

## Mason City's North End Neighborhood: Branding & Marketing Concept

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Course: Marketing Institute | Tippie College of Business

*In partnership with*  
**the City of Mason City**



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**Iowa Initiative for Sustainable Communities**

Provost's Office of Outreach and Engagement

The University of Iowa

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Iowa City, IA, 52241

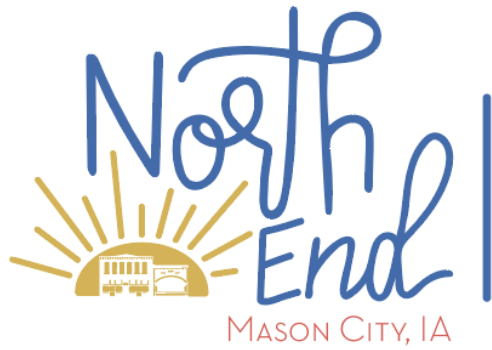
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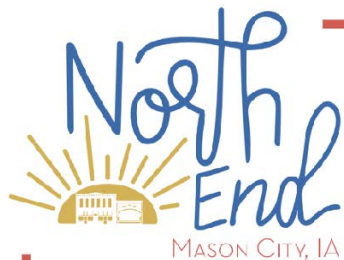
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# North End Rebranding

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BUILT BY HISTORY  
GROWN BY COMMUNITY



# APRIL EVENTS



## WEATHER WARMING UP FOR BIRDSALL'S NEW FLAVORS

518 North Federal Avenue

In May, Birdsall's will add three new flavors to its large selection. Owner, Vaughn Escher, has been asked for a few specific flavors a few times, and finally decided to find the best mix and add them to his menu. [LEARN MORE](#)



## PETER AND THE STARCATCHER

Throughout April, [View Showtimes Here](#),  
Stebens Children's Theatre, 616 N. Delaware

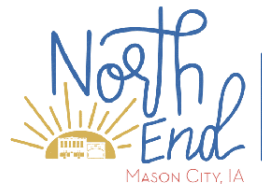
The prequel to Peter Pan will be playing throughout April at Stebens Children's Theatre. Tickets are available at the theater or by calling the box office at 641-424-9802 between 1-5 p.m. on weekdays. Prices are \$13 for adults and \$10 for children 18 and younger. [LEARN MORE](#)



## LIME CREEK CELEBRATES EARTH DAY

10 a.m. - 12 p.m., April 28, 3501 Lime Creek Road

A festival will be held at Lime Creek Nature Center with prize drawings, kid's activities, and free food. Roll up your sleeves and help clean up Mason City. Your business or organization may form a team or you may come on your own. Call 421-3372 for more information and to enter your team. [LEARN MORE](#)



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# Presentation Templates



# Brand Vision

The goal for the North End District is to provide community members and visitors with a place to share a meal, enjoy community activities, and take part in the authentic history behind Mason City, Iowa.

# Situational Analysis

## Strengths

- Restaurants
- Community College programs and performances, Stebens Children's Theater
- Frank Lloyd Wright Architecture

## Weaknesses

- False perceptions of crime, homelessness and vandalism
- Rundown buildings





# Situational Analysis

## Opportunities

- Cleanliness
  - Add trash cans along Federal Ave
- Vacant buildings
  - 12 vacant storefronts on Federal Ave

## Threats

- Decreasing population due to “Brain Drain”
  - -2.3% from 2010-2016 (census.gov)
- Aging population
  - Median age is 42.6 years, the State of Iowa is 38 (citydata.com)
- Clear Lake, Iowa



# Comments from North End Business Owners

**How would you describe the North**

**Land of End?**

“Opportunity  
people”

“Friendly people”  
“Run-down”



**What are the demographics of the North End?**

“Families”  
“Homeless”

“Middle-aged”  
“Non-locals”

**What do you like or dislike about the previous logo?**

“I dislike the pop-art style”  
“I like the design and arch, but the B&W logo needs more color”

# Target Market

North End Residents

North End Business  
Owners

Young Parents

Retirees

# Persona #1: Mary the Mom

Mary is a young mother of two children ages 3 and 5 and enjoys spending time with her children and enrolling them in community events like sports, musicals, and library programs. She fears for the safety of her family when going into the North End District due to perceived crime rates in the area and busy traffic. Mary is an entrepreneur who owns and operates an antique shop in the North End District. As a local business owner in the North End District, Mary's business has been declining since the area lost large manufacturing facilities. As a result, she relies on social media for promotional efforts since it is cheaper



## Demographics

Gender: Female

Age: 38

Education: High School Diploma

Marital Status: Married

Number of Children: 2

Household Income: \$45,193

## Branding Implications

- Social media and mobile friendly
- Emphasize the safety of the North End and be inviting to families
- Highlight the importance of entrepreneurs

# Persona #2: Roy the Retiree

Roy is a 72 year old retiree who was born and raised in Mason City. Growing up, he worked in the local factories. Ever since the jobs have left town, he has seen the people of Mason City leave for newer, more upbeat towns. Roy enjoys grabbing coffee with his friends at Cooks Cafe, as well as getting dinner at Northwestern Steakhouse. He feels that the North End has a strong history and is a “land of opportunity.” He looks forward to the time when the North End is not perceived as being dangerous or posing health



## Demographics

Gender: Male

Age: 72

Education: High School Diploma

Marital Status: Married

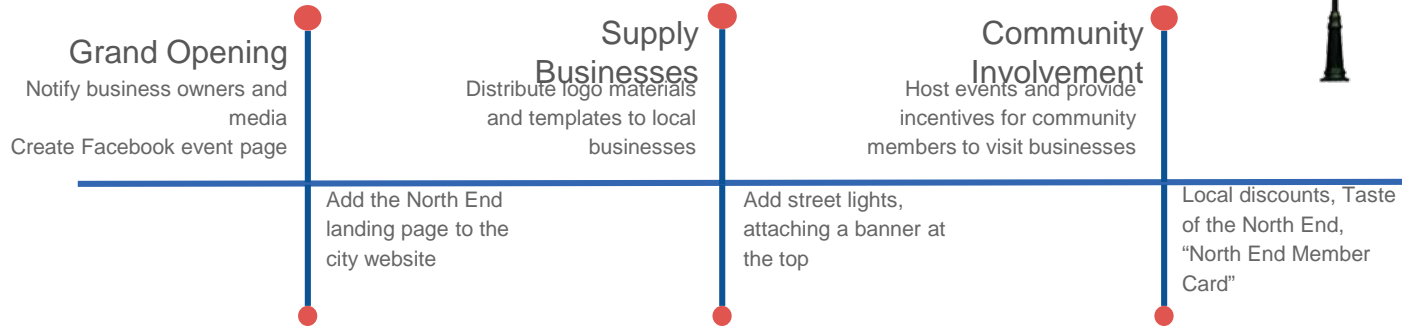
Number of Children: 2 (They live out of town)

Household Income: \$23,000 (Social Security)

## Branding Implications

- Incorporate the North End’s history and opportunities
- Change the negative perceptions of the North End
- Showcase North End’s attractions: high-quality restaurants
- Legible and not pop-art elements
- Physical/paper branding materials

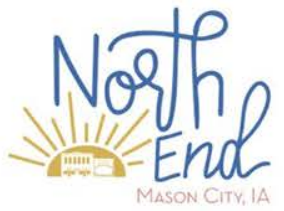
# Roll-Out Plan



# Webpage Mockup



[https://www.dropbox.com/sh/f4xfrqaxtbj19s6/AAAqnjy5wjld5\\_-zOaL3MfHHa?dl=0&preview=Website+Mockup.pdf](https://www.dropbox.com/sh/f4xfrqaxtbj19s6/AAAqnjy5wjld5_-zOaL3MfHHa?dl=0&preview=Website+Mockup.pdf)



Thank  
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# Sources

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<https://www.census.gov/quickfacts/fact/table/masoncitycityiowa/PST045216>