

BRAND STRATEGY FOR THE TOWN OF NORWOOD, NC

NORWOOD, NC: Gateway to Lake Tillery

A Charming town with a modern twist, and an abundance of outdoor possibility. This is a place for taking the scenic route, making memories with the people you love, and remembering what it feels like to play.

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BRAND NAME (SUGGESTED):

NORWOOD DOWNTOWN (or another downtown-focused organization name)

TAGLINE:

GATEWAY TO LAKE TILLERY
SUGGESTED: HOMETOWN ON THE LAKE

POSITIONING SUMMARY

- 1. Norwood is a charming town on Lake Tillery, with a sense of freedom and a warm, welcoming spirit.
- 2. Rich in opportunities for recreation, Norwood is a chance to escape city life and get outside with family and friends. Surrounded by Lake Tillery, Uwharrie National Forest, and the Yadkin and Pee Dee Rivers, Norwood is a gateway to outdoor adventure.
- 3. An easy drive from the Charlotte and Greensboro metro areas, Norwood isn't far from the city, but its small-town charm makes it feel worlds away. Visitors can soak in the peace of the countryside without sacrificing access to delicious food, quality coffee, and other amenities.

POSITIONING STATEMENT

Welcome to Norwood: a charming town with a modern twist, and an abundance of outdoor possibility. This is a place for taking the scenic route, making memories with people you love, and remembering what it feels like to play. Whether you're wake surfing on Lake Tillery, watching your kids cannonball into the water, or simply enjoying front porch coffee while you take in the scenery, at the heart of Norwood is a sense of reconnection and rejuvenation. And everyone is invited.

BRAND PILLARS

- **Leisure:** From wakeboarding to kayaking, swimming to paddleboarding, Norwood is a place where play reigns supreme and living in the moment is the best way to unwind.
 - **Rejuvenation:** An invitation to recharge and reconnect. Norwood is a place to unplug from the demands of daily life and live in the moment, surrounded by natural beauty and those you love.
 - **Nature:** A gateway to outdoor adventures. Lake Tillery and nearby Uwharrie National Forest offer countless opportunities to be outdoors.
 - **Community:** A charming small town that gives off an energetic and vibrant feeling of growth and possibility. Both residents and visitors in Norwood feel a sense of welcome and belonging.
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NORWOOD IS...

- ... a place to escape, where you and your family can rediscover the joy of playing together.
 - ... an invitation to live in the moment and make memories with people you love.
 - ... a sense of community, welcoming all families to experience small-town life.
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OUR PROMISE:

Norwood is a tight-knit community that welcomes visitors from the nearby metro areas. We've got a laid-back, small-town vibe that feels like family, whether you've been in Norwood for 80 years or are just here for the weekend.

As our town grows, inviting more businesses, homes, restaurants, and shops to Norwood, we remain firmly rooted in our values. We will always value a love of community, a simple way of life, and a welcoming spirit.

KEY ASSETS

Tangible Assets:

- **Outdoor Recreation:** Lake Tillery offers boating, jet skiing, standup paddleboarding, and more. Uwharrie National Forest provides 50,000 acres for hiking, horseback riding, and mountain biking.
- **Downtown Norwood:** Home to local favorites like Reservoir Coffee and Lantern Sushi, as well as farmers markets and art exhibits.

- **Wineries:** Three wineries within a thirty-minute drive offer tastings and locally made wines.
- **Arbor Day Festival:** A 28-year tradition with vendors, a vintage car show, and a tree-planting ceremony.
- **Juneberry Ridge:** A farm and retreat center with fresh produce, a wedding venue, clay shooting, and wine tasting.

Intangible Assets:

- **Hometown Goodness:** A friendly community with an authentic small-town feel.
 - **Living in the Moment:** Encourages visitors to soak up quality time with loved ones.
 - **Authentic Growth:** Welcoming future growth while staying true to its values.
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BRAND PERSONALITY

Our Tone:

- **Welcoming:** Open and inviting, making everyone feel embraced and valued.
- **Nostalgic:** Evokes a sense of cherished memories and timeless traditions.
- **Authentic:** Genuine and sincere, reflecting real-life community experiences.
- **Inclusive:** Ensures everyone, regardless of background, feels a sense of belonging.
- **Playful:** Encourages people to get outside and enjoy Norwood's outdoor activities.