

# The Time is Now for Lincoln.



New Arena



Downtown  
Development



Innovation  
Campus



Big 10



Young  
Entrepreneurs



# RESEARCH FINDINGS SUMMARY

# Our Audience

Our primary audience is University students in Lincoln and young professionals everywhere.

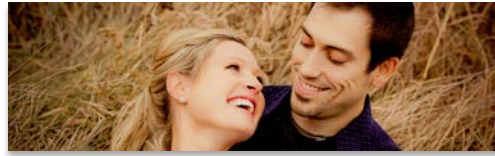


# Lincoln Loves Their City



## SENSE OF PRIDE AND APPRECIATION

Many believe it's one of the region's best-kept secrets.



## A REAL PLACE TO CALL HOME

Newer residents spoke about how welcoming the city is and long-time citizens shared a deep affinity for the place they've made home.



## CAREER OPPORTUNITY

Biz leaders believe Lincoln has an ideal environment for growth, while younger workers say they're given more opportunity and responsibility than they would get in a bigger city.



# Impressive Numbers



82%

Are “very satisfied” or “satisfied” with Lincoln as a place to live.

67%

Reported they were “very satisfied” or “satisfied” with the city as a place to start a career or business.

70%

Said they don’t plan on moving; they plan to retire here, or that they’ll live in Lincoln as long as they can find work.



# What Do We Want People to Believe About Lincoln?

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- ✓ You can be successful in Lincoln.
- ✓ You can be comfortable in Lincoln.
- ✓ You can have fun in Lincoln.



# Why is This True?

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- ✓ Low cost of living
- ✓ Clean air
- ✓ Low unemployment
- ✓ Wide open spaces/access to nature
- ✓ Short commutes
- ✓ Rewarding jobs at interesting companies
- ✓ Grounded people
- ✓ Thriving arts and entertainment scene



**LIFE IS RIGHT IN LINCOLN**



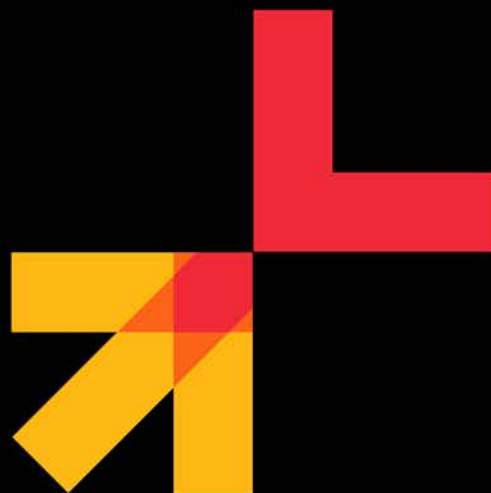
# DEVELOPING A NEW LINCOLN BRAND



# THE NEW LINCOLN BRAND



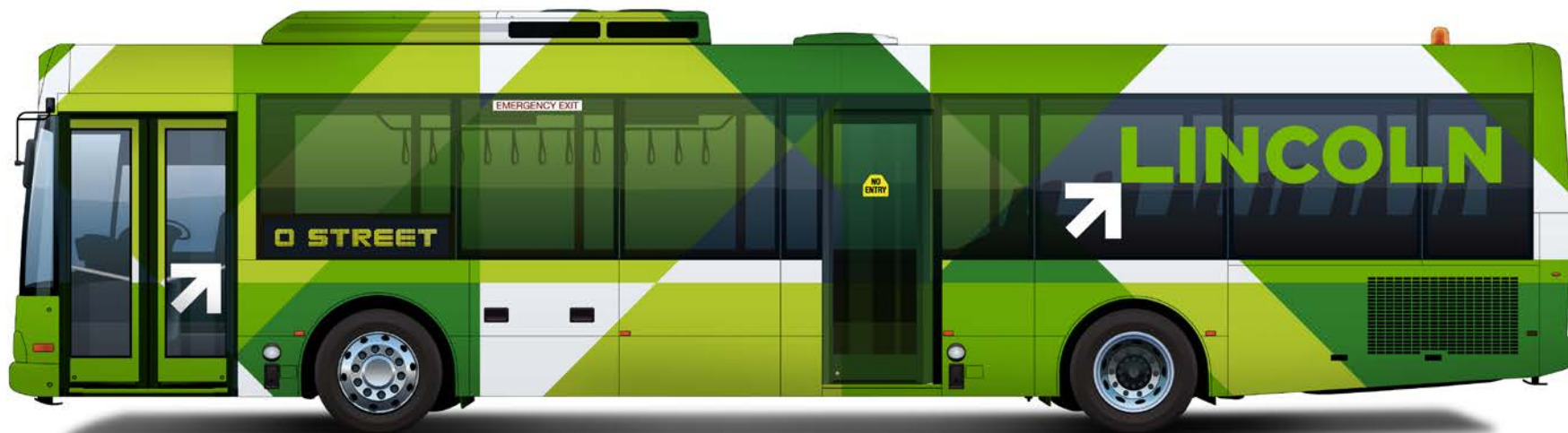
**LINCOLN**













LIVE ↗ L

DINE ↗ L

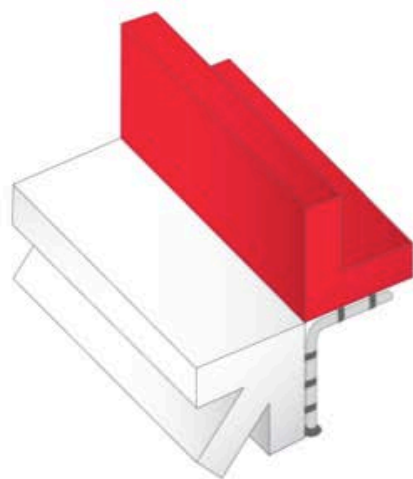
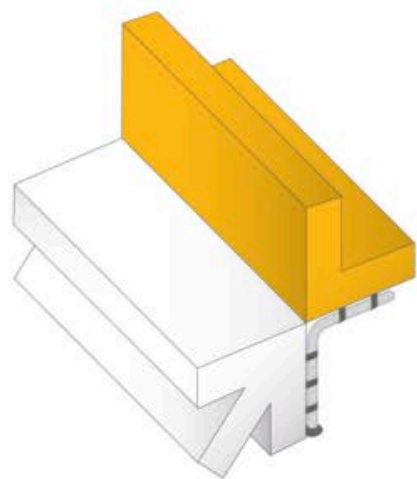
WORK ↗ L

RIDE ↗ L

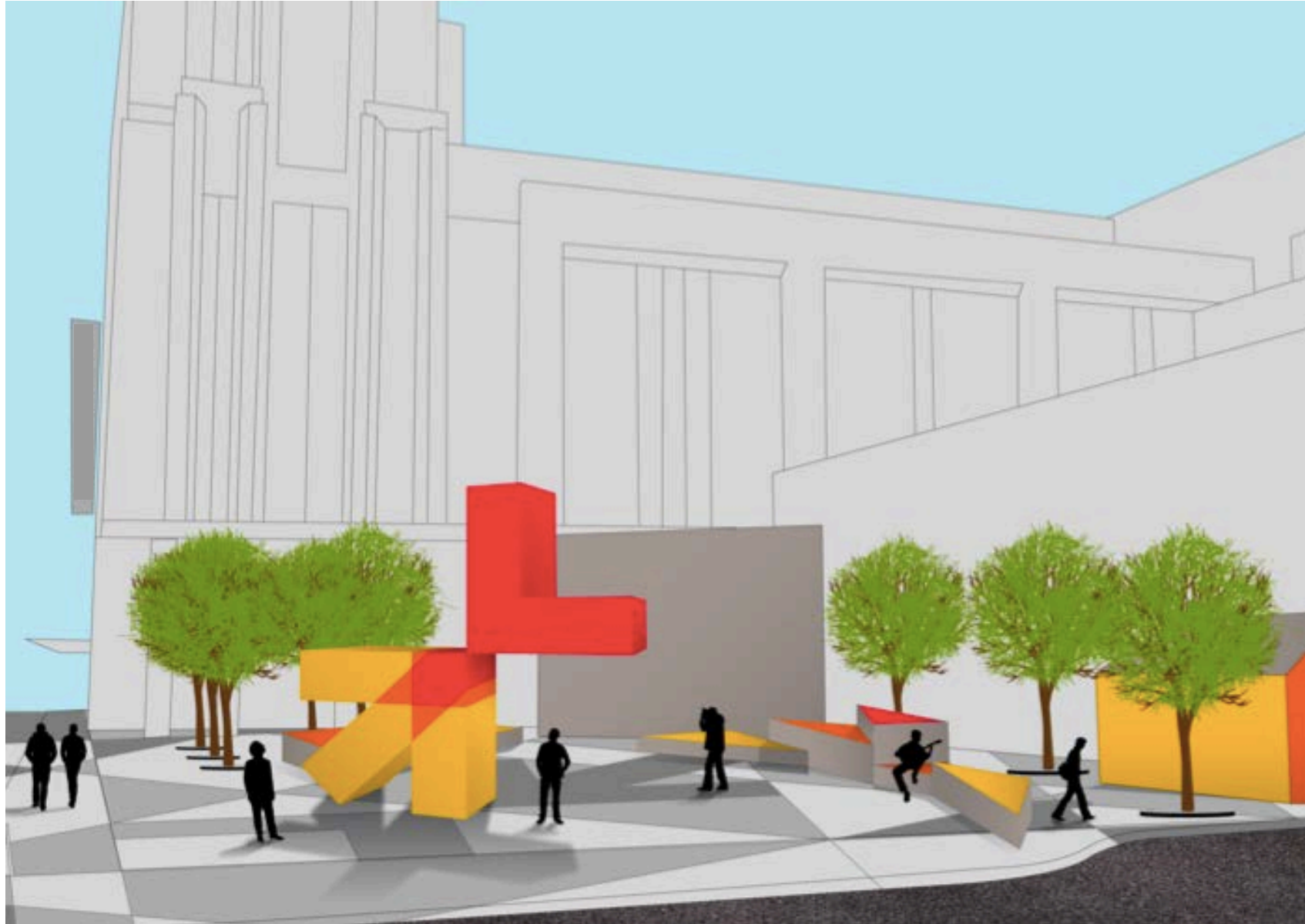
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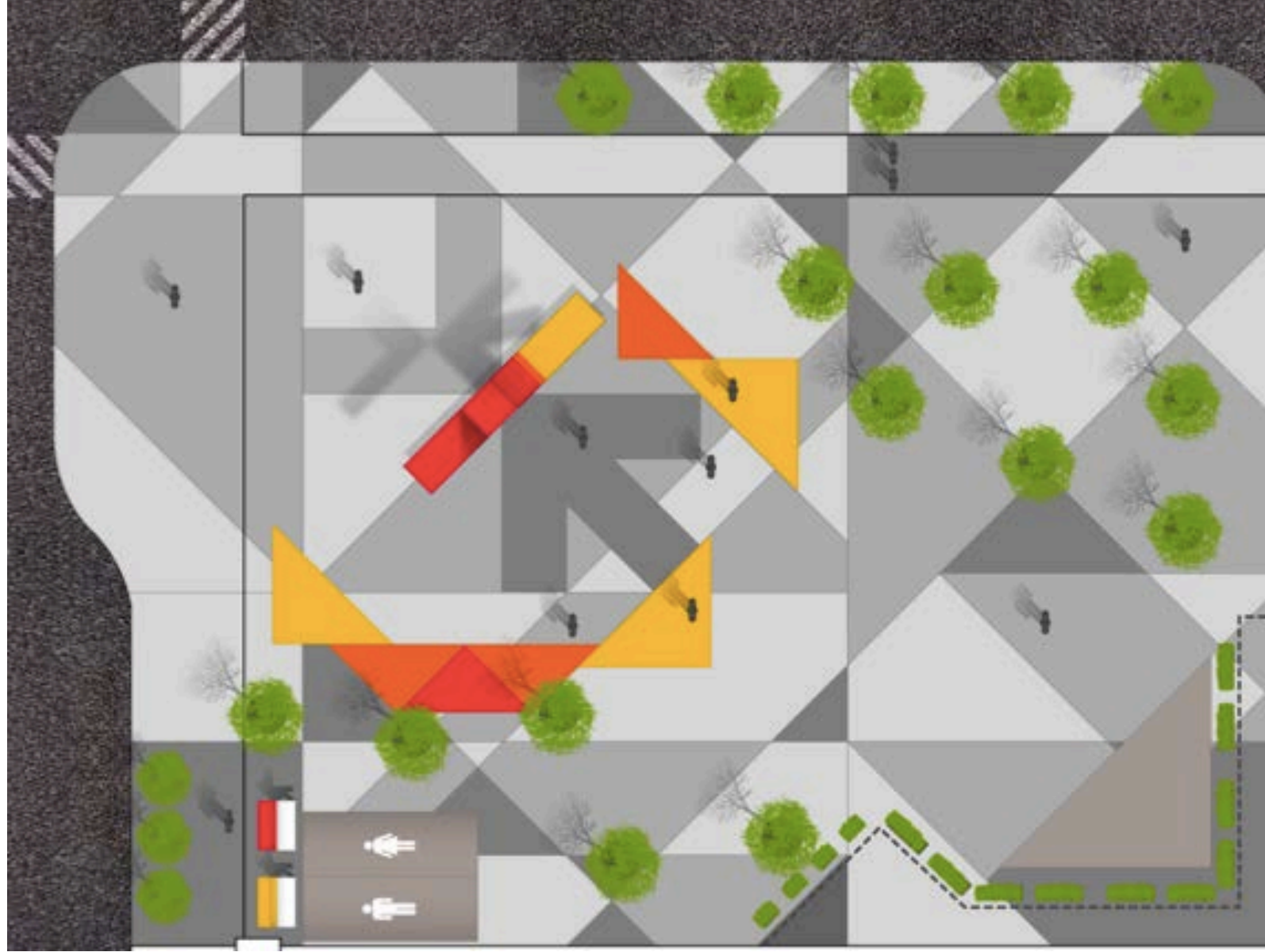
SHOP ↗ L

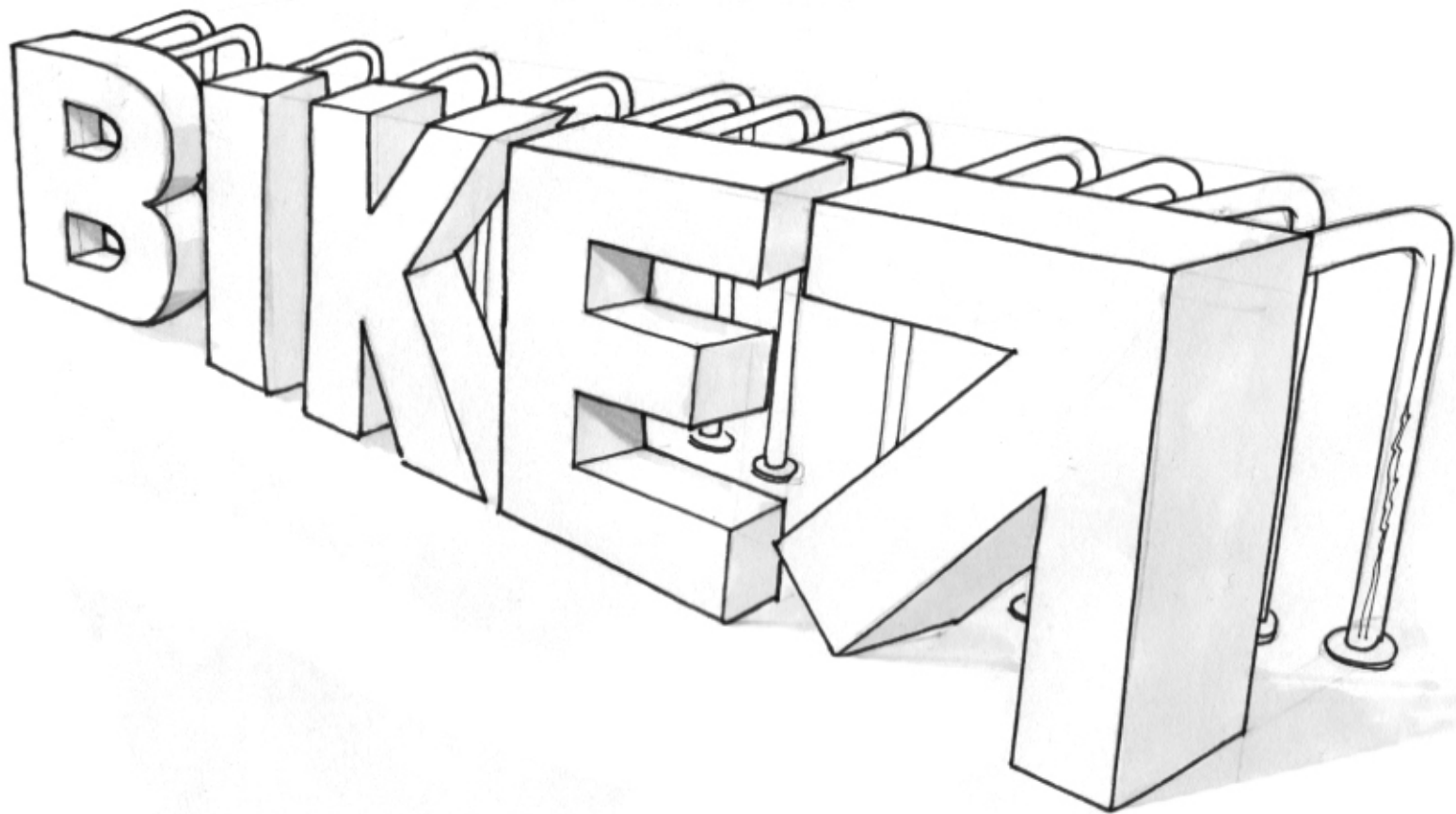




PARK BENCH CONCEPT







BIKE RACK

# MANAGEMENT + DRIVING THE BRAND



# Dedicated Staff People

In order to ensure success, one staff person will be hired to drive the brand forward and connect all touch points into one unified effort.

- + Work with entities across private and public sectors to unify efforts.
- + Lead efforts on campaign activations.
- + Manage online impression and social properties as the expert on the Lincoln brand.







nanonation

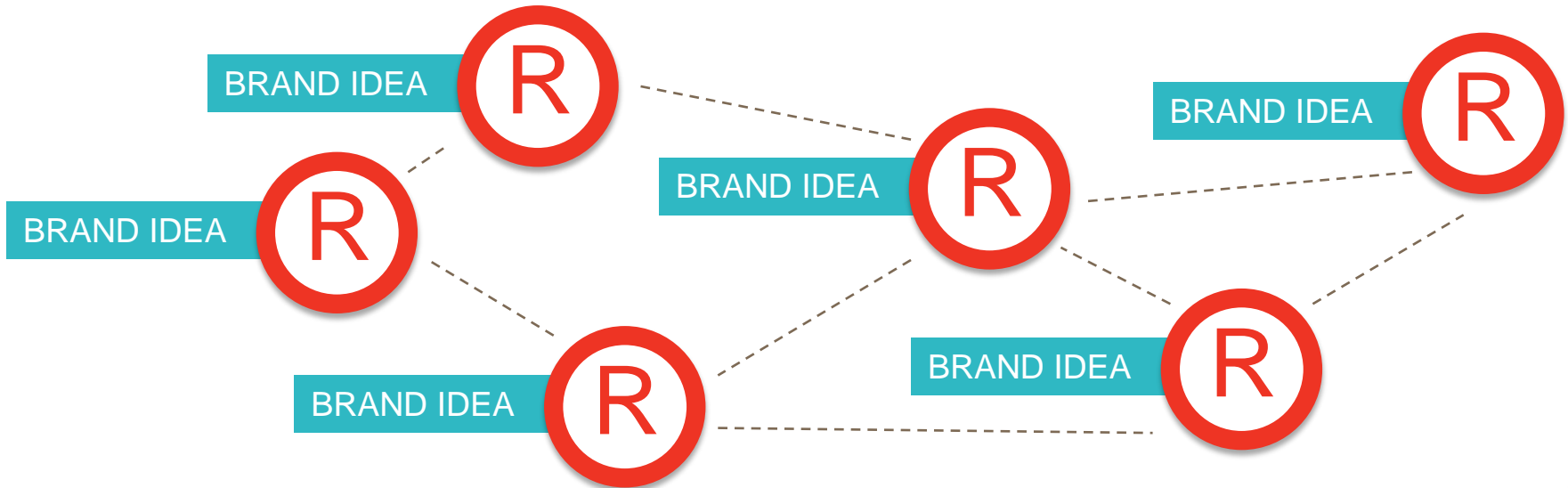


lincolnberean



# Underwriting Efforts

While the Chamber will take on the core campaign elements, we need businesses to sponsor the many different components to achieve maximum impact.



# COMMUNICATION PLATFORMS



# Communication Platforms

Four connected sites that collaborate on presenting a young, life-balanced impression of Lincoln.



## BRAND

[LIFE IS RIGHT.COM](http://LIFEISRIGHT.COM)

A site where people can state why Life is Right in Lincoln, campaign / brand home and media site.



## PEOPLE

[FACEBOOK.COM/LINCOLN](https://FACEBOOK.COM/LINCOLN)

Building on current page with multiple stakeholders weighing in on business, neighborhood, sport and event conversation.



## PLACES

[LCOC.COM](http://LCOC.COM)

Branded chamber site about Lincoln businesses, neighborhoods, local favorites and chamber information.



## EVENTS

[LINCOLN.ORG](http://LINCOLN.ORG)

Young-themed event calendar and tourism that takes current offerings into a social and mobile capacity, presented in engaging ways.



# The Lincoln Mobile App

A best-of-breed city app that is everything Lincoln, including a searchable map with businesses, events and points of interest, as well as a checklist of things to do. It's the website on the go!

- + The map categorizes different events by type (concert, art show, etc.).
- + The app could sync with Facebook so you can see and comment on which events your friends plan on attending.



# Social Tourism

An impressive display of activity on social properties from the Lincoln brand on our city's best places to live, eat, play and shop.

- + The Lincoln brand leaves and maintains tips on foursquare.
- + The Lincoln brand publishes Instagram photos of Lincoln's coolest places.
- + Lincoln's coolest made things on Pinterest.
- + Encourage Lincolnites to contribute and share.

The logo for Foursquare, featuring the word "foursquare" in a blue, rounded, lowercase font with a yellow outline.The logo for Pinterest, featuring the word "Pinterest" in a red, cursive, script font.The logo for Instagram, featuring the word "Instagram" in a black, cursive, script font.

BUILDING, SHARING  
+ PROMOTING

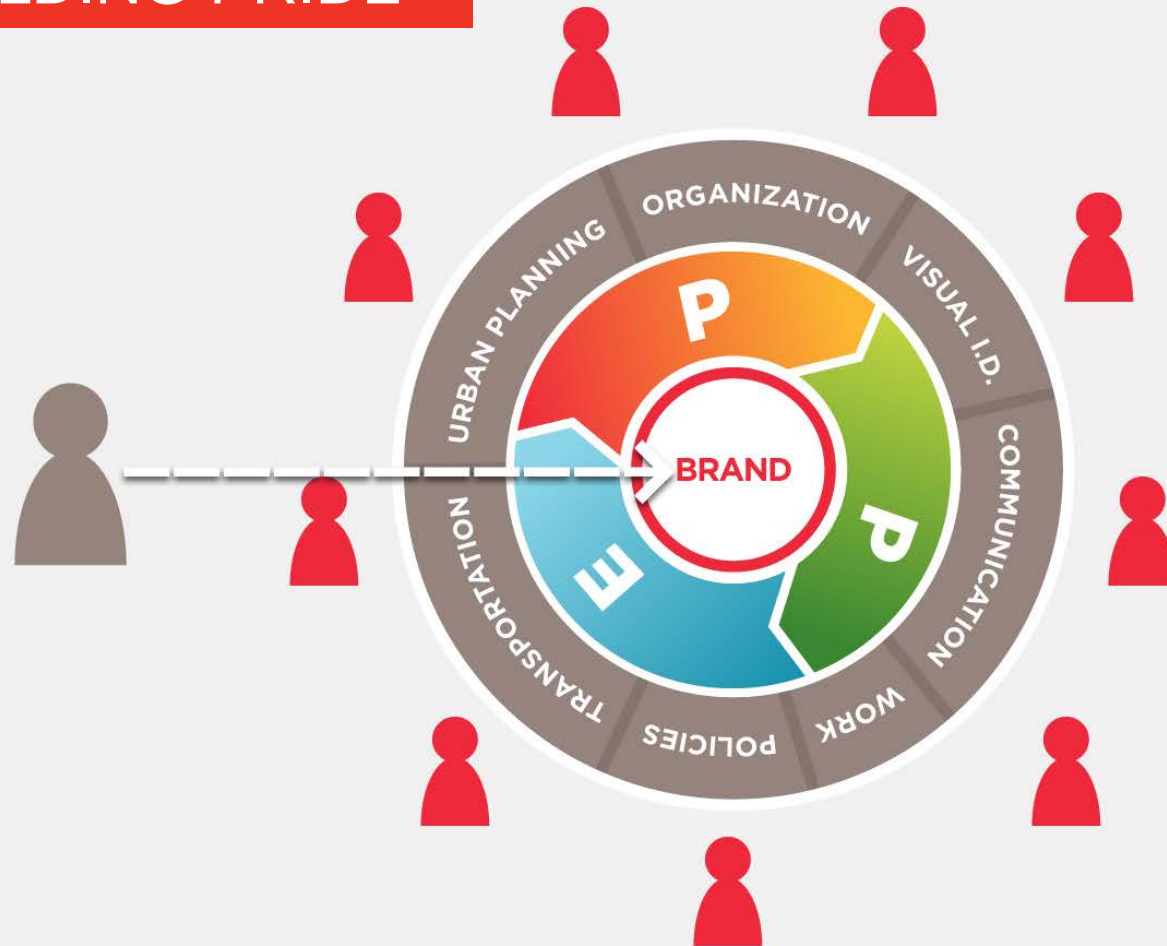
**“The real value in Lincoln is the people that are here and what they are doing. The best advertisement for someone coming to Lincoln, or thinking of moving here, is to introduce them, either physically or virtually, to our people.”**

**– Online respondent**





# BUILDING PRIDE



# SHARING PRIDE



IDEAS FOR:  
**BUILDING PRIDE**

# Downtown Serenades

Every Friday during the lunch hour, a band performs on a downtown street corner for the lunchtime crowd.

+ No tips necessary! The performances are sponsored by a different Lincoln business each week.





# Free Ticket Day

For one random day, all common parking tickets issued are paid for by a sponsoring Lincoln company. Instead, they are given a note letting them know who covered it.

- + A small gesture that goes a long way for both the sponsor and the city of Lincoln.
- + Will generate lots of positive press.
- + Can also be an education point about parking garages.
- + Happens one day only, short enough for there to be no abuse of the gift.
- + Lincoln parking hands out an average of 181 tickets a day.









# Seasonal Signage

During various holidays, fun signage gets added to the fabric of downtown to make people smile.

- + Lots of variations are installed around a seasonal theme: Christmas, Mother's Day, Fourth of July, Easter, etc.
- + Signs are made to add to current city signage and will not distract from traffic safety or communication
- + After the season, the signs are collected into a first Friday art show and sold for a charity of choice by the sponsor





# Lincoln Log World Record

We break the world records involving Lincoln Log structures in a fun filled day in the Civic Plaza using parents, kids and college students.

- + Size record currently held by Vern Larken of Rochester, NY since 2001 using 10,000 logs. Height record set by Jeremiah Joe of Ottawa at 10 feet.
- + Done in partnership with Children's Museum just down the street.
- + Raffle off the opportunity to spend a night in the structure or knock it down with the money going to the Children's Museum.



# Business Birthdays

Progress in business often goes unappreciated. Lincoln fixes that by sending businesses accolades for achieving certain milestones as a Lincoln business.

- + Beautifully branded and produced pieces (Small plaques? Letterpress cards from Porridge Papers?) reward birthdays, expansions, addition of new employees, etc.
- + Awards include branded materials on how they can be involved in Life is Right in Lincoln initiatives to target young professionals.
- + Reinforces their decision to do business in Lincoln.





# Capitol Light Show

In a new annual tradition, Lincoln creates the ultimate Christmas light show using the Nebraska State Capitol building as the canvas. See [this example](#).

- + Every year would bring anticipation towards the new show (and the new song!).
- + An exciting video documents the show.
- + Of course, the event would be careful to preserve the condition of the Capitol building.

Backup buildings include Arena, Love Library,

- + First National Bank, Cornhusker, US Bank Building, Sheldon.



# Life is Right: Surprise and Delight

Life just “feels” right in Lincoln. To call more attention to this and to promote the hidden delights of living in Lincoln, we hit people with special surprises that create a positive feeling for Lincoln and the new brand.



# Office Olympics

Lincoln holds a crazy Office Olympics competition. Any business can field a team, but only one will emerge with the most gold medals!

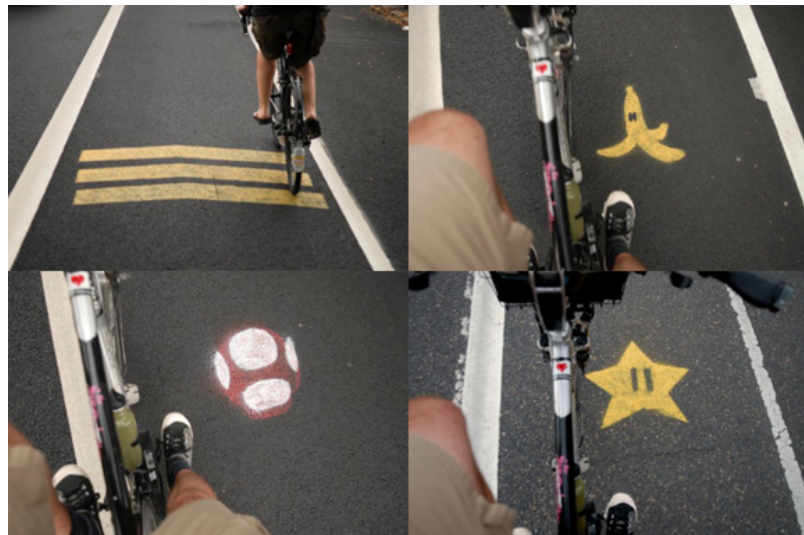
- + A way for the public to learn more about our local businesses, but also for businesses to promote team-building.
- + Events could include: Rolling Chair Relay, Mouse Hammer Throw, Mail Sack Race, and the Five o'Clock Dash.



# Happy Trails

We surprise and delight the folks who use Lincoln's trails and bike lanes with a bunch of fun little hacks that give our city a little more personality.

- + Hacks could be Mario Kart power-ups placed on bike lanes.
- + Signs along trails could offer encouraging words or promote the exploration of nearby points in Lincoln.





# Guerilla Gardening

Overnight, groups of Lincolmites work together to build guerilla gardens in key locations around town that need a little love.

- + Lincolmites will awake in the morning to a surprise dose of floral beauty and urban improvement all around town!
- + Instead of a bunch of gardens, perhaps Lincolmites band together to create one epic one.



IDEAS FOR:  
**SHARING PRIDE**

facebook

Search



Clint Runge

Home



Charles Hull

Friends

Subscribed

Message

- Managing Director & Co-Founder at Archival
- Studied Architecture at University of Nebraska-Lincoln
- Lives in Ashland, Nebraska
- Married to Summer Whaley Hull

About



Friends 435



Photos 78



Map 19



Likes 208

Post

Photo

Write something...



Angela Speer-Hull

10 hours ago

Hope you had a great birthday Charlie!

Like · Comment



AnnDrea Sullivan Boe

19 hours ago

Happy Birthday!

Like · Comment

Charles's Friends

See All



Rich Claussen

49 mutual friends

Add Friend



Jay Wilkinson

48 mutual friends

Add Friend



Tres Johnson

38 mutual friends

Add Friend



Shawn Bainbridge

46 mutual friends

Add Friend



Kate Ellingson

41 mutual friends

Add Friend



Rachel Jacobson

37 mutual friends

Add Friend



Music

Recently listened to on Rdio



Steve Reich: Mallet Quar... by So Percussion &...

Like · Comment



Steve Reich: WTC 9/11 II... by Kronos Quartet...

Sponsored

Creative Director?  
appsumo.com



Say no to ugly fonts & YES to beautifully paired typefaces - Big Book of Font Combos 56% OFF!

Luxury Men's Clothing



Try Trunk Club, a new personal shopping service for premium menswear. Free shipping both ways. Sign Up Today!  
Don Aguirre likes Trunk Club.



Kyle Stebbins

commented on Eric Nyffeler's status: "Alternatively, I rock the drums."



Sarah Pfeiffer

commented on Will Hays's link to Sarah Pfeiffer's wall: "We found it a few years ago. I..."



Cathy Solarana

This work is amazing! Anne Meysenburg and Weston Thomson take a look. Thx Volume Inc. for sharing this artist's vision.

Styles - Imagegallery



Crystal Marion

added a new photo to the album Mobile Uploads.



Amberley Runge

likes a link: The Left and the Right: Physiology, Brain Structure and Function, and Attentional Differences.



Abby Euler-Mehlin



Amy Grantzinger



Charles Hull



Jason C Bingham



Justin Kiernerling



Katie Kiernerling



Kevin Fuller



Kristin Runge



Levi Nelson



Lindsay Bouchard



Mika Shirai Kolke



Miss Jessica Marchand



Ricky Massa



Ryan Harmon

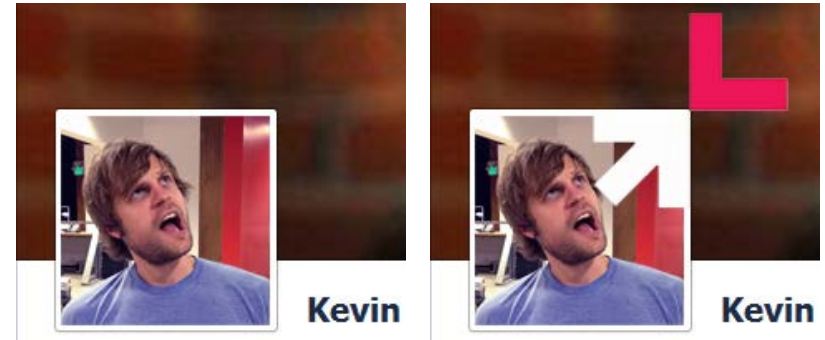
Go online to see who's online to chat.

Search

# Life is Right on Facebook

As a way of sharing pride, Lincolniters can add the new branding to their Facebook cover photos.

- + Great place to connect the pictures of your life to the location it happens
- + Lives on Lincoln Facebook page
- + Lots of options to integrate level of branding from heavy to light
- + Great opportunity for YPG to embrace





**Cassidy Kovanda**

✓ Friends

Message



- Graphic Designer at Archival
- Studied Fine Arts (graphic Design) & Pre-Med at Univer...
- Lives in Lincoln, Nebraska
- Married to Gina Kovanda

About



Friends 689



Photos 720



Map 66



Likes 259



Post

Photo

Write something...



Friends

See All

**Dennis Goddard II**  
169 mutual friends**Kristin Runge**  
64 mutual friends





WELCOME  
Capt. Gilbert Sandoz and  
USS NEBRASKA

Welcome to Lincoln, Nebraska  
Baggage Claim 

CUSTOMER SERVICE

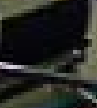





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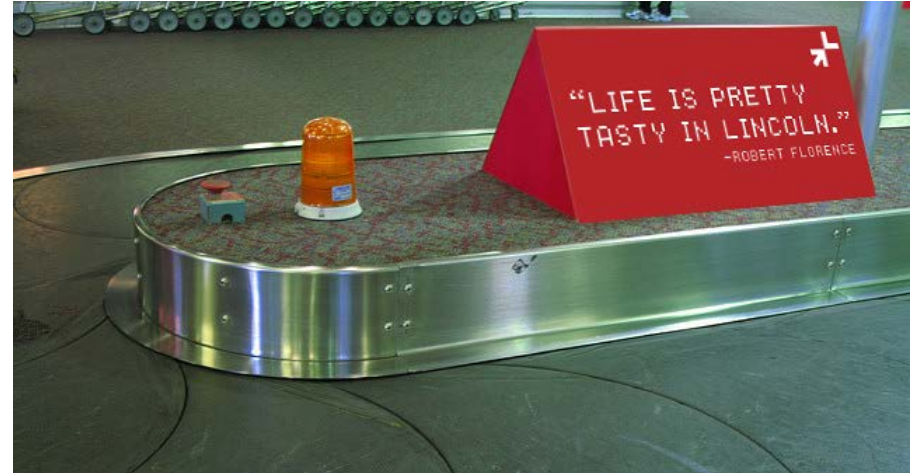




# Citizen Greetings

Greet guests as they enter into the Lincoln airport with a custom message as they walk off the plane.

- + Messages are filtered and approved almost real time. Even schedule when you'd like your message to appear!
- + During downtimes, messages pull from the Life is Right website on why people love living here.





**“I think the door has been kicked open and change is coming.” -Gen Y Native**