

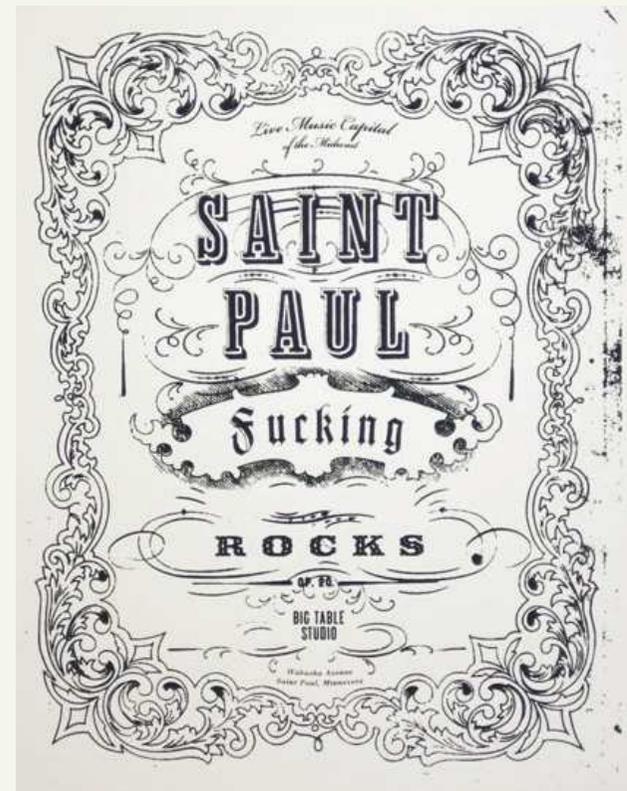


What's your story?

MOVING THE HOPKINS BRAND FORWARD

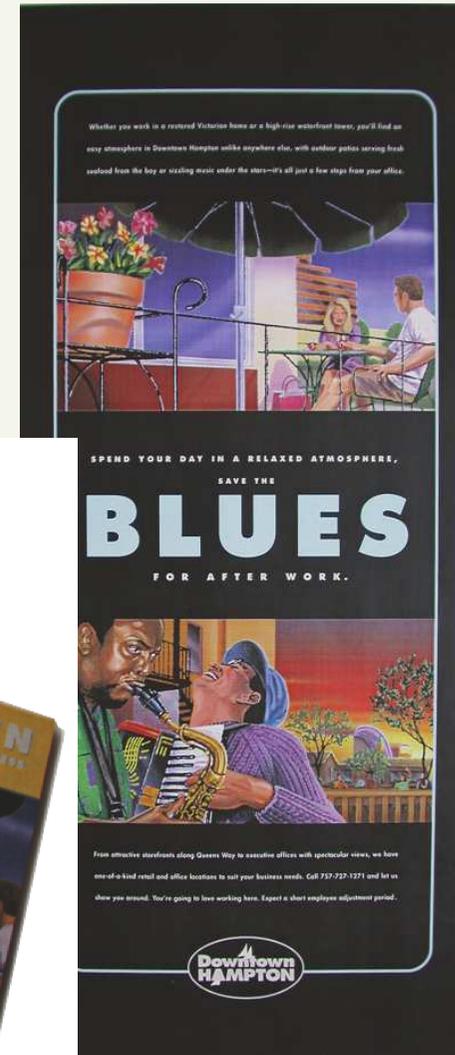
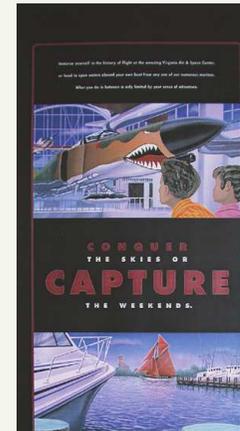
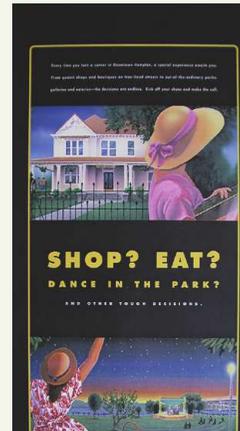
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Looking for a new location and energy? Downtown Norfolk offers opportunities, amenities and attitude. Working Downtown means even more collaboration, authenticity and proximity to everything in this region's financial, cultural and entertainment center. Find available office properties at DowntownNorfolk.org/works.



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“In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinct character have an economic advantage.”

MEG BEEKMAN, CITY OF HOPKINS COMMUNITY DEVELOPMENT COORDINATOR

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“How can we get people to interact with a brand and understand how it could be an important part of their lives,...

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...how can we make one
evening more enjoyable?”

SHARON WERNER, WERNER DESIGN WERKS, ST. PAUL, MN

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Advertising persuades. A brand connects on an emotional level.

People will drive the extra mile for a good brand. And pay the extra dollar.

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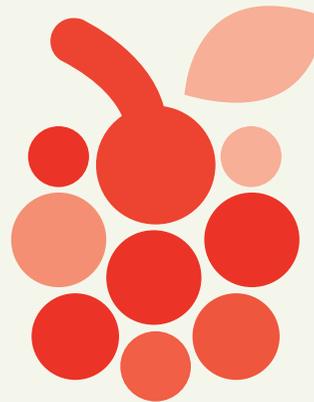


Where do we start? With the freedom of a tight strategic brief.

What makes Hopkins so special?

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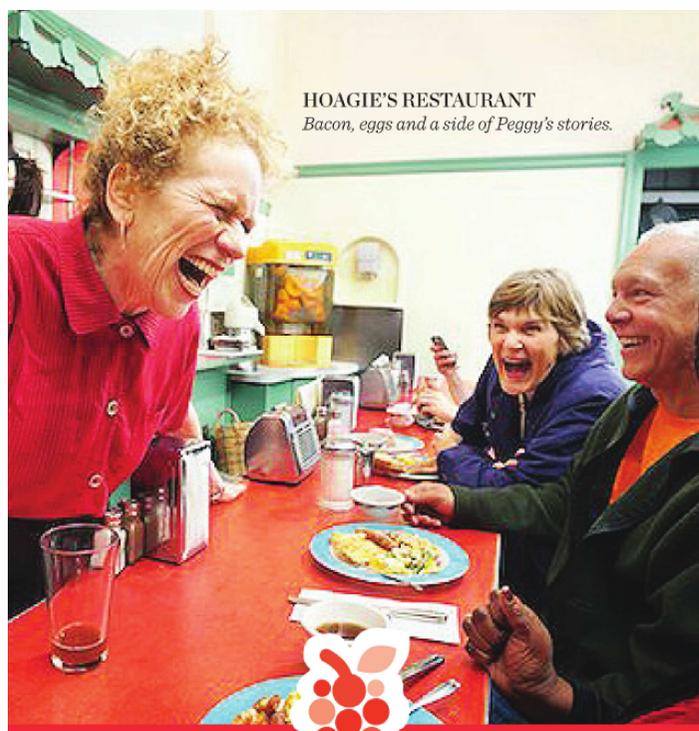
HOPKINS

MINNESOTA

A tradition preserved.

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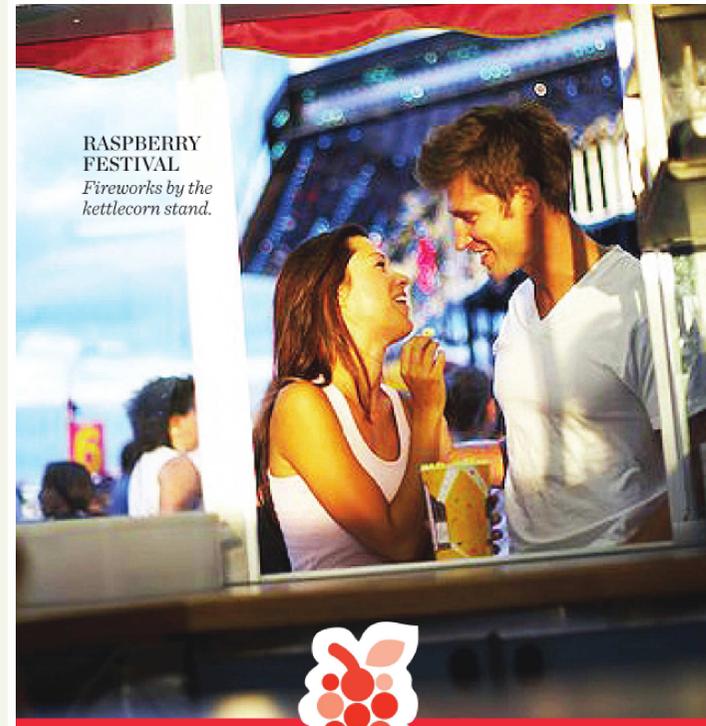


HOAGIE'S RESTAURANT
Bacon, eggs and a side of Peggy's stories.



HOPKINS
MINNESOTA
A tradition preserved.

Everything you love about a small town but still close to all the big city amenities. Come see for yourself.
For a schedule of upcoming events, downtown tour guides and more, visit ilovehopkins.com.



RASPBERRY FESTIVAL
Fireworks by the kettlecorn stand.



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Everything you love about a small town but still close to all the big city amenities. Come see for yourself.
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Reinforce what makes you
special at every touchpoint.

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**ARCHWAY ON MAINSTREET WITH LOGO/TAGLINE OR
CAN BE CHANGED OUT TO SHOWCASE VARIOUS EVENTS**

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**QR CODES IN SIDEWALKS ON
VARIOUS CORNERS OF MAINSTREET.**

**LINK TAKES YOU TO VIEW
OF SAME CORNER CIRCA 1915
WITH A BRIEF HISTORY OF
BUILDINGS, ETC. SHOWN.**



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THE WATER TOWER
IS SLATED TO BE
REPAINTED IN 2016.

JUST SAYING.

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T-SHIRTS WITH 100 REASONS WHY WE LOVE HOPKINS



FIND THE RASPBERRY

FREE CELL PHONE CASE
WHEN YOU GET THE APP



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**SUBMIT YOUR REASON, WIN YOUR OWN
T-SHIRT OR OTHER MERCHANDISE**

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BEGIN
DEVELOPMENT
OF
STRATEGIC
BRIEF

BEGIN
DEVELOPMENT
OF
BRANDING
CAMPAIGN

BEGIN
DEVELOPMENT
OF
FINAL
ELEMENTS

ALL
ELEMENTS
READY TO
IMPLEMENT

WELCOME
TO

HOPKINS
MINNESOTA
A tradition preserved.

OCT 2014

OCT 2015

OCT 2016

OCT 2017 JAN 2018

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“The moment to start working on your brand is the same as the best time to plant an oak tree in your yard—either twenty years ago or today.”

BRUCE TURKEL, TURKEL BRANDS, MIAMI, FL

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Thank you.

ALAN SCHUTTE, PLATT HOLLOW ROAD, HOPKINS, MN

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