



City of Isle of Palms

BRANDING RFP 2026-02
RFP RESPONSE | MAY 2026

**THE
ZIMMERMAN
AGENCY**

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SECTION ONE

Cover Letter.



THE ZIMMERMAN AGENCY

Cover Letter.

Dear Mr. Kerr and City Council Members,

Thank you for the opportunity to respond to your RFP for Isle of Palms City Branding. We understand that unifying your distinctive community assets and multi-stakeholder interests under a single, compelling island brand promise is one of the most important strategic investments a destination can make, and we're honored to be considered as your strategic partner in this transformational initiative.

The Challenge We Understand

Right now, your brand is fragmented. Your messaging is inconsistent across City departments, your visual identity doesn't speak with one voice, and your diverse audiences, residents, families, visitors, and the Convention & Visitors Bureau, don't see a unified identity. This creates confusion rather than clarity and leaves your brand's full potential untapped.

The Opportunity We See

Isle of Palms has an extraordinary story waiting to be told, authentic coastal character, family-friendly appeal, world-class amenities, thriving marinas, and a strong sense of community. Your brand opportunity is to unify these distinct assets under a master promise that works for everyone: government communications, destination marketing, and community engagement. A unified brand becomes your north star, orchestrating alignment across all stakeholders while honoring what makes Isle of Palms unique.

Why The Zimmerman Agency

The Zimmerman Agency is a full-service integrated marketing firm specializing in destination marketing for communities like yours. For nearly four decades, we've partnered with leading destinations to develop integrated brand strategies and multi-stakeholder alignment initiatives that inspire visitation and drive sustainable growth.

What sets us apart is our demonstrated expertise in both government branding and destination marketing, combined with our commitment to orchestrating multi-stakeholder alignment. We understand the dual challenge of serving residents AND visitors. We know how to unite City Council, multiple departments, and external partners around a single brand platform.

Our proprietary Momentum Planning methodology begins with deep research, brand audits, and stakeholder alignment sessions, not assumptions. We listen to your City Council, department leaders, community representatives, and CVB partners. We ask challenging questions. We conduct rigorous competitive analysis. From this foundation, we develop a comprehensive Strategic Roadmap and Brand Architecture that establishes unified messaging while honoring each stakeholder's priorities, and we chart a clear path for coordinated 3-year implementation and rollout.

Our Promise

We won't hand you a beautiful brand and walk away. We'll build a brand system that your entire community understands, owns, and can implement with confidence. We'll engage your City Council, unite your departments, and create a foundation for competitive advantage and sustainable growth.

This response outlines exactly how we'll partner with you to build a destination brand that unifies Isle of Palms' story, resonates with residents and visitors alike, and drives meaningful results. We're confident that together, we'll create something extraordinary. Thank you for considering The Zimmerman Agency. We look forward to this opportunity.

Respectfully,
Cole Zimmerman
Cole Zimmerman,
President

By signature, The Zimmerman Agency certifies compliance with Title 8, Chapter 14 of the South Carolina Code of Laws and acknowledges FOIA requirements. We will procure an Isle of Palms Business License per City requirements.

SECTION TWO Company Qualifications & Experience.

Company Qualifications & Experience.

The Firm: Established in 1987, The Zimmerman Agency is a full-service strategic branding and integrated marketing firm specializing in destination marketing, tourism, travel, and experience-driven brands. For nearly four decades, we have partnered with leading destinations, convention bureaus, regional tourism organizations, and municipalities to develop integrated brand strategies and stakeholder alignment initiatives that inspire visitation, drive revenue, and build lasting brand equity. Our team of 125+ passionate professionals is backed by the global resources of Omnicom Group, the world's largest marketing communications holding company, providing access to specialized expertise, advanced technology platforms, and international best practices while maintaining our independent creative vision.

Core Expertise

- Strategic brand development and positioning
- Brand identity and visual design systems
- Destination marketing expertise with government communications integration
- Comprehensive market research and audience analysis
- Competitive positioning analysis
- Multi-stakeholder facilitation and consensus-building
- Brand messaging, storytelling, and long-term brand stewardship

Our Mission & Approach: We Make Momentum Happen. We are bold, fresh, energized, and gutsy. We believe in passion, creativity, and a refusal to accept the status quo.

Our proprietary Momentum Planning methodology uncovers brand insights, assesses competitive positioning, and guides strategic brand evolution. We push beyond surface-level analysis to create strategic clarity that captivates stakeholders, informs decision-making, and drives sustainable growth.

Integrated Capabilities: Beyond brand development, we provide a hyper-integrated platform including:

- Creative and content development
- Digital activation and social media
- Public relations and communications
- Brand implementation and long-term stewardship

This integrated approach ensures your brand is not only strategically sound and visually compelling, it's activated and reinforced across all touchpoints.

Recognition: 500+ prestigious industry awards for creativity and excellence, including One Show, Communication Arts, New York Art Directors Club, D&AD, and Webby Awards. Our destination branding work has been recognized for innovative strategy, compelling creative execution, and measurable business results.



Our Destination Branding Portfolio.

The Zimmerman Agency has deep, sustained experience across the destination and tourism category: destinations, convention bureaus, resorts, hotels, and attractions. We develop brand strategy, build authentic positioning frameworks, create comprehensive visual identity systems, and drive measurable visitation and revenue for leading brands. Equally important, we understand both audiences. We know what destination brands need to differentiate and grow market share, and what residents, travelers, and partners need to be inspired, informed, and confident to visit. We've successfully navigated multi-stakeholder environments where government communication and destination marketing must coexist and reinforce each other under a single, unified brand promise. Our work translates that dual insight into clear brand positioning, compelling messaging, and stakeholder alignment that turns awareness into visitation, community pride, and sustainable revenue. Below is a sample of the destination and tourism branding clients we have been privileged to serve:



Case Studies.

At The Zimmerman Agency, our proven Momentum Planning process is at the heart of every transformative branding initiative we undertake. This strategic approach ensures that each project, regardless of market, scale, or complexity, begins with a foundation of collaboration, research, and authentic alignment.

We believe that lasting destination brands are built through meaningful involvement of key stakeholders and community voices. That's why our process is designed to foster engagement, surface authentic insights, drive stakeholder consensus, and create unified narratives that partners, including government, residents, visitors, and CVBs, want to amplify.

The following case studies showcase our comprehensive branding work with Daytona Beach, the City of Cincinnati, and the Islands of The Bahamas. In each example, Momentum Planning provided a clear roadmap for discovery, positioning development, and brand architecture, enabling us to deliver brand identities that are visually compelling, strategically grounded, and widely embraced by diverse stakeholder groups.

Additionally, our existing work with Wild Dunes Resort demonstrates our familiarity with the Isle of Palms market and our ability to partner effectively with key stakeholders in your community. We've included representative clips from this comprehensive public relations engagement to showcase our market expertise.

These projects demonstrate our ability to:

- Guide diverse constituencies through brand transformation and unification
- Balance government communication with destination marketing imperatives under a single brand promise
- Build authentic positioning that reflects community values and assets
- Achieve multi-stakeholder alignment and drive adoption
- Deliver measurable business results

DAYTONA BEACH®

THE ZIMMERMAN AGENCY

Daytona Beach: Beach On.

Challenge

Daytona Beach calls forth visions of carefree days and endless nights on spring break, the definition of a fun-loving party town. But it offers so much more, and it was time for the destination to be known for more than a good time. For Daytona Beach, it was time to shift perception toward a new reality. In addition to 23 miles of truly fantastic beach, Daytona Beach offered activities, accommodations, and cuisine to appeal to visitors of all kinds.

Approach

Through our Momentum planning process, The Zimmerman Agency collaborated with client stakeholders and partners, with the intent of crafting an idea to be the heart of our campaign. At the same time, we transformed a dated logo and brand guidelines to reflect the desired perceptions of the destination and make it easy for partners to uphold the brand. Our campaign idea captured the joy and delight to be found when you leave your cares behind and simply “Beach On.”

Results

We applied the new brand to an integrated campaign, anchored by a towering 3-dimensional anamorphic billboard in Times Square and complemented by activation elements including social media, geo-fencing and promotional giveaways. The new brand identity reinvigorated interest in the destination, and has resulted in the increase of annual overnight visitors by over 700,000 visitors, driving an incredible \$200,000,000 in additional total visitor expenditures.

200 MM

Total visitor expenditures

700,000

New overnight visitors

70%

Increase in web registrations



That's what I love about you guys. You came to us with guts and courage and the ability to do something different. Something like this is unique and that's what we want.

- AMBROSE BELL, HALIFAX AREA ADVERTISING AUTHORITY CHAIR

Logo.



OLD LOGO



UPDATED LOGO

Brand Guide.



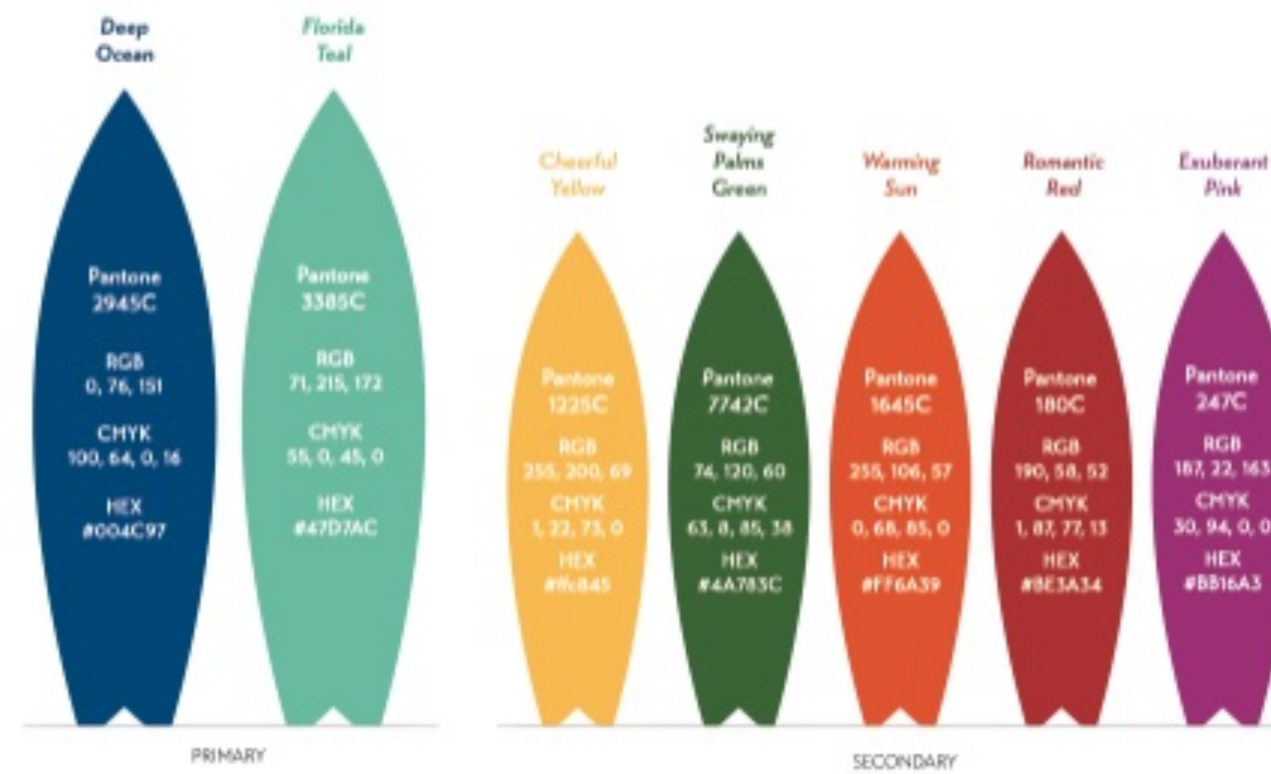
OUR DAYTONA BEACH BRAND

Daytona Beach is a one-of-a-kind place steeped in history and bathed in the warm Florida sun. As such, its brand must be unique as well. These guidelines will create a consistent look, tone and voice with which we can share the wonders of Daytona Beach with the world.



BRAND COLORS

Color Palette
The spectrum of colors that define our brand include both a dark blue and teal, accompanied by vibrant colors that hint to our number one attraction: Fun.



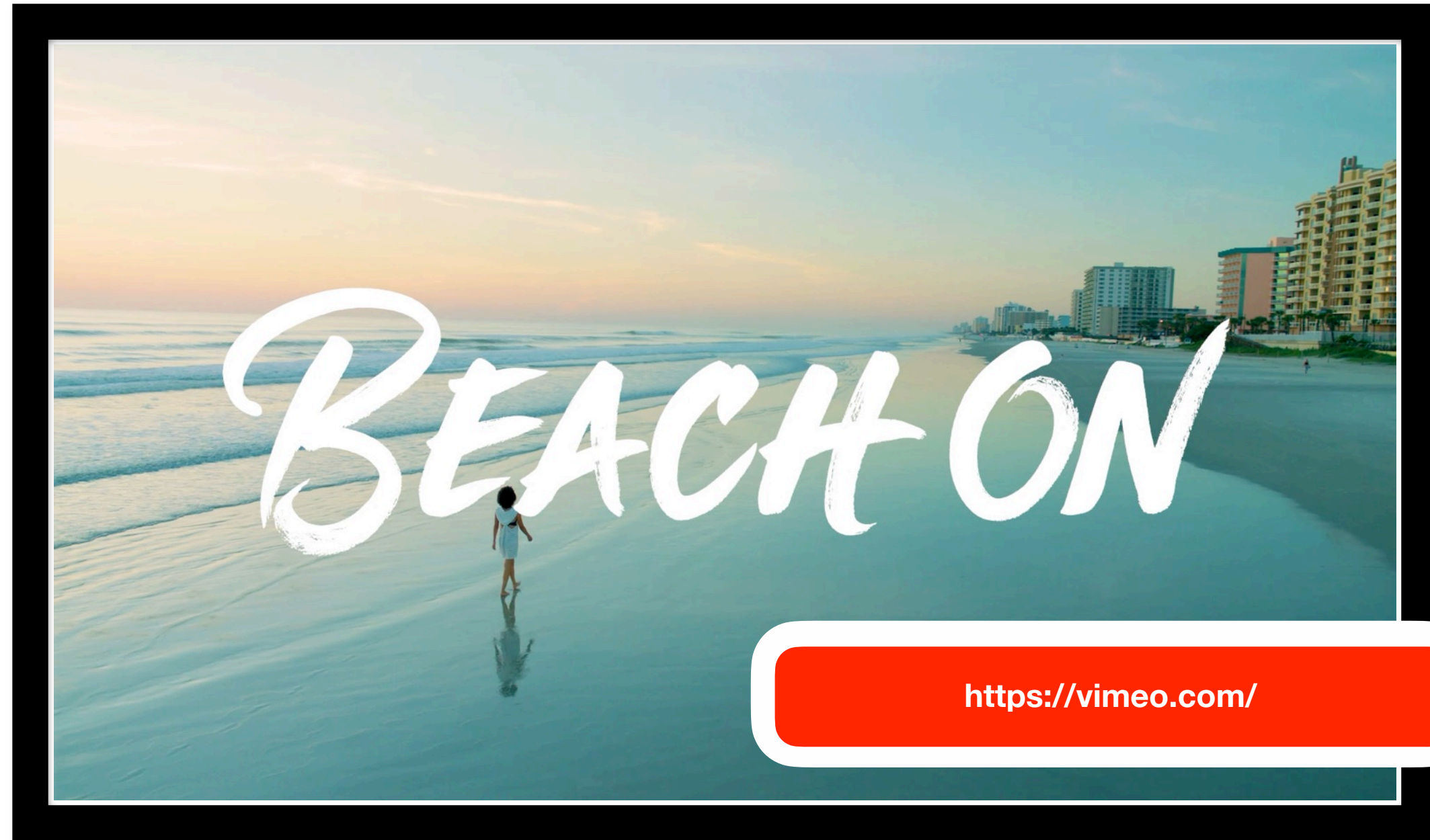
10

BRAND PHOTOGRAPHY

ACTIVITY EXAMPLES



15



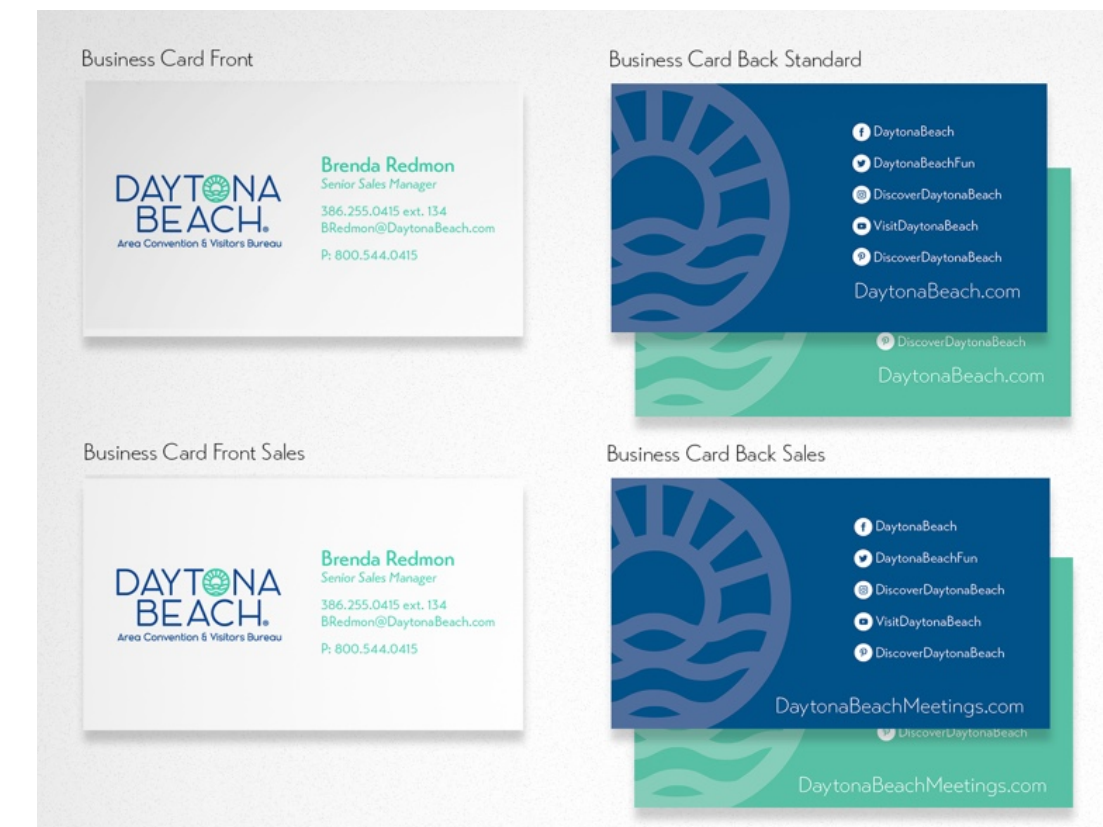
VIDEO



PRINT



OUTDOOR



COLLATERAL



THE
ZIMMERMAN
AGENCY

City of Cincinnati.

Challenge

As the City of Cincinnati evolved its systems and services to better meet the needs of residents and businesses, its existing brand identity no longer reflected the progress, innovation, and energy of the city. The challenge was to develop a modern, unifying brand that could support civic pride, enhance engagement, and align with a forthcoming overhaul of the city's digital experience, all while navigating input from a wide range of stakeholders.

Approach

Using our proprietary Momentum Planning framework, The Zimmerman Agency facilitated a strategic discovery process that engaged leadership, including the Mayor, and internal departments to define the brand's purpose, promise, and positioning. From there, we applied our destination-centered brand development methodology to build a modern identity system, tone of voice, and visual language designed to represent Cincinnati's vision for the future. The work extended seamlessly into website planning, ensuring the new digital platform would reflect the brand's values of accessibility, efficiency, and community connection.

Results

Through a comprehensive brand audit of the City of Cincinnati using our proprietary Momentum methodology, we conducted a systematic assessment of the city's existing brand positioning, stakeholder perceptions, and organizational alignment. The audit revealed critical insights into how the city's identity was perceived across internal and external audiences, identifying gaps between the city's aspirations and its current brand expression. Leveraging these findings, we developed a cohesive new city brand strategy that articulated a compelling vision and value proposition, resulting in unanimous buy-in from city leadership. This strategic foundation became the cornerstone for a complete digital and visual identity refresh, from brand guidelines to a newly designed website, that modernized Cincinnati's public-facing presence and established a unified platform for how the city communicates its mission, values, and opportunities to residents, businesses, and visitors.

Branding.



OLD LOGO



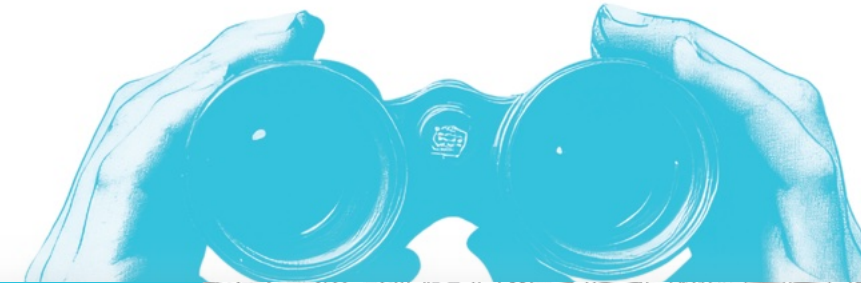
UPDATED LOGO



HOW WE WANT THE WORLD TO SEE US

AMBITION

GOAL: To create a strong, positive and bold identity for the City of Cincinnati that enhances resident pride and quality of life, reframes current perceptions and fosters a distinct identity and recognition.
RELEVANCE: A well-articulated city brand gives residents a sense of belonging and pride. When a city is recognized for unique attributes—whether cultural heritage, innovation, nature, or lifestyle—it fosters a shared identity, encouraging residents to see themselves as ambassadors of their city.
ASPIRATION: For the City of Cincinnati to be a beacon of inclusivity, transparency and forward momentum.
BELIEF: We're in this together as one.



WEBSITE



BRAND BOOK



Brand Guide.

CINCINNATI BRAND BOOK STRATEGY

OUR STRATEGIC ROADMAP

- WHY THE BRAND EXISTS:** Because Cincinnati deserves a city government brand that serves and cares for its citizens, fosters a shared identity and encourages residents to see themselves as ambassadors of their city.
- A BENEFIT CLEARLY ASSOCIATED WITH OUR BRAND:** We provide a unified city brand that's a beacon for inclusivity and accessibility in the day-to-day operations of our city.
- WHO WE WANT TO REACH:** To all Cincinnati residents, internal city audiences and all stakeholders in the success of the city.

MOMENTUM PLATFORM:
Which means we are moving forward together as one. United in purpose, progress and partnership, achieving more for Cincinnati and her citizens.

005

CINCINNATI STYLE GUIDE BRAND POSITIONING

BRAND POSITIONING

For all citizens, stakeholders and visitors, we are a unified city that provides innovative services and support to care for our community through a bold vision that has heart and is accessible, progressive, trusted and visionary.

006

CINCINNATI BRAND BOOK PERSONALITY

BRAND PERSONALITY

Empathetic. Proud. Optimistic. Diligent.

The City of Cincinnati brand will reflect the spirit of its residents. It will be a proud part of the community we call home, ever-hopeful of all the city can achieve together and as committed to reaching those heights as the neighbors beside us. It will also be aware of the struggles those neighbors may be going through, always offering a helping hand and a smile of encouragement to all.

007

CINCINNATI BRAND BOOK PERSONALITY

KEY BRAND DESCRIPTORS

Innovation. Integrity. Inclusivity. Progressive. Trusted.

The City of Cincinnati brand will also represent the many characteristics that make this place, and its people, special. Like them, we will operate with integrity and inclusivity, promoting progress for all residents and earning the trust of those we serve.

008

CINCINNATI BRAND BOOK IDENTITY

BRAND ARCHITECTURE

Brand architecture encompasses the organizational structure of a parent brand along with its various sub-brands.

In this document, we outline the foundational structure of both the Cincinnati Primary Logo, Secondary Logo and the official Tertiary Departmental Logos. For further insights into brand architecture, we encourage you to refer to the Brand Implementation Plan or connect with the City's Marketing & Communications team, who are more than happy to assist you.

PRIMARY LOGO: The correct default logo for all print/marketing/digital materials is the Cincinnati Primary logo. This logo should be used for all primary locations such as headers and first page branding.

This is particularly important when two or more depts. are putting out joint collateral. If there is only room for one logo, the Primary is the default.

SECONDARY LOGO: The Secondary is a more informal version of the Primary Logo. However, there should be few cases where this is necessary. For example, where the language is casual and personal like branding digital billboard PSAs.

TERTIARY DEPARTMENT LOGOS: To be used in footer/appendix. The logo with the full department name spelled out should be used. Avoid the use of acronyms whenever possible.

010

Primary Logo

Secondary Logo

Tertiary, Department Logo

CINCINNATI BRAND BOOK TEXTURES

PLACE-BASED TEXTURES

Colorful and bold, we simplified the graphic patterns found in the flags of Cincinnati to form graphic textures that reflect the greater mosaic that is our community.

These textures are to be used primarily in wayfinding signage, but feel free to use them when a splash of color would come in handy. Just remember, a little goes a long way.

TBD

017



THE ISLANDS OF THE
bahamas

**THE
ZIMMERMAN
AGENCY**

The Bahamas.

Challenge

The Bahamas has long enjoyed a well-deserved reputation as a sun-drenched, white (and pink) sand-filled, tropical getaway. While other Caribbean destinations offered similar conditions, the Bahamas stood out for the wealth of different and distinct island experiences it afforded visitors. But, this distinguishing factor was also a source of friction, as visitors often confused the country with the individual islands within it.

Approach

The agency's proprietary Momentum Planning process engaged seven teams of island stakeholder representatives singly and collectively to identify the truths and ambitions particular to each of the primary islands. From these learnings, creative teams crafted updated logo marks and visual identity specifications amplifying the distinct qualities of each island. While we aspired to create differentiation among the islands, the brand designs needed to complement one another when presented together.

Results

The branding work served several purposes, all while fulfilling the objective of creating differentiation among the islands while harmonizing with the country's brand and visual identity. The primary islands' brands provided purpose and cohesion to what had formerly been less standardized and consistent. The new brand identities also served as a unifying element with potential visitors and residents alike. At long last, the islands of the Bahamas enjoyed a level of individual recognition while remaining a vital part of the whole.



Brand Guide.

Brand Identity | Island Colour Identities

Individual colours and individual shapes define each island of The Bahamas. United, they form an elegant and contemporary logo that demands the eye's attention.



Brand Identity | Secondary Identity | Individual Islands

In addition to the primary identity logo itself, a series of island logos have been created to showcase and differentiate the destinations-within-a-destination that make up The Bahamas. The brand colour palette is maintained. Whimsical icons are treated with the same iconic shapes as the primary logo. Each island logo also features its individual logo shape.

NOTE: The brand logotype is used for "The Islands Of The Bahamas." It is treated in the same colour break using 80% black to allow for easy readability. It should never be altered in size proportionally to each logo. The position of the logotype should never be altered or deleted.



Brand Identity | Graphic Elements | Natural Beauty

Bringing a genuine sense of authenticity to the brand's design aesthetic, these graphic elements serve to represent the colour, texture and natural beauty of the destination.



Brand Identity | Graphic Elements | Authentic Island Patterns

The beauty of the environment of The Bahamas is used for inspiration in these batik pattern designs. These patterns are used not only because they are unique to The Bahamas, but because they also incorporate and support the brand colours.



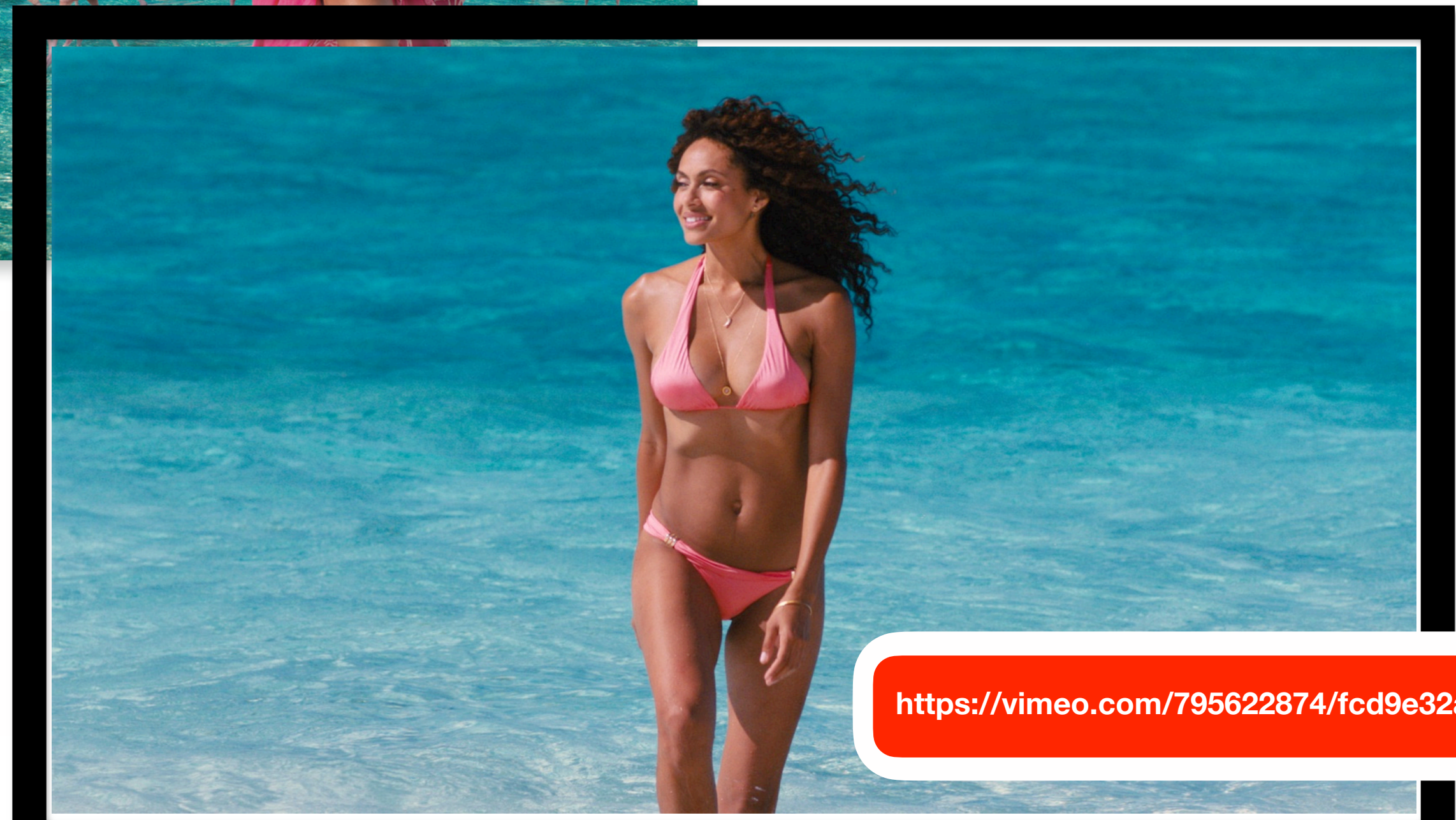


TELEVISION



MERCHANDISING

VIDEO



MERCHANDISING

Wild Dunes Resort.

Challenge

We inherited a story that had already peaked and stalled. The property's largest opening to date had entered the market under a previous agency with minimal impact, leaving the news cycle fatigued and editors unconvinced. The announcement had been made, but the moment had passed and the narrative lacked urgency, distinction and credibility. Compounding the challenge, the resort was simultaneously seeking to command a higher rate without the benefit of meaningful launch exposure or sustained media validation. The task was not simply to generate coverage, but to reset perception entirely. We needed to reverse momentum, reintroduce the property to media who believed they had already "seen the story" and reframe the experience in a way that felt essential, timely and impossible to ignore.

Approach

Rather than attempting a traditional re-launch, we made a strategic decision to redefine the opening altogether. We anchored the repositioning under the authority of "Charleston's Island Resort," leveraging the credibility and allure of place while amplifying what had truly been reimagined beneath the surface. The focus shifted from the opening itself to a refined, experience-led narrative encompassing programming, culinary direction, service touchpoints and a renewed sense of arrival. To support a higher rate, the strategy was deliberately luxe-leaning. We elevated the brand through intentional programming, refined messaging and a targeted awards roadmap designed to signal value and exclusivity at every touchpoint. Editorial storytelling emphasized the rare balance of coastal seclusion and city-to-shore connectivity, positioning the resort as both a private island escape and a sophisticated gateway to Charleston. This revival was supported by newly commissioned photography, immersive media experiences and tailored editorial angles that reframed the resort as a discovery rather than a debut. Early awards momentum and design-forward storytelling reinforced credibility, allowing editors to engage with the property through a fresh lens rather than a recycled headline.

Results

The revival strategy delivered immediate and measurable impact, generating more than 655 million in total reach and an estimated \$1.5 million in earned media value. The resort was successfully reestablished as a must-visit destination, with more than 20 top-tier media and influencers hosted and converted into high-impact storytelling across travel, lifestyle and design platforms. Coverage secured placements in Travel + Leisure, Forbes, U.S. News & World Report, Southern Living, Ocean Home, Men's Journal, Bridal Guide, Cottage Journal and additional premium outlets. Together, these results cemented the resort's repositioning, restored editorial confidence and reinforced its ability to command a premium presence in a competitive luxury market.

655 MM+

Total reach

\$1.5 MM

Earned media value

20+

Top-tier media and influencers hosted

Clips.

TRAVEL+ LEISURE

34 Last-minute Beach Trips to Extend Your Summer

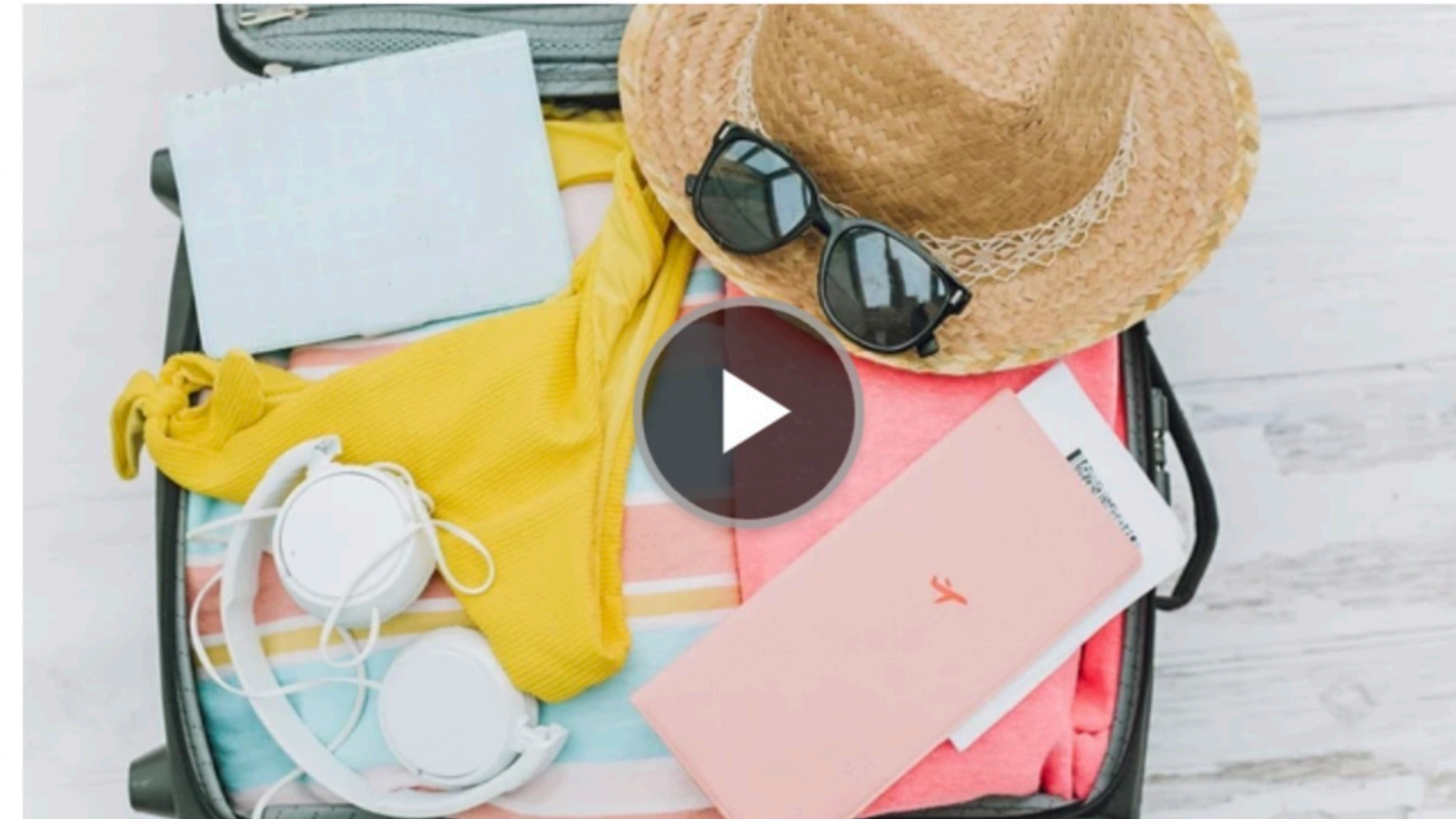
There's still time for one more beachfront vacation, even after Labor Day.

By [Patricia Doherty](#)



Some say all good things must come to an end, and that goes for summer – although in most places, [autumn](#) has a lot to offer too. However, if you're realizing that warm, sunny days are numbered, and a return to the office, classroom, or daily routine is heading your way, you might want to celebrate summer's end with one more beach vacation.

No matter where you are, a beach is probably a road trip or short flight away. And whether you opt for pampering at a luxury resort, oceanfront camping, lounging in a beach chair, or paddling a kayak, you'll have a chance to put the finishing touches on your tan among fresh air and sea breezes. Check our ideas or come up with your own, and start [packing](#) for your end of summer getaway.



The New Jersey shore is lined with popular beaches, and [Cape May](#) welcomes visitors to its classic seaside town and pristine shore. For entertainment and beach time, [Borgata Hotel Casino & Spa](#) in Atlantic City offers a free shuttle to nearby Brigantine Beach. [Sanderling Resort](#) on [North Carolina's](#) Outer Banks is set on 13 acres between the Atlantic and Currituck Sound, with two dune-side pools. In South Carolina, oceanfront [Wild Dunes Resort](#) on Isle of Palms near Charleston is an ideal family destination.

Clips.

Southern Living

The South's Best Beach Resorts For A Relaxing Getaway



Do you like to fill your vacation days with rounds of golf or maybe a tennis match every morning? Swimming, kayaking, biking? Or are you more of the sit-and-sip by the pool vacationer? If your idea of the ultimate vacation involves any of the above—but always includes sand in your toes and a constant ocean view—this is the list for you. Our list of the South's best [beach](#) resorts is waiting to be taken for a spin.

Yes, we love a boutique property where the rooms are individually decorated and the scale is intimate and cozy. But still. Sometimes you just want to check into a [has-it-all resort](#) and, for once, forget where you put the car keys *on purpose*. Want an upscale date night dinner? It's waiting downstairs—or maybe oceanside. A facial, massage, or manicure? Yep, yep, yep. Cultural attractions? Just ask the concierge. Total escape from *all* attractions? That can be arranged. Check in (to your room) and check out (of the ordinary). Forget about traffic, your to-do list, your daily planner, your grocery list...these resorts are ready to take care of YOU.

Sweetgrass Inn at Wild Dunes Resort



Isle of Palms, South Carolina

A new addition to Wild Dunes lodging, Sweetgrass opened in 2021, bringing next-generation appeal to the venerable 1,600-acre resort, just a half-hour from Charleston. Wild Dunes is a longtime favorite of golfers, with two Tom Fazio-designed courses: the Links Course fronting the Atlantic Ocean and Harbor Course along the Intracoastal Waterway. The addition of Sweetgrass brings a fresh, modern appeal to the resort yet remains anchored in the natural beauty and Lowcountry mystique of the [Isle of Palms](#).

Clips.



(Top, right) The Boardwalk Inn provides guests with a pleasant walkway to and from the coastal activities of the island, including delicious Lowcountry cuisine and craft cocktails.

Island GETAWAY

Escape to a quiet spot with low-key hideaways far from the hustle and bustle.


A barrier island near Charleston, South Carolina, Isle of Palms has six miles of beaches and lies a short distance from the mainland. Thought to be originally inhabited by the indigenous Sewee Indians, the area's origins date back at least 25,000 years. With a varied history, including pirates who buried their treasure, Civil War battles, and late-19th-century locals who wanted a respite from the busyness of Charleston, the island holds many tales of adventure.



Along the Atlantic Intracoastal Waterway and scenic lagoons, two golf courses at Wild Dunes Resort designed by Tom Fazio offer challenging designs with beautiful views of the water.

In the 1970s, it was first developed with The Isle of Palms Beach and Racquet Club, which was later renamed Wild Dunes Resort, and is as picturesque as its setting. Comfort with signature service make this beautiful destination the perfect place to visit, relax, and explore. The island resort leaves no lodging option out of reach with many choices, from hotels and condominiums to rental homes and cottages that provide plenty of space to host guests or large family gatherings.

Outdoor activities, including boating, fishing, paddleboarding, and sightseeing, are just a few of the ways you can soak up the beauty of this beach town. As shore protection has become a vital standard, local volunteers monitor loggerhead sea turtle nests and hatchlings on the beaches each year. Spotting baby turtles is quite common, as they dash from their nests to the ocean, and adults are as amused as children if they can catch the sight.

Osprey and pelicans are frequently seen soaring and diving while beachcombers search for seashells. A popular pastime, discovering the island's beautiful shells, from angel wings to oyster shells, is a joy for the collector. And the ecosystem that oysters create is vital to the health of the ocean and provides plenty of interest for tourism on the island. 

TEXT BY CINDY COOPER
PHOTOGRAPHY COURTESY OF WILD DUNES RESORT

AS SEEN IN -
THE COTTAGE JOURNAL
© HOFFMAN MEDIA 2022

Clips.

Forbes

Five Stunning Ecotourism-Focused Hotels On The Carolina Coast

Jared Ranahan Contributor @
Every destination has a story, no matter how small.



While the twin states of North and South Carolina are equipped with bustling cities like Charleston, Charlotte, and Raleigh, one of the most admirable attributes of the entire region is its sprawling shoreline. From Daufuskie Island to the Outer Banks, there's no shortage of pristine forests, steaming swamps, and picturesque beaches to explore all across the coast—and these natural wonders come complete with top-tier accommodations right nearby.

As you plan your next foray into the wilderness of the Carolinas, these charming properties are perfect for getting up-close-and-personal with some of the region's most fascinating flora and fauna.

Wild Dunes Resort



With more than 1,600 acres of surrounding wilderness to explore, [Wild Dunes Resort](#) serves as the perfect base for immersing oneself in the natural beauty of South Carolina. While the property is perfect for sunbathing and swimming, true ecotourism aficionados should be sure to book an excursion to Capers Island, a pristine barrier island located just east of Isle of Palms. Upon arrival, guests will embark on a wildlife safari that offers the opportunity to spot ospreys, bald eagles, and even bottlenose dolphins, followed by a trip to Capers Island's pristine Boneyard Beach, a stretch of shoreline that's home to large swathes of petrified driftwood.



Team Leadership & Commitment.

The team we're assigning to the Isle of Palms City Branding Initiative is the same proven team that brought our featured case studies to life, collaborating seamlessly across strategy, creative, account service, and brand implementation to deliver transformative branding solutions. These are professionals with deep expertise in destination branding, multi-stakeholder engagement, and the complex challenge of unifying government communication with destination marketing imperatives.

At the end of the day, this is a relationship business, and our objective is to assign a team of proven professionals who will steward your brand strategy, tell your story authentically, and deliver measurable results for Isle of Palms.

We believe great partnerships are built on more than impressive resumes. Our core team excels at collaboration, problem-solving, stakeholder facilitation, and infusing genuine energy and clarity into every step of the journey.

When clients describe The Zimmerman Agency, they consistently mention not just strategic excellence and creative innovation, but energy, enthusiasm, and a relentless determination to get the job done. These are the qualities we bring to every engagement.

Commitment To Your Success

Every team member is dedicated full-time to your project. We will not be using subcontractors or outside firms, your branding initiative is delivered entirely by our in-house team of seasoned professionals.

Availability & Accessibility

- Primary Contact: Cole Zimmerman, President (24/7/365 availability)
- Project Lead: Amy Shackelford, Senior Account Manager
- Standard Operating Hours: 8:30 AM–5:45 PM EDT
- Direct Access: Every team member has a direct cell phone number for accessibility throughout the project



Cole Zimmerman | President

With nearly 20 years at The Zimmerman Agency, Cole is a driving force behind the agency's strategic leadership and innovative branding solutions. As President, he has set the standard for strategic excellence, consistently elevating client success across destination marketing, tourism, and experience-driven brands. Cole distinguishes himself as a strategic partner who brings diverse constituencies into unified agreement around authentic brand strategies. His forward-thinking approach and relentless drive for excellence have led to industry-leading results and a reputation for delivering brands that stand the test of time. A graduate of Omnicom's elite Growth Partners program, Cole blends competitive spirit with a collaborative mindset, inspiring teams and clients alike. His detail-oriented, structured methodology has become a hallmark of the agency's reliable and agile service. Cole's leadership, innovation, and passion for creative excellence continue to propel The Zimmerman Agency and its clients forward. As primary contact for this engagement, Cole will be available 24/7/365 throughout the project.

Relevant Client Experience: Visit Carlsbad, Visit Knoxville, Belize Tourism Board, Visit Barbados, St. Lucia Tourism Authority, Visit Virginia Beach, Visit Central Florida, Daytona Beach CVB, Visit Tallahassee, City of Cincinnati, Visit Mississippi, Visit Laredo, South Padre Island and more.



Andy Jorishie | Chief Strategy Officer

With 25 years in the advertising industry, Andy brings unmatched strategic expertise to destination branding and multi-stakeholder alignment challenges. His career began at Young & Rubicam NY, where he spent nearly a decade on brands including The Walt Disney Company, CitiBank, and US Army. After honing his strategic leadership at Kirshenbaum Bond & Partners, Andy joined The Zimmerman Agency in 2004 and was named Strategy Director by 2010. As the architect behind Momentum, our proprietary planning methodology, Andy has been instrumental in driving significant client success and establishing the agency's reputation for strategic excellence. Named CSO in 2021, Andy's strategic vision and commitment to excellence ensure that every brand he touches flourishes. As key strategist for this engagement, Andy will guide the project vision and strategic direction as needed.

Relevant Client Experience: City of Cincinnati, Club Med, Visit Barbados, Belize Tourism Board, The Islands of Bahamas, Aruba Tourism Authority, Visit Central Florida, Daytona Beach CVB, Discover the Palm Beaches, Crystal River, Grand Cayman and more.



Jennifer Bell | Chief Creative Officer

With over 20 years of agency experience, Jennifer is a distinguished creative leader known for iconic brand work including FedEx, Coca-Cola, Old Spice, Kraft, and the NFL. As VP, Group Creative Director at Razorfish for more than 12 years, she played a pivotal role in the agency's leadership team. A copywriter by trade, Jennifer excels at orchestrating compelling brand experiences by integrating human insight, empathetic creativity, and strategic storytelling. She leverages data to inform creative strategies, ensuring each campaign is engaging, impactful, and relevant to the audience. Jennifer has been honored as one of the American Advertising Federation's Shining Stars and named among the Top 10 Women in Dallas advertising. As key creative leader for this engagement, Jennifer will guide creative strategy and brand storytelling as needed.

Relevant Client Experience: Belize Tourism Board, Visit Barbados, Daytona Beach CVB, Discover the Palm Beaches, St. Lucia Tourism Authority, Hilton Hotels, Park City, Visit West Virginia and more.



Marie Roberts | Senior Designer

Marie is a multi-faceted designer with deep experience across brand identity systems, destination marketing, and consumer brands. She began her career at Leo Burnett in Chicago working on major brands including Coca-Cola, Sony, and Disney. After several years with The Zimmerman Agency, Marie spent time as Senior Art Director at Momentum Worldwide in New York, further honing her craft before returning to the agency. Her background in both graphic and interior design often leads to unique solutions that create meaningful conversations between brands and audiences. Marie is curious and passionate about design, and that combination is evident in her work across comprehensive visual identity systems, brand guidelines, and experiential applications. As Senior Designer for this engagement, Marie will support design and brand development as needed.

Relevant Client Experience: Discover the Palm Beaches, Club Med, Walt Disney World, British Virgin Islands, North Carolina's Crystal Coast, Ritz Carlton, Westin Hotels, and more.



Jason Piroth | Senior Copywriter

Jason is a creative communications specialist with over 20 years of agency experience. Beginning his career as an intern while earning his degree, Jason demonstrated exceptional talent and was hired as a Junior Writer before graduation. Over the next 15+ years, he has produced award-winning creative for iconic brands including the Ritz-Carlton Company, McDonald's, The Islands of the Bahamas, and Belize Tourism Board. As Senior Copywriter, Jason oversees brand messaging, content strategy, and storytelling across all mediums. His deep experience with destination and hospitality brands makes him instrumental in developing authentic brand narratives and positioning that resonate with both residents and visitors. As Senior Copywriter for this engagement, Jason will guide brand messaging and narrative development as needed.

Relevant Client Experience: The Islands of Bahamas, Belize Tourism Board, Ritz-Carlton, Visit Rhode Island, Pinehurst Resort, Streamsong Resort, and more.



Amy Shackelford | Senior Account Manager

Amy is a Senior Account Manager with more than ten years of experience leading account, project, and brand strategy across diverse agency environments. As Primary Project Leader, she will serve as your day-to-day point of contact, guiding client relationships and ensuring seamless coordination between The Zimmerman Agency and the City of Isle of Palms. Known for connecting big-picture strategic goals with flawless execution, Amy brings sharp insight to brand strategy, creative development, and project management. She has extensive experience working with destination organizations and municipalities, understanding the complexities of balancing multiple stakeholders, from leadership and City Council to tourism partners and community voices. Amy is known for her clarity, consistency, and calm command of complex initiatives. Dedicated project managers will work alongside her to provide day-to-day coordination, scheduling, and stakeholder communication support, ensuring all deliverables are executed on schedule and within scope.

Relevant Client Experience: City of College Station, Visit Rhode Island, Daytona Beach CVB, City of Pensacola, Bryce Canyon, Grand Cayman, and more.

SECTION THREE

Project Approach & Timeline.



Strategic Approach.

We believe destination brands should be as compelling and distinctive as the destination itself. That requires a partner with deep experience understanding what makes a community unique and building positioning frameworks that align stakeholder voices with business outcomes.

Understanding Your Objectives: We will develop a brand platform that unifies Isle of Palms' fragmented messaging, tells your authentic story, inspires both visitation and community pride, supports adoption across all City departments and the CVB, and measures impact through clear KPIs tied to stakeholder alignment, brand consistency, and economic outcomes.

Stakeholder-Centric Process: Through research, stakeholder interviews, and collaborative engagement sessions, we will ensure the voices of City Council, department leaders, residents, visitors, hospitality partners, and the Convention & Visitors Bureau are embedded throughout the branding process. Our goal is a unified narrative that all stakeholders want to amplify.

Strategic Discovery: We'll conduct audience research and competitive analysis to understand how residents and visitors perceive Isle of Palms, identify perception barriers, and define the authentic positioning that differentiates your community and resonates across government communications, destination marketing, and community engagement.

Brand Architecture & Identity: From strategic positioning, we'll translate insights into a comprehensive brand system, positioning statement, narrative, messaging hierarchy, visual identity system, voice and tone, and brand guidelines, designed for clarity, flexibility, and real-world utility across digital, marketing, signage, partnerships, and community touchpoints.

Multi-Stakeholder Adoption & Governance: We recognize that departments and partners must adopt this brand with ease and confidence. We'll deliver comprehensive brand guidelines with templates, toolkits, and best practices for seamless implementation across government communications and destination marketing channels.

Long-Term Stewardship: The resulting brand platform will be built for relevance and evolution, flexible enough to adapt to market dynamics while maintaining strategic consistency and foundational strength for decade-long growth. We'll provide guidance and frameworks for 3-year implementation and ongoing brand evolution.



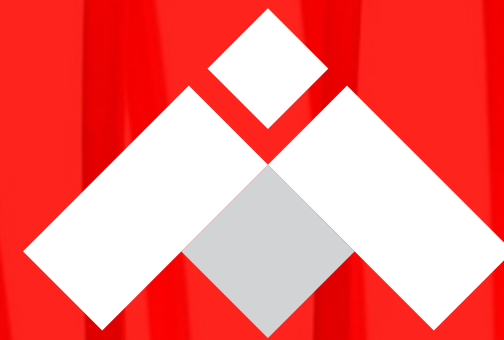
Momentum® Planning Methodology.

Momentum Planning is our strategic foundation for all brand development work. It's our proven methodology for developing the insights, strategies, and ideas that influence audiences and accelerate meaningful growth. Our Momentum Planning process begins with Momentum Day(s): highly collaborative workshops where we bring together your key stakeholders, City Council, department leaders, community representatives, and CVB partners, to capture their insights, perspectives, and strategic priorities. From this collaborative foundation, we develop a comprehensive Strategic Roadmap that establishes a powerful foundation for strategic and creative thinking. The Three Core Pillars of Momentum Planning:



Truths

We assess the realities and dynamics that affect Isle of Palms' ability to achieve your community and business objectives. Through research, competitive analysis, and stakeholder interviews, we uncover the authentic truths about how your community is perceived and what makes it unique.



Ambition

We define how Isle of Palms needs to be perceived and positioned in both resident and visitor markets. What's your vision? What emotional connection do you want to create? This clarity of ambition guides all creative and strategic decisions.



Momentum

We synthesize research, stakeholder insights, and ambition into a comprehensive Strategic Roadmap that creates forward momentum. This roadmap defines your brand's core identity, establishes all key deliverables, and charts a clear path for implementation and adoption across all stakeholders.

Project Timeline.

The development of a unified destination and community brand is a significant opportunity to uncover, explore, engage, and bring what Isle of Palms authentically represents to life for residents, visitors, and stakeholders. This requires a thorough, disciplined, and transparent process that enables The Zimmerman Agency and your organization to uncover the most effective path forward. Our Momentum Planning process begins with intensive stakeholder collaboration and builds systematically toward a comprehensive brand platform. Although the process and timing will require customization based on collaboration with your team, below is our proposed timeline for brand strategy and identity development:

- 1 Weeks 1–2: Establishing Objectives & Brand Audit**
We begin with a clear understanding of Isle of Palms' brand goals and the purpose of brand positioning development. This includes alignment on business objectives, community priorities, success metrics, and measurable outcomes the new brand will drive.
- 2 Weeks 3–4: Momentum Day(s)**
We conduct intensive stakeholder workshops with 8–12 representatives from City Council, City departments, residents, community leaders, and CVB partners. Each session is approximately 4.5 hours and customized specifically for Isle of Palms' brand ecosystem. This mandatory engagement ensures governance stakeholder alignment and broad community buy-in from the start.
- 3 Weeks 4–5: Momentum Roadmap & Audience Research**
Following Momentum Day(s), our team conducts comprehensive discovery including stakeholder insights, audience research, competitive analysis, SWOT assessment, and development of audience profiles and personas that inform brand positioning for both residents and visitors.
- 4 Week 6: Progress Presentation I – Initial Brand Strategy**
We present the strategic roadmap, brand positioning, and Momentum framework to ensure alignment between The Zimmerman Agency and City leadership teams before moving into creative development.
- 5 Weeks 7–9: Identity Development**
Based on strategic input, our creative team develops the brand identity system, visual design, typography, logo, seal, color palette, imagery direction, and verbal identity, that brings the brand positioning to life and reflects Isle of Palms authentically.
- 6 Week 9: Progress Presentation II – Brand Platform**
We present the emerging brand platform, outline brand filters and positioning refinements, and narrow focus to ensure our work aligns with your expectations. Client feedback shapes final creative direction.
- 7 Weeks 9–11: The Brand Book**
The agency develops a comprehensive brand book including brand platform, positioning statement, tone-of-voice, visual identity system, verbal identity, all identity applications, and detailed style guidelines to serve as the definitive tool for brand implementation and adoption.
- 8 Week 12: Reveal**
We prepare to introduce the new brand platform to internal leadership, City Council, departments, and key constituents. This carefully constructed reveal positions the new brand in the proper light and establishes key stakeholders as brand ambassadors.
- 9 Weeks 13+: Implementation & Rollout**
Your organization and The Zimmerman Agency develop a comprehensive launch plan including marketing strategy, partner communication, digital rollout, and stakeholder activation to ensure the brand engages your audience and establishes a clear competitive foundation.
- 10 Ongoing: Brand Stewardship**
The Zimmerman Agency welcomes the opportunity to help steward the new brand to its full potential through ongoing strategic guidance, 3-year implementation roadmap support, performance measurement, and brand evolution guidance.

Success Metrics & Measurement Framework.

We will measure impact across six key areas:

Brand Awareness & Positioning – Quarterly perception tracking among residents and visitors measuring brand recognition, attribute association, and competitive positioning

Stakeholder Alignment – City Council and department leadership consensus on brand strategy, adoption, and commitment to implementation

Community & Partner Adoption – Department and CVB toolkit engagement rates, brand guideline compliance, and implementation velocity (target: 80%+ adoption within 6 months)

Communication Consistency – Audit of brand expression across City communications, signage, digital, and marketing materials measuring consistency and adherence to guidelines

Visitation & Economic Impact – Measurement of visitation trends, visitor spending, occupancy rates, and CVB partnership engagement pre- and post-launch

Long-Term Sustainability – Annual brand health audits through 18+ months post-launch measuring brand strength, stakeholder satisfaction, and market positioning evolution

Measurement Timeline: Baseline established at kickoff → Quarterly reporting for 12 months → Annual assessment for 18+ months



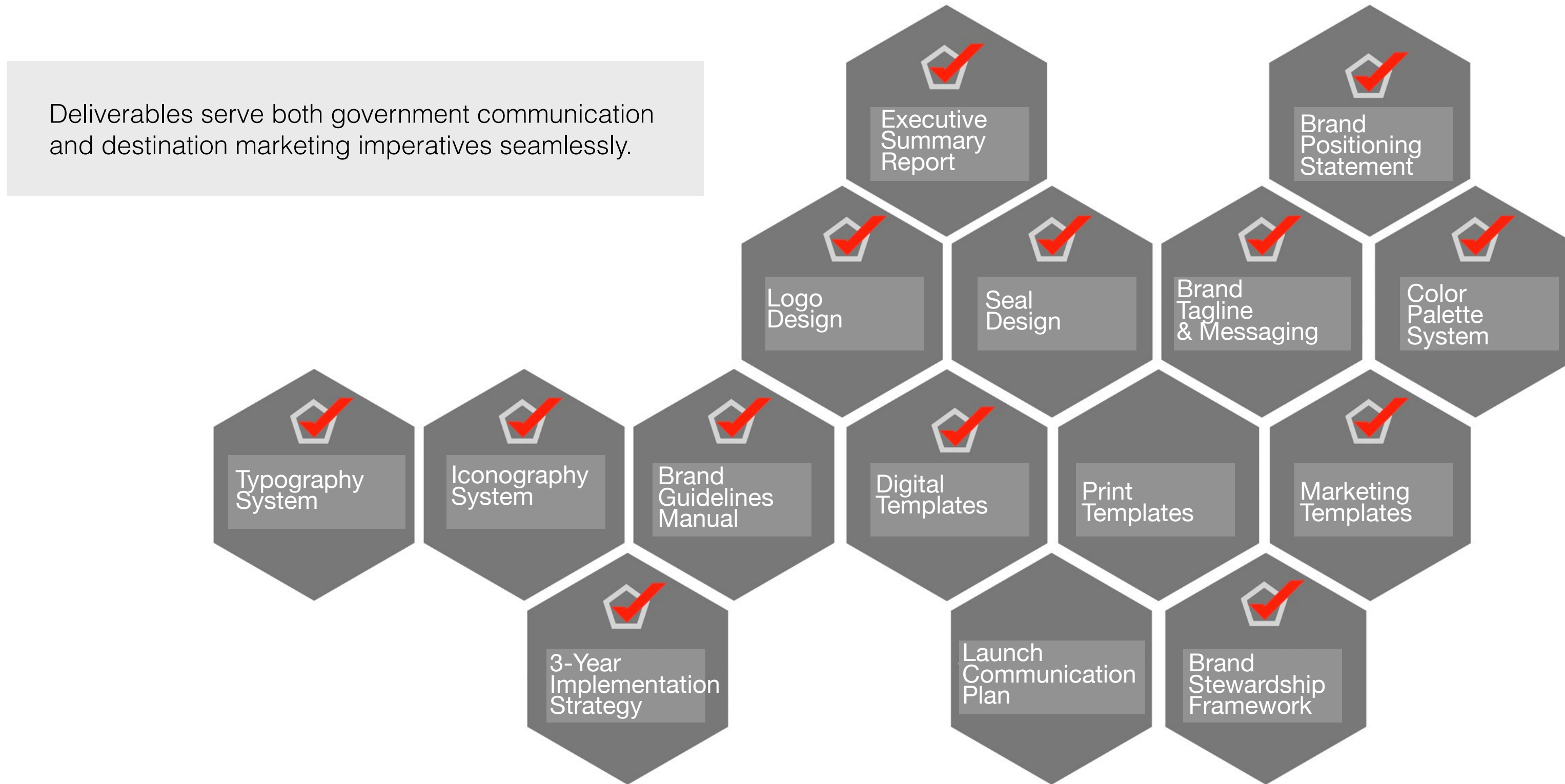
Six key areas

SECTION FOUR

Proposed Deliverables.

Proposed Deliverables & Brand System.

Based on Isle of Palms' branding objectives, we will deliver a comprehensive suite of strategic and creative deliverables designed to unify your fragmented messaging, align multi-stakeholder interests, and establish a competitive positioning for sustainable growth. Throughout our engagement, we collaborate closely with your City leadership, departments, CVB partners, and community voices to ensure each deliverable reflects your strategic priorities and supports adoption across government communications and destination marketing. Our comprehensive Brand System serves as the strategic blueprint, systematic, cohesive, and actionable. This approach guarantees all brand initiatives are effectively executed and propel Isle of Palms toward its growth objectives. Each deliverable is designed to be owned, maintained, and evolved by your team for years to come.



SECTION FIVE

Cost Proposal.

Cost Proposal.

The Zimmerman Agency proposes a comprehensive branding initiative for Isle of Palms that delivers a cohesive visual identity system, strategic implementation guidance, and three years of brand stewardship. Our approach combines deep research and stakeholder collaboration with expert creative development, resulting in a complete branding package positioned for immediate deployment and long-term consistency. The \$50,000 investment covers all research, creative development, deliverables, templates, and ongoing guidance required to launch and sustain the Isle of Palms brand across government communications and destination marketing channels. This fixed-fee project is structured across our 12-week delivery timeline and includes all editable files, branding guidelines, and implementation support to ensure successful adoption across City departments and marketing partners.

Research — \$7,000

- Stakeholder interviews (City Council, CVB, tourism board, community representatives)
- Competitive destination analysis
- City Council workshop facilitation & synthesis
- Success measures & brand performance framework development
- Strategic findings report

Logos — \$8,000

- Multiple logo concept options (3 directions)
- Design refinement based on City Council feedback
- Final logo files (vector, raster, black/white, color variants)
- Logo usage guidelines & application examples

Branding Designs — \$12,000

- Typography system (primary & secondary fonts, sizing hierarchy)
- Iconography system (custom icon set for Isle of Palms identity)
- Visual identity elements (patterns, textures, photographic style)
- Design application examples across communications

Palettes (Color Palette) — \$4,000

- Primary & secondary color palette development
- Accessibility compliance (WCAG standards for digital/print)
- Color application standards & contrast specifications
- Palette variations for different applications (digital, print, web)

Branding Package/Manual — \$19,000

- Comprehensive branding guidelines document
- Editable templates: signage, brochures, website layout, PowerPoint presentations, social media, letterheads, business cards, email signatures
- Brand application guidelines (do's & don'ts, imagery style, tone of voice)
- 3-year implementation stewardship & guidance for City execution

TOTAL PROJECT COST: \$50,000

SECTION SIX References.

References.

Contact: Kay Galloway
Title: Director of Marketing & Design
Client: Daytona Beach
Phone: 386.255.0415
Email: kgalloway@daytonabeach.com
Industry: Destination / Travel
Service: Branding & Integrated Marketing
Duration: 3 years and counting

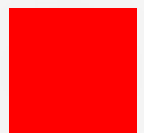
Contact: Kris Keprios
Title: Director of Marketing
Client: Visit Central Florida
Phone: 863.701.4620
Email: kris@visitcentralflorida.org
Industry: Destination / Travel
Service: Branding & Integrated Marketing
Duration: 6 years and counting

Contact: Falyn Owens
Title: Executive Director of Tourism
Client: Bryce Canyon Country
Phone: 435.676.1160
Email: falyn@brycecanyoncountry.com
Industry: Destination / Tourism
Service: Branding, Advertising & Public Relations
Duration: 3 years and counting

Contact: Mollie Lair
Title: Director of Marketing
Client: City of Cincinnati
Phone: 513.352.3428
Email: mollie.lair@cincinnati-oh.gov
Industry: Municipal
Service: Branding & Website Design
Duration: 2 years and counting



Thank You.



Thank you for the time and attention to learn a little more about The Zimmerman Agency and what we offer to our clients. We are excited about the potential of working with the City of Isle of Palms and look forward to our continuing conversations.

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