How did we uncover the brand for Santee?
North Star moves from research to strategy to creativity to action.
RESEARCH
Research Instruments

- Situation Analysis
- Research and Planning Audit
- Communication, Social and Media Audit
- Site Visit:
  - Familiarization Tour
  - Stakeholders/Residents Interviews
  - Focus Groups
  - Undercover Interviews
- Vision Survey (Community Leaders)
- Community Survey (Citizens)
- Brand Barometer (Residents)
- Consumer Awareness & Perception Study (Quantitative) Online perception study with visitors and non-visitors from San Diego County
- External Influencer Perception Study (Qualitative) Interviews about Santee with external influencers
- Competitive Positioning Review
STRATEGIC DNA STATEMENT

Target Audience: For those wanting a close-knit community and wide-open opportunity,

Frame of Reference: Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,

Point-of-Difference: gives Southern California a new, strong point of connection

Benefit: affording families the freedom to live their aspirations.
BRAND NARRATIVE
VISUAL DIRECTION
BRAND ACTION IDEAS
BRAND ACTION IDEAS

Organization

Community

Infrastructure

Visitors

Business
ORGANIZATION
BUSINESS
DON'T JUST COAST, THRIVE.
PROPOSED MONUMENT WELCOME SIGN AT EXIT 15B ON HIGHWAY 52

PROPOSED OUTDOOR LED BOARD OVER HIGHWAY 52 BEFORE FORESTER CREEK
Santee Sunset 5K Fun Run-Walk

Thank You to Our Sponsors

Santee

DO MORE ➔ OUR EAST
CONGRATULATIONS SANTEE!