

WHERE *business* IS  
**GENUINE**  
**FRANKLIN**



## GENUINE FRANKLIN CAMPAIGN

Launched August 2023

Franklin Indiana Chamber of Commerce

CASE STUDY

## INTRODUCTION

The Franklin Chamber of Commerce in Franklin, Indiana advances the economic growth and quality of life for its members and the community.

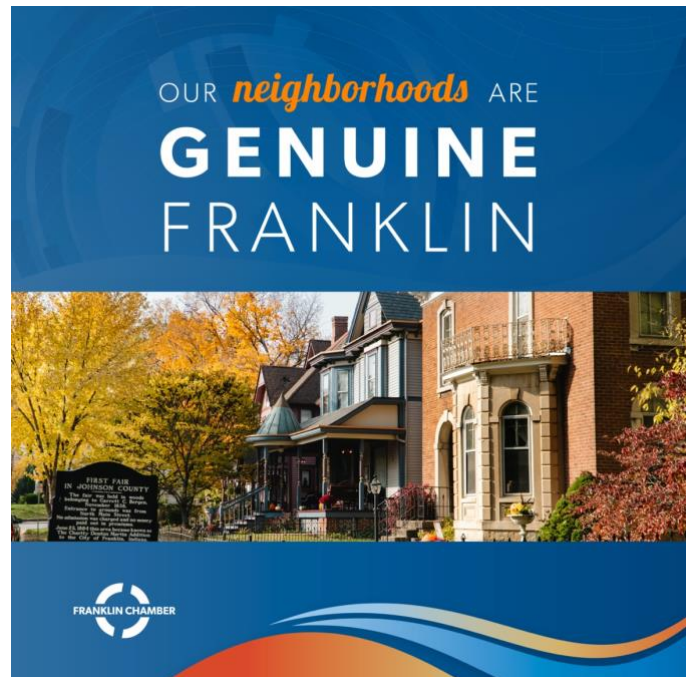
Located south of Indianapolis, the chamber's members invest in a thriving and dynamic future for Franklin. Since its founding in 1910, the Franklin Chamber has provided members with essential resources, tools and expertise to help their businesses thrive.

The city's rich history dates back to its founding in 1823, and includes being the birthplace of an Indiana governor, professional athletes, noted musicians and academic leaders.

With a population of approximately 25,000 and sitting just south of Indianapolis, the historic community features the beautiful Johnson County Courthouse, the outstanding academic institution of Franklin College, Victorian homes, tree-filled parks, miles of trails, a library and churches.

Franklin is also a city on the move. It is home to state-of-the-art public schools, a bustling nightlife, a leading healthcare and hospital system and nonprofit groups that are committed to an outstanding quality of life. Our pro-business attitude and strategic location have attracted companies globally, including seven Japanese corporations.

That is where the Franklin Chamber of Commerce comes in. For more than 100 years, the Chamber has helped members promote their products and services and support economic development.



## THE CAMPAIGN OBJECTIVE

One of the key objectives of the chamber's strategic plan in 2023 was to heighten awareness of the community's unique position among other cities within the Indianapolis metropolitan area.

The competition for business and population growth is intense. Several outstanding communities within the region promote themselves as an ideal place to build or expand business and to attract qualified employees to make their businesses succeed.



While Franklin's economic base has been growing and several quality of life initiatives have made the community – especially the historic downtown – a great place to live or visit, the Chamber leadership team wanted to raise the community's profile and give it a unique voice.

The strategic plan called for a comprehensive marketing campaign that touted Franklin, Indiana as a great place to do business, work and live. The campaign, however, needed to go beyond the traditional, generalized message about a community's assets.

Organizers connected with strategic partners – including city government, our county tourism entity and business partners – to support the marketing initiative.

With financial commitment in place, the marketing project moved forward with one important directive from the stakeholders:

The messaging needed to be memorable.

# THE PROCESS

The Franklin Chamber created a task force and hired Clever Dogs Media Inc, a local digital marketing and consulting firm, to spearhead the project. The firm was charged with providing the executive board options for a marketing campaign. The process involved:

## Discovery Sessions

Clever Dogs Media led three discovery sessions with focus groups that included chamber members, staff and board members. The sessions focused on the HubSpot Flywheel Marketing Process and what key words told Franklin's unique story.

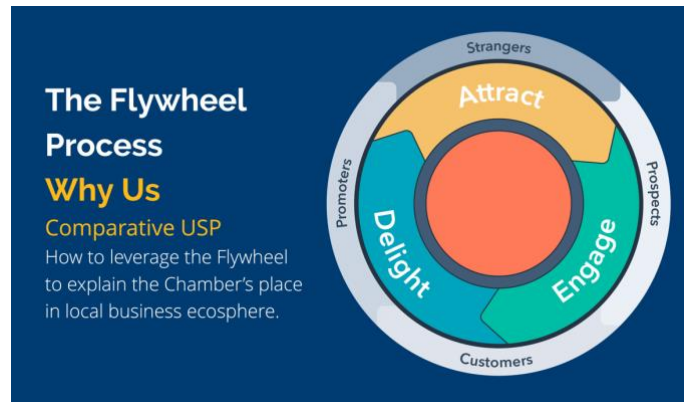
## Campaign Task Force

Chamber leadership designated a five-person team to oversee the campaign, select the marketing assets, decide on activities and secure funding for creative services and engagement activities. The team included the two staff members, the board president, the marketing consultant and the graphic designer.

They initially met weekly to discuss ideas and execute deliverables. Today, they formally meet monthly and communicate via email and Zoom as needed.

## Messaging

After considering many descriptions of the culture and perception of the chamber and city, the marketing team developed the tagline: GENUINE FRANKLIN. From there, that message promotes the chamber, the business community, the quality of life opportunities and educational experiences.



**Comparative USP KEY WORDS**

- Community
- Success
- Vibrant
- Culture
- Prosper
- Serve
- Connect
- Support
- Inform
- Franklin
- Relationships
- Belong
- Voice

**TASK FORCE DISCOVERY**

- Genuine
- Authentic
- Connected
- Collaborative
- Community
- Franklin Centric
- Personal and Friendly
- Trusting

**BOARD RETREAT**

- Community
- Success
- Vibrant
- Culture
- Prosper
- Serve
- Connect
- Support
- Inform
- Franklin
- Relationships
- Belong
- Voice

**Comparative USP KEY WORDS**

- Genuine – Truly what something is said to be; authentic; sincere; relationship driven.

FRANKLIN CHAMBER OF COMMERCE

## Branding

Working with designer partner Crescent Creative, who provides graphic design services for the chamber, the campaign GENUINE FRANKLIN was branded using many of the existing popular and existing Franklin Chamber brand.



## Creative Services

At the direction of the task force, creative services from the marketing firms and now a videographer have produced all sorts of marketing assets to be used in digital and traditional media, signage and SWAG.

## Activities

### DIGITAL

Website

Social Media

Paid Digital

Enewsletter

Community Calendar

Video – Documentary and Testimonials

### TRADITIONAL

Print

Billboard

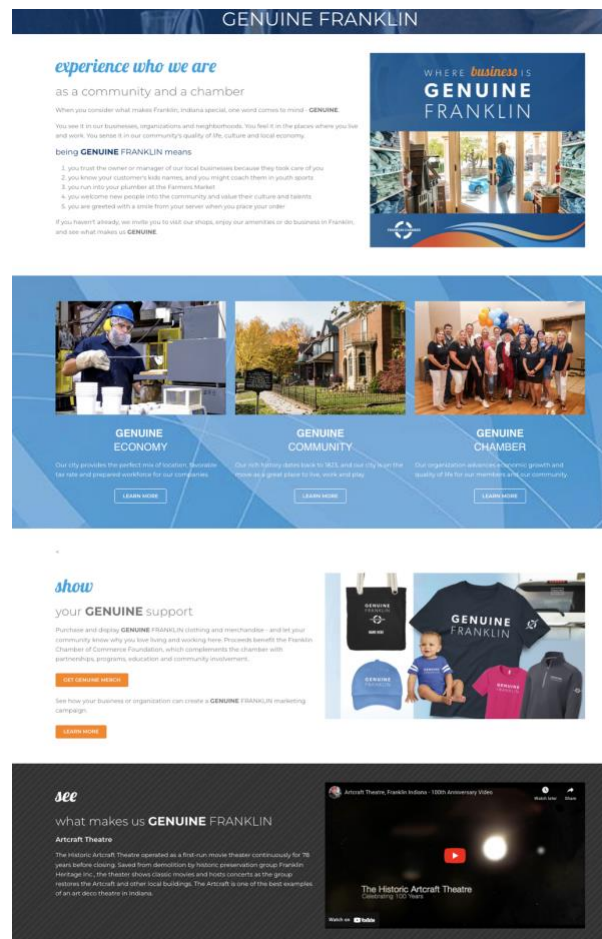
Event sponsorships

### MEMBER

Window clings

Swag (t-shirts, hats, etc.)

Membership packets



# CAMPAIGN ACTIVITIES


## Social Media

We have developed #GENUINEFRANKLIN campaigns for Facebook, Instagram and LinkedIn that focuses on the people, chamber members, holiday experience, education opportunities and local amenities.

 Franklin Indiana Chamber of Commerce  
January 25 · 🌐

Ever wonder what makes us #GenuineFranklin? The answer is our people, like the Maternity Care Team 🏡 at Johnson Memorial Health in #FranklinIndiana. They were honored with the INspire Hospital of Distinction 🏆 by the Indiana Hospital Association for the FOURTH consecutive year! The award 🏆 acknowledges their commitment to best practices in prenatal and infant care. <https://ow.ly/XpYB50QqxhT>



 Franklin Indiana Chamber of Commerce  
November 11, 2023 · 🌐

The beauty of #FranklinIndiana is another reason why life here is #GENUINEFRANKLIN. Our parks, trails, neighborhoods and historic downtown are enjoyed by all who live, work and play in our city. #FranklinCoC. See what to explore: <https://ow.ly/ehC550Q4yxT>



 Franklin Indiana Chamber of Commerce  
December 9, 2023 · 🌐

Ho Ho Ho! Santa is #GENUINEFRANKLIN! You can be, too, by putting GF merch under the tree! Show your #FranklinIndiana holiday spirit. Support the #FranklinCoC Foundation. Order online today. <https://ow.ly/2yTZ50QePQT>



**Franklin Indiana Chamber of Commerce**  
January 27 · 🌐

What makes our community #GENUINEFRANKLIN? The answer is our people, like Kim Kasting, who was recently named the new President and CEO of the Johnson County Community Foundation. 🏡 Kim is a Franklin Community High School graduate 🎓 who now leads a foundation with a \$40 million endowment 🏠, making a huge difference 🌟 in our county and #FranklinIndiana. #FranklinCoC <https://ow.ly/cUn150Qoyqy>

**Franklin Indiana Chamber of Commerce**  
January 30 · 🌐

Our Franklin Community Schools leaders are #GenuineFranklin. Katie Smith of Union Elementary School was named in 2023 the Indiana Association of School Principals Elementary Principal of the Year. 🏡 Superintendent Dr. David Clending says "Katie is the consummate professional in this area. She leads with passion, love, and vision and is most deserving of this honor." 💙 Our schools are one reason why #FranklinIndiana is a great place to live, work, play and learn. #FranklinCoC <https://ow.ly/J4QA50QqxrN>

**Franklin Indiana Chamber of Commerce**  
December 25, 2023 · 🌐

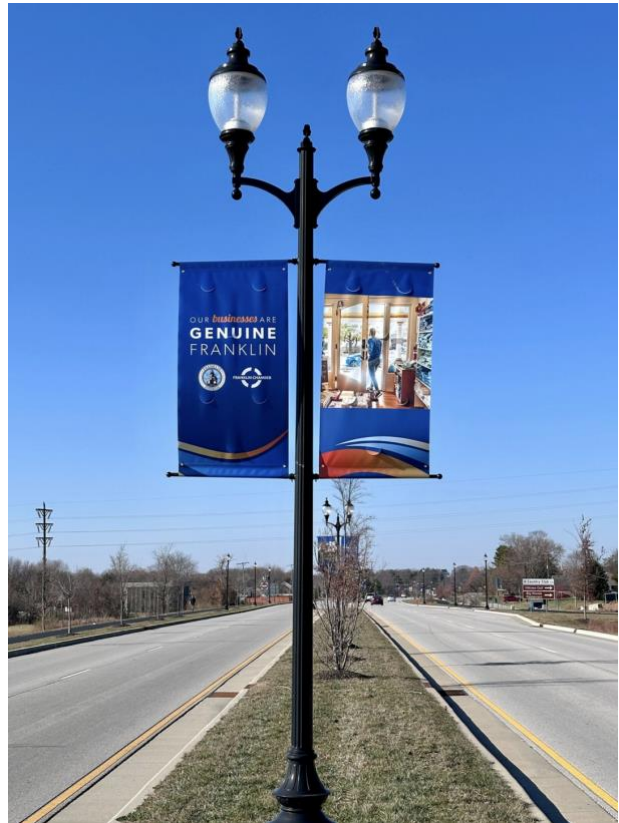
We wish you genuine peace and happiness this season. #GENUINEFRANKLIN #FranklinIndiana #FranklinCoC

**Franklin Indiana Chamber of Commerce**  
March 5 at 11:03 AM · 🌐

Tri Kappa, Franklin Zeta Chapter, is comprised of 77 women whose mission is #GENUINEFRANKLIN. That's why the #FranklinCoC recently honored the service organization with our Community Impact Award 🏡 for commitment to quality of life and overall contribution to the community 💙. Tri Kappa brings women into close, unselfish relationships for the promotion of charity, culture and education in #FranklinIndiana 🌟. <https://ow.ly/ZQA650QHjqz>

## Signage

GENUINE FRANKLIN signage appears throughout the city, including a series of light post banners at the city's gateway.






## SWAG

GENUINE FRANKLIN gear and other promotional items are available for sale online. Chamber members also can have customized items promoting their business as GENUINE FRANKLIN.



# eNewsletter

GENUINE FRANKLIN is featured prominently in Chamber member emails.



FRANKLIN CHAMBER OF COMMERCE

believe & belong:  
franklinchoc.org

## Weekly news & updates

August 8, 2023

### Upcoming Events


**Monthly Luncheon**  
August 10 | 11:30 am-1:00 pm | [RSVP](#)

**Chamber Basics**  
August 24 | 8:30 am | [RSVP](#)

**Business After Hours with JCCF**  
August 31 | 4:00-6:00 pm | [RSVP](#)

**BizBash Business & Community Expo**  
September 21 | 10:00 am-3:00 pm

[More event details here.](#)




### Chamber launches GENUINE FRANKLIN

Franklin's exceptional quality of life and culture – and their importance to the local economy – is the focus of a new branding program announced today by the Franklin Chamber of Commerce.

The campaign, called “GENUINE FRANKLIN”, will convey a message about the authenticity, friendliness and trust within the greater Franklin community located 20 minutes south of Indianapolis.

“An essential part of the chamber’s mission is to promote the important relationships between our businesses, organizations and communities. Telling that story helps Franklin thrive,” said Rosie Chambers, executive director of the chamber.

[Read more...](#)




### New Members

- Blue Cactus Tacos & Tequila Bar
- Elite Remediation Services
- Findley Law-Elder Law & Estate Planning
- Sweet Shop Franklin

Learn about our [new members.](#)

[GENUINE FRANKLIN](#)



FRANKLIN CHAMBER OF COMMERCE

believe & belong:  
franklinchoc.org

## Weekly news & updates


August 29, 2023

### Upcoming Events

**Business After Hours with JCCF**  
August 31 | 4:00-6:00 pm

**BizBash Business & Community Expo**  
September 21 | 10:00 am-3:00 pm

[More event details here.](#)




### How your business can benefit from the GENUINE FRANKLIN campaign

The GENUINE FRANKLIN campaign defines our authentic community. Not only does it apply to the town, but it applies to our Chamber, businesses, organizations and neighborhoods.

**YES, this campaign benefits our businesses.** A toolkit with social media graphics, messaging and customized merch is available now. This includes professionally created graphics customized for your business! You can use this for employee gifts, client gifts or sell in your shop. The possibilities are endless!

Connect with us today to start your customized GENUINE FRANKLIN journey.

[Custom Merch](#)



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- Elite Remediation Services
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Learn about our [new members.](#)

**CHAMBER News**

# Annual Meeting

GENUINE FRANKLIN became the theme of the Chamber's Annual Meeting.



WHERE BUSINESS IS  
**GENUINE  
FRANKLIN**



## THE NUMBERS

Here is just some of the data so far since the launch of the campaign:

### Membership

Increase in members since campaign start 42 (8% increase)

### Google Analytics

Website Home Page (Genuine Franklin Messaging) 116,400 Event Counts

Website Genuine Franklin Landing Page 5,262 Event Counts

### Facebook Organic

Total Reach 54.5K (46% increase YOY)

Content Interaction 6.2K (75% increase YOY)

### Instagram Organic

Reach 2.6K (6.8% increase YOY)

Content Interaction 1.5K (100% increase YOY)

### LinkedIn Organic

Followers 114 increase (25% increase)

Reactions 183 (86.7% increase YOY)