

METRO PHOENIX DNA

The Metro Phoenix DNA Project

The Metro Phoenix DNA Project develops a strategy to uniquely position Metro Phoenix in the world community. It is aimed at all partners within the Metro Phoenix area who are involved directly or indirectly in positioning Metro Phoenix locally, nationally and internationally.

A Changing World

As we begin the 21st century cities have finally emerged as the most powerful place for human interaction, human innovation and human development. For the first time in history more people worldwide live in cities than in rural areas. Some metropolitan areas have a gross domestic product (GDP) higher than entire nations. Global cities are better connected to other global cities than to their own immediate “hinterland”. A new breed and culture of city people is emerging in these metropolitan areas around the world. In this global competition Metro Phoenix needs to compete with other large metropolitan areas worldwide.

Metro Phoenix Now

Metro Phoenix is now one of the largest metropolitan areas in North America, and despite its relatively young age it is already a globally competitive and connected urban region recognized around the world for its spectacular growth, its dynamic economy, but also for its beautiful desert location, and almost eternal sunshine. Metro Phoenix is also the center of the “Sun Corridor”: one of only a handful of mega-regions in North America able to compete with the biggest mega-regions worldwide.

Towards a new identity for Metro Phoenix

Branding a region is not the same as branding a car or soft drink. Summarizing the qualities of a region with a tagline, slogan, or logo is extremely difficult. Unlike toothpaste, regions are complex, diverse, and alive. Volvo is safe. Coke is the real thing. But what is a region? The Metro Phoenix DNA Project is an interpretation of the Greater Phoenix region, captured in a narrative platform. It is a sort of “cookbook”, from which regional partners can develop their own menu and dishes. Phoenix’s story can be different things to different people. But the important aspect is that these interpretations are derived from the same “platform”.

METRO PHOENIX

OPPORTUNITY OASIS

OPPORTUNITY. MERRIAM WEBSTER DEFINITION:

- 1 : A FAVORABLE JUNCTURE OF CIRCUMSTANCES
- 2 : A GOOD CHANCE FOR ADVANCEMENT OR PROGRESS

OASIS. MERRIAM WEBSTER DEFINITION:

- 1 : A FERTILE OR GREEN AREA IN AN ARID REGION (AS A DESERT)
- 2 : SOMETHING THAT PROVIDES REFUGE, RELIEF, OR PLEASANT CONTRAST

Metro Phoenix is the “Opportunity Oasis”. In no other metro area in the United States will you find such a combination of unchartered ground, open space, meritocracy, and an un-painted canvas than in Metro Phoenix. Its DNA is based on providing new opportunities in an oasis surrounded by beauty and open space. People come to and live in Metro Phoenix for one thing: opportunity. The opportunity to have a fresh start, a better life. But also the opportunity to make a mark, think anew or fill an open space. “Opportunity Oasis” is also about the finer side of life: opportunities in a (just) emerging arts and culture environment or in new economic sectors. And then “oasis”. For centuries an oasis evoked a pleasant life. Resorts, spas and golf courses are nothing other than a modern interpretation of an oasis. And interestingly enough, oases seem to hold the future: think of a vast hidden resource in solar power and a new interpretation of the desert not as wasteland, but as the ecologically most diverse and promising ecosystem. Metro Phoenix is about access, space and newness. It’s the “Opportunity Oasis”.

“The Land of Opportunity”

America



The Beginning

The West



Yesterday

Phoenix



Now

For many Metro Phoenix and Arizona remain one of the last regions in the US where the promise of the “West” (opportunity, open space, progress etc.) is still intact.

ENIX STORY

THE THREE STORY MESSAGES

METRO PHOENIX AS THE “OPPORTUNITY OASIS” IS MEANT TO MOVE BEYOND MARKETING MATERIAL. IT IS MEANT TO BE ALIVE IN THE MESSAGES DELIVERED TO PHOENICIANS AND NEW-COMERS ALIKE. BUT EACH CITY OR AREA IN METRO PHOENIX HAS UNIQUE FEATURES. THIS NEEDS TO BE REFLECTED IN INTERPRETATIONS OF THE OVERALL STORY: THE THREE STORY MESSAGES.

Story Message 1: Urban Pioneering

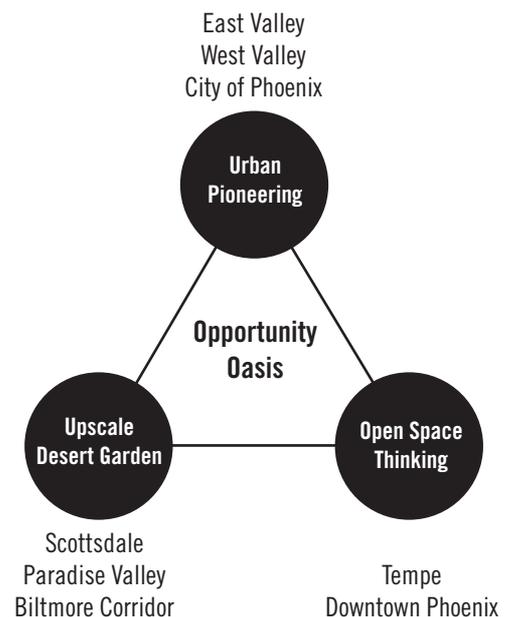
The message URBAN PIONEERING refers to Metro Phoenix as the platform for people starting afresh, and who are on a path searching for their potential.

Story Message 2: Upscale Desert Garden

The message UPSCALE DESERT GARDEN refers to Phoenix as a place where people can enjoy life or start a second career on the luxurious side in a unique and unconventional setting.

Story Message 3: Open Space Thinking

The message OPEN SPACE THINKING refers to Metro Phoenix as a place that enables thinkers and doers to use its newness, open structure and meritocracy for advancing fast with new ideas in science, technology, arts and culture.



How the Metro Phoenix DNA Project was developed

Research and Analysis

The first step consisted of research from publications, white papers, newspapers, books, and statistical sources. While this provided a “black and white” picture, the “color” was filled with information derived from an outside perspective, selected interviews with relevant regional representatives, workshops organized according to each regional community, and focus group events.

Theme Strategy and Implementation

The second step involved developing and validating the story, and creating an implementation strategy on how to bring the story to life. The implementation strategy is detailed in a separate document entitled, “Metro Phoenix DNA: Implementation Strategy.” It is meant to be a working document that will be constantly updated.

The Implementation

Implementation Objectives

- To support the Metro Phoenix story with realistic measures, initiatives and projects
- To achieve long-term and quantifiable changes in how Metro Phoenix is perceived in target markets
- To effectively communicate the Metro Phoenix story via responsible parties and organizations
- To successfully form a content alliance with external partners to coordinate the portrayal of Metro Phoenix to the world
- To generate results that can initiate cooperation on the political level

METRO PHOENIX’S DNA IS DESCRIBED BY A STORY AND THREE MESSAGES.

THE STORY IS THE ESSENCE OF METRO PHOENIX’S IDENTITY AND WILL BE USED FOR ALL POSITIONING, COMMUNICATION AND BRANDING EFFORTS. HOWEVER, THIS STORY AND ITS TITLE IS NOT A CLAIM, SLOGAN OR TAGLINE. IT IS A NARRATIVE. THIS IS NOT AN ADVERTISING CAMPAIGN BUT A STRATEGY TO POSITION METRO PHOENIX IN THE FUTURE.

THE THREE MESSAGES ARE IMPORTANT INTERPRETATIONS OF THE METRO PHOENIX STORY. THEY CAN BE USED BY THE MANY PLAYERS AND PARTNERS OF THE PHOENIX METROPOLITAN AREA AND ENRICH THE ESSENCE OF METRO PHOENIX’S IDENTITY TOWARDS A CLEAR POSITIONING OF A PARTICULAR CITY, AREA OR ORGANIZATION WITHIN THE PHOENIX REGION.