



DESIGN WORKSHOP



1. COMPETITIVE BRAND ANALYSIS ACTIVITY
2. REVIEW OF THE SHAKER VILLAGE BRAND
3. ASPIRATIONAL BRAND OVERVIEW
4. ASPIRATIONAL BRAND ANALYSIS ACTIVITY
5. THE FUTURE OF THE SHAKER VILLAGE BRAND

The Studio Team spent some time reviewing several competitor's web presence and narrowed it down to the three we felt were the strongest. These include **THE BILTMORE, BLACKBERRY FARMS** and **MOUNT VERNON**.

For this activity we would like you to take a turn experiencing each of these brands at one of that stations near the door and spend some time considering what attributes you feel adequately describe them.

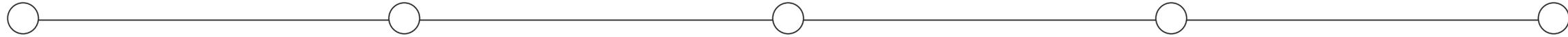
SLIDER QUESTIONS

BOLD



SAFE

CLASSIC



MODERN

FUN



FORMAL

STRUCTURED



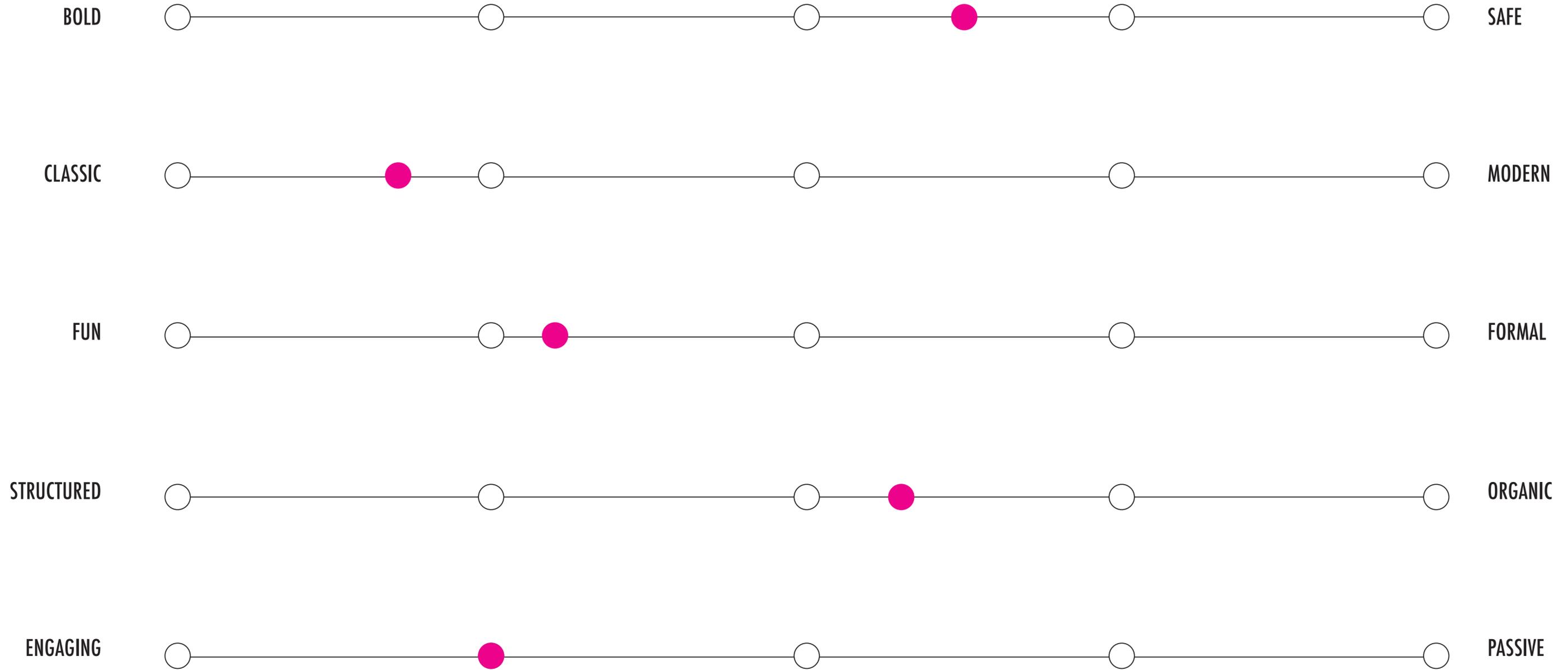
ORGANIC

ENGAGING

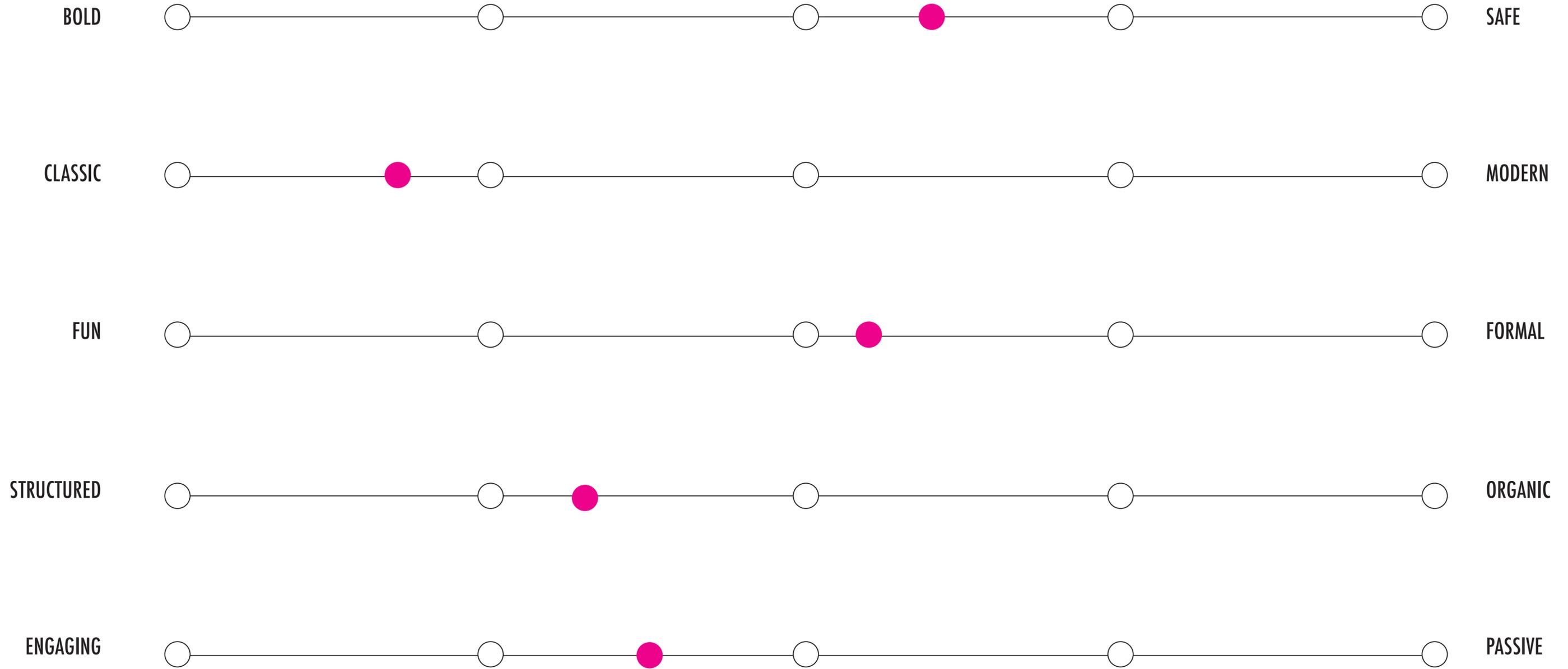


PASSIVE

SLIDER QUESTIONS



SLIDER QUESTIONS



BRAND EQUITY = AESTHETIC + MESSAGING + IMAGERY

ASPIRATIONAL BRANDS

The Jeep logo is rendered in a bold, dark grey, sans-serif font.

The Jeep brand has always been a symbol of rugged freedom and over the years has evolved to range from adventure to luxury to family friendly and safe. Their newest campaign also debuted during the Super Bowl.

The Yosemite logo features a circular emblem with a green outline containing a stylized mountain range. Below the emblem, the word "YOSEMITE" is written in a green, serif font with a slight shadow effect.

One of the most famous national parks, Yosemite has long been attracting a variety of adventure seekers to its California wilderness - coupled with its renowned lodging and hospitality.

The Cheerios logo is in a bold, black, sans-serif font. A small, orange Cheerios cereal piece is positioned above the letter 'i'.

This General Mills staple has long stood for family-friendly and marketed towards a healthy lifestyle with loved ones as a priority. The recently underwent a re-brand including a very popular spot during the Super Bowl.

The Powder Mountain logo consists of a blue diamond shape containing two red mountain peaks. Below the diamond, the words "Powder Mountain" are written in a blue, sans-serif font.

Powder Mountain is a family friendly ski resort in Utah that caters to adventure junkies for an array of snow sports and outdoor activities. Their unique approach to hospitality targets a very diverse user-base.

Each of these brands was selected because our team felt it successfully targeted a demographic that Shaker Village will be interested in reaching heading into the future. For this activity we want you to immerse yourself into each of these Brand's equities and take some time to consider some perceived success and failures as well as how these relate back to Shaker Village's Brand Equity moving forward.

SURVEY RESPONSES

TREE - 66.2%

TREE - 25.7

OF LIFE - 19.5%

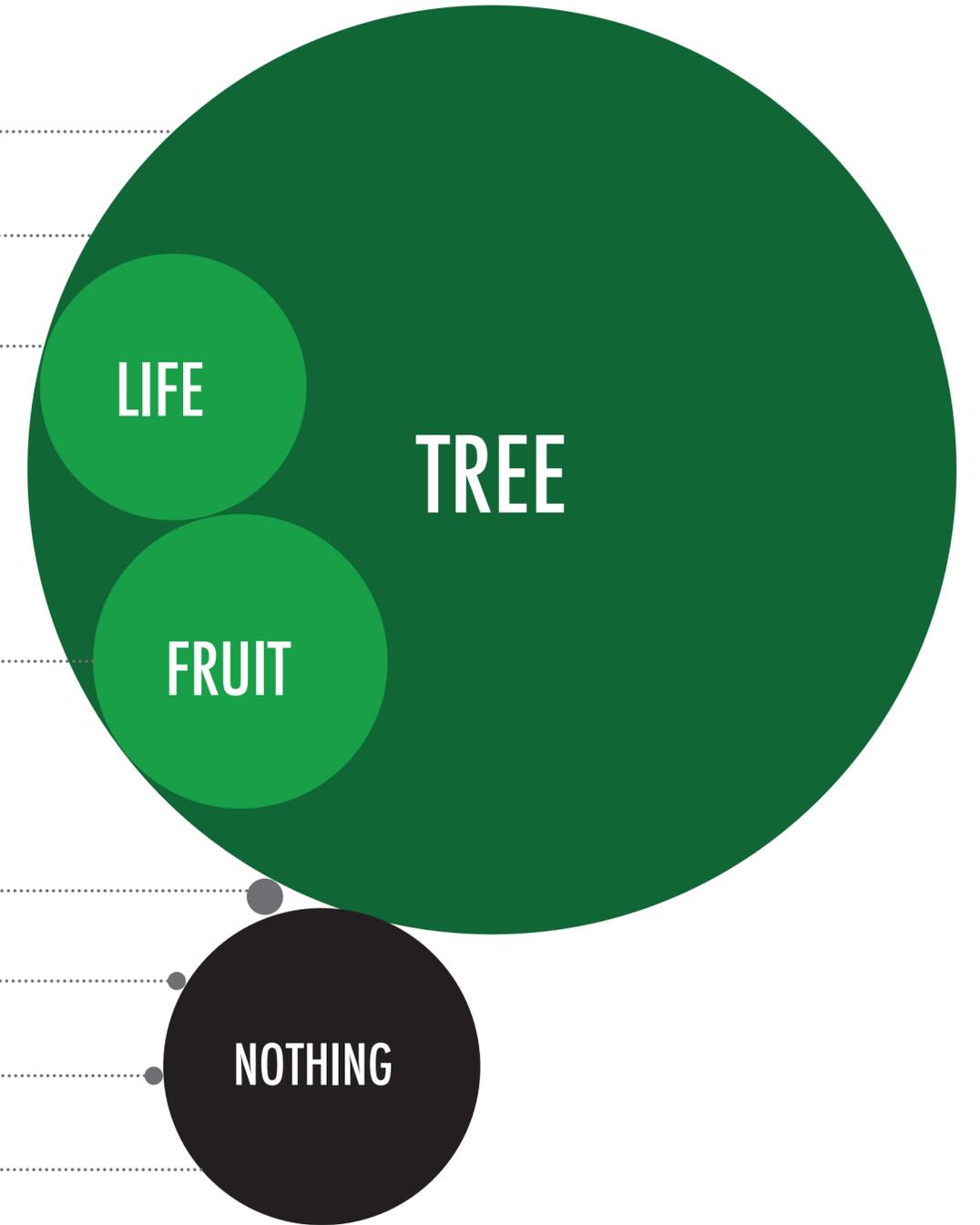
WITH FRUIT - 21%

PAINTING - 2.6%

FENCE - 1.3%

HORSE - 1.3%

NO RECOLLECTION - 28.6%



SURVEY RESPONSES

SHAKER VILLAGE OF PLEASANT HILL - 20%

PLEASANT HILL - 7%

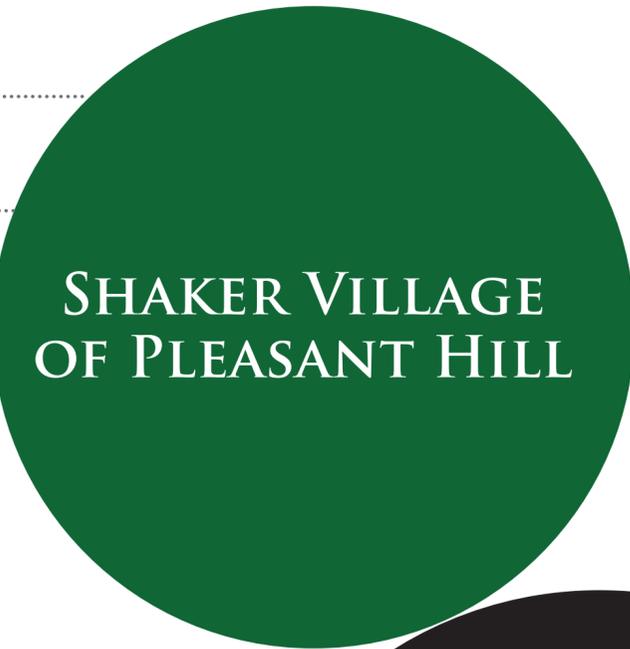
SHAKER VILLAGE - 17%

WELCOME - 2.8%

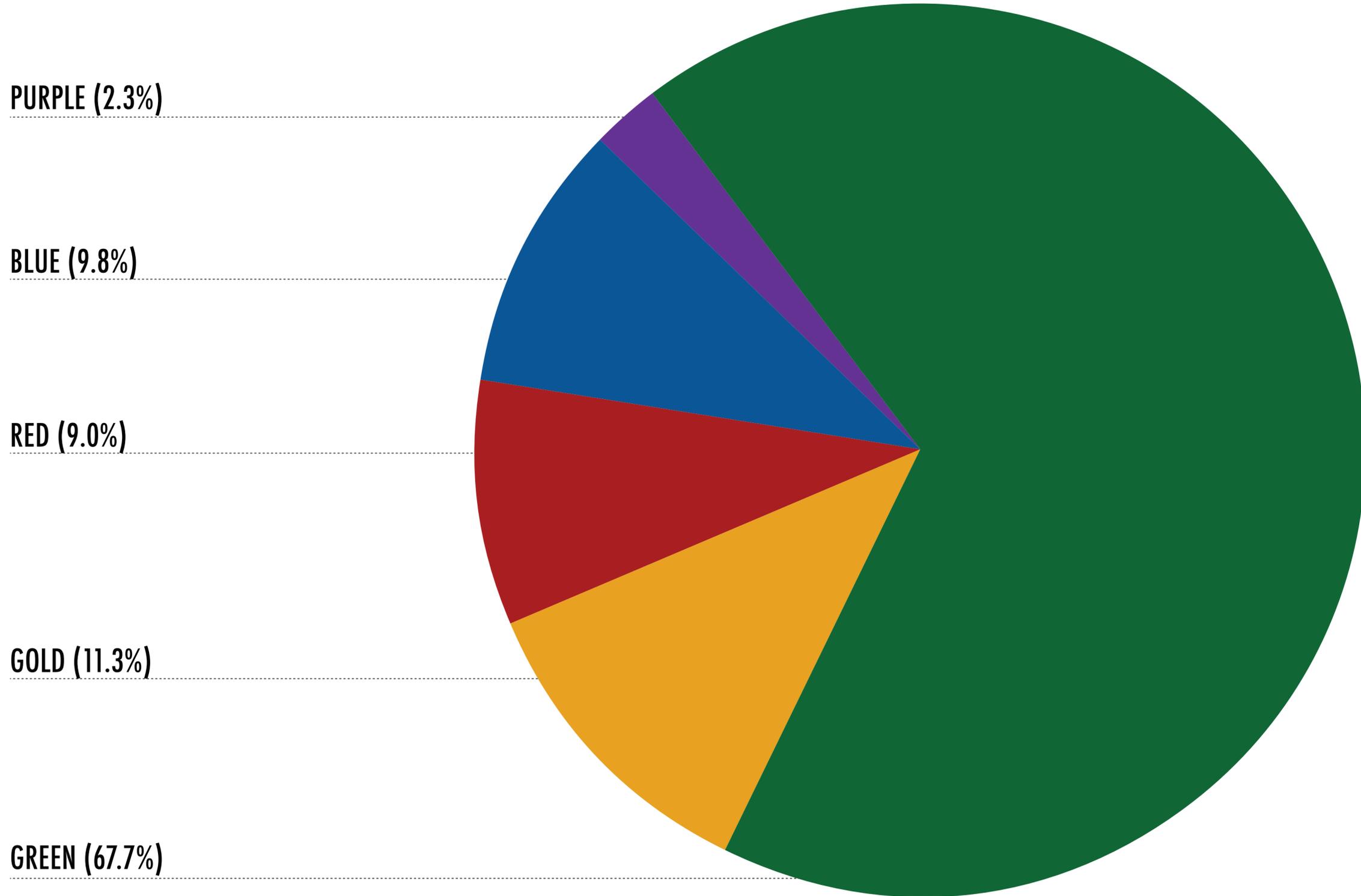
FRIENDS - 1.4%

YEAR/DATE - 1.4%

NO RECOLLECTION - 50%



MUTLIPL E CHOICE



PURPLE (2.3%)

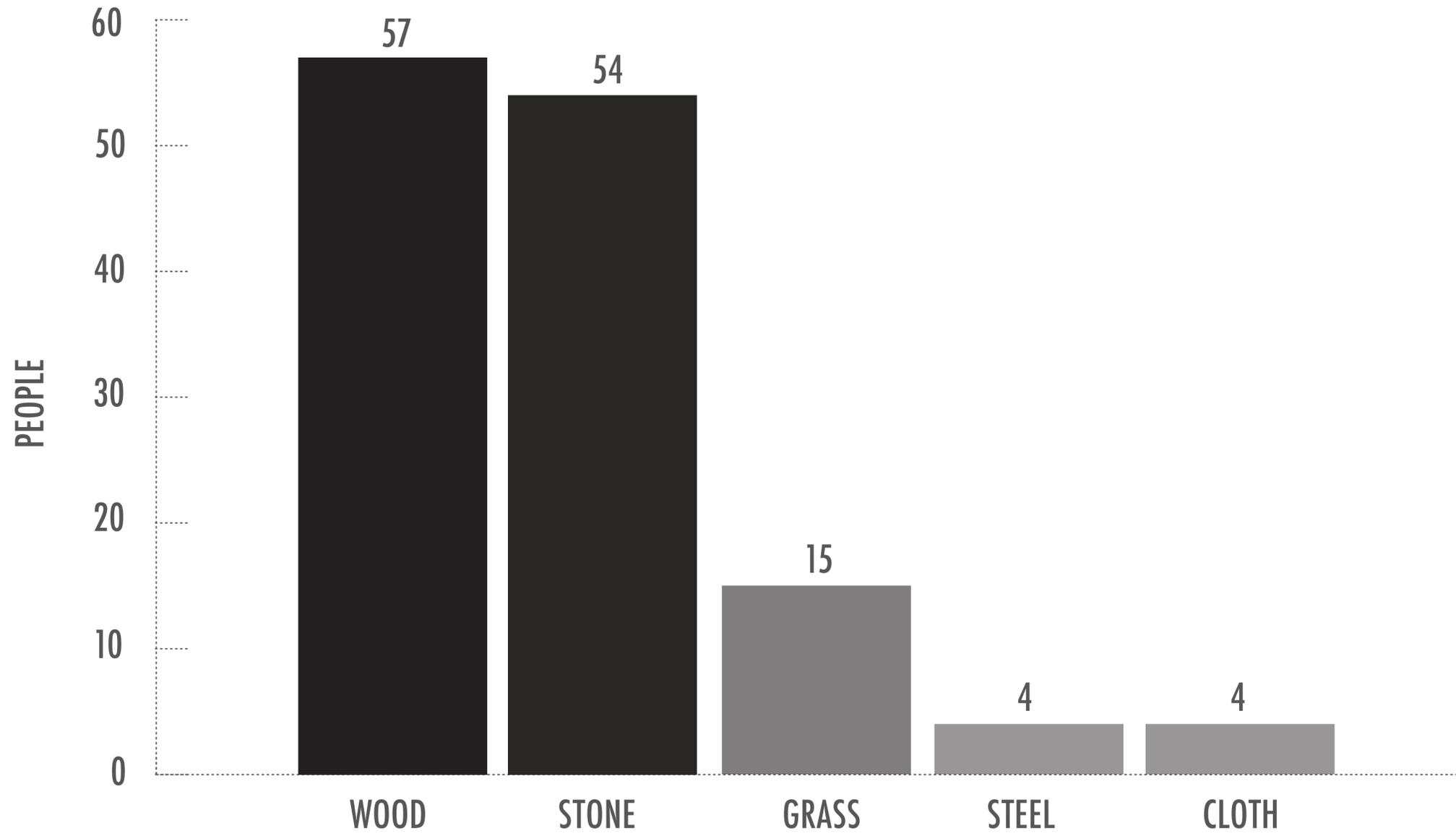
BLUE (9.8%)

RED (9.0%)

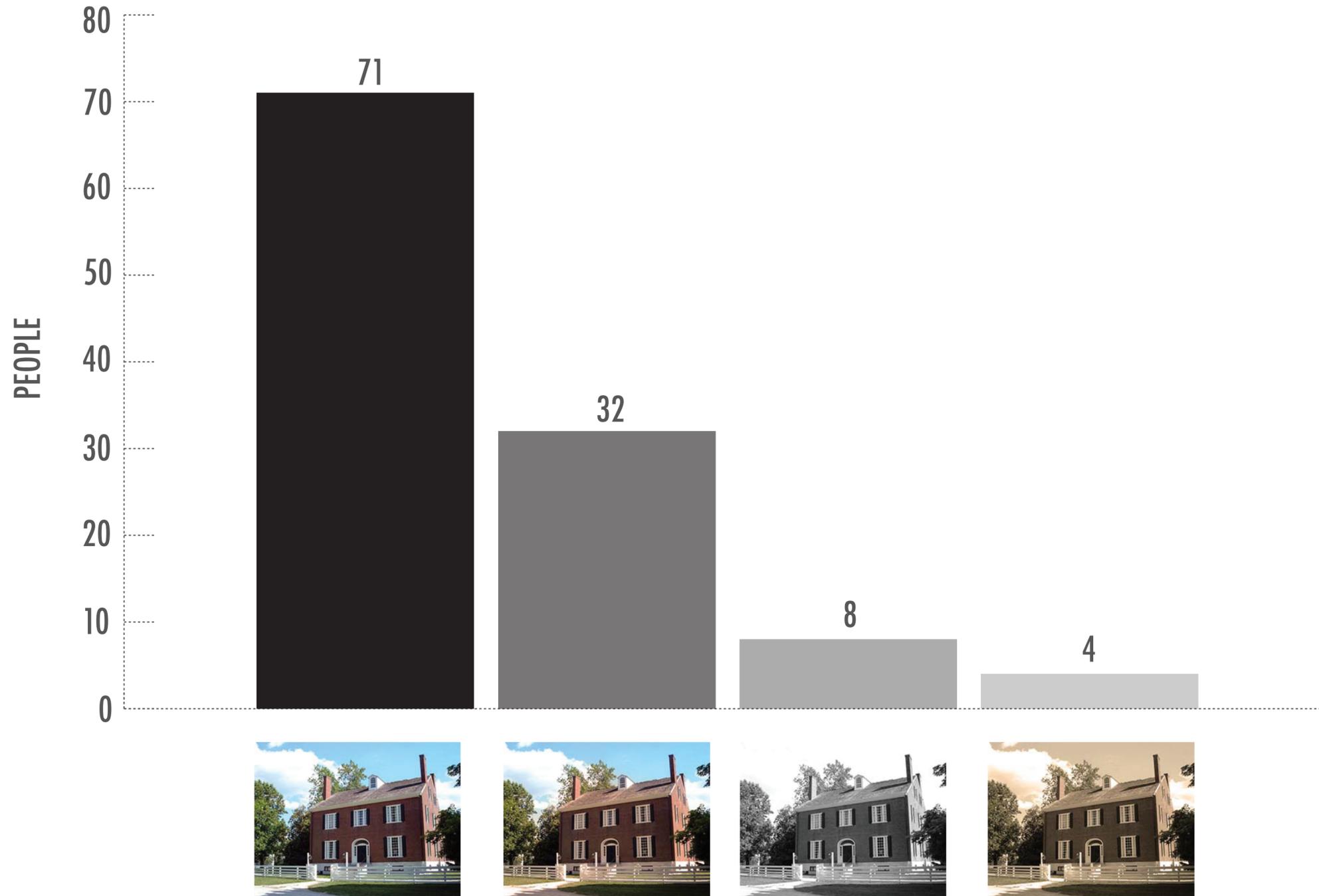
GOLD (11.3%)

GREEN (67.7%)

MUTLIPL E CHOICE



MUTLIPL E CHOICE



TAKE-AWAYS

OBJECTIVE: Retain the most recognizable pieces of the current brand while creating a more modern brand equity that will appeal to a wider demographic and help separate Shaker Village from its competitors.

- Retain the Tree as a recognizable symbol of Shaker Village.
- Own the color Green as the main Shaker Village equity color.
- Consider revising the words contained in the Shaker Village logo.
- Modernize and embolden the overall brand equity through type treatment, color palette, texture, etc.
- Continue to use colorful and lively photography, but consider an added human element.
- Increase the accessibility of the brand to families and an overall younger demographic.
- Find an overall balance between Fun & Formal as well as Structured & Organic.