

## Lieutenant Governor Barbara Lawton's Speech Summary for Stoughton's Marketing Conference – 2/26/09

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- Goal to build an authentic brand
- Important to take asset inventory
- More brands, more channels, more confusion for consumers today
  - Authentic branding must happen in this challenging context
  - Very savvy audiences who can quickly detect an inauthentic brand
- What is a brand? One that connects on an emotional level while remaining true to its promise. It is how you ARE perceived, not necessarily how you WANT to be perceived.
- If Stoughton were a celebrity, who would it be?
- Brands need nurturing to remain current and relevant.
  - Apple, Harley – keep their promise, stay true to who they are, yet become relevant
- What and who is Stoughton and what sets it apart?
- Objective of branding – economic development definitely
- “The Brand Bubble” – great book on the importance of creativity. Must take this seriously.
- Point is not how creative you are, but how you are creative.
  - Creativity is one of the last ways to gain competitive advantage.
- Deconstruct the current brand first
  - Take an honest look
  - Assess perceptions of your audiences
  - Don't assume people know you
- In Green Bay – people didn't know there was an airport! Or didn't know it was on the water!
- Ask for perception – ask THEM. YOU are not your target audience
- Stay objective and stay focused
- Discover your authenticity
- Believe in your customer and believe in your brand
- What are Stoughton's points of differentiation.
  - Must stand out
- Don't ignore the equity you already have – leverage it!
- Need to seep into the fabric of the organization.
- Collaboration right from the start.
- What are the strategic alliances you can partner.
- Authentic branding MUST include the young population. Need empowered voices representing this faction.
- Every brand has to crave change.

- Those who have the courage to invest now will emerge measurably ahead.
- A brand is an investment.
  
- Stoughton – has proximity and distance; a unique sense of place. Very unique within Wisconsin.
- State’s “Main Street Program”. Menomone example. Renaissance Menomonee. Inspired 3M to build there.
  - They rebuilt a vision. Have more vibrant downtown.
- Study – “CEOs for American Cities: The Young and the Restless in a Knowledge Based Environment”
- Community perceived to be a place where women and minorities have a role.
- Do a reality check – how is it to be a woman or a minority in Stoughton?
  
- Seek that authentic brand!
  
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**Department of Tourism – Sarah Klaves**

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- “Only in Stoughton can I \_\_\_\_\_.”
- My notes:
  - What is the frame of reference for Stoughton?
  - Within that frame, who is the target?
  - For that target consumer, what is Stoughton’s key benefit?
  
- Legacy level branding. Nurture emotional connection
- Consumer needs, competitive attributes – what are points of parity and points of difference
- Stoughton’s relative point of difference – market historic Stoughton?
  
- Wisconsin’s brand promise:
  - In Wisconsin, originality rules
  - Passionate nature of people to have fun, express themselves in original ways, and feel more comfortable than anyone else. (examples, cheese hat, mustard museum, house on the rock)
  - If you can imagine it you can do it.
  - Wisconsin DNA:
    - Responsibility
    - Authenticity
    - Stewards of the Land
    - Fun
  
- Opera house can be the anchor