

# WILLIAMSON COUNTY BRANDING

	month	1	2	3	4	5	6	
<b>PHASE 1: EXPLORE (Research and Discovery)</b>								<b>\$11,480</b>
Establish brand steering committee from County representatives (core decision making team of three to five members)								
Solidify project timeline, milestones, and measurements of success								
Review and analyze existing research, planning documents, and other relevant material to understand Williamson County and future goals								
Review/audit existing brand architecture and creative assets, how it is used, and challenges								
Identify and communicate with key internal and external stakeholders to understand current image and positioning. Resource County staff to conduct additional focus groups/interviews.								
Conduct one-on-one conversations with influencers (County Manager, Elected Officials, etc.)								
Create and administer short surveys (if needed) to refine community values, position, and points of pride								
Analysis of County data (website analytics, community surveys, etc.)								
Perform gap analysis of outreach efforts to ensure equitable engagement; adjust strategy accordingly								
Research comparative communities and organizations to identify brand benchmarks								
Review of overall goals and expectations for the rebranding process								
Consolidate findings into a Discovery Report								
Synthesize findings into Creative Brief (i.e., direction for graphic designers to develop new logo choices)								
*Includes onsite visit								
<b>DELIVERABLES: DISCOVERY REPORT AND CREATIVE BRIEF</b>								

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