

# Marketing & Branding & Community Image Builders (CIB)

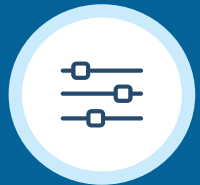
**Economic Development Strategies +  
Branding +  
Marketing =  
Exceptional Communities**



CIB's team has in-house expertise to craft customized marketing and branding strategies that outline deliberate steps to tell a community's story to the people who need to hear it. CIB Marketing's approach involves a five-step discovery process. We gather the facts, then we analyze the facts; we set the direction; we execute the vision; and finally, we measure our efforts.

CIB marketing brings expertise, experience, and proven results to the table.

- ▶ Community Engagement
- ▶ Economic Development
- ▶ Brand Development
- ▶ Marketing Research
- ▶ Marketing Strategy and Implementation
- ▶ Communications Plans
- ▶ Public Relations Plans
- ▶ Graphic Design



## Grand Blanc Township

CIB was selected to build a comprehensive branding and marketing strategy for the Grand Blanc Township Downtown Development Authority (DDA). The CIB team identified target audiences and key messages to promote the community and attract business. Branding concepts for marketing campaigns online and in print were presented to the DDA, and final delivery of the strategy will take place in Fall 2019.



## Vienna Township



The Vienna Township Business Development Authority (BDA) selected CIB to build a multi-phased branding and marketing strategy to promote the area to potential businesses and identify the next “big thing” for the community. The CIB team will initiate the five-step discovery process in October 2019 with the Township's steering committee and will work with the BDA to implement and execute projects over the next year until phase two begins in August 2020.