From friendly neighbors to vibrant experiences and diverse opportunities – you will always feel you belong.</i></p>



# Process

What's next?



# Thank you!

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