

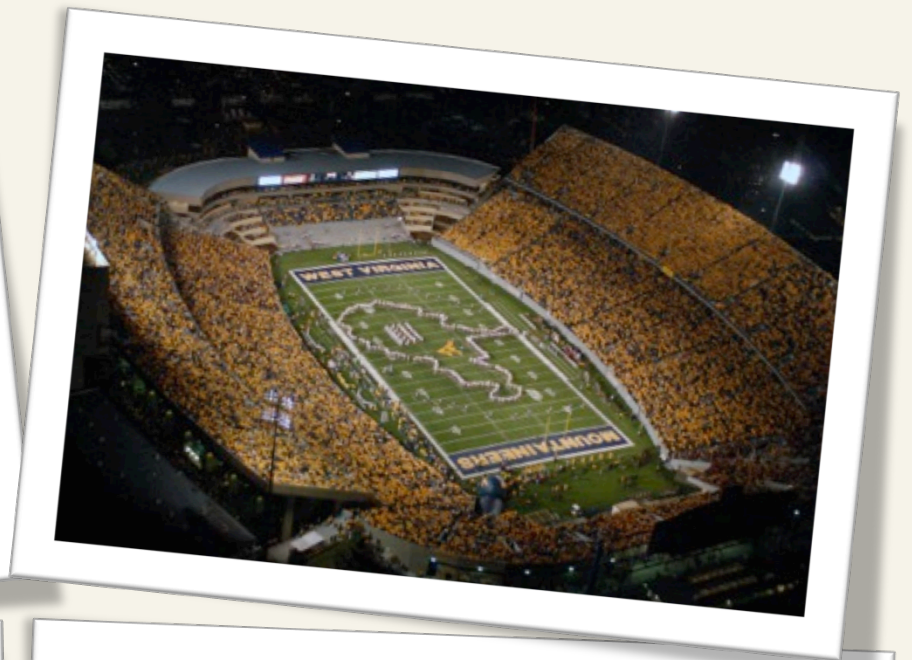
@BRANDJRNY 

REBRANDING WEST VIRGINIA

Maryanne Reed, Dean maryanne.reed@mail.wvu.edu

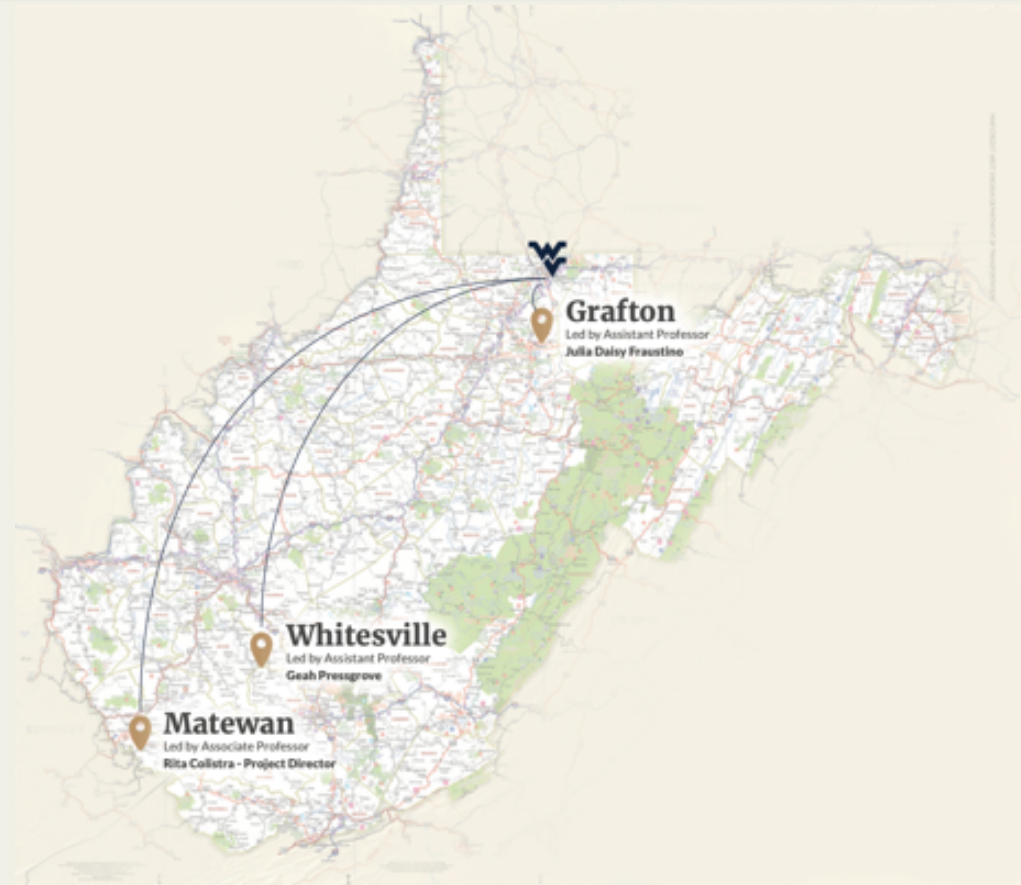
Rita Colistra, Associate Professor, BrandJRNY PI & Director
rita.colistra@mail.wvu.edu





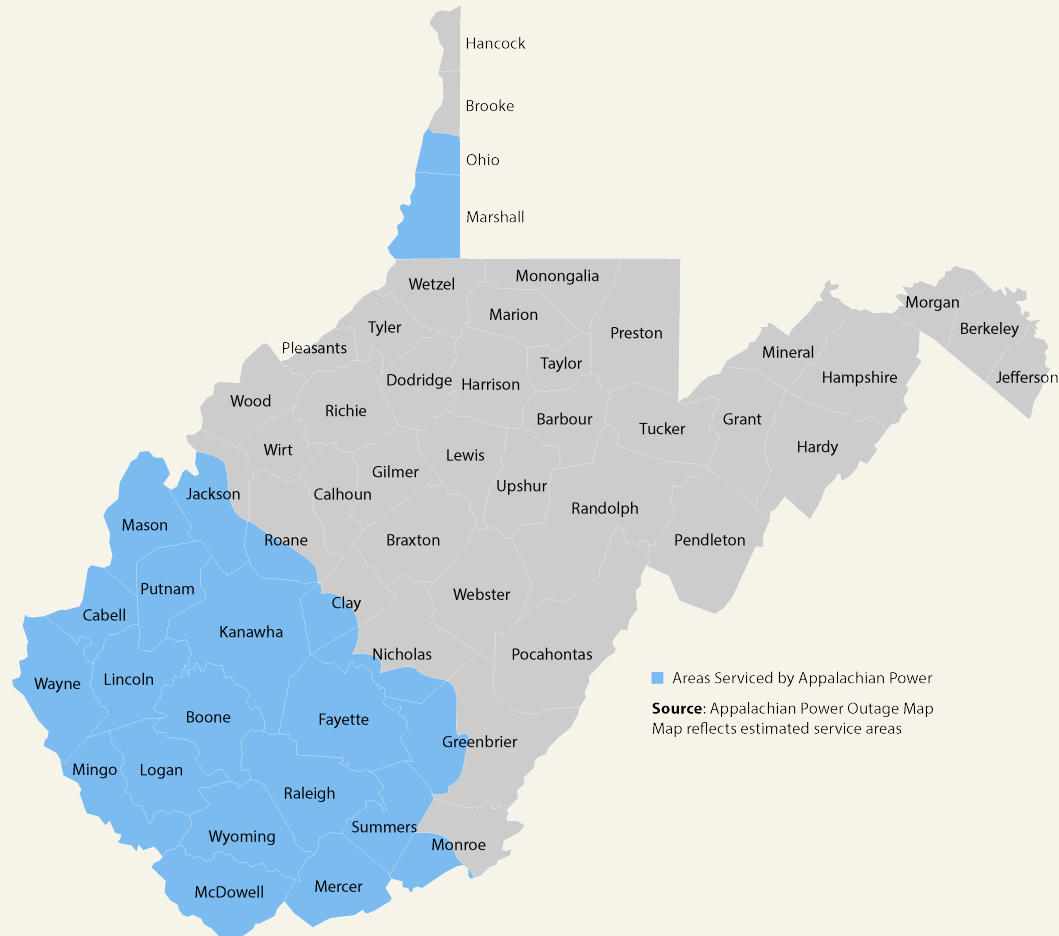
Welcome to our @BRANDJRNY

- **\$130,000 grant** from the Benedum Foundation
- Research-based integrated community branding plans & creative strategies
- 3 project communities
- 3 different brands
 - destination, economic development, community pride
- 3 strategic communications faculty-student teams
- 1-year grant; 1 semester per project



Welcome to our @BRANDJRNY

- **\$250,000 educational grant** from the American Electric Power Foundation to expand our work
- Research-based integrated community branding plans & creative strategies
- Brand storytelling
- 3 project communities 3 different brands
- 3 faculty-student teams
- 2-year grant; 1 year per project
- Kickoff project fall 2018
- **First community announced by the end of June**



Our Work Supports Our Mission

Reed College of Media's Purpose

...We expect our students, faculty and staff to **use their communications skills and expertise to help our communities adapt and thrive in a complex global society**. We aspire to be a **catalyst for positive change in our region and a national leader** in modern media education.

West Virginia University's Mission as a Land-grant Institution

...commit to creating a diverse and inclusive culture that **advances education, healthcare and prosperity for all** by providing access and opportunity; by advancing **high-impact research**; and **by leading transformation in West Virginia** and the world through local, state and global engagement.

MATEWAN: Destination Brand



Known for mine wars, UMWA, Hatfield-McCoy feud, working class, ATV haven;
untapped potential as an adventure & historical tourist destination

Expectations Were High



David Hatfield
Matewan business owner

Our Process

- **Building and maintaining meaningful relationships**
- **4-step Planning Process, starting with extensive research**
 - Situational analysis, competitor analysis, multiple surveys, interviews, focus group & roundtable
 - RPIE
- **Research Highlights**
 - A **tourist destination**, but its potential is largely underestimated and underappreciated
 - **Lack of web presence** and cohesive brand identity
 - Need for **community members to positively** about the town

Defining Assets

- History
- ATV riding & trails/outdoors
- Friendliness/small-town atmosphere

Weaknesses

- Economy
- Lack of advertising/marketing
- Division between people

Stakeholder Responses

Respondents were asked to compare Matewan to a famous person and suggested...



Sid Hatfield



Clint Eastwood



Dolly Parton

#BrandMatewan Campaign

Goal

to create an **integrated branding plan** to position Matewan as a **tourist destination** to attract visitors and lead to future **economic development**

Key Audiences

ATV Riders



History Buffs



Outdoor Adventurers



Objectives Overview

- three-phase, 11-objective campaign to achieve goal.
- included creative, social, digital, media relations, targeted advertising, engagement, promotional items, sustainability, future business outlines.

Creating the Brand

Messaging

Who We Are

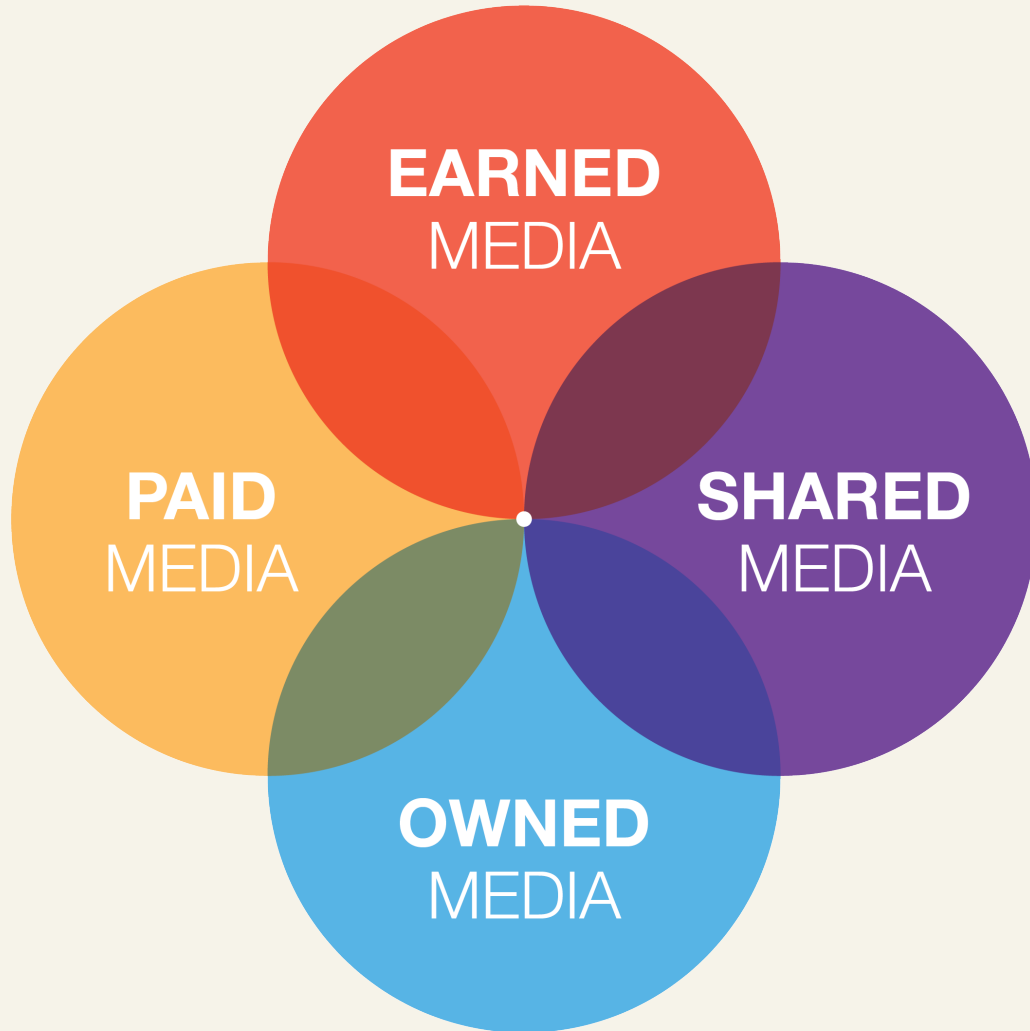
Matewan is the birthplace of labor rights and a playground for history buffs and adventure seekers alike. Our slogan, **Where History Meets Adventure**, tells Matewan's story to our guests.



Matewan Brand Guide



Promoting the Brand with a Media Mix



Targeted Advertising Buys

Thriving Artisan Community
Outdoor Adventure
Southern Hospitality

Experience Living History
WV Mine Wars Museum
Hatfield-McCoy Feud Sites

MATEWAN
West Virginia
 historicmatewan.com

Where History Meets Adventure

HUGE 2012 ATV BUYER'S GUIDE
 OVER 100 NEW MODELS TO CHOOSE FROM

ATV RIDER
 ATVRiderOnline.com

REVAMPED AND RELAUNCHED
 THE ALL-NEW YAMAHA YFZ450

ARCTIC CAT'S NEW PREDATOR
 TESTING THE PROWESS OF THE NEW WILDCAT

ATN WORLD
 DON'T MISS IT!
 450
 GONE WILD
 12 WILDCAT
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subscribe now!

wv living

THINGS TO DO | FOOD | ARTS & CULTURE

In the Wild
 In its more than 125 years, outdoorsmen retreating to Cheat Mountain Club have changed, but it has stayed same.

editor's picks

SEASONAL SUMMITS / COMFORT FOODS / RETIRED AT THE PEN

wv living
 CELEBRATING LIFE IN THE MOUNTAIN STATE

the Best issue
 BEST WEST VIRGINIA

SMALL TOWNS SHOPS RESTAURANTS MUSIC & MORE!

LIVING IN Romney

Earned Media Coverage

12 WBVO.COM
12 NEWS | WORKING FOR YOU

Home News Weather Sports Special Reports Decision Makers Community

Video Converter MAC OS X
Convert Video from MOV
Output: MP4, AVI, MKV, MP3, etc.

Recommend 45

Students at WVU Launching Branding Project to Benefit Community

Posted: Sep 15, 2015 6:06 PM EDT
Updated: Sep 15, 2015 6:06 PM EDT
By Nick Farrell

CONNECT

Students at WVU are launching a branding project to benefit a community in Mingo County.

The project began Sept. 15, as students met with Matthew Sutton, a branding expert from a communication agency in Charleston.

Students will work closely with community leaders to develop a brand to bring more visitors to Matewan.

The project's faculty leader explains why it's a great opportunity for students and the community.

Local News
Local Grocery Store Supports

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

Facebook for small businesses workshop in Matewan

- Helps business owners engage with customers

First Posted: 11:21 am - November 21st, 2015 Updated: 12:01 pm - November 21st, 2015.

Staff Report

MATEWAN - Eight Matewan-area small business owners and representatives recently attended a social media workshop to help them to better use Facebook to promote their businesses.

A team of strategic communications students from West Virginia University hosted the workshop on Monday, Nov. 16, at the UMWA Union Hall in Matewan. Lindsay Betz, the team's social media strategist, instructed the workshop. Betz gave a basic overview of Facebook, discussed how often a business should post, went over tips on how to create an effective post, and talked about the importance of engagement with their audience by giving business owners tips on responding to user comments.

"All of the business owners in attendance had good questions and were really concerned with their business's online presence," said Betz. "I am hopeful that they will all use this information to better their businesses' online brands to further promote tourism in the area."

Betz tailored the workshop to business owners in attendance by offering specific advice on their pages and current efforts. The workshop provided instruction and examples of different types of Facebook pages, including restaurants and dining, lodging facilities, retail stores, professional services and recreational businesses.

The workshop also covered the importance of interacting with the businesses' audiences and instructed business owners how to respond to both positive and negative comments that can potentially be posted on their Facebook

Story Tools:
Send Like Comment Favorite

Social Media:
Like 26 Share 26 Tweet 0

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

THE STATE JOURNAL
WEST VIRGINIA'S ONLY BUSINESS NEWSPAPER

Home News Opinion Country Roads Journal SJ Biz Lists Decision Makers

ELECTRIC S LINE
SEE THE PERFORMANCE

Recommend 24

Former WV coal town eyes tourism opportunities

Posted: Oct 01, 2015 11:43 AM EDT
Updated: Oct 01, 2015 11:43 AM EDT
By Mandi Cardoso

CONNECT

The small town of Matewan might not look like much. There are no traffic lights downtown and activity on the sidewalks is sparse. The downtown and activity on the sidewalks is sparse. The downtown and activity on the sidewalks is sparse.

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

Roundtable in Matewan focuses on branding plan and the town's future

First Posted: 2:34 pm - September 30th, 2015

Staff Report

MATEWAN - Twenty six Matewan-area business owners and leaders recently met for a roundtable to talk about perceptions of the town and ways to improve tourism and economic development in the years to come.

A team of strategic communications students from West Virginia University in Morgantown and the Matewan Community Branding Committee hosted the roundtable on Thursday, Sept. 24. The purpose of the discussion was to gather opinions, perceptions and attitudes about Matewan, its image and attractions. The research is a part of a Berea-Kendall Community Branding Initiative at the Reed College of Media at WVU. Led by Dr. Rita Collins, associate professor and project director for the initiative, the student team will work with Matewan throughout the fall semester to create a branding plan for the community to implement.

"The discussion gave our team a better understanding of just how much these business owners love their community," said Chelsea Betts, one of the team's research directors and WVU graduate student. "They are passionate about Matewan's special charm and want others to see that, too. The information they shared with us about what makes their town special will help us as we move forward in creating the branding plan."

Businesses owners and town leaders discussed topics such as the importance of the Matewan downtown area, the community's greatest assets and challenges, and their opinions of visitors' perceptions of the town. The strong attendance at the roundtable suggests that the town's leaders are committed to working together to improve their community.

"I have been in this town for twenty one years and now I see that the community is really coming together," said Kathy McCoy, a member of the Matewan Community Branding Committee. "We are not only seeing people who have recently helped with previous efforts, but new faces and even some faces that we haven't seen in a while."

In addition to the recent roundtable, the branding team is conducting a Matewan-area focus group for community members on Monday, Oct. 5, at 6 p.m. Space is limited, and an RSVP and confirmation is required to attend. Those interested in attending should contact Chelsea Betts by Oct. 2 at 302-248-8732 or by email at cbetts@wvu.edu.

Story Tools:
Send Like Comment Favorite

Social Media:
Like 26 Share 26 Tweet 0

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

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Home News Weather Sports Special Reports Decision Makers Community

A CAREER WITH IMMEDIATE EMPLOYMENT OPPORTUNITIES
LINCS
EAST COAST COLLEGE

Recommend 0

Former WV coal town eyes tourism opportunities

Posted: Oct 01, 2015 11:43 AM EDT
Updated: Oct 01, 2015 11:43 AM EDT
By Mandi Cardoso

CONNECT

The small town of Matewan might not look like much. There are no traffic lights downtown and activity on the sidewalks is sparse. The downtown and activity on the sidewalks is sparse.

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

She found herself in Matewan

Local artist Vera Kay Hankins

First Posted: 10:00 am - December 4th, 2015

By Tyler Clendenen

For the Williamson Daily News

MATEWAN - It's a dreary day at the Matewan Depot. Next to a window framing a gray sky spitting freezing rain onto the naked trees, Vera Kay Hankins is on a bench with two twin girls playing in the sand.

"The lady I'm drawing this for, I've already made one with her other four grandkids before these two came along," she says holding up the two photos she's drafting together for the drawing.

For Vera, art has been a part of her life, her whole life.

"Do you wanna hear the whole story?" she asks with a laugh. "It was Christmas. Mom bought a little toy horse with a saddle. It was sitting in the sunshine with a shadow on the floor."

Five-year-old Vera loved horses.

"All I knew I wanted to draw it," she says. "Then I laid a piece of paper over the shadow and worked all day on drawing that horse from its shadow."

Once she was in school, her love of horses continued to foster her natural abilities.

"I was always appreciating my library," she says. "Makin' sure she always had a horse book for me. I didn't even want to read. I just wanted to draw the pictures."

Vera graduated from horses to portraits in high school and eventually went on to create murals for churches. Today, because of carpal tunnel, she sticks mostly to pencil drawings.

Courtesy Photo Vera Kay Hankins is all smiles talking to someone about her art.

Williamson Daily News

HOME NEWS SPORTS OBITUARIES OPINION FEATURES CALENDAR ENTERTAINMENT CLASSIFIEDS

SUBSCRIPTION

Some Social Media Results

Facebook Engagement

2,679%

CLICKS
ON A
POST

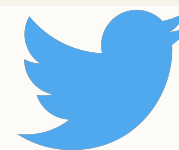
1,313%

LIKES,
COMMENTS,
SHARES

1,234%

ORGANIC
POST
REACH

**Social Media Training
Sessions for business owners**



Further Promoting the New Brand



2016 Calendar of Events

| Month | Event | Date |
|------------------|--|-----------|
| May | Matewan's Heritage Day | 5/21 |
| June | Halfhill McCoy Marathon | 6/19 - 21 |
| | Halfhill McCoy Reunion Festival | 6/17 - 18 |
| July | Magnolia Fair | 7/10 - 12 |
| September | Matewan Homecoming | 9/10 |
| October | National Trailfest in Gilbert, WV | 10/6 - 10 |
| November | Veterans' Day Program | 11/11 |
| December | Christmas Parade | 12/3 |

historicmatewan.com

From Old to New Digital Image

[Click here and visit the Homecoming 2009 Page](#)



Matewan Homecoming



Welcome to
MATEWAN
ONLINE

[Click here to visit Real-McCoy's Web Site](#)



[CLICK HERE to see what's NEW](#)

[2009 Calendar of Events for Historic Matewan](#)

Events

[Matewan 5K Run](#)

[Matewan Massacre](#)

[Hatfield-McCoy Fest.](#)

[Civil War Re-enact.](#)

[Magnolia Fair](#)

[Homecoming Festival](#)

[Auto Show](#)

[Battle Across the Tug](#)

[Hatfield-McCoy Trails](#)

[The Massacre Play](#)

[Excellence Awards](#)

History

[The Legacy](#)

[Battle of Matewan](#)

[The Tug Valley](#)

[Mining Life](#)

[Quest for Resources](#)

[Mountain Culture](#)

[Historic Landmark](#)

[The Movie](#)

[Matewan's Weather Forecast](#)
[Click Here](#)

000001

The Matewan Depot is OPEN Daily and welcomes visitors. The Depot showcases the rich history of Historic Matewan with exhibits on the Matewan Massacre, the Hatfield & McCoy Feud, the Floods and the Great Flood Wall, the surrounding Coal Camp, Coal Mining, the N&W Railroad, and much more. So plan a trip to Historic Matewan and visit the Matewan Depot.



For more information about visiting the Matewan Depot call 304-426-5744.

Hello! We, the townspeople of this little town in south-western West Virginia, are extremely proud of our area and our historic heritage. We welcome you to our web site and hope you enjoy a pleasant visit.



[MAGNOLIA FAIR](#)

Coming the of Summer 2010

[Hatfield & McCoy Trail System and Matewan](#)

Town

[Our Town's Name](#)

[A Brief Look](#)

[The Floodwall](#)

[Business Opportunity](#)

[Souvenir Shopping](#)

[Visitor Center](#)

[Local Merchants](#)

Gov't

[Mayor](#)

[City Council](#)

[Town Hall](#)

[Police Department](#)

[Fire Department](#)

Schools

[Matewan High](#)

[Matewan Middle](#)

From Old to New Digital Image



Where History
Meets Adventure

[Home](#) [Our History](#) [Our People](#) [Photo Gallery](#) [Find Us](#)

STAY & EAT

PLAY & EXPLORE

EVENTS

PLAN A VISIT



FROM MAGNOLIA TO MATEWAN

Matewan sits at the heart of West Virginia's Magnolia district. The magnolia district, along with the Harding and Lee districts, came together to form Mingo County in 1865. The naming of the small Magnolia town is a story in itself.

Other Types of Deliverables

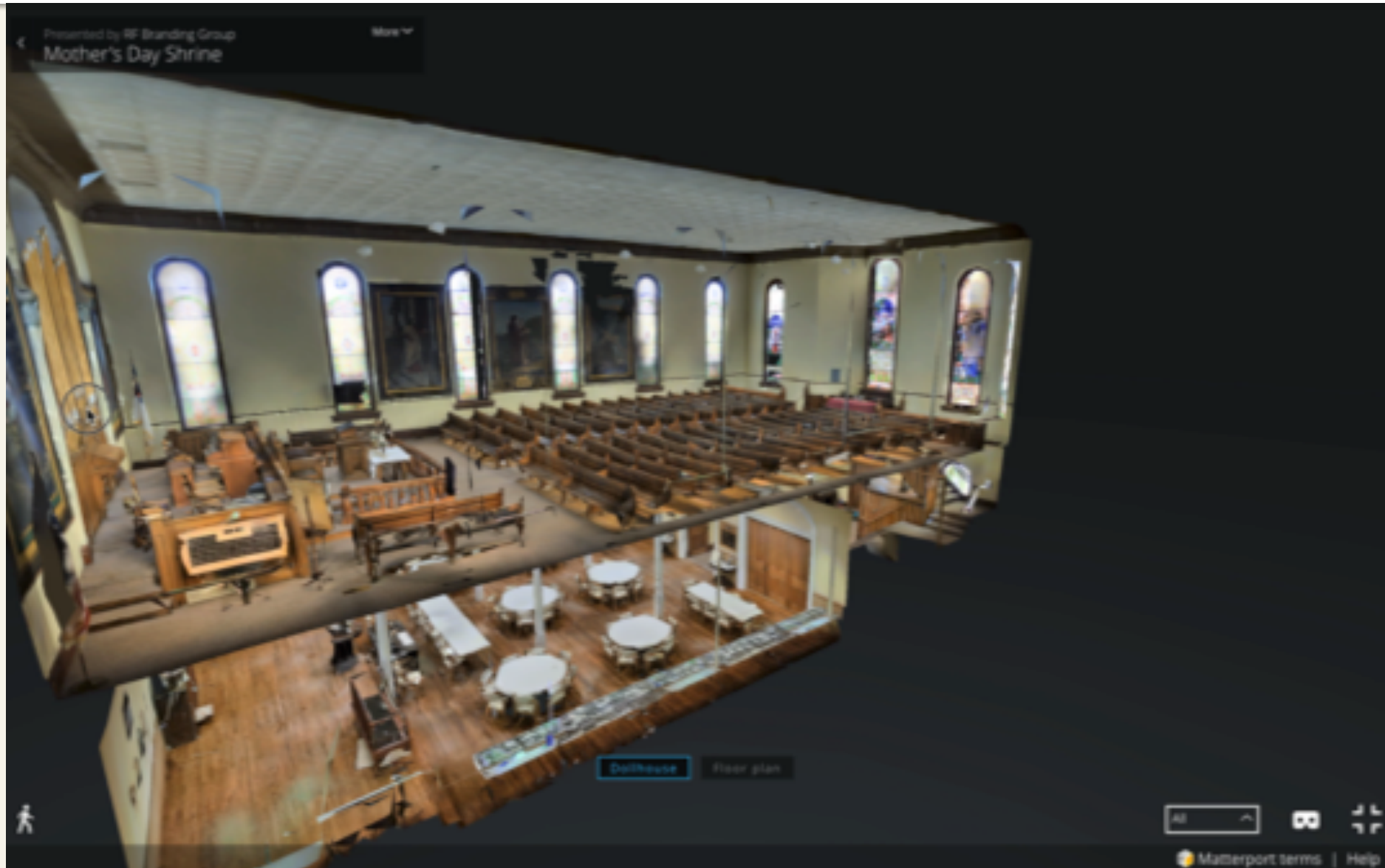
- In addition to the Matewan project, two other faculty-student teams worked with **Grafton in Taylor County** (Economic Development Brand) and **Whitesville in Boone County** (Community Pride Brand)
- Campaigns were suited to the needs and capacities of each community
- **Deliverables included a mix of...**

Traditional brand media/promotion



And newer types of media tools...

Example of Technology Use in Branding: Matterport 360 of Mother's Day Shrine



Initial Impact

BRANDJRNRY

WVU Reed College of Media
Community Branding Initiative

Extended Impact and Sustainability

Each pilot community has continued efforts started with BrandJRNY

- **Matewan (Destination Brand)**

- Hired a tourism manager; Started a Convention and Visitors Bureau
- Additional grant to purchase more branded promotional items
- A business owner purchased a van to offer Hatfield-McCoy site tours with advertising space on the vans

- **Grafton (Economic Development Brand)**

- New businesses have opened (e.g., Espresso Yourself, Appalachian Yoga)
- Hub moved northern office there

- **Whitesville (Community Pride Brand)**

- **Indirect examples of successes:**

- Community came together and the town now has a grocery store
- A community champion who worked with our team received a \$2+ million grant for ambitious rail-trail project

@BRANDJRNRY 

Where will your
journey take you?



brandjrny.com



@BrandJRNRY



West Virginia University®

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