

Hello.

Mendham Township
Founded 1749

Ad Hoc Marketing
Committee Report

October 13, 2020

Agenda.

1. Our Focus.
2. Discovery.
3. Survey Results.
4. Theme.
5. Next Steps.
6. Touchpoints.

Who We Are

Committee comprised of a representative cross-section of residents



Amalia Duarte

21-year resident
Township Committee
Public Affairs Director for ECLC
a non-profit serving individuals with
disabilities in Chatham, NJ
18 and 23-year old children



Tracy Budnik

4-year resident
Owner of Bridge Analytics
Boutique Market Research Firm
Girl Scout Troop Leader
Certified Pet Therapy Team
4th grader + 7th grader



Hal Friedman

17-year resident
Senior Vice President, Group Creative Director,
J. Walter Thompson
Author, Human Writes LLC
Grandfather of 2 Mendham Students
Pre-K and Kindergarten



Ellen Gordon

5th generation Brookside (1700's)
Coldwell Banker Real Estate Agent
President of PEO Chapter, Advisory
Board Beyond the Walls and Family
Promise of Morris County
21, 25 and 27-year old children



Diane Tolley

28-year resident
Coldwell Banker Real Estate Agent
President of Brookside Engine Co
Ladies Auxiliary, MT Recreation
Committee Member, CASA volunteer
Raised 5 children in Mendham Twp



Brian Jendryka

16-year resident
Category Innovation Lead, Bayer
Former Board of Education Member
Rec Sports and Scouting Volunteer
8th and 12th grader

The Problem

Mendham Township does not have a well-established brand image – and, at inception of committee, property values had declined 11%

Opportunity exists

to capitalize on the market momentum and influx of prospects considering moving to Mendham Township

1

Our Focus.

Our focus.

Define motivating characteristics about Mendham Township
and establish how we communicate them

so that we can

Drive awareness & consideration among prospective residents

15+ meetings

Since April 30th, 2020

Bi-Weekly Schedule

w/ Concentrated Sprints

200+ hours

Combined spent in virtual + in-person meetings, planning, analyzing, creating, discussing (and, debating!)

2

Discovery.

What We Did



Input.



Competitive
Town Review.
Amalia



Personal
Reflection.
All



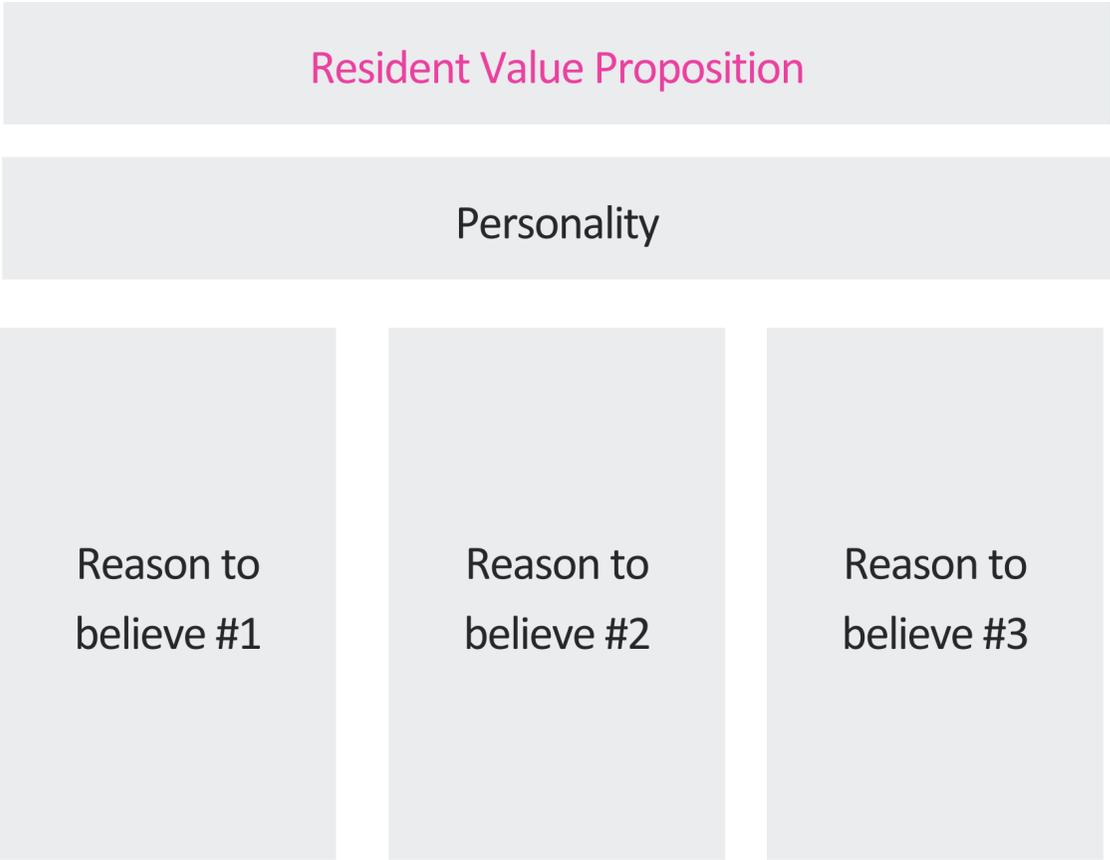
Real Estate Trends.
Diane & Ellen



Survey Research.
Brian



Definition.



Areas of discovery.

What.

Particulars-led



Unique town features that combine to create a distinct proposition.

(i.e., town parks, open space, shops/restaurants)

How.

Process-led



Signature methods that create a relevant and differentiated resident experience.

(i.e., recreation, school, distance learning, parades, carnival, services)

Who.

People-led



Distinct assembly of neighbors and officials that are able to deliver unmatched benefits.

(i.e., committees, volunteer ops, organizations, government)

Why.

Purpose-led



Expression of emotional benefits that excite and motivate

(i.e., sense of community, town initiatives, giving back)

Tangible.

Intangible.

3

Survey Results.

Surveys mailed to 245 new residents who moved to Mendham from Jan '18 to May '20

Included:

Cover Letter / Survey

10 survey questions, mix of closed-ended and open-ended

Anonymous, no contact info requested

N=62 completed surveys

25% completion rate

60% paper surveys returned / 40% online entries

Length of survey (online) ~5 minutes

Respondents have lived here long enough to provide reliable, experienced-based feedback; represent a mix of parents and other adults

38% moved in 2018

48% moved in 2019

14% moved in 2020

70% with Children in Household

30% with No Children (or Adult children living elsewhere)

93%

Satisfied with experience in
Mendham Township so far

64% very satisfied

29% satisfied

95%

Willing to recommend moving
to Mendham Township to others

52% definitely yes

43% probably yes

Schools

Mentions include:

- *Quality of schools*
- *Schools, IB program*
- *School system*
- *Schools / special services*

Space

Mentions include:

- *Acreage*
- *Open space, trees and parks*
- *More open space*
- *Space, no neighbors right on top of us*

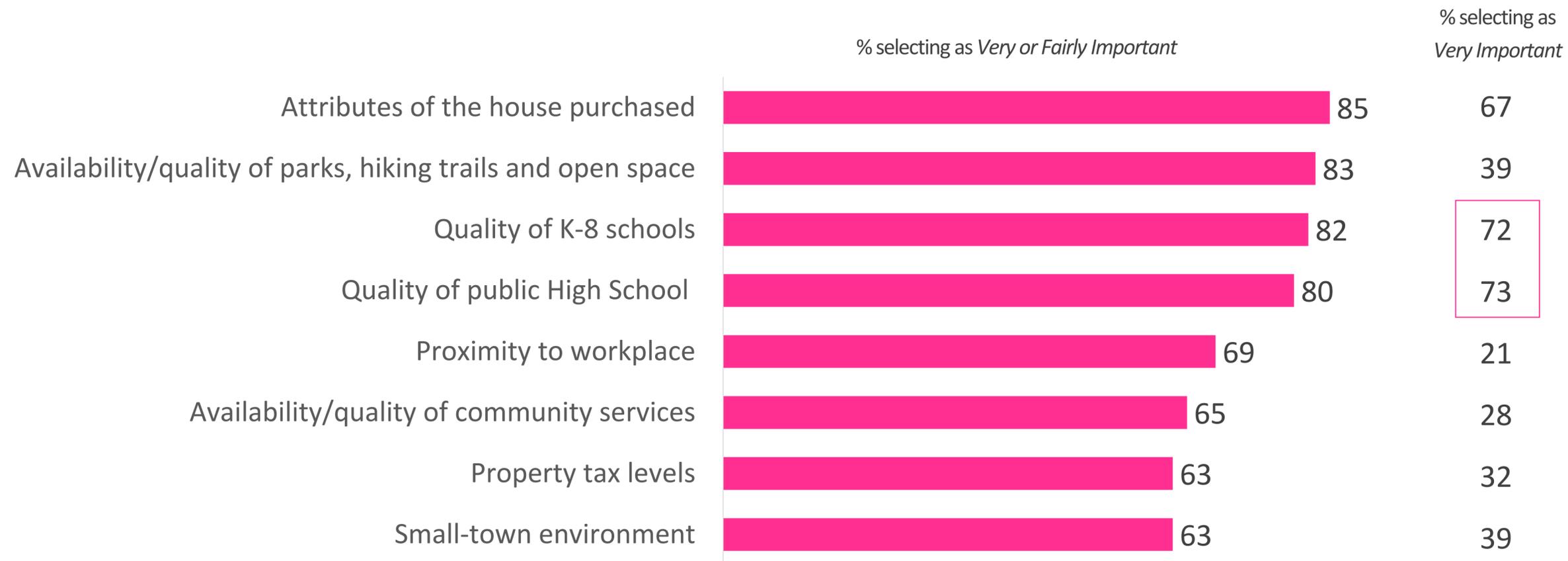
Small Town

Mentions include:

- *Quaint small town*
- *Neighborhood culture*
- *Small town charm*
- *Peacefulness of a small town*

Most Important Factors (Aided List)

Schools and open-space are the most important factors in the decision to move to Mendham Township.



So...

We searched for a way translate these insights into a
Mendham Township theme

so that we can

Communicate about our town in a meaningful
and compelling way

4

Theme.

Mendham Township Theme

1. Capture our essence in a few words
2. Serve to focus fuzzy image of Mendham Township
3. Appeal to current residents and prospects

Everything!

We need a general theme that covers all attributes –
as no single attribute tells the whole story.

How To Say It

Intelligent.

Aspirational.

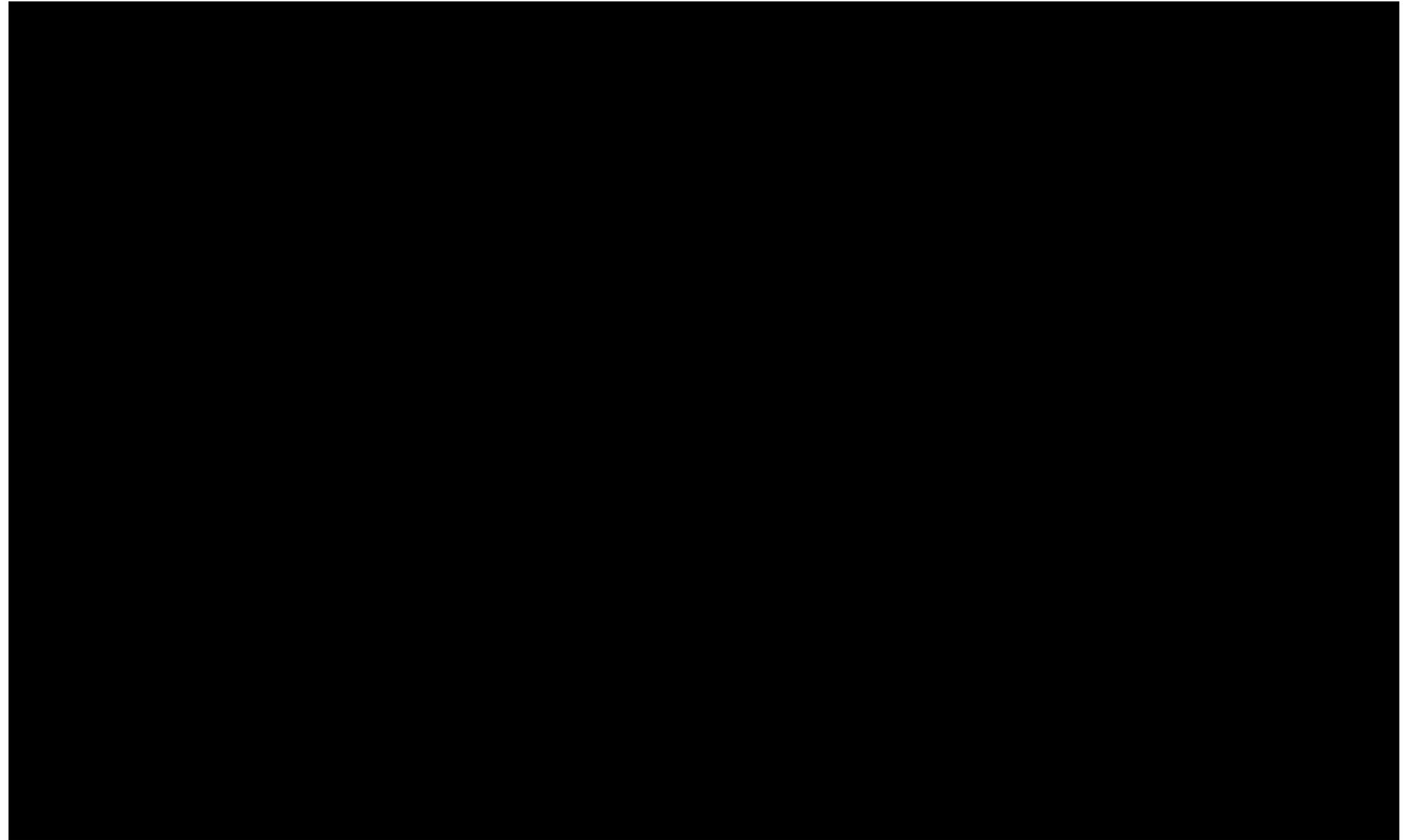
Memorable.

Resonate.

Emotional. *decision to choose a community is highly emotional*

Conceptual Video

1. Speaks to key strengths
2. A template for any attributes



Theme #1

Inviting
Inclusive



Welcome to the Heart of Mendham Township



Heart of Your World
Emotional

Rich,
Rewarding
Active Life



Live Here, Love it Here



Satisfaction
Happiness
Security

Theme #3

Leadership
Forward Thinking
Momentum



Ahead of its Time Since 1749



Historic
Preservation
Longevity

5

Next Steps.

Next Steps

1. Continue developing and refining the themes
2. Ultimately, select one and roll-out across variety of touchpoints

6

Touchpoints.

For Consideration

Issue	Solution	Cost	Benefit
Prospective residents search online and find only a Mendham Boro feature video (2015 – Turpin) and Our Town Mendham (2014 – Coldwell Banker)	Concept Video <ol style="list-style-type: none"> 1. Fully produce it 2. Deploy on website 3. YouTube 	\$1800 ballpark <i>to develop, shoot and video/sound editing</i>	Gives prospects and opportunity to connected with the “heart” of who we are as a community
Prospects (and, even some residents!) do not realize all that Mendham Township has to offer	Key Locations / Things to Do Map <ol style="list-style-type: none"> 1. Distributed via Real Estate Offices 2. Downloadable on website 	\$40/hr Freelancer \$0/hr Volunteer <i>for graphic designer to create a 1-pager</i>	Provides a useful “take away” and map for prospective residents a resource telling them where they can hike, find the library, a playground or historic area
Snapshot about important town characteristics not easy to find	Infographics <ol style="list-style-type: none"> 1. Deploy on website 2. Social Media 	\$0 – <i>free graphic creators available on the web</i>	Creates a modern appearance, communicates meaningful stats in a visually appealing way

For Consideration

Issue	Solution	Cost	Benefit
<p>Mendham Township may not be top of mind to those actively searching for a home</p>	<p>Targeted Facebook / Instagram sponsored posts</p> <ol style="list-style-type: none"> 1. Based on Search Terms 2. Based on Geolocation 	<p>\$500/week</p> <p><i>in Feb/Mar, capture spring home sales trends</i></p>	<p>Reach prospects where they are, while they are actively searching for a new home</p>
<p>Create a sense of “place” – difficult to identify where Mendham Township begins, currently blends with Boro very easily</p>	<p>Signage</p> <ol style="list-style-type: none"> 1. at each end of town Rt 24 2. Continuation of signs at historic, open-spaces 	<p>\$1000 per sign</p>	<p>Creates resident pride, establishes a difference between Mendham Township and Mendham Boro</p>

For Consideration

Issue	Solution	Cost	Benefit
Current website not very user friendly for prospects to learn more about our town's character and offerings – heavy on operational info, less on charm	Website Redesign 1. Vendor: Civic Plus	\$4,000 per year (2021-2023) \$2,500 maintenance (2024+)	#1 provider of Gov't Websites Serves residents more effectively Custom design w/ Calendar, social media integration, and 24/7 support, less expensive annual maintenance (\$3425 currently)
Photos of our community activities are only shared on personal resident pages or on Rec Dept page	Online Photo Gallery 1. Embedded on website 2. Deploy on multiple platforms	<i>Hosting incl. in website \$0 content created by residents</i>	Helps to creates an aspirational brand image and supports expectations of prospects

Thank You.