

WOKING

PLACE BRANDING — PHASE 1

RESEARCH DEBRIEF AND CREATIVE BRIEF

Contents

- Research overview
- Building a brand
- Discussion

RESEARCH OVERVIEW

RESEARCH OBJECTIVES

1. Gain an understanding of attitudes and opinions towards Woking and the associated benefits of place branding.
2. Impartial research to help inform the creative development of the Woking place brand.



RESEARCH THEMES

1. Opinion on Woking's town centre transformation and its future.
2. How Woking town centre can better meet your needs
3. The role place branding plays in promoting the Woking transformation to the rest of the UK



RESEARCH AUDIENCES



Residents



Businesses



Retailers

RESEARCH AUDIENCES



Residents

x5 Friendship Groups

- 20 participants under 35
- Employed & unemployed
- Parents & Younger people
- All socio-economic groups



Businesses

x5 In-depth business discussions

- McLaren
- Ambassador
- Mercer
- YUM!
- Capgemini



Retailers

x20 Retailer Interviews

- Independents
- Multiples (H&M, Clarks, ...)
- Restaurants
- Retail Services

RESEARCH OUTPUTS

RESIDENTS — KEY THEMES

1. Although there is a feeling of perpetual work in the town center, the perception is the transformation is gaining momentum and Woking is changing for the better.
2. Residents want to be involved and feel part of the grand plan against the backdrop of the developments.
3. Residents see demographic changes in the town - an important and delicate balance to maintain the sense of community while working towards integration.
4. For residents, a NEW sense of place would be welcome through the branding project.

KEY WORDS

- Excitement
- Connect
- Aspire

BUSINESSES — KEY THEMES

1. Seeking better coordination of works to minimise disruption to staff base
2. Want Woking to be synonymous with e.g. sustainability – national centre of excellence
3. Desire to pool resources to collaborate on issues and opportunities
4. Strongly support for Place Branding – increase appeal to employees – living, sustainably

KEY WORDS

- Coordination
- Communication
- Collaboration

RETAILERS — KEY THEMES

1. Limited shopper parking and unpredictable roadworks sending footfall elsewhere
2. Essential to remove reputation as a dormitory town towards a thriving place to 'be'
3. Unsure of residential target demographics so unsure how to invest in preparation
4. Keen for place branding to focus on Woking's assets in their own right. e.g. A strategic location to London is not an opportunity for local trade

KEY WORDS

- Sustainability
- Thriving
- Investment

SO WHAT?

STRONG SUPPORT FOR PLACE BRANDING
THAT RECOGNISES AND REINFORCES:

**CULTURE,
COMMUNITY
& CONNECTION...**

TO PROVIDE A VIBRANT, ATTRACTIVE TOWN.

BUT SUSTAINABILITY IS
AN UNDERPINNING ESSENTIAL

SUMMARY

Limited 'heritage' in Woking to use
as a statement of place

Perpetual momentum – always improving
– always transforming

Council interventions seen as 'visionary'
& 'strategic' – accelerating change



SUMMARY

Desire from business, retail and residents to stand for something to provide a statement of place

Solution must embrace Woking's destiny as a place for culture, for community, for connection.



THE CREATIVE BRIEF

PURPOSE OF THE BRIEF

1. Define the **Place Brand for Woking**

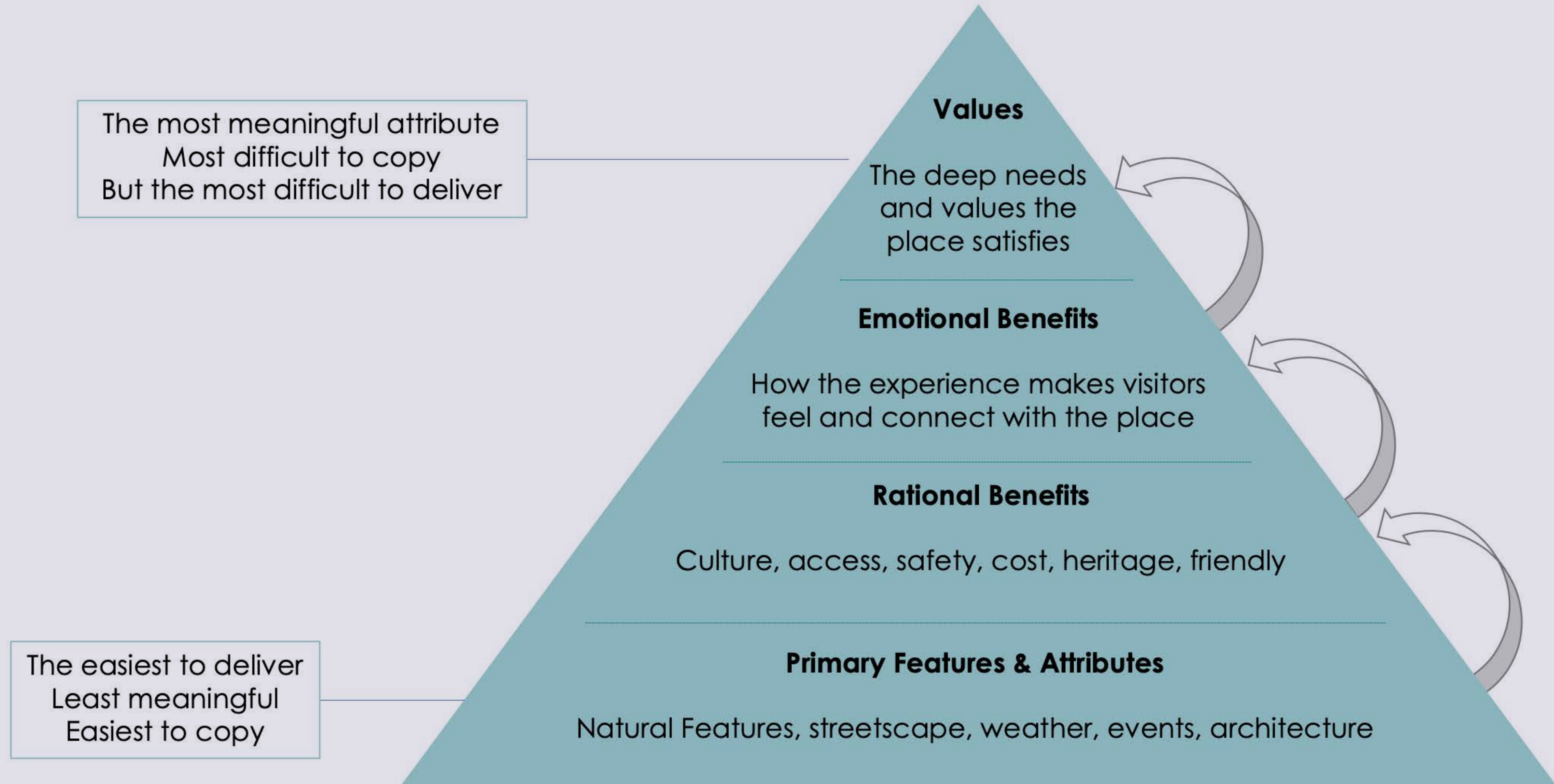
The totality of thoughts, feelings and expectations that people hold about a location.

2. Give clear direction to the **Woking Place Branding**

The toolkit and actions for communicating the competitive identity of a place.



DEFINING THE PLACE BRAND

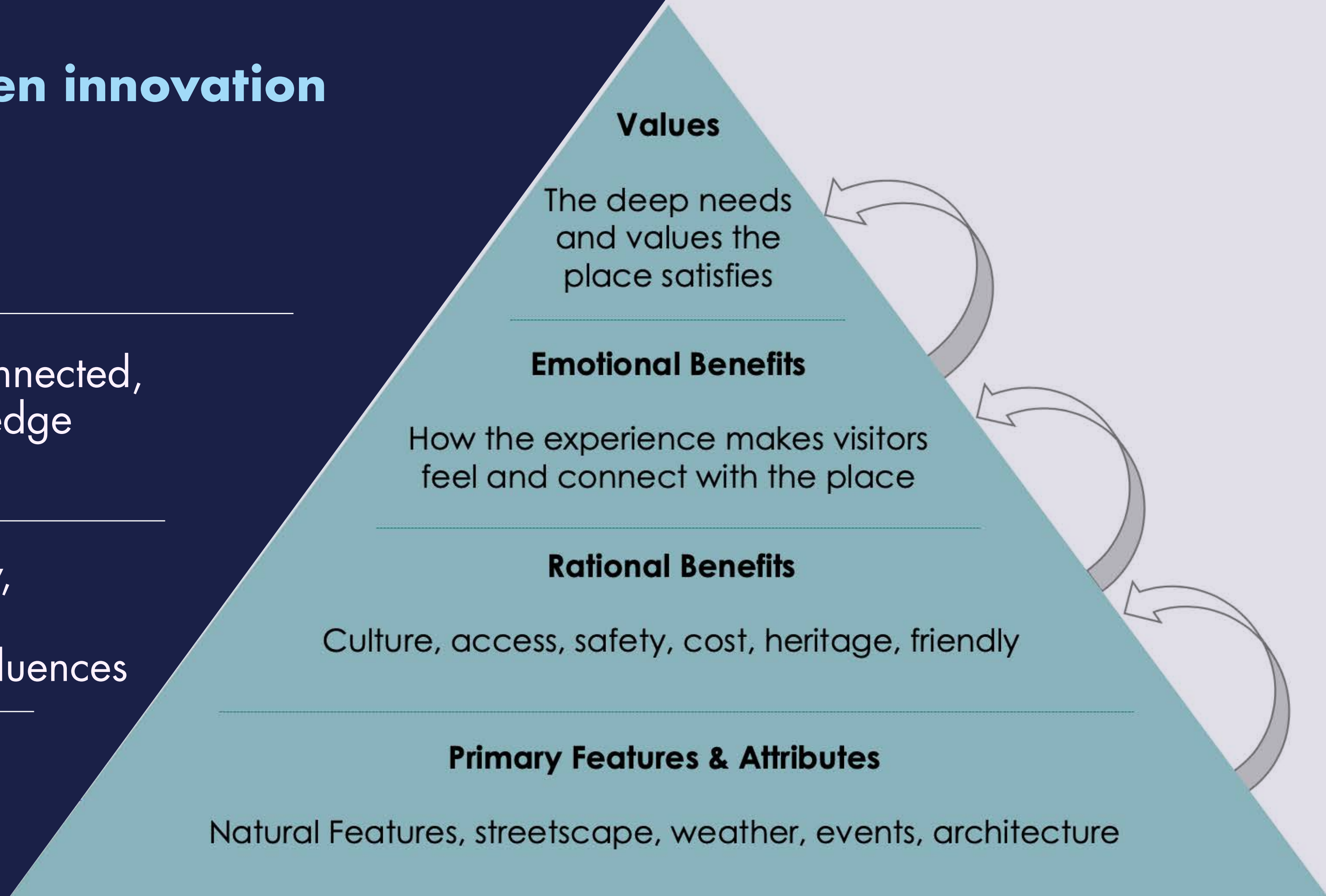


Woking is a place for **open innovation**

Residents feel smart, optimistic, connected, community orientated and on the edge of something new and special

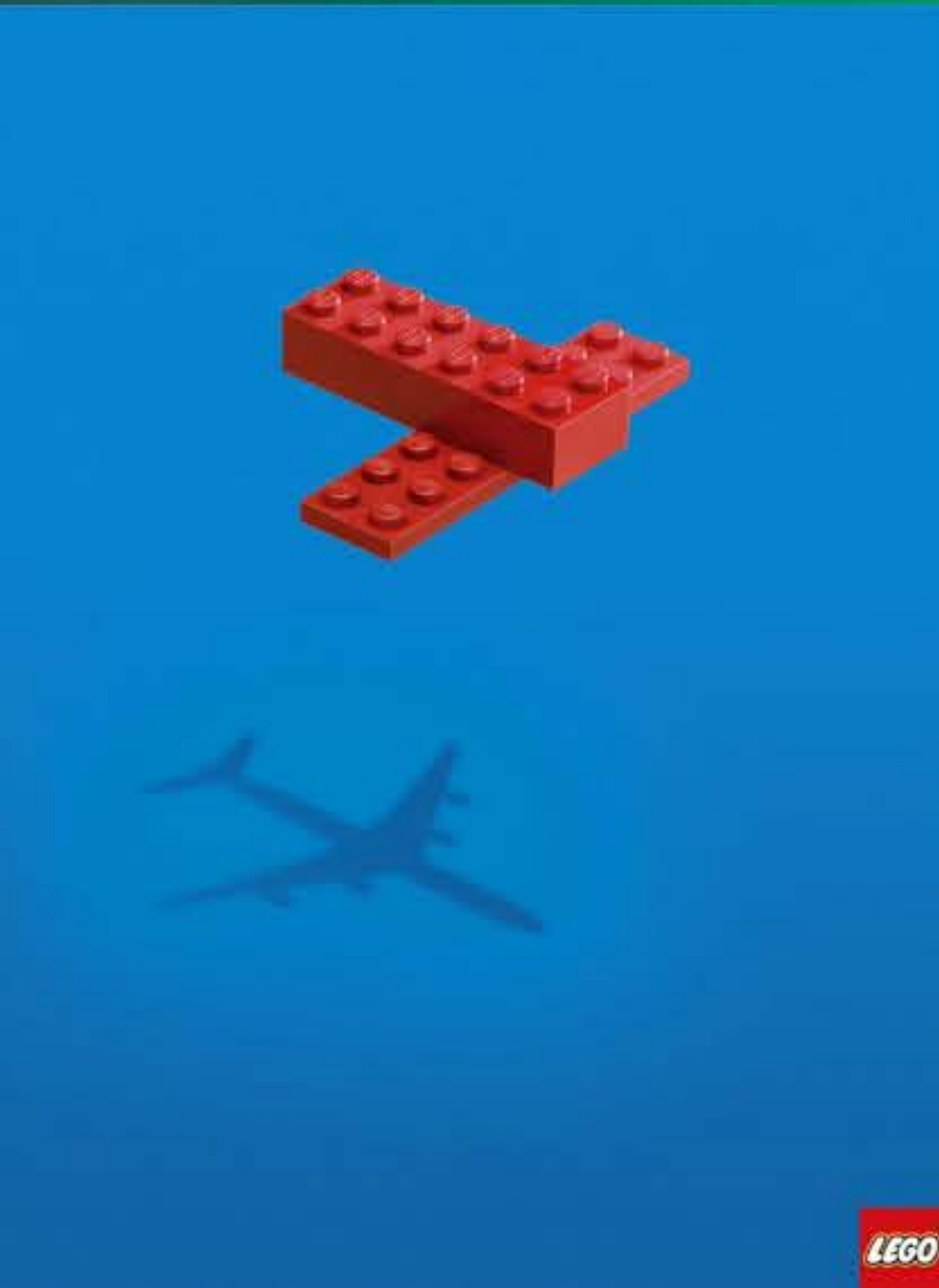
Strategic location, value for money, quality of life, building sustainable communities, distinctive cultural influences

Good amenities and shopping, strong community network, close to nature



**Open innovation is an alternative
to the conventional method of innovation
where information has to stay
within preset confines.**

**A mindset, of being open to sharing
and receiving information.**



PROPOSITION PATH FOR WOKING

THE 'PROPOSITION PATH'

What is the **overarching objective** of the campaign?

BUT

What is the **main challenge** that prohibits the objective becoming a reality

BECAUSE

There is an **existing belief** that enforces the above challenge in people's minds

BUT

What is the counter point to this? The **new belief** we need to instill

BECAUSE

What anchors the new belief? What is the **point you simply cannot argue with?**

THE 'PROPOSITION PATH' FOR WOKING

<p>The Overarching Objective</p>	<p>Create a unified identity brand for Woking. One that encapsulates the place and its people</p>
<p>The Main Challenge</p>	<p>Woking's current identity is very ethereal – making it hard to define</p>
<p>Existing belief that supports the challenge</p>	<p>Woking is based close to areas with a much clearer brand identity (Guildford/London)</p>
<p>The new belief we need to instil</p>	<p>Woking thrives off people that think differently</p>
<p>The point you simply cannot argue with</p>	<p>A momentum of positive change is creating an unrealised optimism and potential that will fuel Woking into the next decade</p>

THANK YOU