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Posted November 21, 2007

Taking Green Bay beyond the Packers

Greater Green Bay Branding Initiative hopes to build on city's reputation

By Richard Ryman
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A group developing a new brand for Greater Green Bay wants to know what you think of the area.

That's the next step in an ongoing effort by a coalition of business and government representatives to redefine Green Bay to the outside world.

"They know who we are and where we are. They don't know what we are about," said Susan Finco of Leonard & Finco Public Relations.

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The group says the purpose of an authentic brand is to help area businesses attract and retain quality employees, to encourage the relocation or expansion of businesses in the area, and increase public pride and knowledge.

Green Bay's current reputation in the country consists of the Green Bay Packers and "cold" — not exactly what the group is going for,

You can't talk about Green Bay without talking about the Packers, but the group plans on talking about the Packers and a lot more.

"We are trying to take the equity we have from the Packers (brand). We are trying to bring our brand up to where they are," said Jim Rivett of Arketype Inc.

The Packers are supporting the effort. They have the same issues as other businesses, said Michael Hildebrand of Wisconsin Public Service Corp.

"They have issues recruiting coaches and players, and wives have much more to say (about where their husbands work)," he said.

The group is seeking input, either through its Web site or from postcards available at selected locations in the community on Nov. 27 and 28.

The new brand is scheduled to be unveiled in March.

"If we are going to continue to have secure, stable, high-tech jobs, we need to have people willing to come here," said **Donsia Strong Hill**, who, with Hildebrand, is co-chair of the initiative.

The group believes that a coordinated effort to market Green Bay to the region, especially, will have staying power.

"There have been these previous independent efforts. You can't sustain that on your own. All those entities have their day jobs. You need cross-pollination," Strong Hill said.

Hildebrand said Green Bay received accolades from publications over the past several years that are the kinds of additional information that needs to be highlighted.

To comment

The Greater **Green Bay Branding** Initiative wants to know what residents and visitors think about the Green Bay area. Comments are being taken online or by postcard.

Online: www.brandgreatergb.com

Survey post cards will be available Nov. 27-28 at the following locations:

- Shopko stores at Bay Park Square mall in Ashwaubenon, De Pere and on Military Avenue in Green Bay.
 - Shopko Express, Howard
 - Brown County Central Library
 - Wrightstown library
 - Kress Family library, De Pere
 - Green Bay City Hall
 - Oneida Casino lobby
 - Pulaski library
 - Weyers-Hilliard library, Howard
- Press-Gazette

"We want to present an authentic brand. We are not going to try to project something we are not," Rivett said.

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