

THE HARDING BRANDING PROJECT

The Harding Branding Project is a long-standing collaboration between Interior Design, Graphic Design, and Integrated Marketing Communication students. This year, two teams were tasked with rebranding the city of Searcy and incorporating that brand into a reimagined Spring Park, official welcome center, and administration hub.

Meet Our Team

- ▶ **Interior Design:** Jacey Pfiffner, Seth Starck, and Rinda Dennis
- ▶ **Graphic Design:** Claire Read and Ashley Mooney
- ▶ **Integrated Marketing Communication:** Karli Fisher and Zach Bishop

Our Goal

Our end goal is to unify the town of Searcy, AR, across multiple points with consistent and approachable branding that ignites a passion for Searcy by highlighting existing appeals such as community, small business, and family wellspring; by promoting a brand that cultivates relationships, bridges the gap between generations, and connects to both locals and visitors by emphasizing core values like togetherness, creation, and safety, we hope to capitalize on what already makes Searcy, Searcy.



IMC TIMELINE

6 Months Prior to Welcome Center Opening:

- ▶ Implement “Coming soon” sign on site
- ▶ Include QR code that takes visitors to a site that contains all the information surrounding the project and its vision
- ▶ Mass email campaign announcing the beginning of the project that contains information such as site plans, included features, and perceived benefits
- ▶ Press release in The Bison geared towards student target segmentation
- ▶ Press release in The Daily Citizen that is geared towards current Searcy residents
- ▶ Begin hiring workforce and filling necessary maintenance and management positions

3 Months Prior to Opening:

- ▶ Initiate social media campaign through the use of different small business accounts that announce the date of the grand opening
- ▶ Release completed website for park and welcome center

1 Month Prior to Opening:

- ▶ Direct mail postcard campaign that announces official date of grand opening and the details of what all will be a part of it
- ▶ Postcard will include QR code that links to the completed website
- ▶ Post icon flyers and posters around campus, downtown, and church bulletins

1 Week Prior to Opening:

- ▶ Launch park and welcome center Instagram, YouTube, and Facebook accounts
- ▶ Following the launch of the accounts, posts will be made daily leading up to the grand opening
- ▶ A short documentary featuring interviews regarding the history and uniqueness of Searcy from local residents and prominent city leaders will be released on all platforms
- ▶ Targeted social media campaign that involves paid ads targeting different personas
- ▶ Guest interview with Mat Faulkner on Channel 11 KTHV's morning show The Vine

Welcome Center Grand Opening:

- ▶ Mass email campaign announcing official grand opening that day
- ▶ Will include food trucks, live music, inflatables, and pop-up vendors to celebrate

6 Months After Opening:

- ▶ Satisfaction survey that will be linked in social media accounts and bios

◀ **TEAM RELIC** ▶