



Rangeley Lakes Region

Reworking a Well-Known Brand

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Project Significance

- Expand visitor base
- COVID: High demand for remote location and natural assets.
- Maintain a consistent level of visitation with evolving external factors
- Reduce impacts of seasonality
- Increase relocation to the Rangeley Lakes Region

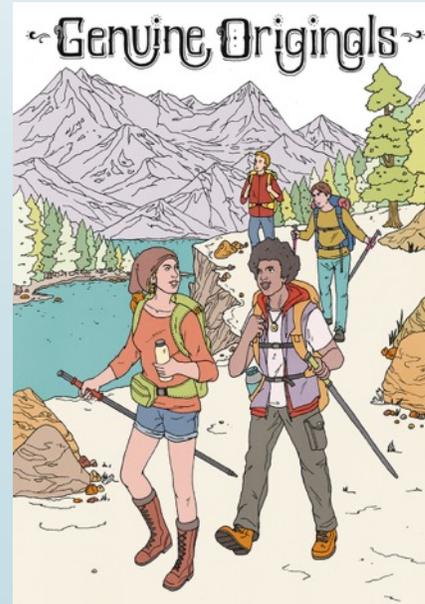
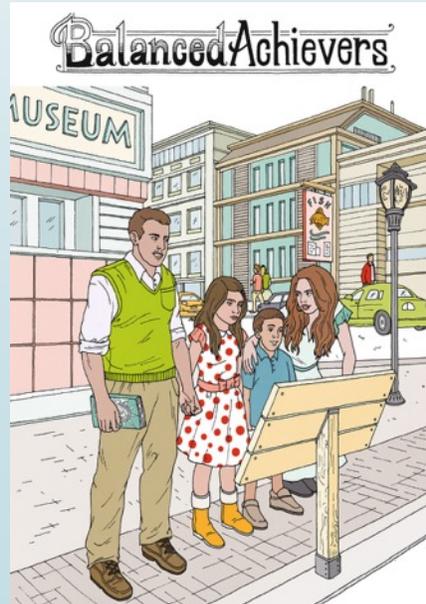
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Actions:

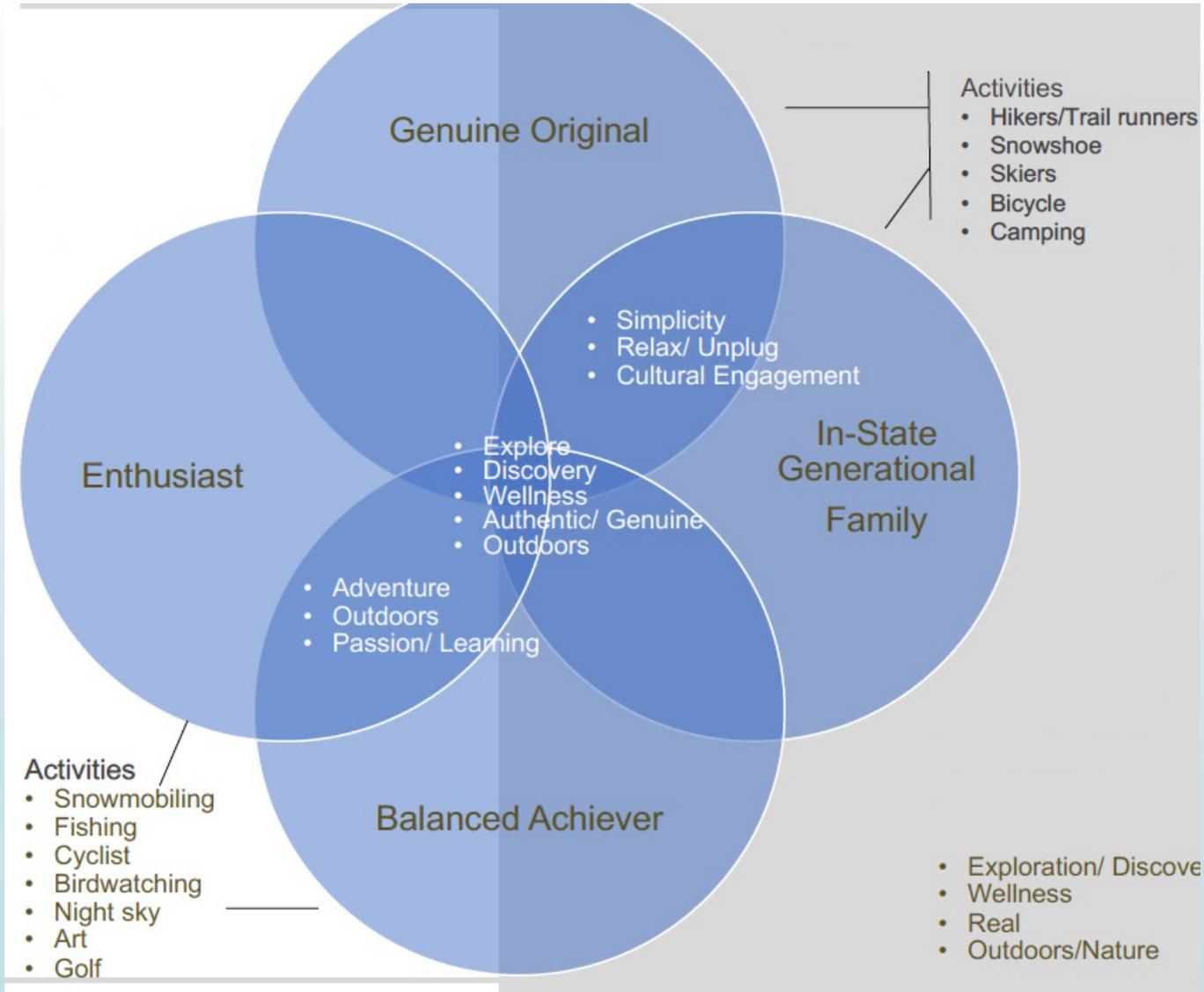
- ▶ Initially, bounced around ideas for several months
- ▶ Drafted an RFP for Brand/Marketing Positioning
- ▶ Solicited feedback and proposals
- ▶ Ranked proposals following a standard set of criteria

Brand Positioning:

- ▶ Initiated a Discovery Phase with the agency
 - ▶ Review existing materials: inventory of community's "assets"
 - ▶ 5-C: Company, Collaborators, Customers, Climate, Competition
 - ▶ Study of alignment with MOT personas



Rangeley Personas vs. MOT Personas





What's Next?

- ▶ Reviewing a Brand Platform through multiple consultations with the CDA working group
- ▶ Next: Message Plan and Visual Identity
- ▶ Upcoming: Outline goals, objectives for plan. Determine strategic approach and performance indicators.
- ▶ Applying for another grant for initial implementation of the plan



Difference:

- ▶ Our working group, comprised of business owners, guides, community organizations, and volunteers, has collaborated regularly on this and other projects.
 - ▶ Dark Sky Initiative
 - ▶ Wayfinding Signage
 - ▶ Pivoted at start of pandemic and focused our energy and resources on Rangeley Rises
- ▶ The process has permitted us to build consensus on our vision for Rangeley as a destination, our goals, and our identity.
- ▶ We now understand the significance of wellness to our brand.



Goals

- ▶ Aim to diversify Rangeley's visitor base so the community can maintain a consistent level of visitation even while external factors change.
- ▶ Reduce the impacts of seasonality and to increase relocation to the Rangeley Lakes Region.
- ▶ One more goal: WELLNESS!!! Now that we see the significance of wellness and the opportunity for our region, we can establish goals specific to wellness.



Essentials

- ▶ **TIME:** When you are bringing together a group of engaged stakeholders the process will take a considerable amount of time.
- ▶ **EFFORT:**
 - ▶ Coordinating group meetings and workplans
 - ▶ Reviewing and disseminating feedback
 - ▶ Just keeping up the momentum when it's not everyone's first priority.
- ▶ **COMMUNICATION:**
 - ▶ Important to ensure that stakeholders are engaged
 - ▶ Stakeholder feedback is taken into account.
 - ▶ Relative consensus is maintained throughout the process.
 - ▶ Goal is to have stakeholders continue to support the effort.



Toughest Challenge:

- ▶ Finding a succinct way to convey the identity that we all ‘feel’ for our community, and ensuring that we have relative consensus on this identity.





Best Advice

- Take time to iron out your goals as a group before you begin the process
- Document the agreed upon goals, priorities, and general plan so that you can stay on track
- Don't give up! Take a breather if necessary, but keep coming back to your goals and pushing forward.



Up Next: Jessie Perkins, Mahoosuc Region

