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Asian American Quality of Life Initiative  
Creativity & Branding  
Feb 10, 2015

Marion Sanchez, Community Engagement Consultant, CPIO


Asian American Quality of Life

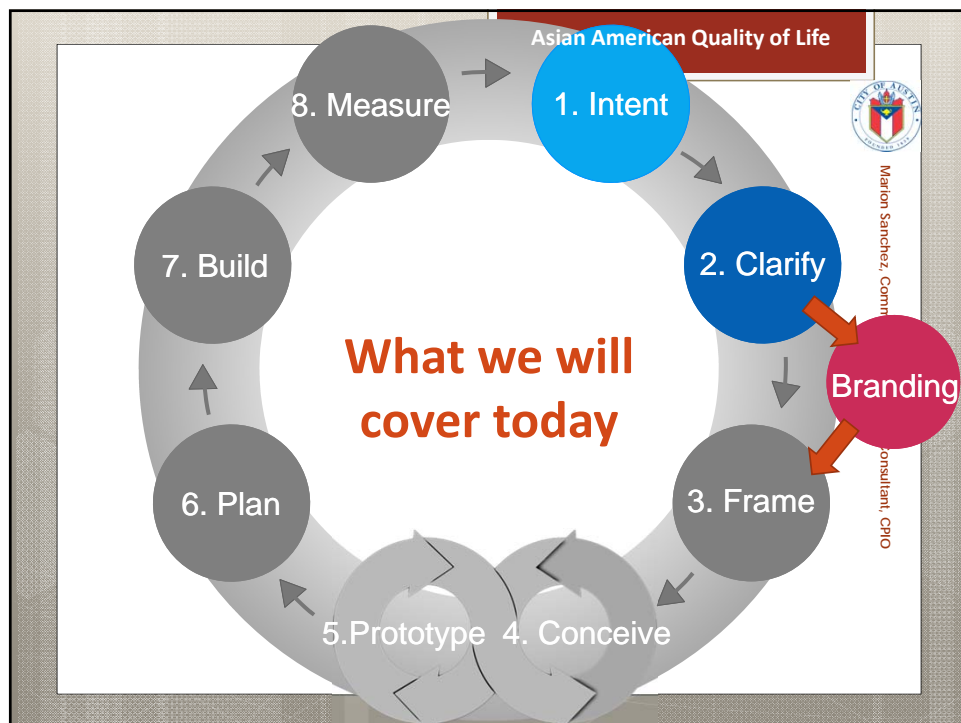
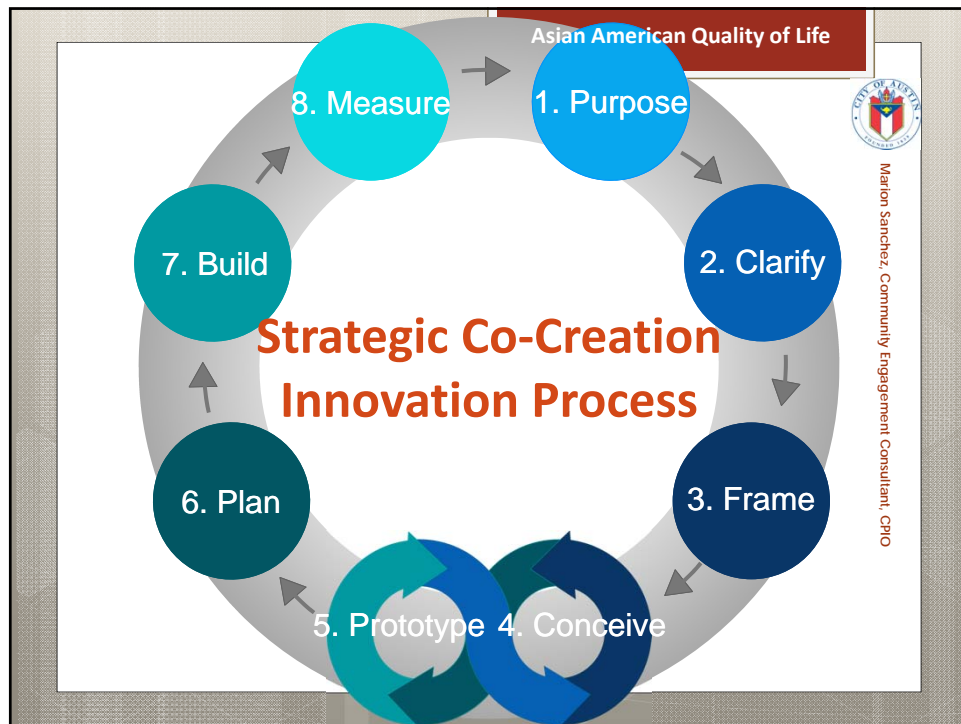
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What are we doing today?

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Purpose

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Manager is directed to identify areas within the budget to conduct facilitated discussions in collaboration with community partners such as the Asian American Resource Center nonprofit organization, the Network of Asian American Organizations and the Asian American Behavioral Health Network, about Asian American quality of life issues in Austin, to produce a Community Scorecard; to develop strategies to address the findings of the Asian-American Health Assessment, the facilitated discussions, and the Community Scorecard; and to report back to Council by December 2014 with recommendations for enhanced or new City programs and practices.

  
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Clarify

## What is branding?

- The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.
 

<http://marketing.about.com/cs/brandmktg/a/whatisbranding.htm>

  
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Clarify

# How has the City used Branding before?

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Branding

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Diverge

Brand Goals

- What do you want the brand to accomplish?
- What should this project be known for?
- What is the brand promise?

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Diverge

Brand Goals

- What are some of the goals that you would like to achieve with our brand?

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Converge

## Brand Goals (COS)

- Recognizable
  - All Asian communities feel like they can relate
  - Culturally relevant
  - Culturally current
- Evokes sense of pride
  - Provides a positive impact the community
  - Has long shelf life

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## Brand Goals (AARC)

- Connects with the City & the Asian community
  - Presents Asians as part of the Austin community
  - Understands that Asians have diverse background with similar needs
  - Is culturally current
  - Adapts with time and needs
- Shows a clear benefit
  - Represents the community
  - Participating presents an opportunity
  - Provides a bridge that breaks barriers
  - Celebrates diversity
  - Connects with the new people coming to Austin, "This is our City"

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## Target Market

- Focus on larger Asian populations: Chinese, Vietnamese, Korean, Indian
- Needs to go beyond affluent & visible communities
- Focus on groups who are less visible: Refugees, new immigrants, new people moving to Austin
- Media
- Groups & organizations
- Faith groups
- Women's activities
- Families (including interracial)
- Youth & children
- Seniors
- Several generations of acculturation
- Asian-Americans

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## Target Market

○ Are we missing anything?

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## Project Personality

- Trust that we will use their input
  - Need to know that we will assist them
  - Commitment from the City
  - Official
- Memorable
  - Brings the community together
  - Services will meet their cultural needs
  - Celebrates cultural, creative, and entrepreneurial contributions

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## Project Personality

- Provides resources and support to improve quality of life
  - Improves overall experience, (keeping in mind that these can be different experiences)
  - Asian community adds a richness to Austin that will benefit and improve Austin
- Celebrates their individual identities
  - Catalyst for Asians to learn about other Asian cultures
  - Combines our resources and community resources
  - Asian community has ownership

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## Project Personality

- Are we missing anything?

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## So here is the BIG question...

- What visual elements come to mind that demonstrate the experience you want people to have with this initiative?


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**Credits:**  
 The following individuals assisted with the design of this engagement:

- Rey Arellano, Assistant City Manager
- Kerry O'Connor, Chief Innovation Officer
- Roxanne Evans, Office of City Manager
- Circle of Success Team: Jill Goodman, Betsy Woldman, Abraham Gonzalez, Alicia Dean & Xavier Wan

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Asian American Quality of Life Advisory Commission  
 Visioning Process

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