



Brand Development and Marketing

Pinckney Brand

*November 2011*



# What is Pinckney?





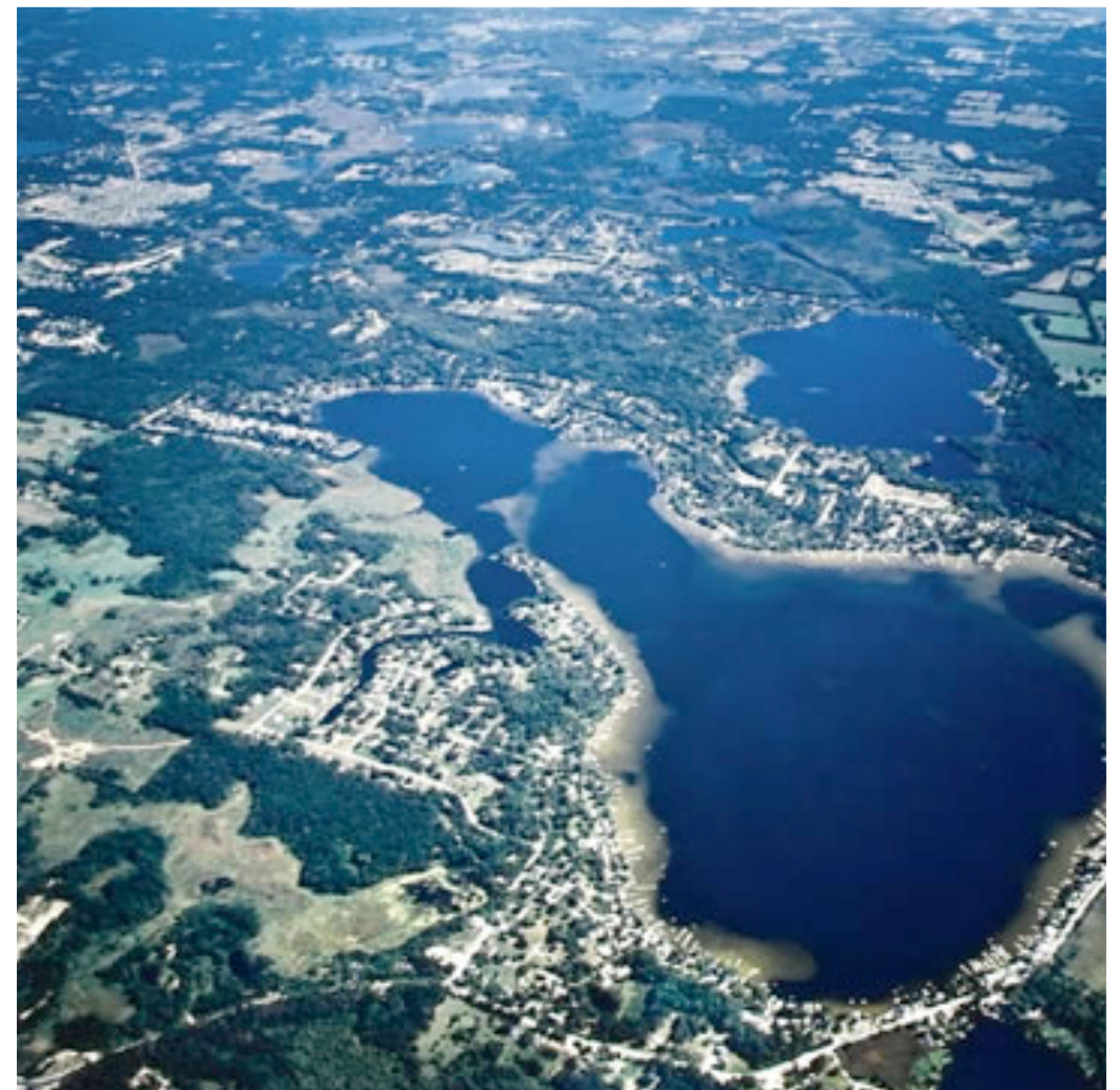
Results from focus groups,  
marketing committee,  
stakeholder interviews, secret  
shopping on-site study, merchant  
surveys, and community/visitors  
surveys show us the true  
nature of Pinckney.

The brand study confirms  
Pinckney is a peaceful place to  
raise a family, with a quaint little  
town, safe neighborhoods, down  
to earth residents, and a strong  
sense of community.





Within it's compass,  
Pinckney has access to  
many types of recreation  
areas and beautiful natural  
surroundings, lakes, rivers,  
great trails, and parks.







-- and it has great potential with businesses like La Vita Bistro and Busch's Market, and the community events like Art in the Park and parades.



# Research Phase to Uncover the Brand



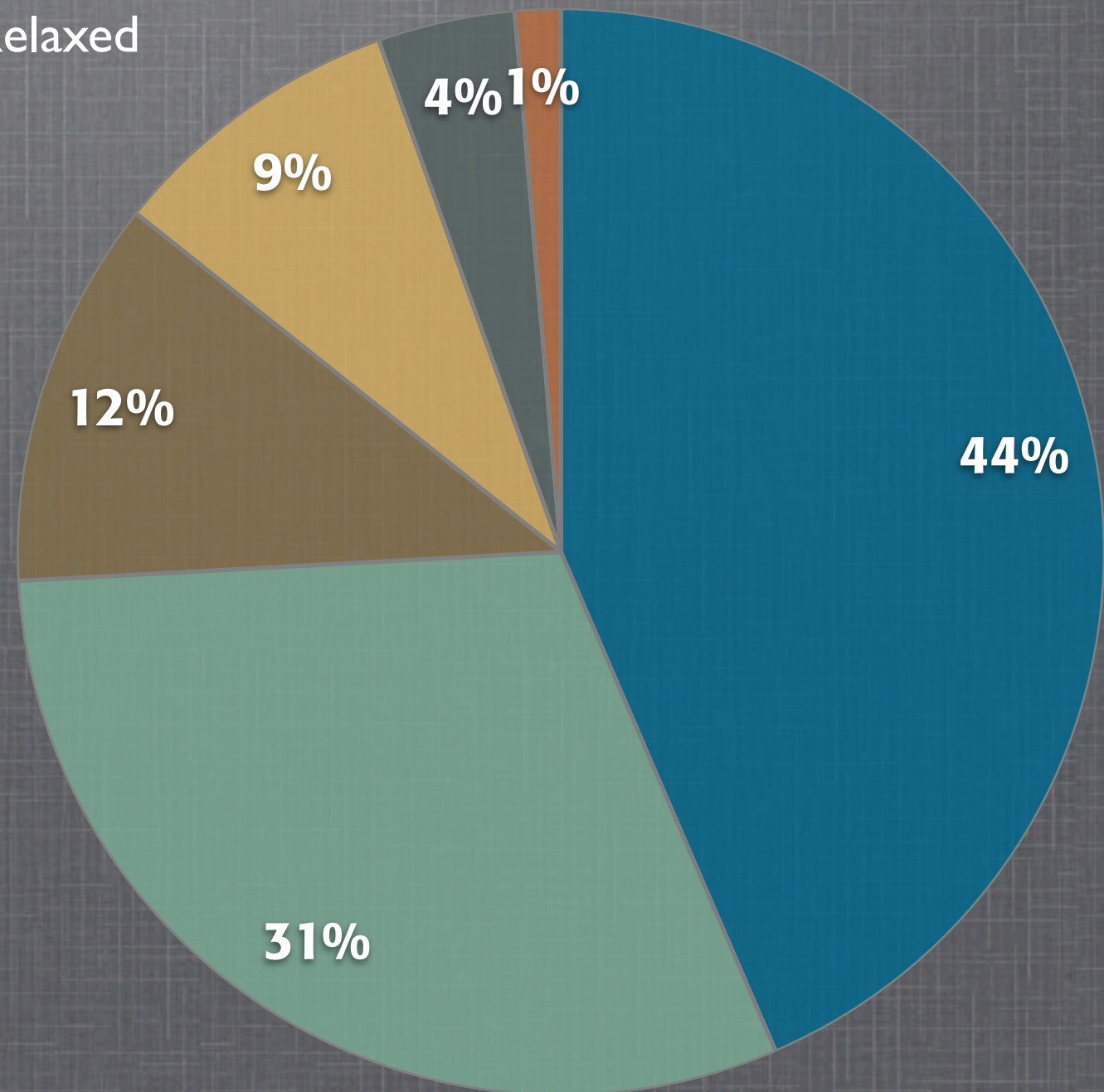
159 Community/Visitors  
surveyed say:



# Pinckney Personality

Pinckney has a caring, family friendly atmosphere.  
It's a place that's down to earth. It's a place you can relax.

- Friendly, Generous, Helpful, Warm
- Down to Earth, Simple, Natural, Relaxed
- Reserved, Conservative
- Fun, Optimistic
- Old Fashioned
- Safe



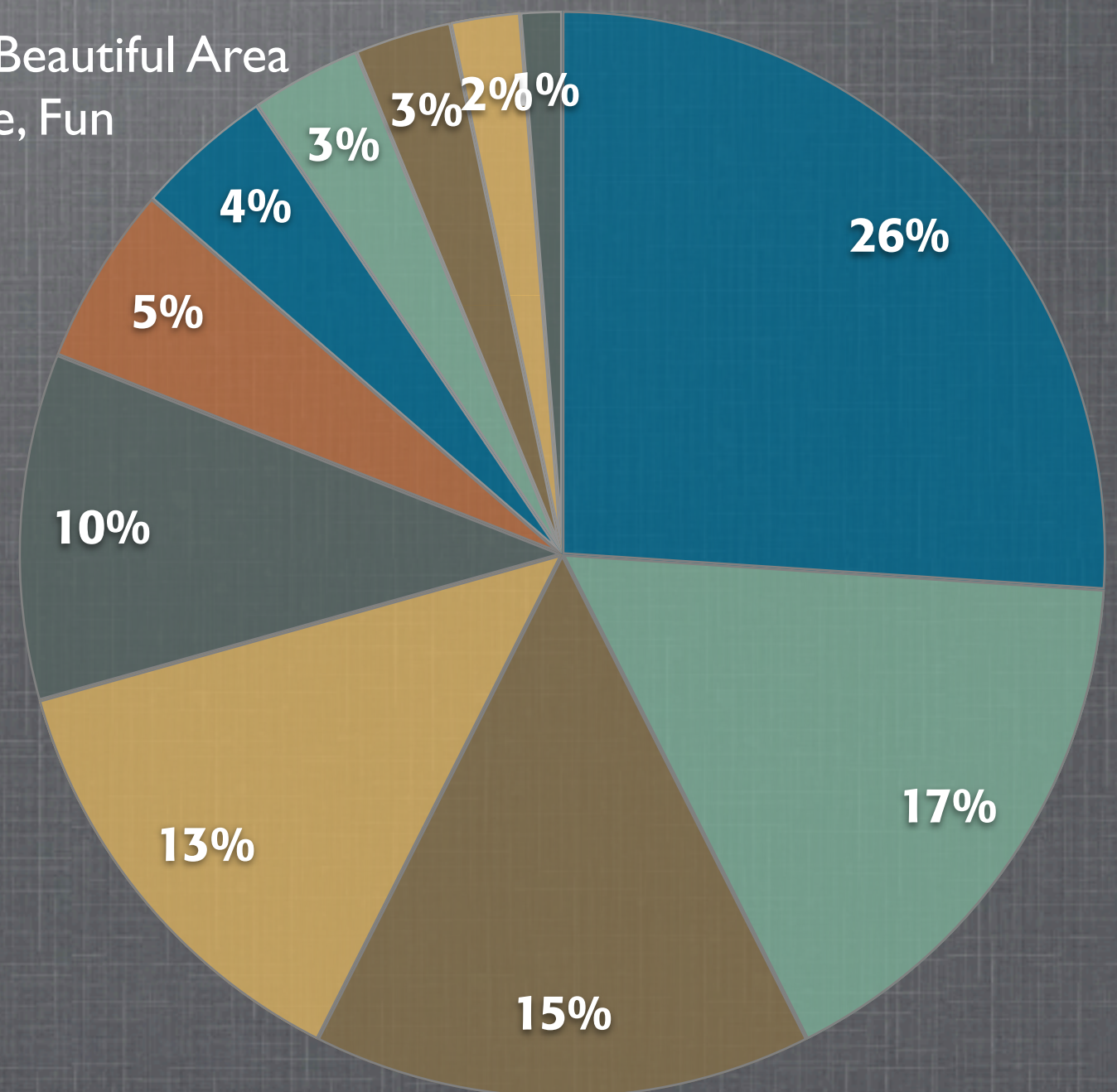


# Describe Favorite Experiences

Pinckney is a peaceful little town with a community that cares.

Nestled in the outdoors, it's a charming safe haven, where you can take a break.

- Friendly, Family Friendly, Community
- Charming, Quaint, Historic, Small Town Feel
- Quiet, Peaceful, Safe, Home
- Adventure, Recreation, Rural, Outdoorsy, Beautiful Area
- Enjoyable, Creative, Encouraging, Awesome, Fun
- The Park
- Delicious Food, Eating
- Art in the Park
- Parades
- Convenient Location
- Shopping

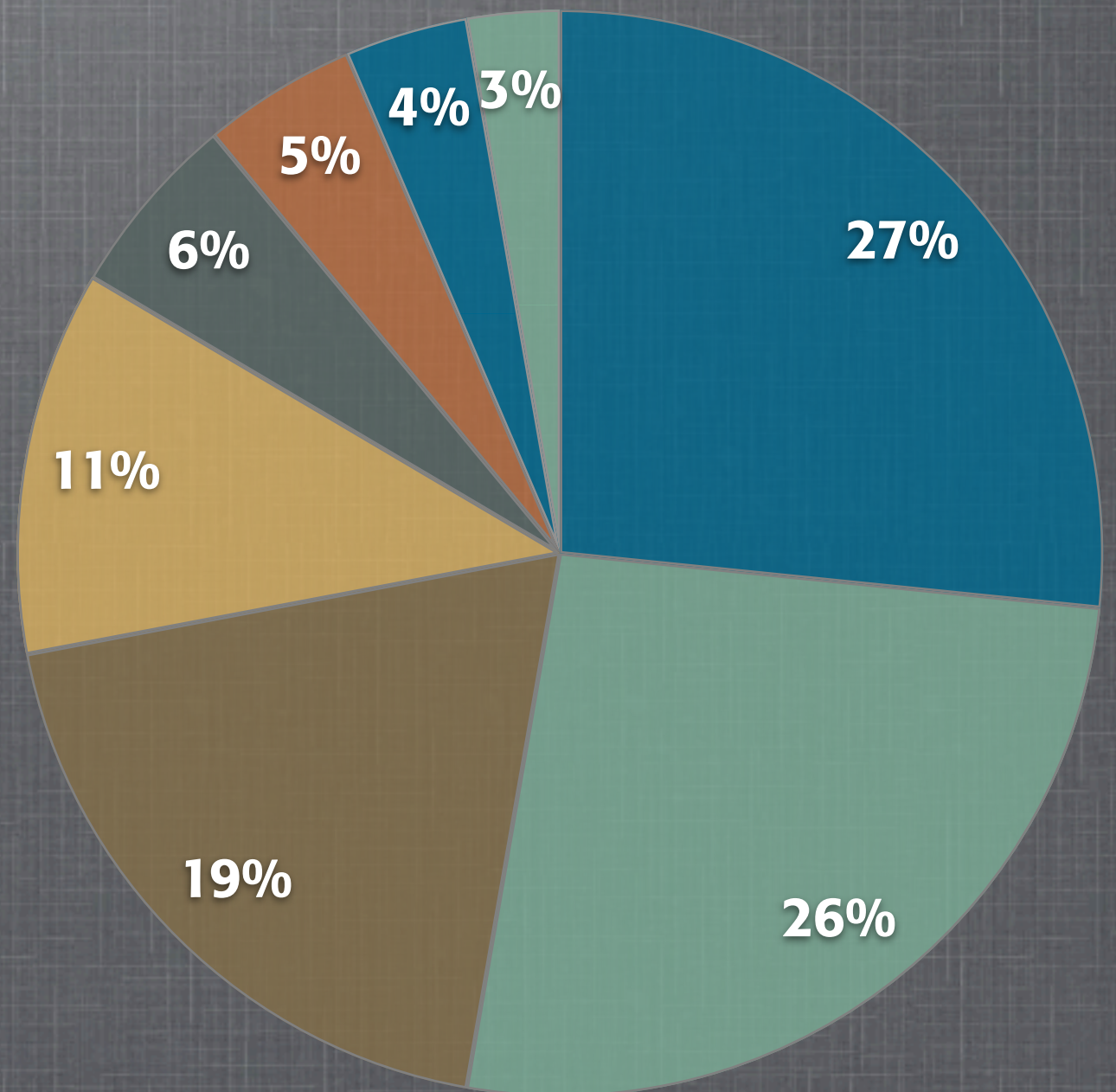




# Pinckney's Unique Characteristics

Pinckney is a quaint, family friendly small town with access to recreation areas where you can enjoy everything from hiking, biking, horseback riding, to swimming, boating, fishing, golf and even paint ball!

- Small Town Feel, Historic Downtown, Charming, Quaint
- Lakes, Nature, State Land & Recreation Areas, Great Trails, Paint Ball
- Friendly, Family Friendly, Community
- Town Square, Downtown Park
- High Quality Events
- Quiet, Peaceful, Safe
- Good Location
- Clean

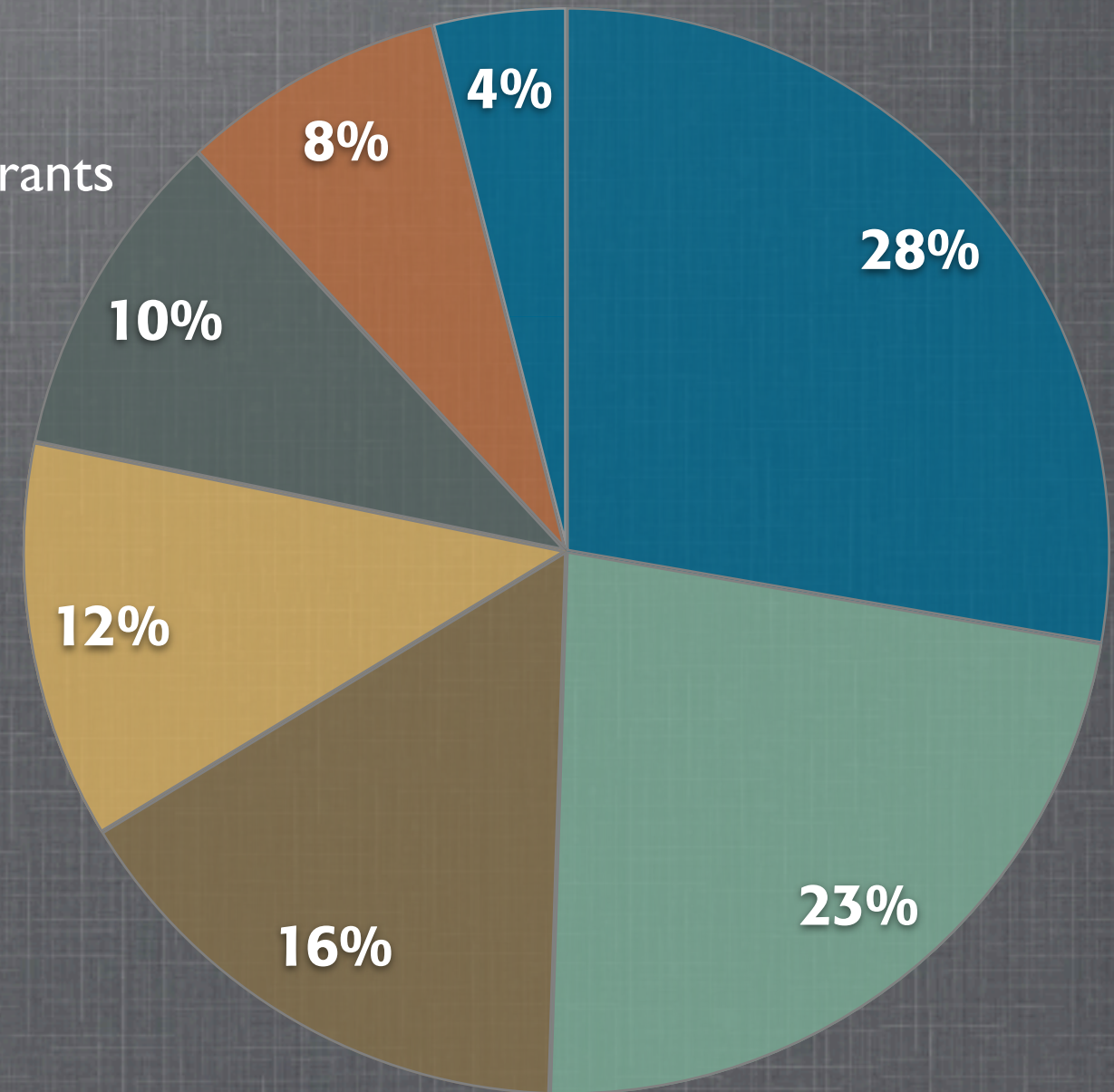




# Pinckney's Greatest Assets

Its beautiful surroundings and friendly people are refreshing.

- The Beautiful Natural Surroundings- Lakes Trails etc.
- Its People
- Historical & Small Town Charm, Downtown
- Town Square
- Location
- Library, Schools
- Destination Bus.- Busch's Market, La Vita, Restaurants

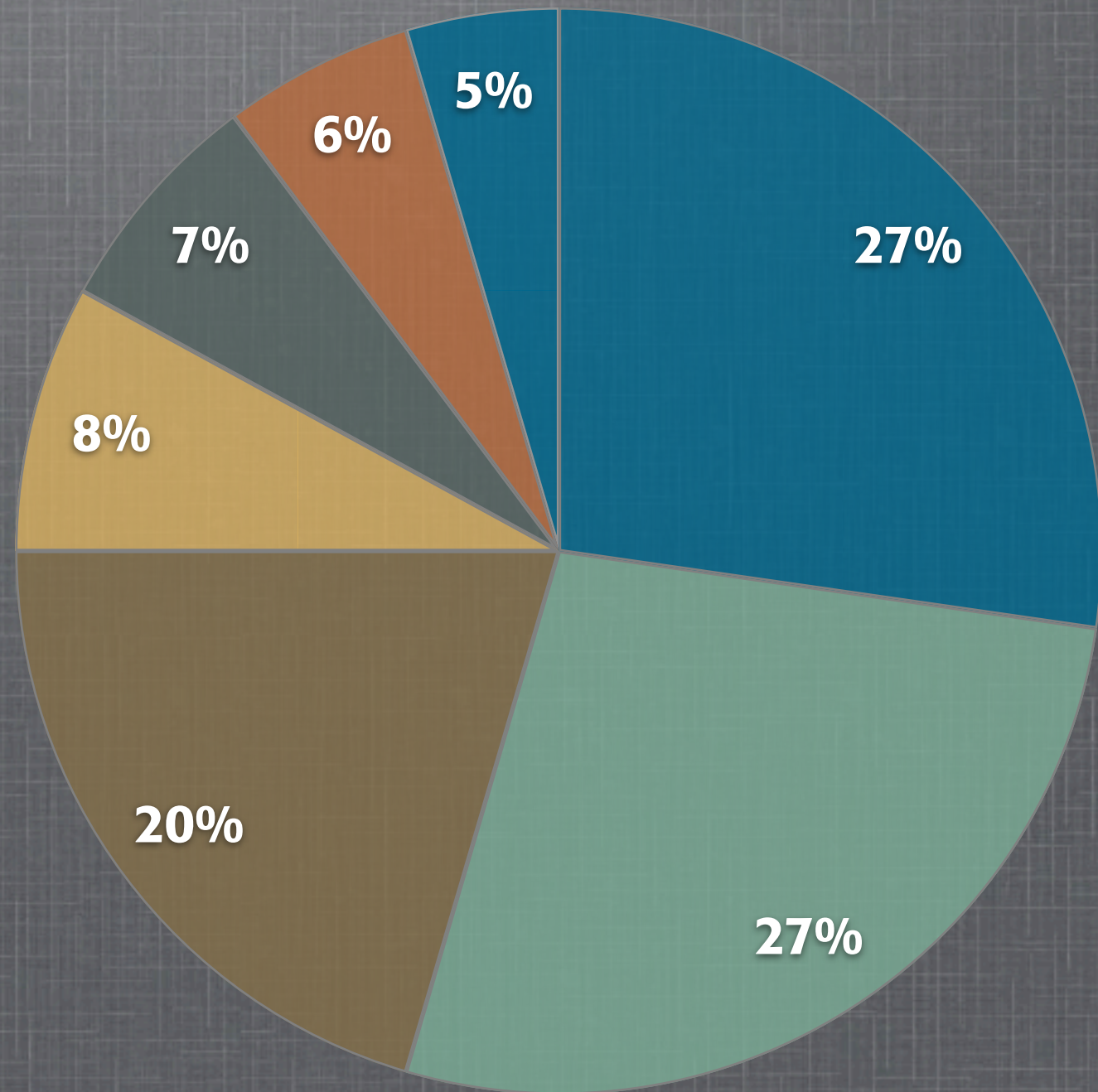




# What is Pinckney Famous For?

Pinckney is famous for the Lakes, Trails, and Outdoor Recreation as well as the Art in the Park event.

- Lakes, Trails, Outdoor Recreation
- Art in the Park
- Proximity to Hell, MI
- St. Patrick's Day Parade
- Heroin, Drug Use
- Zukey Lake Tavern
- Town Square Activities





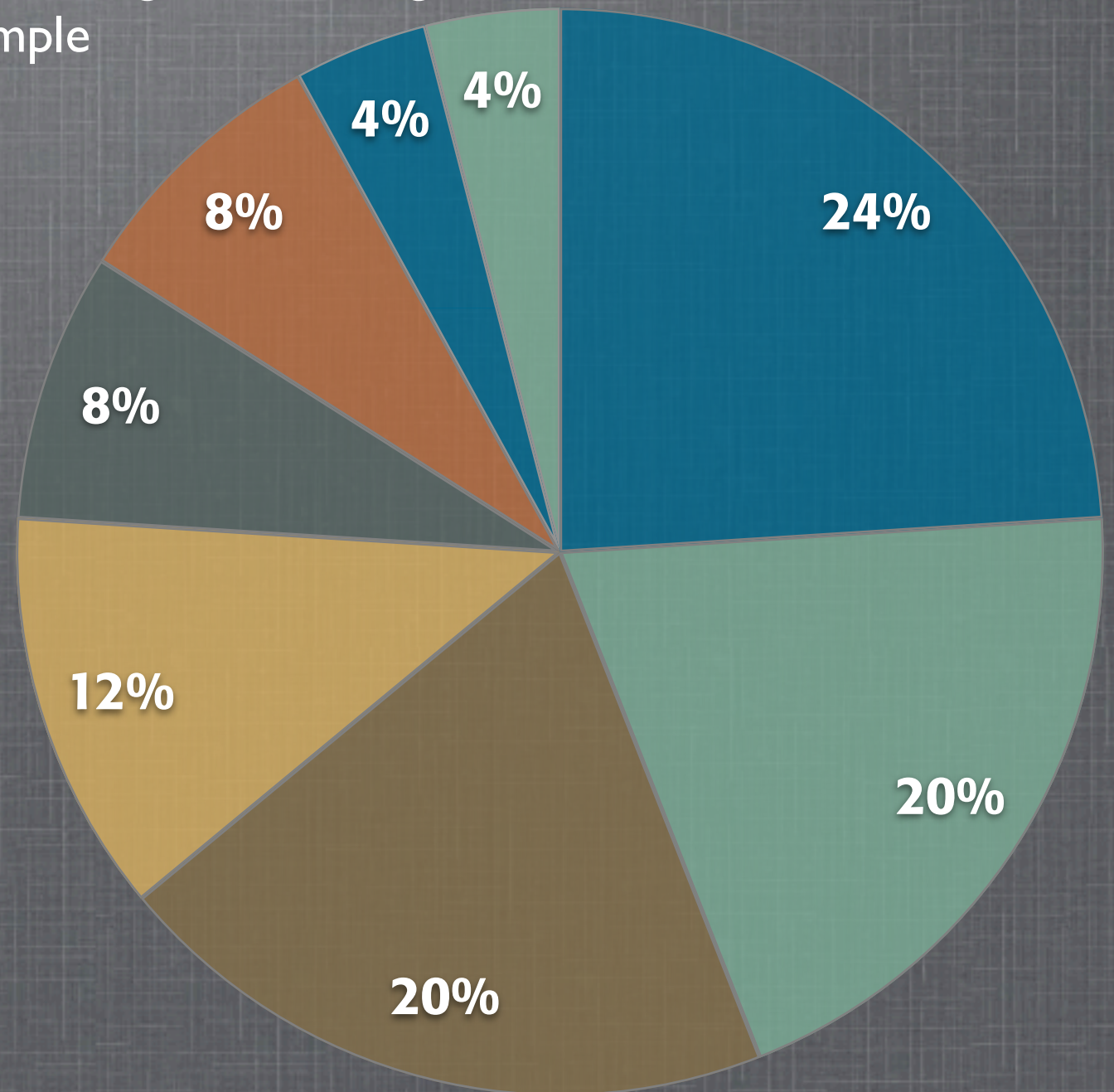
14 Stakeholders surveyed say:



# Pinckney Personality

Pinckney has a caring, family friendly atmosphere.  
It's a place that's down to earth. It's a classic place you can relax.

- Family Friendly, Friendly, Inviting, Caring, Loving, Comforting
- Down to Earth, Relaxed, Solid, Basic, Simple
- Old Fashioned, Old Style, Classic, Cute
- Outdoorsy, Active
- Functional, Useful
- Conservative, Independant
- Sleepy
- Folksy

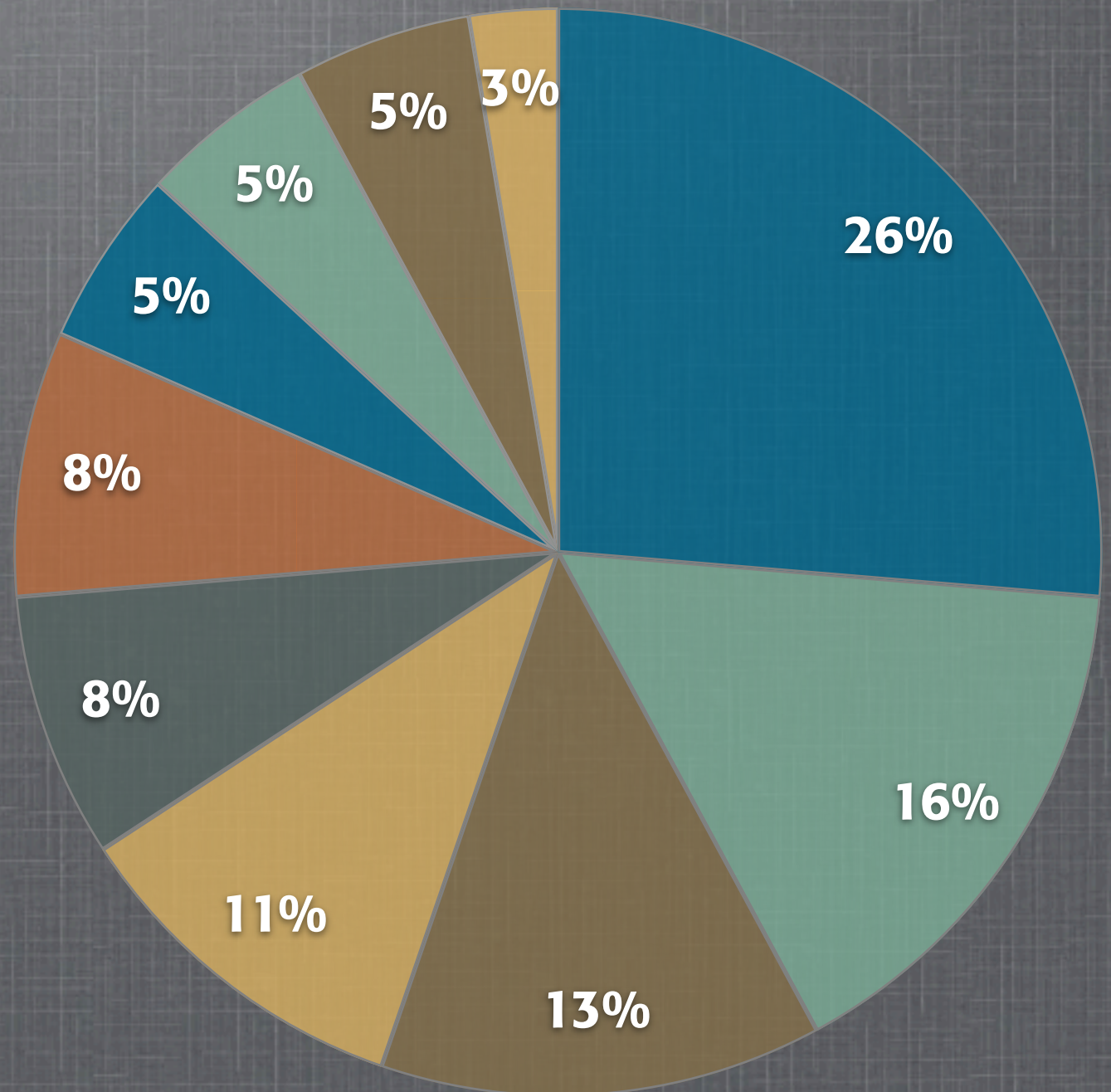




# Describe Favorite Experiences

Pinckney is a friendly, active, community that cares.  
It's a fun walkable town, with great events to enjoy and relax.

- Active
- Walkable
- Fun, Great Events
- Caring, Approachable, Kind, Forgiving
- Community, Togetherness
- Relaxed, Quiet, Slower Pace
- Delicious Food
- The Park
- Historic, Gem
- Protective

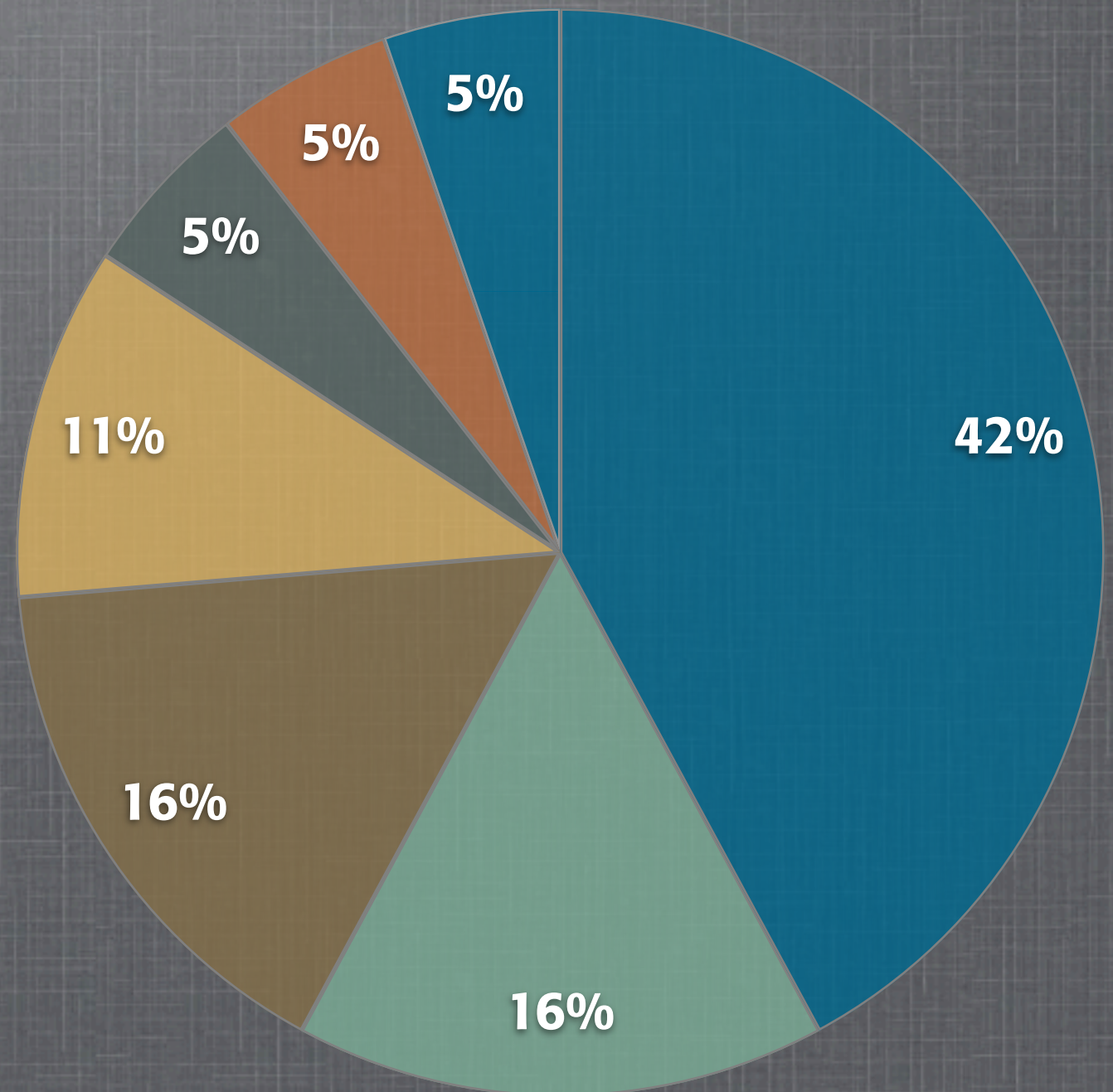




# Pinckney's Unique Characteristics

Pinckney is a quaint small town in a tranquil rural setting with access to recreation areas where you can enjoy the natural beauty to everything from hiking, biking, horseback riding, to swimming, boating, fishing and golf.

- Community Feel, Small Town, Quaint
- Recreation Trails, Beautiful
- Rural
- Comfortable, Safe
- Quiet
- Colorful
- Convenient

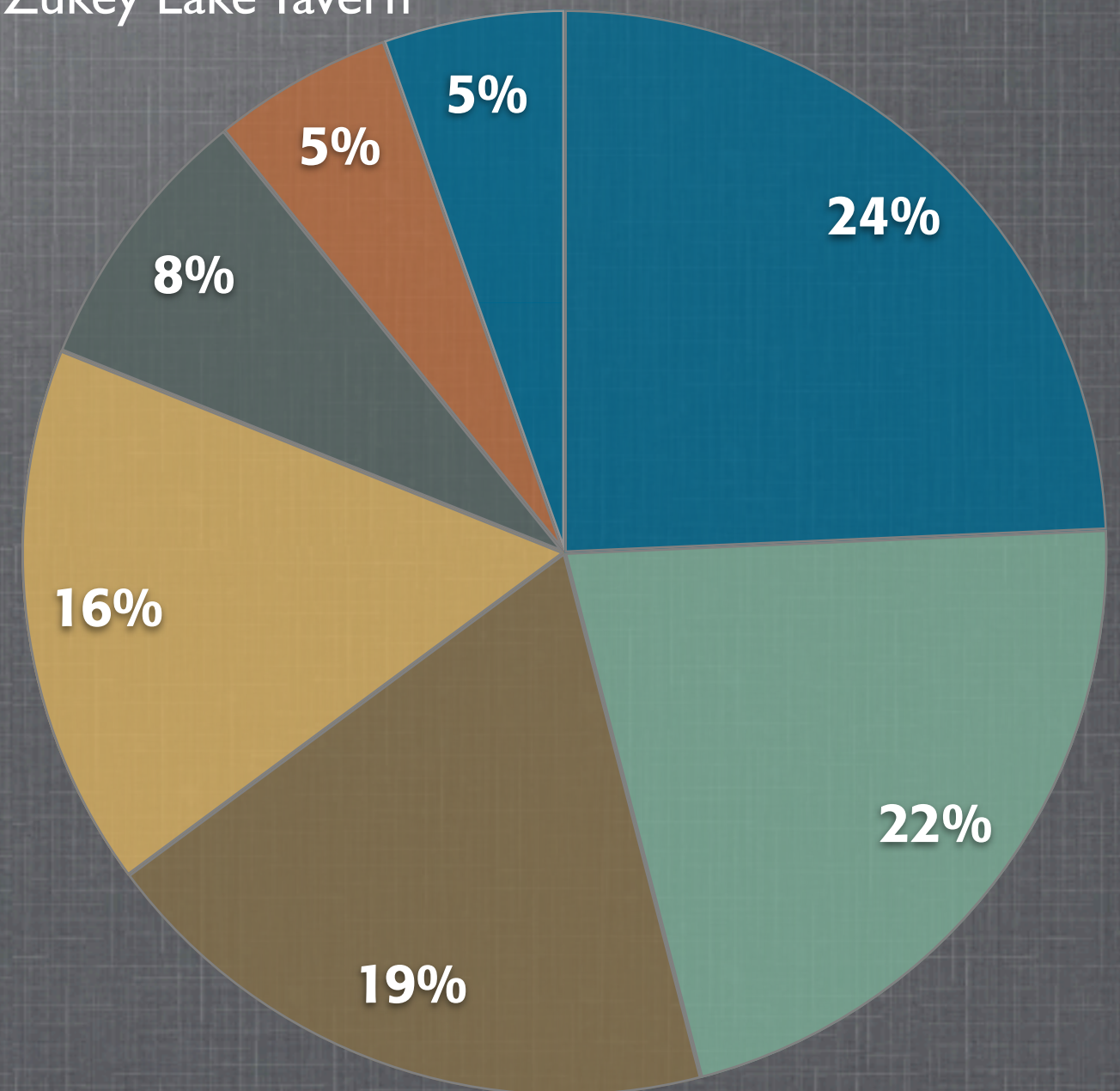




# Pinckney's Greatest Assets

Its beautiful surroundings, friendly people  
and small town charm are refreshing.

- The Beautiful Natural Surroundings- Lakes, Trails, etc.
- Historical & Small Town Charm
- People, Family Friendly, Community Pride
- Destination Bus.- La Vita, Diner, Restaurants, Zukey Lake Tavern
- Location
- Town Square
- Safe

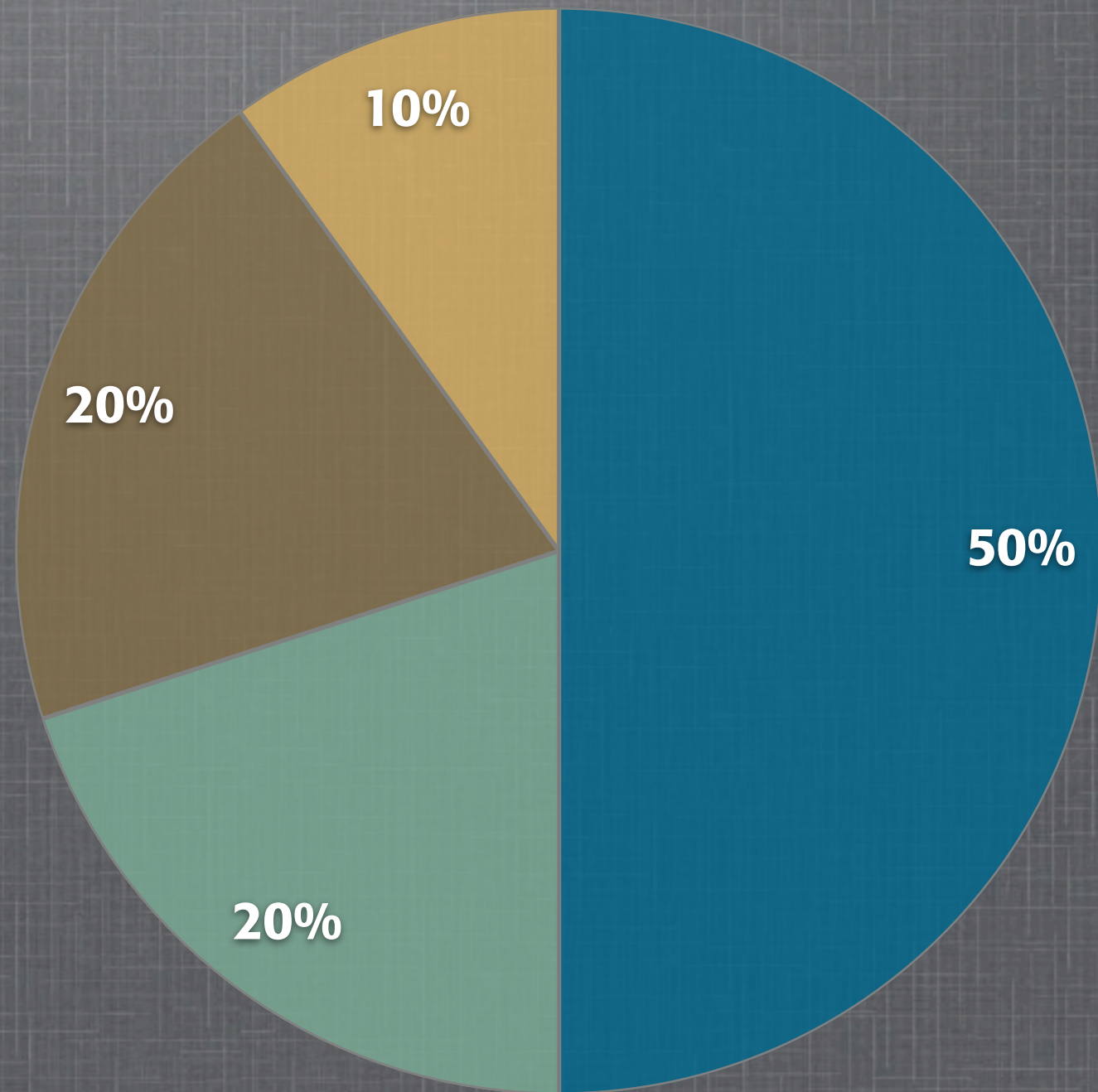




# What is Pinckney Famous For?

Pinckney is famous for it's closeness to the Lakes, Trails, and Outdoor Recreation as well as the Art in the Park.

- Lakes, Trails, Outdoor Recreation
- Art in the Park
- Proximity to Hell, MI
- Zukey Lake Tavern





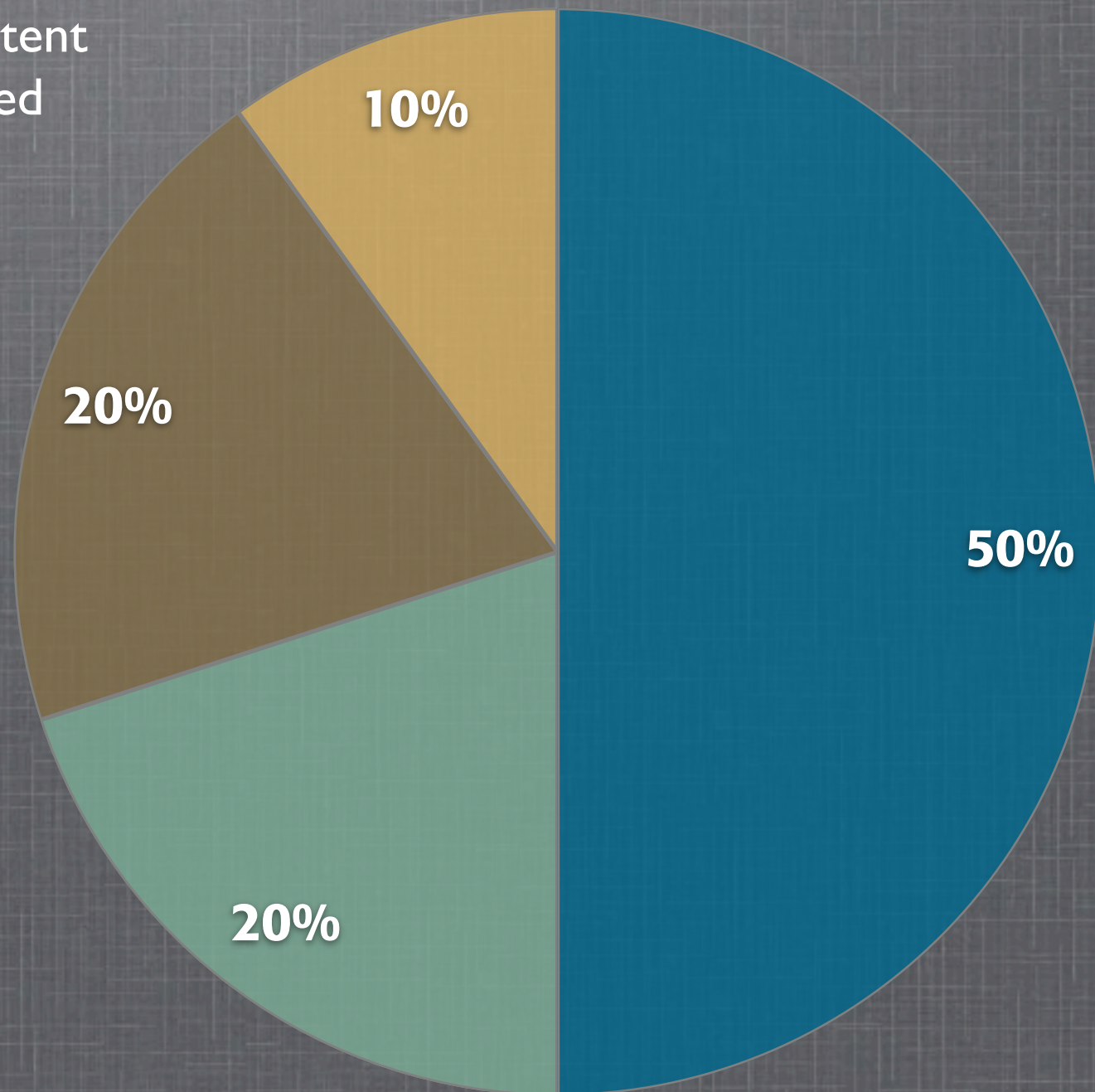
12 Merchants surveyed say:



# Pinckney Personality

It's a quiet place that's down to earth and surrounded by beauty.  
It's a place you can relax.

- Quiet, Conservative
- Down to Earth, Content
- Beautiful, Under Rated
- Friendly

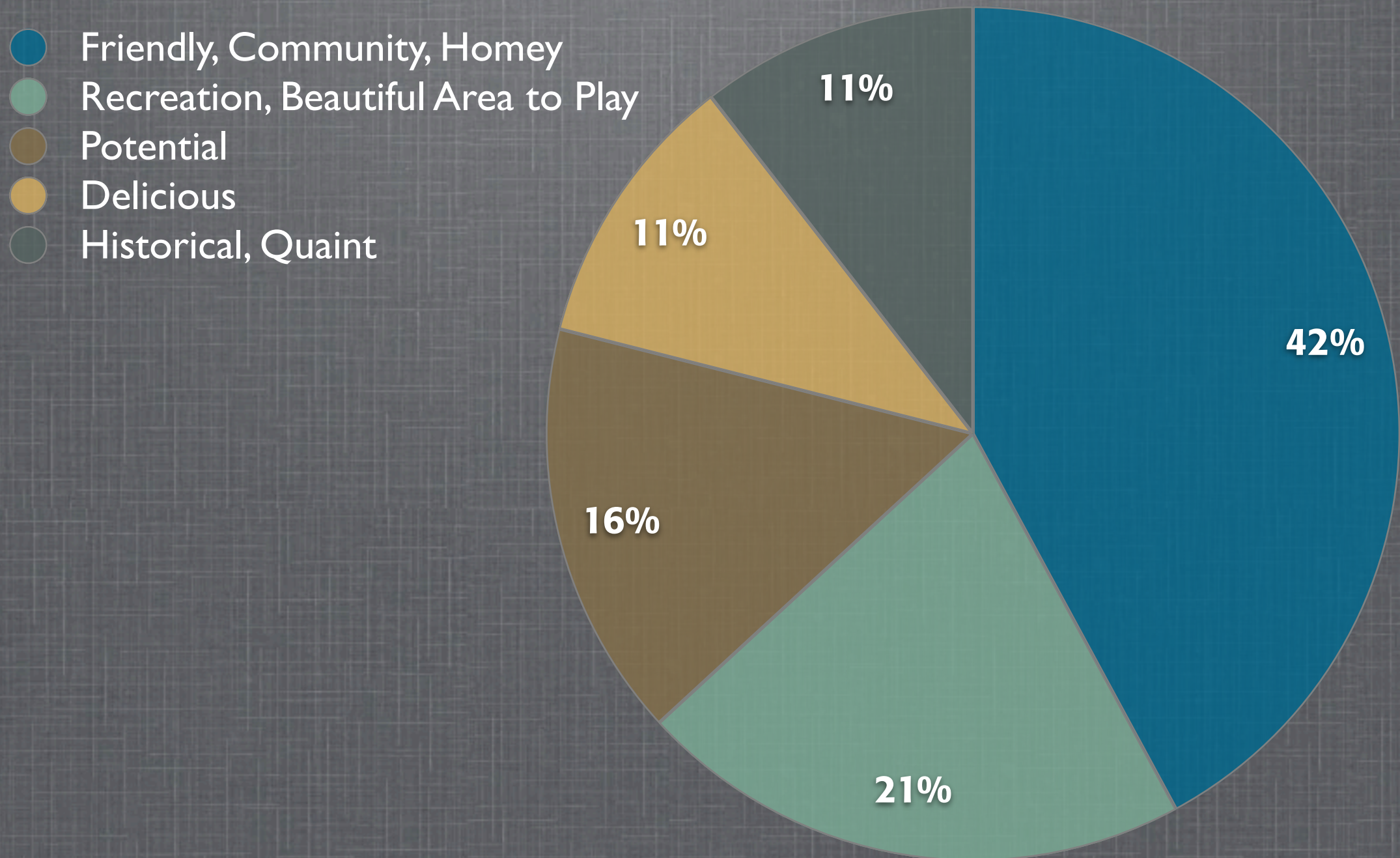




# Describe Favorite Experiences

Pinckney is a peaceful little town with a community that cares.

Nestled in the beautiful outdoors, it's a safe haven,  
where you can take a break. It's a place you feel at home.

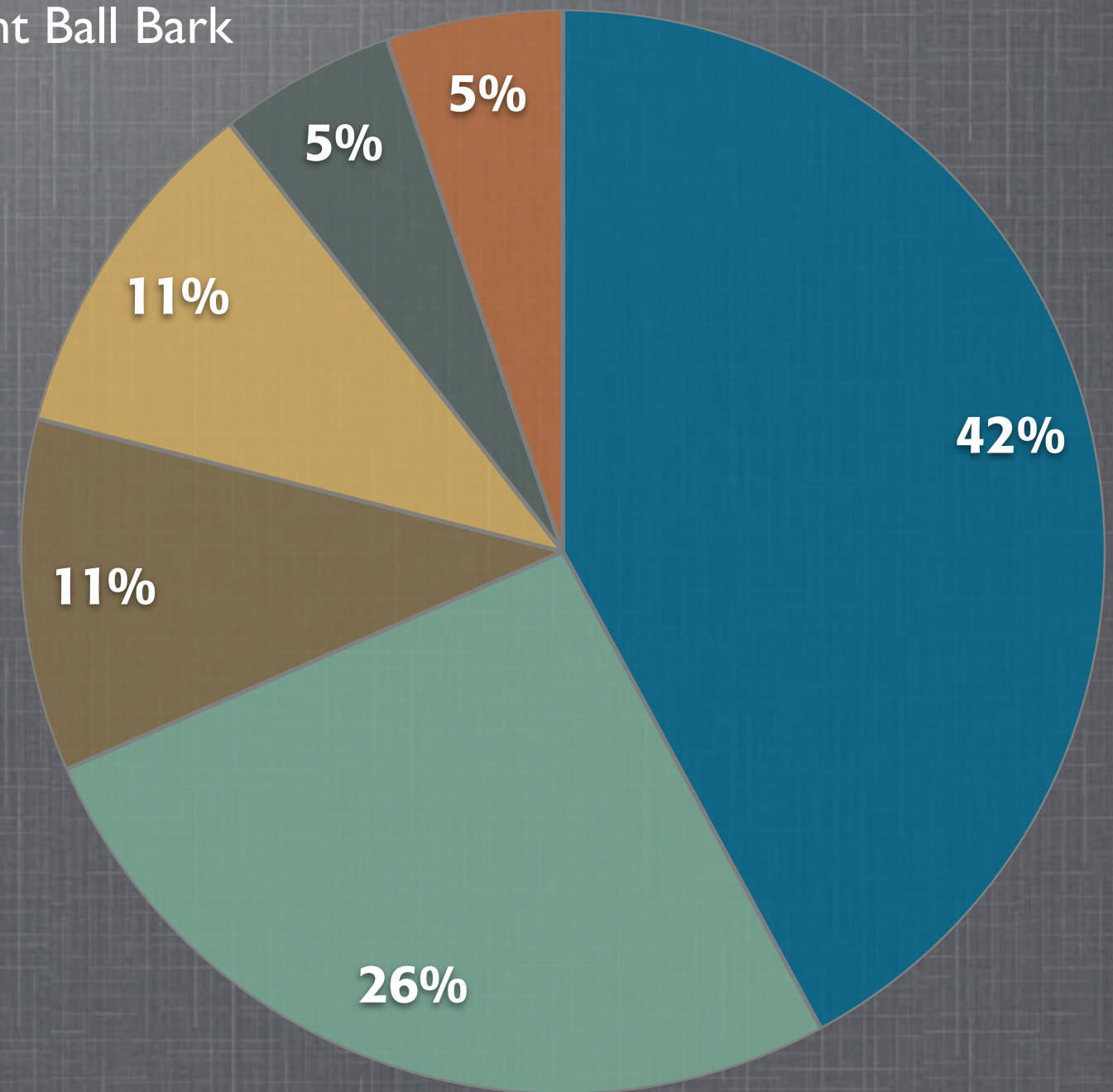




# Pinckney's Unique Characteristics

Pinckney is a quaint small town with access to recreation areas where you can enjoy everything from hiking, biking, horseback riding, to swimming, boating, fishing, golf and even paint ball!

- Lakes, Trails, Timber Trace Golf, Paint Ball Bark
- Historical, Small Town
- Town Square
- Community
- Destination Bus.- La Vita
- Great Parades

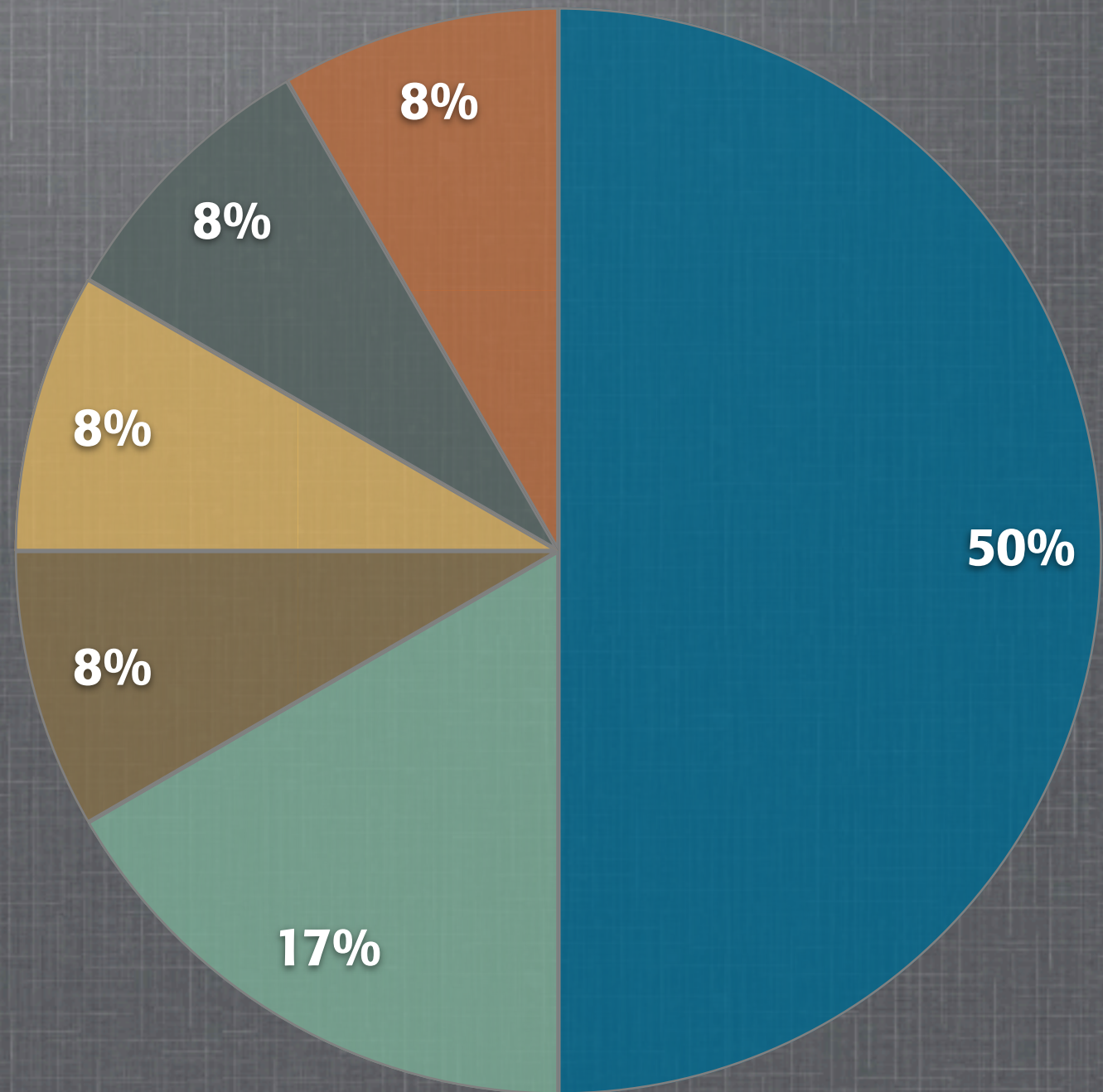




# Pinckney's Greatest Assets

Its beautiful surroundings and friendly people are refreshing.

- Chain of Lakes, Bike Trails
- Its People
- Historical, Small Town
- Town Square
- Local Businesses
- Youth Sports Program

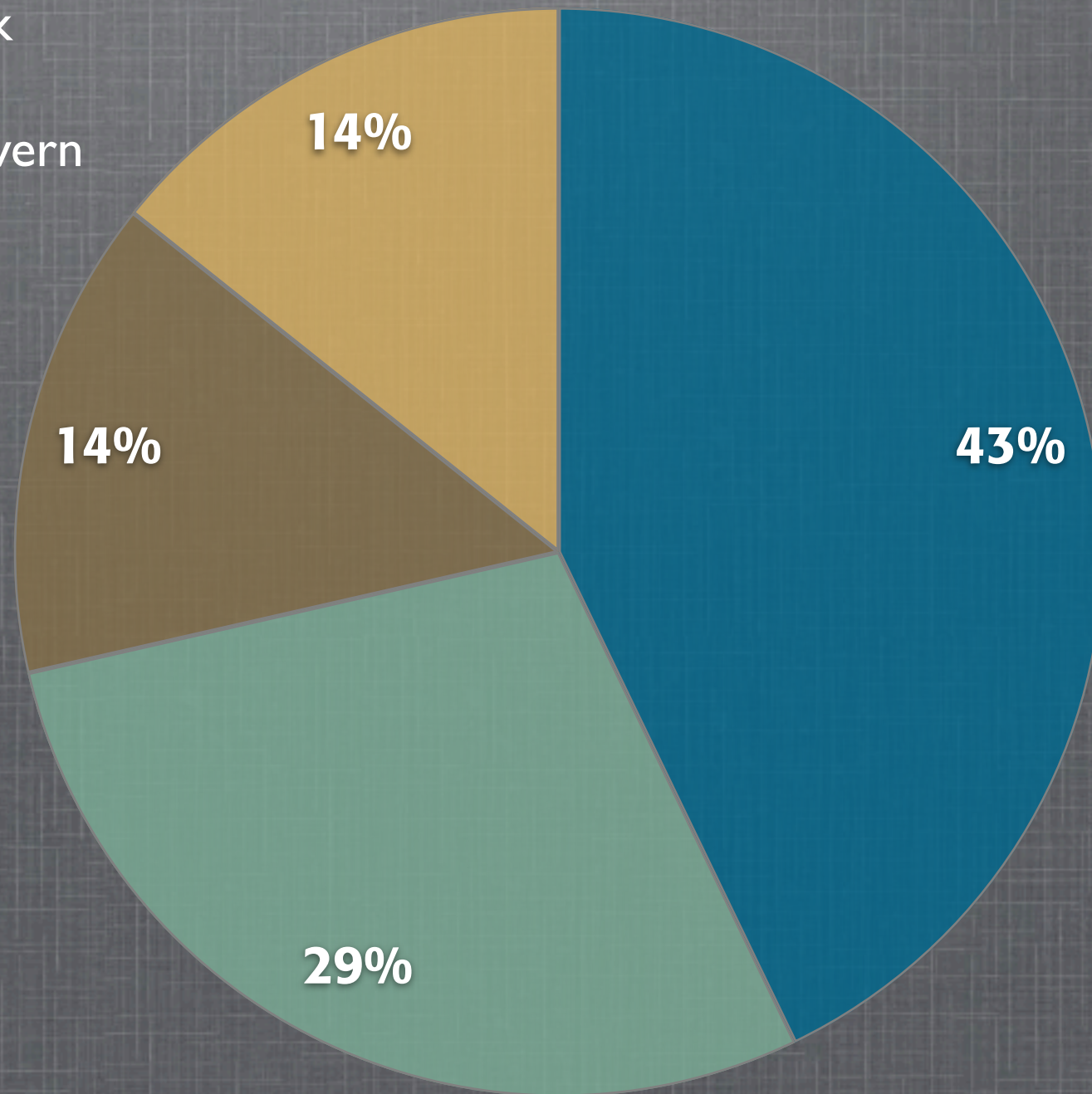




# What is Pinckney Famous For?

Pinckney is famous for the Lakes, Trails, and Outdoor Recreation as well as the Art in the Park.

- Recreation Areas
- Art in the Park
- La Vita
- Zukey Lake Tavern





# The Core Essence of Pinckney



When visitors arrive in Pinckney, one thing becomes immediately obvious. They recognize that this little village is truly a home. From the friendly faces behind the counters downtown to the quaint village square and centrally located senior center, there is warmth and a togetherness in Pinckney that becomes obvious at first blush.



The friendliness of Pinckney is such that passersby and day trippers alike take notice. The people of Pinckney are down to earth; they are laid back, and their truly Americana manner is the stuff the community was built upon. Though not far from the hustle and bustle of the cities of Ann Arbor and Lansing, Pinckney is a refreshing alternative to a high-pressure, on-the-go lifestyle.



A second look will reveal that Pinckney's relaxed outlook is not to be mistaken with the quintessential "sleepy town." Residents have chosen to forgo the commotion of city life for another kind of energy. The recreation possibilities in Pinckney allow residents and visitors to explore nature, exercise and keep as busy as any city-dweller – just with a lot less stress.



Pinckney's nature trails, lakes, equine activities and more make for an active community that cares about their surroundings. Residents could easily live their lives in a sprint in nearby cities, but they choose to hike their way to happiness in Pinckney.



By and large, two kinds of people can typically be found in Pinckney: long-time residents and passers-through. Both visitors and residents find friendliness behind every smile and enjoy terrific events, like Art in the Park and holiday celebrations. Regular commuters along M-36 have found Pinckney to be the ideal rest stop, where they can pick up fresh baked goods, enjoy a fine meal and take part in community events.



Once a visitor decides to stay, however, he'll become a resident for the long haul. Where else would one love to settle, to cut down his commute and raise an active, safe family? Pinckney is both a perfect resting place along the way, and the best kind of community in which to put down roots and be peacefully active for life.