

MOEM

Brand Engagement Strategy - Sketch of the story we want to tell by inserting the brand in the space

Characters	Conflict	Setting	Zeitgeist	Fulfillment	Parking Lot / Notes
Who is our target audience? Who else is in the story?	What core need(s) is [client] trying to fulfill?	What is the time and place of the story (physically and online)?	What are the current political/social issues in this space?	How will core needs be met?	ottawa, on river more passive, less traffic. Passive weather, etc.
Target audience: Homebuyer: ages 45-65 retirement or second home enjoy midwest summer, but not winters boaters empty nesters, never nesters telework, pre-retiree Renters: Retail: Boaters, non-residents: Others in story: Kids Grandkids Financial Planners Realtors Friends	Identity ("I'm the type of person..."): Expanding my world by experiencing new things I'm a person who needs to connect with nature Midwestern pride Relationship ("I'm losing connection with..."): Harder to connect with peers Attract children, grandchildren to visit Opportunity to forge new relationships **Energy ("To recharge I need..."): Escape chaos of city Need quiet, peace, calm, meditative space Ease of access, no energy for congested commute Convenience of amenities Purpose ("My impact should be..."): need to enjoy nature in an ecofriendly way, environmental Need to give back to community	Starving Rock Country (are there ways for parks to engage with Heritage Harbor and vice versa?) Other Starving Rock Country State parks Ottawa (at wine tastings, restaurants, etc.) Southwest suburbs of Chicago On mobile devices Sitting in traffic	Rising interest rates Recent tax bill, mortgage interest rate reductions Property values changing in current location What are other competitor communities doing?	Identity: 1) H.H. has natural opportunities, near state parks in Starving Rock Country 2) For active adults to boat, attend events, bike, hike, join the monthly run, etc. Relationship: 1) Layout of community promotes neighborhoods. 2) Activities coordinator creates opportunities to connect with neighbors at events 3) Lots to do (to attract family) 4) Safe (walkable, quiet. Meet the neighbors. Let the grandkids ride their bikes.) Energy: 1) Safe (walkable, calm) 2) Calm river vs. busy, turbulent Lake Michigan 3) 90 minute drive, but once there you can stay put 4) Quiet town 5) Good energy vs. negative energy, at	Gem of Starving Rock Country Area Amenities cross market H.Harbor? Boat dealers, marina industry cross market H.Harbor?

Key User Questions

Can you help me?	How can you help me?	Why should I trust you?
What is the value proposition? The one sentence elevator pitch?	Specifically, what can you do? Can we map details to core needs?	Third parties that can verify your ability? Guarantees? Awards?
Heritage Harbor is a midwest retreat in Starving Rock Country that let's me escape the chaos of the city, close to home a world away.	Close to the city, small town friendly feel, and has a great marina. A place where adults can play.	Been there for 10 years. Local owned and managed. Invested in Starving Rock Country. Awards? Testimonials?

Campaign Story - The story we will tell in our creative (Plot)

Introduction	Rising Action	Climax	Falling Action	Resolution
How do we insert ourselves into story?	What exchanges of info take place to move customer through funnel?	What info can we provide to push consumer to action?	How can we enable a consumer to take their next step?	How can we continue peak experience and enable boomers to be brand advocate?

Interaction Story - How the story will play out on web properties/tool

What specific tools are used - creative messaging, interactive tools, advertising, social sharing, etc.				