

SLOGAN CONTEST!

\$250*

CASH PRIZES



OUR NEW LOGO
NEEDS A NEW SLOGAN!
ENTER AND MAYBE YOU
CAN BE PART OF THE
DISTRICT'S FRESH NEW LOOK!

The Southwest District is looking for a new slogan. Winner(s) will be featured on our digital platforms and be eligible to receive up to \$250. Subscribe and visit to learn more about us and get those creative ideas going ...

DEADLINE FOR ENTRIES

1PM MAY 7, 2024

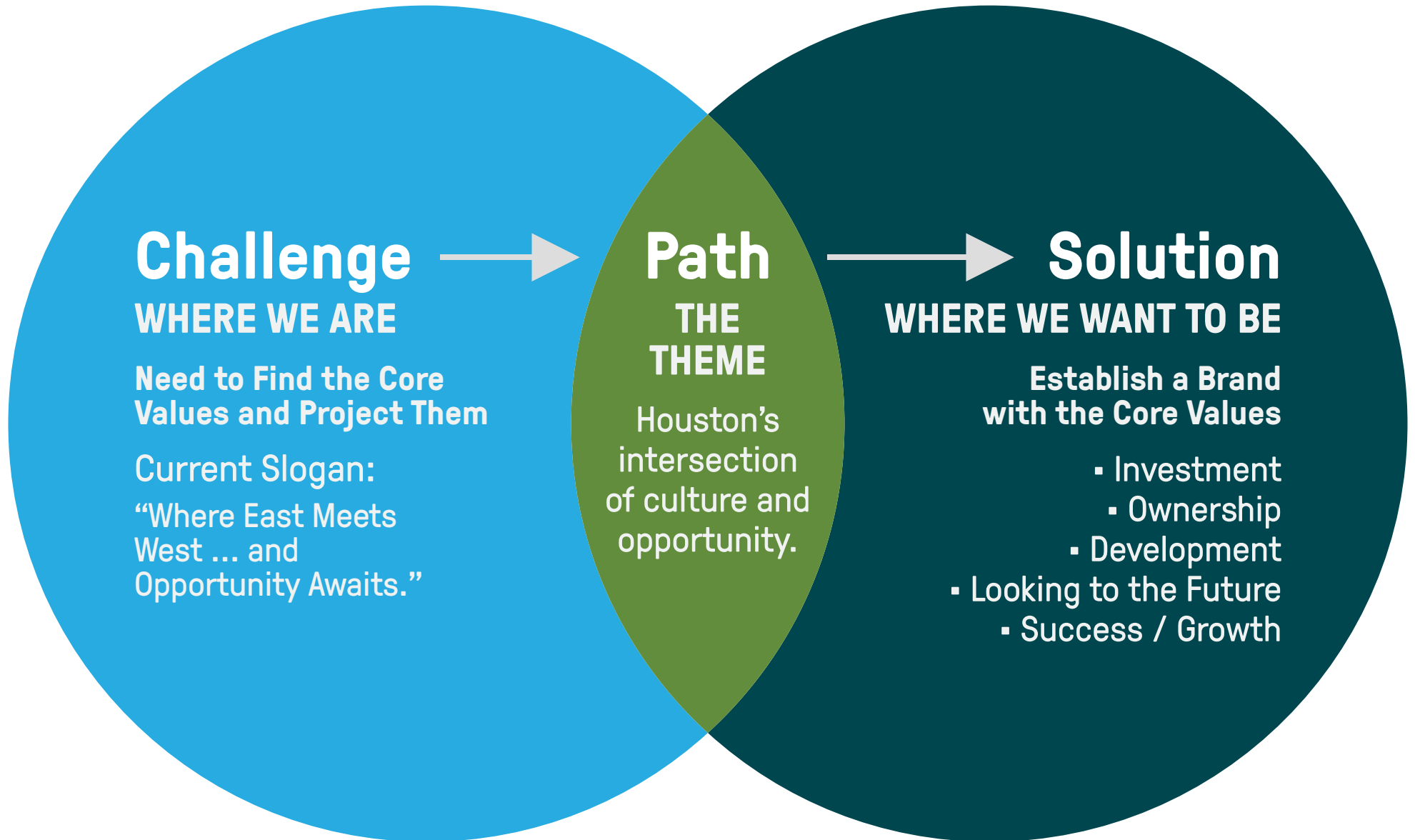


email questions and entries to:
ATrinh@HawesHill.com

signup today and never miss an event
SouthwestManagementDistrict.org

Southwest District

Slogan & Brand Exploration



Challenge

MISSION

On the Website:

- Enhance and promote the **image** of The District.
- Create a *desirable area* to attract more **businesses, investments, and residents**.
- Provide *services and information* that will **stimulate business growth** in The District.
- Provide for *easy access to, from, and through* The District.
- Create a *safe environment* for **businesses and residents** in The District in order to *increase revitalization*.
- Spur *redevelopment* of this **mixed neighborhood** for all **property owners, residents, and tenants**.

From the Executive Director:

- Rich with diverse culture and history
- Uniquely situated to provide resources and enhance the quality of life for business owners and residents alike
- Premier business and residential area
- Promote redevelopment
- Fast growing [area]
- Join us to invest, live, and play

Intro on Facebook:

- Located in the bustling southwest area of Houston, the Southwest District has something for everyone.



LACK OF UNIFICATION

- voice
- presence

Path

GOAL(S)

Based on The Mission:

- | | |
|-------------------------------------|---|
| Who
(Target Markets) | <ul style="list-style-type: none"> ▪ business investors ▪ new residents |
| What
(Actions & Outcomes) | <ul style="list-style-type: none"> ▪ growth ▪ develop a brand-voice <ul style="list-style-type: none"> ▪ unique ▪ identifiable |
| When
(Take Action) | <ul style="list-style-type: none"> ▪ Now is the time to really hone in The District IS and how its identity can communicate with your target markets. |
| Where
(Execute & Project) | <ul style="list-style-type: none"> ▪ Across platforms from web to events. If your voice is <i>defined</i> and <i>strong</i>, you'll be able to to apply it seamlessly to reach your targets and achieve your goals. |
| How
(The Brand Question) | <ul style="list-style-type: none"> ▪ Convey that this area needs YOU and you need IT to create, recreate, and benefit from exponential growth? <ul style="list-style-type: none"> ▪ <i>culturally sensitive</i> ▪ <i>impactful</i> ▪ <i>concise</i> ▪ REACH PEOPLE ▪ Suggest that the targets can be a part of <i>growth</i> and <i>community ownership</i> in this bustling area. Projecting this idea of "<i>personal investment</i>" in / of a community transforms core messages about <i>cultural heritage, diversity, and opportunity</i> into <i>differentiators</i>. Otherwise they come off as facts or words that a person cannot sink their teeth into. <ul style="list-style-type: none"> ▪ Tap into a target's psyche and inspire action through ego, sentimentality, being a part of growth / development, making profits, quality of life, etc. |
| Why
(To Achieve Goals) | <ul style="list-style-type: none"> ▪ <i>accurately represent</i> The District ▪ it's <i>differentiators</i> ▪ and <i>goals</i> <ul style="list-style-type: none"> ▪ <i>define</i> and <i>project</i> your <i>vision</i> for The District |

NOT FULLY COMMUNICATING WHO WE ARE

- differentiators
- opportunities

DEVELOPMENT

Solution Phase I →

BRAIN DUMP

- Does each “zone” have its own mission?
 - Blend the 7 into one “tapestry” --> FLAGS
 - One tagline based on a blend
- Is there a chance that areas could be added to The District?
- Riff off of Houston’s slogan?
 - The Space City
 - Stars, space, future, etc.
 - The Lone Star State

Keywords:

- | | |
|------------------------|-----------------------|
| • joy | • flourishing |
| • play | • diversity |
| • prosperity | • all are welcome |
| • possibility | • plenty to explore / |
| • growth | learn / enjoy |
| • investment | • potential |
| (of self and finances) | • giving / |

contributing

- | | |
|-------------------------|--------------------|
| • home and business | • senses |
| • luck / fortune | • thriving |
| • success | • future |
| • becoming | • come together |
| • promising | • destination |
| • opportunity | • dream(s) |
| • culture | • experience(s) |
| • rich history / past / | • entrepreneurship |
| heritage | • development / |

redevelopment

- | | |
|--------------|---------------------|
| • place(s) | • vibrant |
| • go / going | • celebration |
| • forward | • centrally located |
| • progress | |

Solution Phase II →

IDEAS

Based on Brain Dump:

- Something that touches on culture and opportunity...
 - The whole is better than the sum of its parts
 - Successes are made here
 - Surrounded by culture
 - District of Culture
 - Dreams
 - For immigrants / diversity / business / community
 - Where culture and business thrive / flourish
 - Dreaming doesn’t stop here
 - However, we’re trying to look forward...
- Be a part of the business boom
- Give to The District; it’ll give back
 - investment
- We need YOU
 - “You” are what makes this community
 - “Your” investment
- You are the future / [together] we’re the future
 - in Southwest Houston
 - Building the future
 - Right here, a central location, in your neighborhood
- “start / begin here”
 - starting line
 - other marker of beginnings
 - new beginnings here
- Add to the tapestry / fabric [of The District / this community]
- Where Houston’s culturally rich past meets a prosperous future
- Your / Houston’s X (center, etc.) for culture, diversity, and entrepreneurship / opportunity
- Houston’s cultural Heart
- Real diversity
- Help define The District
 - Contribute to diversity and business

The / Your /
Houston’s intersection of
culture and opportunity.

FIND SOMETHING TO RALLY AROUND

- place
- purpose

REACH PEOPLE

- appeal to egos
- appeal to emotions