



Greater Newark

Final Presentation

Greater Newark

Final Presentation



**How did we uncover the brand
for Greater Newark?**

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**North Star moves from
research to strategy to creative to action.**

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Community

Research & Planning Audit
Communication Audit
Situation Analysis
Familiarization Tour
Stakeholders/Community
Key Stakeholder Interviews
Stakeholder Focus Groups
Undercover Interviews
Vision Survey
Geo-demography
Consumer Profiling
(Residents)

Consumers

Geo-demography Consumer
Profiling Inquiries
Perception Study
(Qualitative)
Community stakeholders,
regional stakeholders and
tourism professionals
Consumer Awareness &
Perception Study
(Quantitative)
Visitors and Non-visitors from
Philadelphia, PA and New
Jersey
Digital Brand Audit

Competition

In-Market Trip
Research and Materials
Audit
Competitive Analysis
Perception Study
(Qualitative) Community
stakeholders, regional
stakeholders and tourism
professionals
Consumer Awareness &
Perception Study
(Quantitative)

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Insights

- Newark has a perception problem
- Key assets: transportation and entertainment venues
- Accessibility
- All-access pass



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Greater Newark Brand Platform

- Target Audience:* For those inspired by a melting pot of cultures and flavors,
- Frame of Reference:* Newark, the Garden State's largest metropolis, blossoming mere miles from New York City
- Point of Difference:* offers an all-access pass...to acts, events, games, performances and showings
- Benefit:* giving you a front-row seat to endless opportunities.



Greater Newark

Creative Development

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Brand Narrative

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Brand Vocabulary

Spontaneous	Renew/renewing	Movement	Hot
Participatory	Rich	Mobile	Hot Ticket
Active	Varied	Scene	Vibe
Ever-changing	Character	Vivacity	Gritty
Fashionable	Multi-faceted	Energy/energetic	In Motion
Treat	Limitless	Progressive	Fearless
Experience	Opportunity	Passionate	Performance
Busy	Access/accessible	Compelling	Game
Lively	Shining/shines	Electric	Moving
Vibrant	Action	Magnetic	Event
Dynamic	Live	Engaging	Fast-Paced
Up-to-the-minute	Learn	Perform	Bright
Current	Love	Play	Lights
Unite	Front-row seat	Share	
Melting pot	Urban	Inspire	
Blossom	Energy/energetic	Forward	
Entertain/entertaining	Motion	Reward	



NEWARK » LOVE.

“Haritat explit quunt, ipsunt excepernam,
utene ipientibus invel ipsantia vit eate
pra dolentlupti utene.”

Newarkhappening.com/food

Newark » Happening



NEWARK » LEARN.

“The African Cosmos exhibit at the Newark Museum is literally heavenly inspiration.”

Newarkhappening.com/arts

Newark » Happening



NEWARK

ROCK.

“Haritat explit quunt, ipsunt excepernam,
utene ipientibus invel ipsantia vit eate pra
dolentlupti utene.”

Newarkhappening.com/events

Newark  Happening



NEWARK » SHOP.

“Haritat explit quunt, ipsunt excepernam,
utene ipientibus invel ipsantia vit eate pra
dolentlupti utene.”

Newarkhappening.com/shopping

Newark » Happening



NEWARK » LIVE.

“Haritat explit quunt, ipsunt excepernam,
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dolentlupti utene.”

Newarkhappening.com

Newark » Happening

Greater Newark

Logo Development

Newark  Happening

Newark 
Happening

PRIMARY COLOR PALETTE



ORANGE
RED

RED

TURQUOISE

APPLE
GREEN

SECONDARY COLOR PALETTE



SUNBURST

ORCHID

PURPLE

NAVY

SEA
GREEN

» Arts

» Food

» Sport

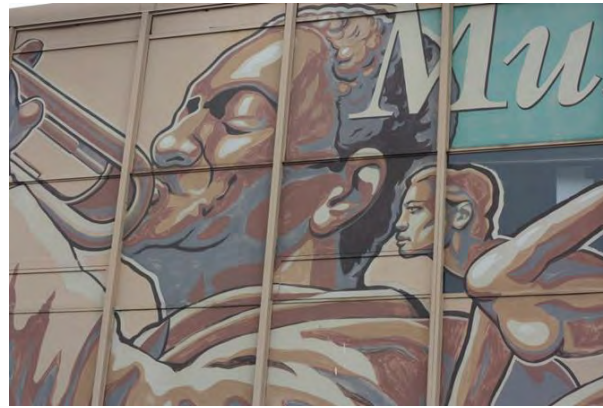
» Shopping

» Events

» Meetings

» Lodging

» Transportation



Newark  Elizabeth
Happening

Elizabeth  Happening

Elizabeth 
Happening

Greater Newark

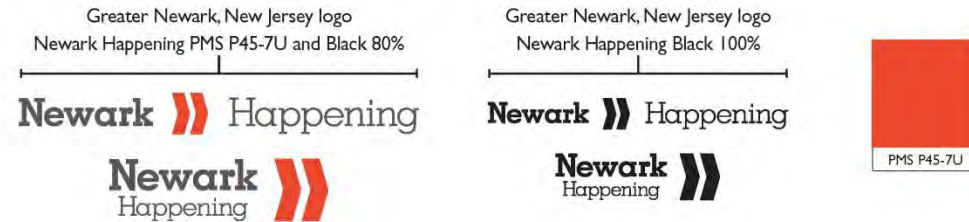
Convention » Visitors Bureau

Greater Newark, New Jersey Logo Usage

The following guidelines illustrate the proper use of the Greater Newark, New Jersey logo.

Full color logo

The logo may be used in either a single line or a stacked configuration. Either version may be represented in full color using spot color or 4 color process printing techniques. The logo may also be reproduced in black.



Greater Newark Category logos

The individual category logos are available in both a single line and a stacked configuration. Either version may appear in spot color or 4 color process printing techniques. They may also be reproduced in Black.



Newark Happening



Implementation

Now what?

“What do we do first?”

15

#1 Assign a brand leader.

#2 Create a brand PowerPoint or video presentation.

Newark
Happening



Newark
Happening



- » Presentation Title
- » Date
- » Location

» SLIDE TITLE

Newark » Happening

#3 Brand your stationery and letterhead.



Lauren Hall

**Director of Marketing
& Communications**

**Greater Newark Convention
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newarkhappening.com



Newark  **Happening**

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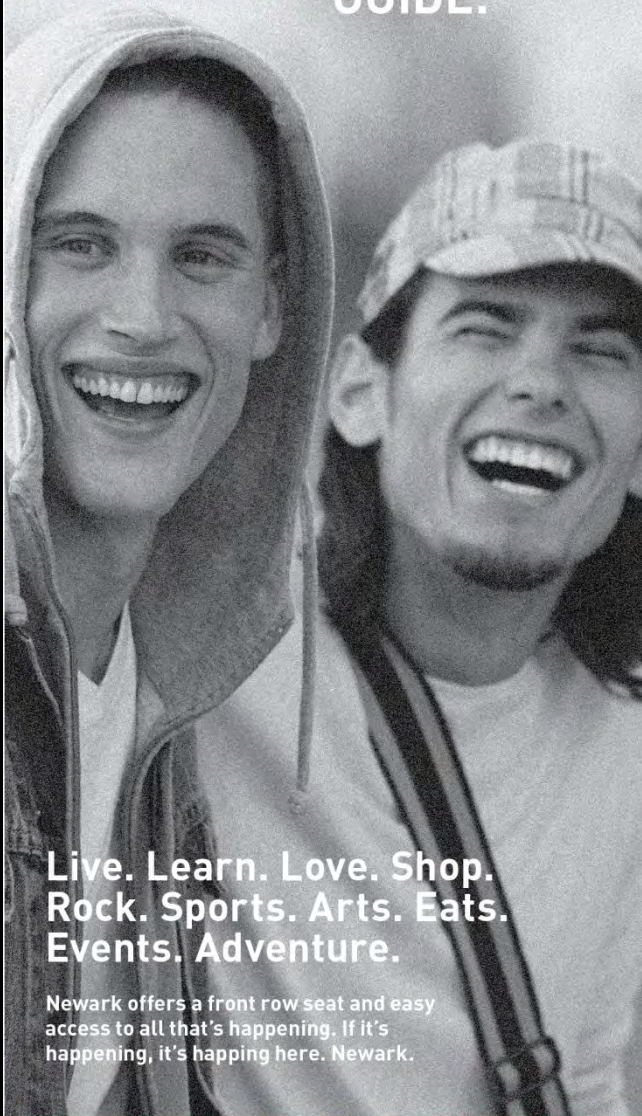
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**#4 Make your Visitor Guide a
Happening reference.**

NEWARK » HAPPENING GUIDE.



**Live. Learn. Love. Shop.
Rock. Sports. Arts. Eats.
Events. Adventure.**

Newark offers a front row seat and easy access to all that's happening. If it's happening, it's happening here. Newark.

The Official Visitors Guide for the Greater Newark
Convention and Visitors Bureau 2013-2014.

www.newarkhappening.com



Newark » Happening

ELIZABETH » HAPPENING GUIDE.



**Explore. Taste. Stay.
Shop. Play. Buy.
Discover. Fly. Learn.**

Elizabeth is your shopping destination offering the area's best retail and entertainment opportunities including Jersey Gardens, the state's largest outlet mall, IKEA and a 20-screen AMC Loews Movie Theater.

If it's happening, it's happening here. Elizabeth.

The Official Visitors Guide for the Greater Newark
Convention and Visitors Bureau 2013-2014.

www.newarkhappening.com



Elizabeth » Happening

Newark » Happening

Newark. It's a happening place (for a fraction of the price of New York City). And it's all just 8 short miles from Manhattan.



JAZZ »



BEAUTY »



PLAY »



SCORE »



ROCK »

Newark » Happening.com

Everyday, in every corner of Newark, something is happening. From major ticketed events to spontaneous performances to romantic dinners. People are coming together to experience something unique and leaving with a wholly different perspective on this special city. Something is always going on.

AREA HOTELS »

Best Western Robert Treat Hotel
50 Park Place • 973-622-1000
rthotel.com

Comfort Suites Newark
348 McCarter Hwy • 973-481-5200
comfortsuits.com

Courtyard by Marriott Downtown
858 Broad Street • 973-848-0070
courtyardnewarkdowntown.com

Hilton Newark Penn Station
Gateway Center • Raymond Blvd.
973-622-5000 • hilton.com

Indigo Hotel Downtown Newark
810 Broad Street • 877-846-3446
hilton.com • Opening 2013

Best Western Plus Newark Airport
101 International Way • 973-621-6200
twnewark.com

Courtyard Newark Liberty Airport
400 Rte. 1&9 South • 973-643-6500
marriott.com

Crown Plaza Newark Airport
901 Spring Street • 908-577-1600
ichotelsgroup.com

DoubleTree by Hilton Hotel
128 Frontage Road • 973-690-5500
doubletree3.hilton.com

Fairfield Inn & Suites Marriott Airport
618-50 Rte. 1&9 South • 973-242-2600
fairfieldinn.com

Hampton Inn Newark Airport
1128 Spring Street • 908-355-0500
hamptoninn3.hilton.com

Hilton Newark Airport
1170 Spring Street • 908-351-3900
newarkairport.hilton.com

Holiday Inn Newark Airport
450 US Route 1 & 9 • 973-242-0900
holidayinn.com

Howard Johnson Newark Airport
20 Frontage Road • 800-221-5801
hojo.com

Newark Liberty Int. Airport Marriott
1 Hotel Road • 973-623-0006
marriott.com

Renaissance Newark Airport Hotel
1020 Spring Street • 908-436-4600
marriott.com

Ramada Plaza Hotel Newark Airport
162A Frontage Road • 973-559-1000
ramada.com

Spring Hill Suites by Marriott Newark
652 US Rte. 1&9 S. • 973-624-5300
marriott.com

Wyndham Garden Newark Airport
350 Rte. 1 & 9 South • 973-824-4000
wyndham.com

Country Inn and Suites by Carlson
100 Glmücher Realty Way • 908-282-0020
countryinns.com

Courtyard by Marriott Newark Elizabeth
87 Glmücher Realty Way • 908-436-1800
marriott.com

Extended Stay America Elizabeth
45 Glmücher Realty Way • 908-355-4300
extendedstayamerica.com

Residence Inn Newark Elizabeth
83 Glmücher Realty Way • 908-352-4300
marriott.com

Downtown

Airport

Elizabeth

Newark » Happening



WHERE THE STARS SHINE
New Jersey Performing Arts Center is one of the largest in the nation, where stars like Yo-Yo Ma, Aretha Franklin, Whoopi Goldberg and Alvin Ailey come to entertain. Enjoy the innovative stylings of the New Jersey Symphony Orchestra, proud to call NJPAC its home.



ROCK THE HOUSE
Experience the thrill of live music where today's biggest stars bring down the house, or cheer on the New Jersey Devils, WNBA's Liberty, and NCAAs Seton Hall as they battle for glory at the Prudential Center.



JOIN THE STAMPEDE
March over to Red Bull Arena for an action packed Major League Soccer showdown or watch the Newark Bears slug it out at Riverfront Stadium with CAN-AM League baseball.



STEEPED IN HISTORY
Newark is the third oldest city in America, with a rich history dating back to the 1600s. You'll find a treasure trove of historical and architectural gems nestled in a bustling cosmopolitan center.



FAB FINDS FOR LESS
Deals abound at NJ's largest premium outlet mall, The Outlet Collection - Jersey Gardens. You'll find over 200 stores under one roof, with a multitude of dining and entertainment options. Best of all, there is NO sales tax on clothing and shoes.



LARGEST MUSEUM IN NEW JERSEY
Explore the masters at the Newark Museum, featuring over 80 innovative galleries, renowned American and Tibetan collections, sculpture gardens, the Benjamin Heide - a historic Victorian mansion, and even a Planetarium.



LEGENDARY THEATER
Built in 1925, Newark Symphony Hall continues to entertain visitors with cultural performances including theater, popular music, and dancing. History lives where artists like Bernstein, Patti LaBelle, The Rolling Stones and the D'Jays took the stage.



BREATHKING BLOOMS
Each spring enjoy the largest collection of cherry blossoms in the nation at Branch Brook Park, with over 4,300 trees! Take time to explore the Cathedral of the Sacred Heart, a 19th century Cathedral that was visited by Pope John Paul in 1995 & featured in the Sopranos.



NIGHT ON THE TOWN
If its sizzling nightlife you're after, the Ironbound is the place to be! Covering the culinary spectrum, you'll find a district renowned for its Portuguese, Spanish and Brazilian fare. Stroll down Ferry Street for unique markets and sports memorabilia.



PLAY WITH FIRE
Endless arts abound with areas like Halsey Street, an enclave filled with quirky shops & galleries. Play with fire at GlassRoots Studio, where you can blow glass or make beautiful beads. Explore a multitude of galleries and public art located throughout the city.



FIND TREMENDOUS SAVINGS
Looking for a NYC adventure? Newark offers quick and easy access into Manhattan. Get there in under 15 minutes. Best of all, you'll find accommodations that are a fraction of the cost of NYC!

CONNECTIONS »

Newark Liberty International Airport
Get from the airport to the city center in under 10 minutes.

Bolt Bus
Enjoy bolting around the Northeast, with service from Newark Penn Station

Greyhound
Make connections from Newark Penn Station

AirTrain Newark
Take the train to the plane, connecting to PATH & NYC

Amtrak
Ride the Northeast Corridor with stops at Newark Airport & Newark Penn Station

NJ Transit
Serving NJ, offering connections to NYC

PATH
Subway service to NYC



New Jersey
visitnj.org

Supported by NJ Great From NJ Dept. of State, Division of Travel & Tourism

The Greater Newark Convention & Visitors Bureau:
Sales: Allen Kantorowitz E: allen@newarkhappening.com P: 862-902-2857
Media: Lauren Hall E: lauren@newarkhappening.com P: 862-902-2845

#5 Create a digital and social media destination that keeps people coming back.

Welcome to
Newark

Newark » Arts

Newark » Food

Newark » Sport

Newark » Shopping

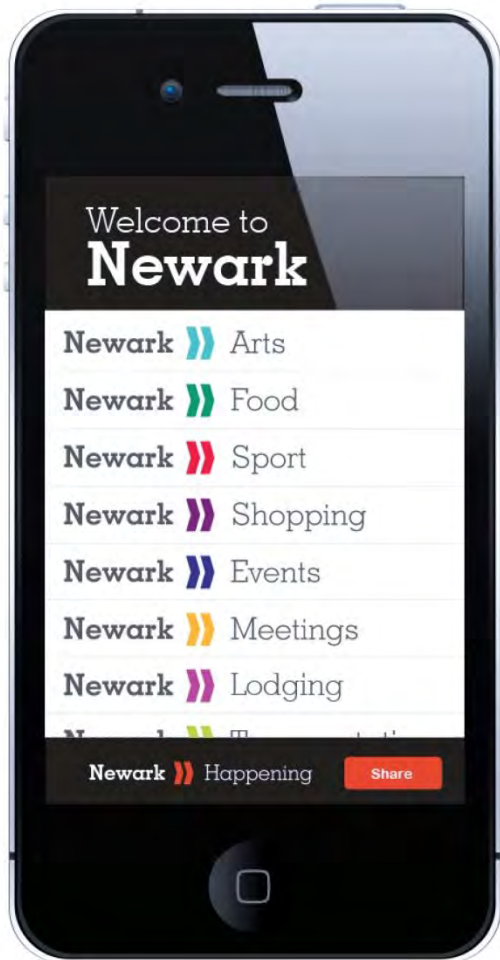
Newark » Events

Newark » Meetings

Newark » Lodging

Newark » Happening

Share



» Sign up for Happening News and Alerts
» English

Newark »» Happening

NEWSLETTER BLOG MY HAPPENINGS

- »» Arts
- »» Food
- »» Sport
- »» Shopping
- »» Events
- »» Meetings
- »» Lodging
- »» Transportation

NEWARK

»»

DANCE

MAPS CALENDAR TICKETS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla volutpat risus sed sem luctus vel ullamcorper nisi

LIVE HAPPENINGS: Tomorrow: Rihanna at the Prudential Center... more events

ARTS | FOOD | SHOPPING | EVENTS | MEETINGS | LODGING

© Copy Newark, New Jersey 2013

- » Arts
- » Food
- » Sport
- » Shopping
- » Events
- » Meetings
- » Lodging
- » Transportation



MAPS CALENDAR TICKETS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla volutpat risus sed sem luctus vel ullamcorper nisi

LIVE HAPPENINGS: Tomorrow: Rihanna at the Prudential Center... more events

- » Arts
- » Food
- » Sport
- » Shopping
- » Events
- » Meetings
- » Lodging
- » Transportation

NEWARK » FOOD



HAPPENING FLAVORS

- » Lorem ipsum dolor sit amet, consectetur adipiscing Lorem ipsum dolor sit amet, consectetur adipiscing alreoeelit.elit.
- » Lorem ipsum dolor sit amet, consectetur adipiscing Lorem ipsum dolor sit amet, consectetur adipiscing alreoeelit.elit.
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FOOD HAPPENINGS: SPECIALS - 1/2 price drinks at Martini 494 until 9:00PM...more

Newark Happening

Spring 2013



Big Acts Shine Bright

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[Read More](#)

HAPPENING NOW

As voluptatam, sandis de eos eictaetur molupta

Atiusam dolut re sim as volecest, odicimposam.

HAPPENING THIS WEEKEND

As voluptatam, sandis de eos eictaetur molupta

Atiusam dolut re sim as volecest, odicimposam.

HAPPENING THIS MONTH

As voluptatam, sandis de eos eictaetur molupta

Atiusam dolut re sim as volecest, odicimposam.

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ARTS | SPORTS | EVENTS | FOOD | SHOPPING | MEETINGS | LODGING | GETTING AROUND

Greater Newark Convention and Visitors Bureau
744 Broad Street, Suite 110 • Newark, NJ 07102
(973) 273-1040 • gncvb@bcdcn Newark.org • www.newarkhappening.com





Newark Happening Partners Spring 2013

How **SMALL BUSINESS BLOGS** increase sales

Using blogging to reach business partners and customers can be a powerful marketing tool. It's a cost-effective way to reach your target audience, build trust, and increase sales. This infographic shows how it works and the results you can expect.

How it works



SALES

The Results



Blog On to Increase Traffic

Unpaid media and user-generated content boosts bottom lines

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[Read More](#)

HAPPENING RESOURCES

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HAPPENING EVENTS

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Pit ex eatur arum corepratur? Puditae volorumt a quis et.

Atiusam dolut re sim as volecest, odicimposam.

HAPPENING BLOGS

As voluptatam, sandis de eos eictaetur molupta

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Atiusam dolut re sim as volecest, odicimposam.

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ARTS | SPORTS | EVENTS | FOOD | SHOPPING | MEETINGS | LODGING | GETTING AROUND


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gncvb@bcdnewark.org
www.newarkhappening.com




Newark  Happening








JAZZ  BEAUTY  ROCK  SCORE  PLAY 

Newark  Happening

Win a weekend getaway and experience world-class entertainment happening just 8 miles from NYC!



JAZZ  BEAUTY  ROCK  SCORE  PLAY 

Supported by a grant from New Jersey Department of State, Division of Travel and Tourism.

NEWARK  WIN.



Newark  Happening



Newark Happening



Happening Idea!

I Love Memphis Blog

- **More than 10,000 Twitter followers**
- **More than 27,000 Facebook fans**
- **An average of 90,000 page views and 32,000 visits per month on ilovememphisblog.com**
- **Named the Best Blog and Best Twitter in Memphis by readers of the Memphis Flyer for three consecutive years.**

Newark Happening

- **Launch a separate website as a hub for Newark's happenings from user perspectives.**
- **Hire a happening Newark local to serve as the city's online ambassador.**
- **Hire a diverse crew of regular contributing writers to create content for the site.**

**#6 Identify easiest consumer touch points
and brand them.**



» SPORTS

» ARTS

Newark
Happening »

» FOOD

» EVENTS

**#7 Inspire front line employees, business partners,
and residents to become ambassadors
for the brand.**





Newark  Elizabeth
Happening

newarkhappening.com

Newark

Happening



Intercepting visitors and
residents as they move
through and about Newark.

Newark Happening



Happening Idea!

YILLIO: mapping mobile commerce and social events along a route.



Helping everyone explore, discover, save and share favorite places, deals and events along their routes. In real-time, merchants share specials, promotions, coupons, events and gas prices so everyone can see what's happening along their way.

YILLIO: Self-Reported Messages Along A Route



US PATENT
8,285,696

YILLIO's Algorithm (example)

“A user can use YILLIO to search for a restaurant and gas ahead (any distance ahead) along their *route*. YILLIO “*drives ahead*” to show the user restaurants based on *filters, preferences and user ratings*. The user sees *real-time merchant self-reported information* (i.e., specials) to help them decide where to eat. In addition, YILLIO will find the cheapest gas based on octane preference and distance from the user’s route in the same vicinity of the restaurants. The user selects a restaurant and gas station and YILLIO will re-route them, improving the traveler’s *efficiency, while saving them money and satisfying their appetite.*”



Newark Happening



Yillio is free for Newark!

#8 Intercept: Newark International Airport



#9 Intercept: Newark Penn Station

If you have...



One Hour

- White Rock Overlook
- Ashley Pond
- Los Alamos Skate Park
- Anderson Overlook
- Los Alamos Historical Museum
- Fuller Lodge Art Center
- Bradbury Science Museum

Two Hours

- Bandelier National Monument
- Larry R. Walkup Aquatic Center
- Jemez Falls
- Pajarito Mountain Ski Area
- Los Alamos County Golf Course
- Battleship Rock
- Los Alamos County Ice Rink
- Historic Walking Tours

All Day

- Santuario de Chimayó
- Valles Caldera
- Puyé Cliff Dwellings
- Gilman Tunnels
- Jemez Mountain Trail National Scenic Byway
- Ojo Caliente Mineral Springs Resort & Spa
- Northern Pueblos



#10 Intercept: New Jersey Turnpike & Roadways



NEWARK.

SHOP.



**#11 Intercept: Pedestrians
(Downtown, Elizabeth, and neighborhoods)**





#12 Intercept: Lodging



Courtyard Newark Elizabeth
87 Glimcher Realty Way
Elizabeth, New Jersey 07201



Welcome to the Courtyard Newark Elizabeth
Wireless Internet Access HotSpot

Username

Password

Login

Don't have an account? Register [here](#).



**Live. Learn. Love. Shop. Rock. Sports. Arts. Eats.
Events. Adventure.**
Newark offers a front row seat and easy access to
all that's happening.

HAPPENING TONIGHT.
Complimentary snacks and beverages in the lobby.

HAPPENING THIS WEEKEND.
Newark Bears vs. Rockland Boulders, Riverfront Stadium

HAPPENING THIS MONTH.
Rihanna at the Prudential

#13 Intercept: Venues

#14 Intercept: Shopping

**HAPPENING
PLACE.**



newarkhappening.com



HAPPENING PLACE. 
newarkhappening.com



MICHAEL

LAMONT

NECKWEAR

#15 Intercept: Events

Newark
Happening



Congratulations!

Newark
Happening



Questions?
How can you get involved?

Don McEachern

President & CEO

Don@northstarideas.com

615.232.2103 ext. 26

North Star Destination Strategies

www.northstarideas.com



NORTH  STAR