



M | M | P | T
MultiModal Passenger Terminal



EXCAVATION[®]

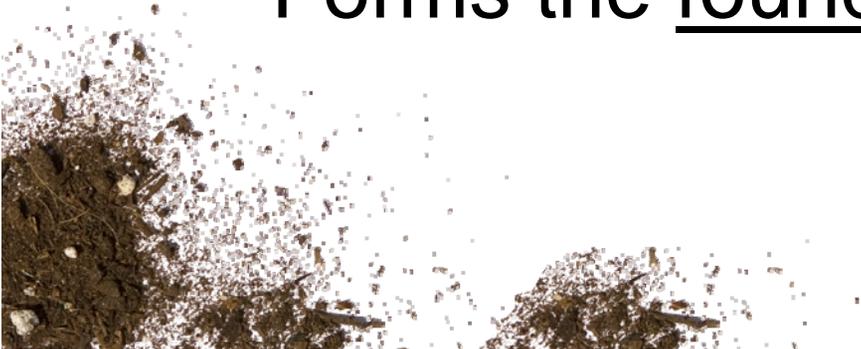
**BRANDING PROCESS
& PROGRESS**

Thursday, May 17, 2012



What is a JS Excavation?

- Use questions to uncover:
 - INFORMATION
 - INSIGHTS
 - IDEAS
- Forms the foundation for deliverables



BRAND BUILDING

INTERNAL COMM.

Stakeholders

PUBLIC RELATIONS

News Media

Community Groups

MMPT

SALES COLLATERAL

Prospective Funders

Tenants

MARKETING

Website

Events

Advertising

Social

KEY MESSAGES

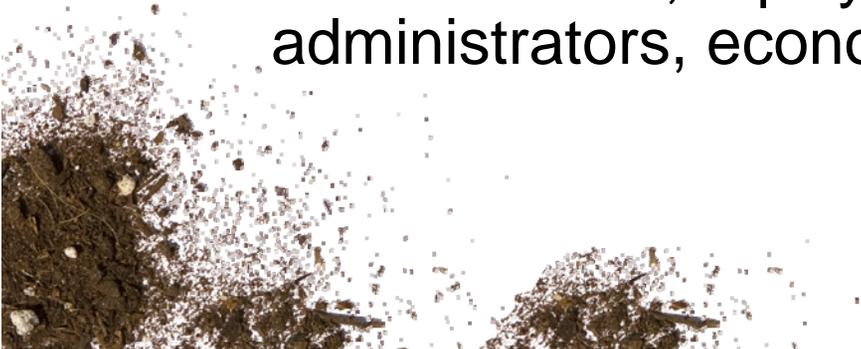
BRAND ESSENCE

BRAND POSITIONING

 **EXCAVATION WORK**

Who are our **key audiences**?

- The General Public
- Public Transportation Users
- Tenants
 - Retail
 - Office
 - Residential
 - Colleges
- Funders
 - Bond markets, equity investors, politicians, federal administrators, economic development



What did we **study**?

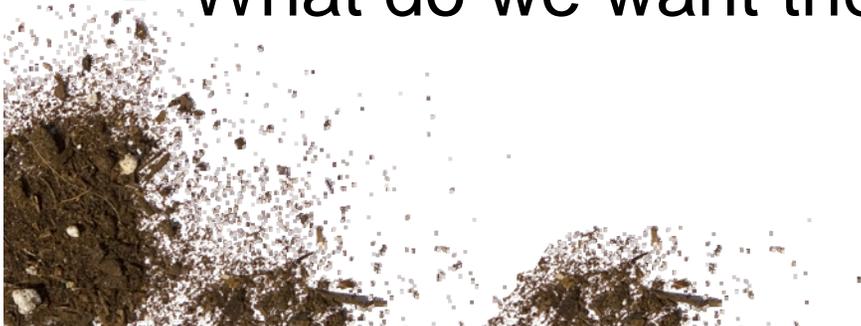


- The competitive landscape
 - Similar projects outside of Georgia
 - Denver's Union Station, San Francisco's Transbay Transit Center
 - Developments in Atlanta
 - Their brand positioning and messaging
 - Media coverage generated



We asked ourselves ...

- How do we describe what this is?
- How is it different from LWP communities?
- Why will the public want to come here?
- Why will retailers want to set up shop here?
- Why will companies want offices here?
- Why will people want to live here?
- Why should funders want to invest here?
- What do we want the headlines to be?



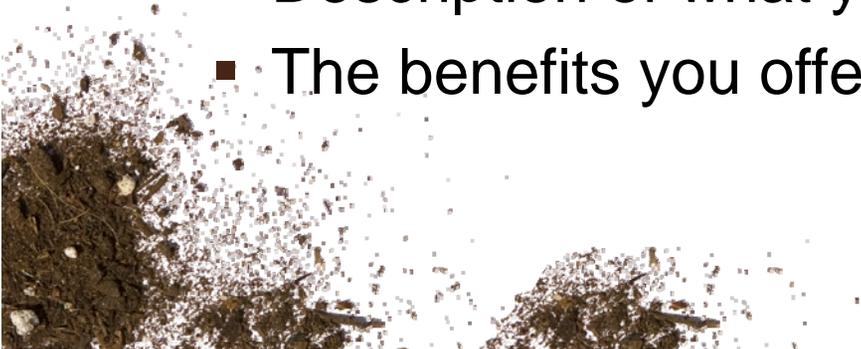
Our process

- Carefully studied JS Excavation notes
- Looked for recurring words and themes that help define and differentiate
- Reviewed the competition again
- Researched word meanings
- Crafted the deliverables



Brand positioning

- Not a mission statement
- Single sentence – used internally – that is your SECRET FORMULA
- Ingredients include:
 - Who you want to engage
 - Description of what you are
 - The benefits you offer



Brand positioning

For people who like living in motion, (MMPT Development) is the connected community in Georgia that puts the world at your doorstep.



living in motion



connected community



Why **community**?

Comm

- Commuter
- Commerce
- Commercial
- Communication

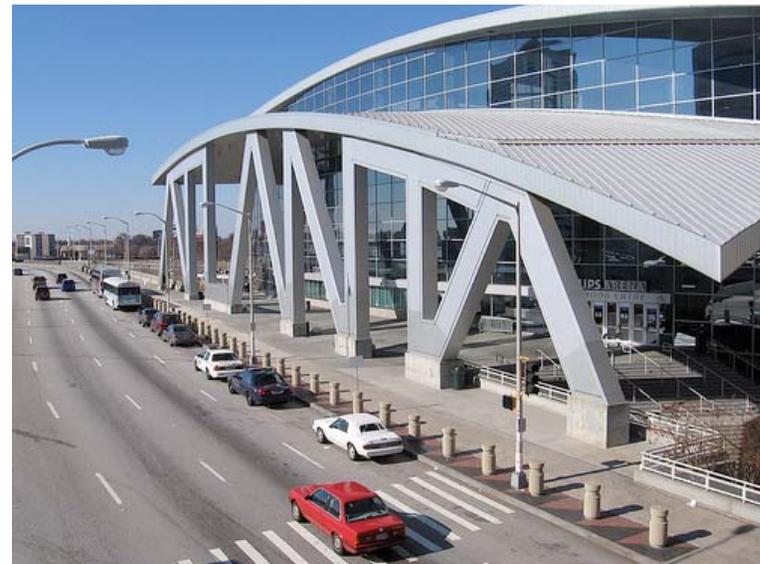
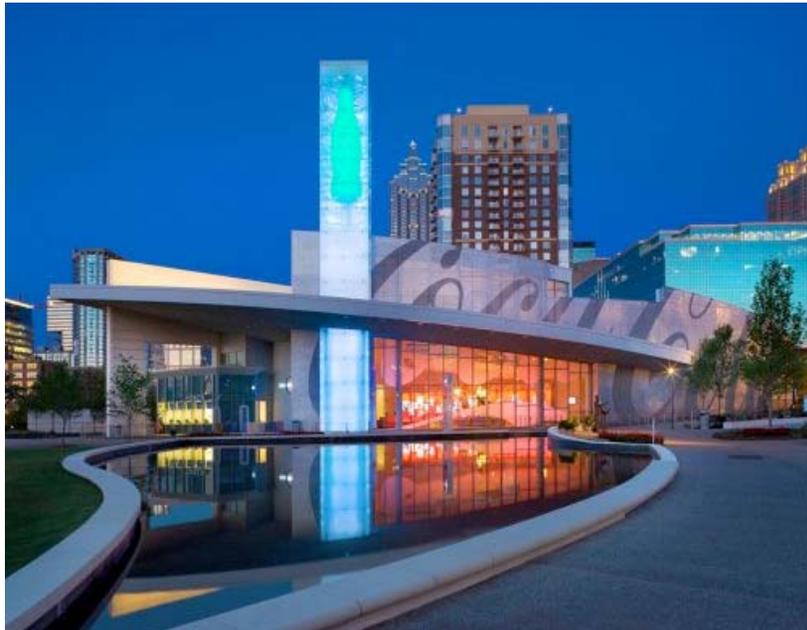
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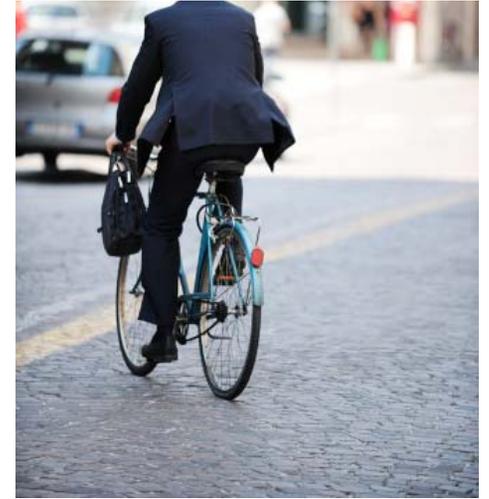
unity

- Union (ref. Union Station)
- Uniting people (diversity), transportation, communities



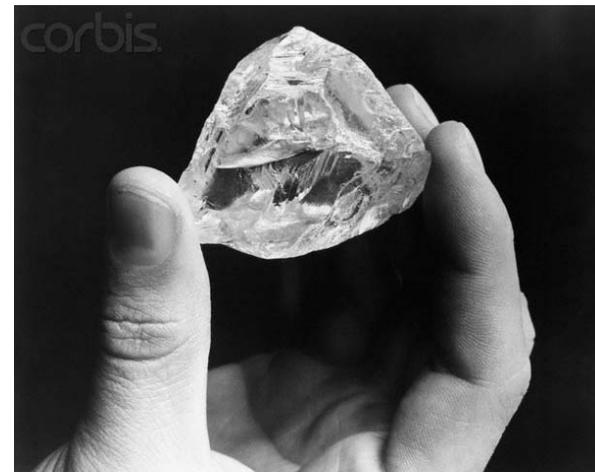
the world at your doorstep





Your brand **essence**

- What word(s) best describe the core of what you're all about?







safety



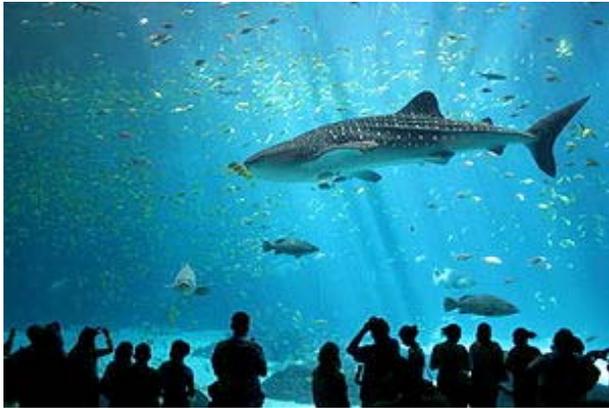


safety



performance





**access
to the world**



