



Ron Geyl
 Poets Cafe
 Main Street Montville
 cc Montville Chamber of Commerce,
 cc all businesses in Montville

18 March 2015

Dear Ron,

Thank you very much for your letter stating your thoughts and overall opinion in the development of the Montville Branding. **It is great to have someone so passionate about the welfare of our lovely town.** I would like to address the points you have raised in your letter sent to all businesses of Montville early March, so you may see the brand artisan village from a new perspective.

First of all a brand is not a logo. A brand is a feeling, an idea about a particular business, place or object that is developed by the promoting person or organisation. **In this sense, Montville is already a brand.** Montville has always been known for its art and craft. By calling Montville an artisan village **we are just strengthening the brand that already exists.** Paris is an example of a very strong brand that works on many levels. It is known as the *romantic* capital of the world. This feeling attaches itself to all on all of the incredible imports and exports that are produced in France. For example: champagne, cars, couture and tourism. Giving French perfume to your girlfriend is perhaps more valuable than giving your girl perfume made in Australia because of the romantic association attached to it.

FIGURE 4.8 'France brand' architecture

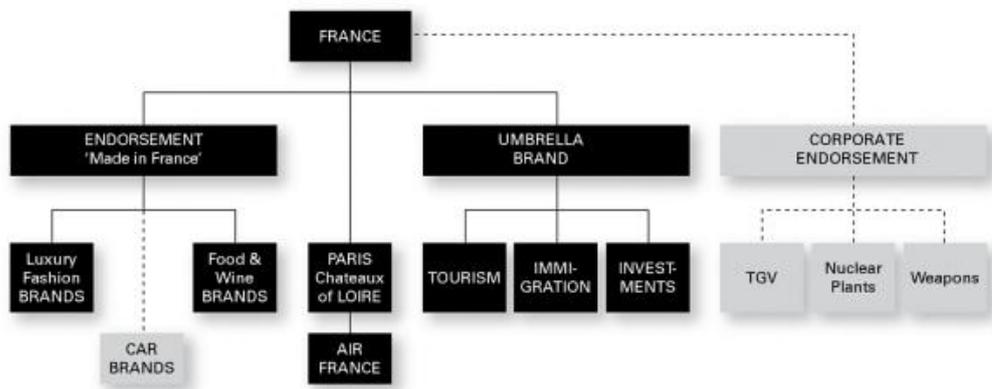


Table from *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*; By Jean-Noel Kapferer

Marketing Montville as an artisan village does not mean we will be running retail out of business. Walk down a Parisian street and you will find patisseries, department stores, puzzle shops, gift shops, restaurants, parks, coffee outlets, cafes, fashion clothing, factory outlets, donut shops, there is even a McDonalds on the Champs Elysees. All these stores are thriving due to the fact the people want a piece of romance and they have come to Paris to experience it. Owning an item that is made in France, adds romance and value to the item. Similarly giving a friend a gift of pottery, jewellery, food or clothing that was bought in Montville will have that 'artisan' feeling of good quality attached to it, even if it is a reusable paper bag that has the Montville artisan Village logo on it.

Any person who is at the top of 'their craft' is an artisan. Fudgyboombas make artisan fudge. They stock artisanal products in their store. Poets precinct pottery is artisan. The coffee that is served in Little May and other coffee outlets can be said to be made by artisans. Barista coffee and food presentation is an art form. Some retail stores in Montville may not make or sell hand made, locally made produce, however, they can **support the brand with their presentation and service**, or bring some artisan product in that that they can display prominently on the counter or in their store window.

People are intelligent, they won't expect that every single business or product be artisan, however they will come to Montville expecting to find some artisan produce; they will stop at the galleries and drink good coffee; they may buy a clock from the clock shop and buy a hand made silk scarf they find displayed in the window from Flair for Fashion; they may browse through the Bower Bird and admire the estate jewellery then stop by to watch a pottery demonstration across the road. They may marvel at the quality of the 'home made cakes' at Elements at Montville and browse through the hand made wooden earrings before purchasing a teapot that is 'made in China' that was beautifully presented beside them. Then they may go for a walk in Kondalilla to breathe in the fresh air. They may go out to dinner at Mistys and admire the unique architecture and heritage buildings surrounding them. Whilst eating their beautifully crafted meal they may decide to stay at Tree Houses of Montville next time they visit. Then they will go home having had a wonderful experience, hopefully touting the wonders of Montville.

If a town does not focus on its point of difference then the town stands for nothing.

We are a mountain village as you point out, however so is Maleny and Mapleton. 'Mountain Village' is romantic, and 'Montville artisan mountain village' can be used in copy when sending out press releases or online; however, calling ourselves 'Montville, Mountain Village', we are actually saying 'Mountain Village, Mountain Village'. It also does not strengthen the reputation (brand) that Montville has built up since the seventies as being a place of art and craft.

The Blackall Range is promoted as a place for weddings, yet not all businesses in Montville are directly involved in the wedding business. However the services we offer support the wedding business. Montville as an artisan village goes hand in hand with the wedding image of our region. Who would not want to get married in a beautiful place where their cakes are crafted with love from Wedding Lane and where the chapel they get married in has been imbued with locally hand crafted timber carvings and stone masonry.

The logo supports the brand, and has been developed in cooperation with various individuals representing community groups and the retail contingent. I attach the brief summary and rationale behind the brief which was send out to the chamber and consulting group for approval prior to the development of the logo. The logo is not intended to be plastered over all produce in Montville, however it can be used when marketing Montville as a destination, it can be put on swing tags on produce that is artisanal in nature in any store. It can be used as a visual cue to remind people of Montville. When people here the word artisan they will associate it with Montville.

If Montville does not strengthen the brand that already exists, we are in danger of standing for nothing. Why go to Montville when you can go to Maleny for example or visa versa.

Ron thanks for your time in reading this letter. I hope that you can now see the Montville Artisan Village concept as strengthening what already exists in Montville. I will leave you with is an excerpt from The New Strategic Brand Management: Advanced Insights and Strategic Thinking; By Jean-Noel Kapferer (overpage).

Thinking of towns as brands

Today, all municipalities will perforce have to turn to brand concepts in order to manage their town more efficiently and contribute to its growth. Two structural factors lead them towards this. The first is the growth in the number of large transnational actors with large sums of money designated for site regeneration. These are the actors that the town must convince – for example the World Bank, the European Union or regional development funds. Second comes the movement towards decentralization and delegation of power at the local level. It is no longer a question of the municipality lobbying Paris, but rather of it fending for itself with its own budget.

Mayors know that they are in competition with other towns on various markets: they must therefore know how to sell themselves. By creating a good reputation for their town they give themselves a voice. Like brands, towns need to grow: they therefore need to attract new resources (people, workers, companies, finances and so on). Like any brand, they must also be able to define where their unique attractiveness lies, or what is known as positioning.

A town, on the other hand, is first and foremost a human, local and immovable reality (which is not to say that it is unchangeable), anchored in history,

culture and its ecosystem. It can and should be altered to adapt to evolution, to the economic and social needs of the present day. However, the brand cannot be built without it. It must be reckoned with. The construction of the brand should first of all involve a consensus among the town's key actors.

How does the town choose its positioning, this long-term, mobilizing, attractive differentiation strategy? By digging deep into its own DNA, its identity. A town is a living and complex social body, which has its own genes. There is everything to be gained, not by reproducing the past and what the town once was, but by reinventing it on the basis of the values, competences and ideals that have moved it throughout its history. This is why it is necessary to dig into the town's soil, identify its genes, beyond the vicissitudes of recent history, in order to define its identity kernel. This retrospective study is the necessary prelude to selecting the positioning that will project the brand into its future. Then the 'products' that will carry the brand and be its best exemplars have to be activated (football teams, museums, headquarters, sites, etc).

Universities and business schools are brands

Nowadays, the dynamism of a country is judged not by its history, its monuments or its cuisine, but by its brands, in particular those that spell attraction, modernity and intellectual power.

Sincerely,



Paula Phillips

Seedhead

Holistic Graphic Designer

Designing with the whole of your business in mind

Branding, Corporate Identity, Print, Signage & Websites