

ISLE OF PALMS

A Place to Live. A Destination to Experience.

BLKDOG + City of *Isle of Palms*
South Carolina





WHY BLKDOG?

ABOUT US

The Right Partner

- Fresh perspectives verified by community insights
- At the intersection of tourism, economic development, and place branding
- Bridging civic trust, destination appeal, stakeholder alignment, and creative implementation

What We Do

- Branding & Creative Placemaking
- Marketing & Communications
- Web Design & Development

Awards

(3) New York State Economic Development Council Marketing Certificate of Excellence Awards: *Drum Country, Fairport OCED, & Washington County Tourism*

(3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: *Washington County Tourism (2x) & Saratoga Arms Hotel*



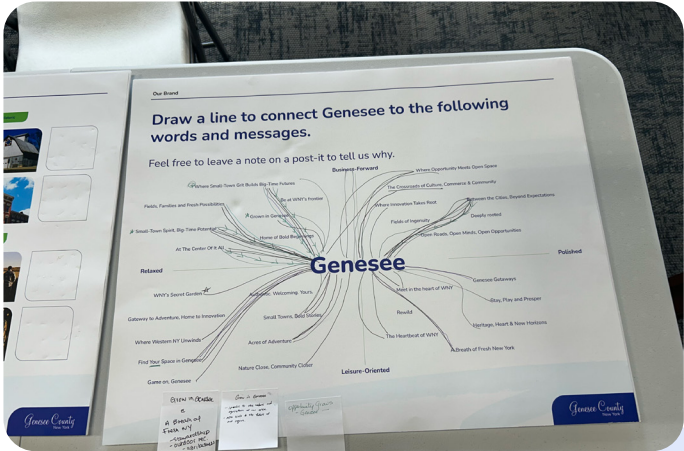
SUPPORTING COMMUNITIES ACROSS AMERICA FOR NEARLY 20 YEARS



OUR PROCESS

Building Your Brand

- 1 **Discovery & Research:** focus groups, 1-on-1 interviews, public workshop, document review, competitor benchmarking
- 2 **Identity & Messaging Development:** values, tone, personality, public messaging, visual identity, and guidelines
- 3 **Asset Development:** signage, vehicular, apparel, print, digital
- 4 **Implementation:** launch strategy, training sessions, governance and roles, messaging and activations for launch





EXPERIENCE

GO OAKLAND (MI)

Turning a major regional visitor economy into a clear, actionable brand and growth strategy.

The Process

- Conducted destination research, data collection, and benchmarking
- Coordinated community and stakeholder engagement (county visit/tour, focus groups, 1-on-1 discussions, public surveys)
- Brand positioning around attractions, events, outdoor assets, mobility, and marketing
- Created brand identity and assets to support countywide tourism and place brand adoption

**In partnership with the Think Place Agency and Oxford/Tourism Economics.*

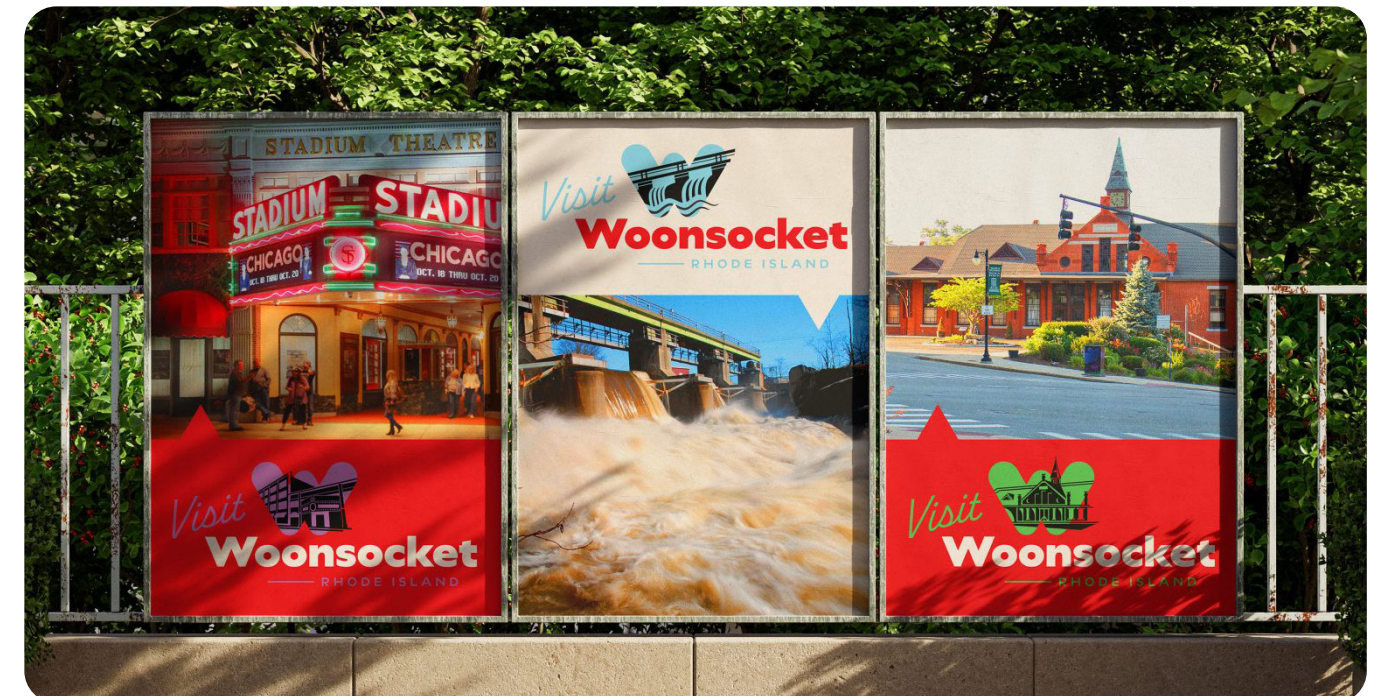
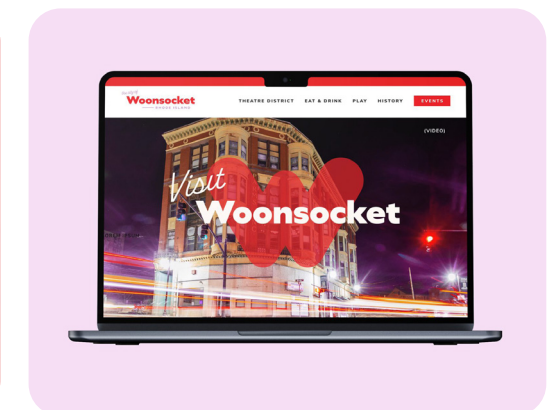


VISIT WOONSOCKET (RI)

Creating a destination for culture, events, history, and regional travel.

The Process

- Coordinated community and stakeholder engagement (city visit/tour, focus groups, 1-on-1 discussions, public surveys)
- Designed new brand for Visit Woonsocket
 - Inspired by the city's theater district, riverfront, French-Canadian heritage, and local arts scene
- Website design (yet to be publicly launched/implemented)



MINERAL WELLS, TX

Reimagining a historic wellness identity into a modern brand for residents, visitors, and investors.

The Process

- Conducted project team visit, interviews, surveys, and workshops
- Developed multiple brand concepts and facilitated stakeholder (and public) feedback
- Created complete brand identity redesign
- Designed assets for public communications, tourism, economic development, and civic campaigns



LAKE COUNTY, CA

Repositioning California's original summer vacation destination.

The Process

- Conducted 3 day visit to meet with key stakeholders, businesses, and legislators
- Created a refreshed place brand, messaging, and marketing assets for Lake County
 - Positioned the county around agriculture, outdoor recreation, small business, and quality of life
- Designed and built place brand website to support economic development (and tourism as a key industry)



LONG BEACH, CA

Telling the story of many neighborhoods, one Long Beach.

The Process

- Conducted 3 day visit and individual neighborhood tours
- Met with client teams, stakeholders (EX: BIDs, Council Offices), and business owners
- Developed neighborhood indicators and visual identity direction
- Defined photography assets and audience-specific marketing materials

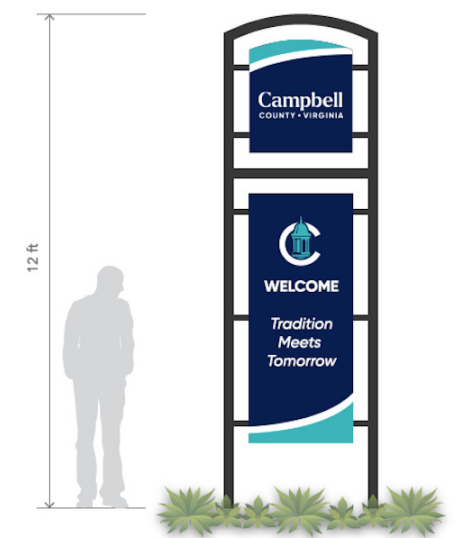


CAMPBELL COUNTY, VA

Modernizing a county identity while preserving community pride and character.

The Process

- Conducted community and stakeholder interviews, public workshops, and focus groups
- Developed brand positioning and messaging strategy
- Created a final brand guide for consistent use across departments
- Designed brand applications including signage, vehicles, print materials, and digital assets



THE HOLLYWOOD PARTNERSHIP (CA)

Connecting Hollywood through a shared vision.

The Process

- Conducted stakeholder engagement, in-person site visit, place audit, and market scans
- Unified district branding for multiple Hollywood sub-districts/legacy industries
- Created messaging and creative themes for key industries/audiences
- Built creative toolkit including signage, print collateral, ad templates, and campaign assets

