



THE UnAgency

CASE STUDY: Appleton Downtown, Inc.

Challenge:

Develop a solid brand that reflects the energy, vibrancy and multiple activities that make up Downtown Appleton; help brand Downtown Appleton as a destination; increase visibility of Downtown Appleton and all it has to offer to the Fox Cities and beyond.

Solution:

The "Downtown Appleton. Downtown Cool." slogan was developed, accompanied by an identity package that included branded colors, graphic elements and a logo that are incorporated into virtually all Downtown Appleton event, activity or general branding collateral, advertising and PR pieces. The solution also included development of a branded website with an events calendar, permanent street banners and ongoing targeted PR for events and ongoing activities. The effort has been very successful in increasing top-of-mind awareness of Downtown Appleton as a singular destination and a cool place to be, as evidenced by increasingly successful attendance at activities.