

Colin Gray
GRDS 715 – Print Studio 1
Winter Quarter 2006
CHCC Market Research Paper

Company

Chattahoochee Hill Country Conservancy
(<http://www.chatthillcountry.org/>)

Market Segment

The Chattahoochee Hill Country Conservancy (hereafter, CHCC) is unique in a branding and marketing strategy due to its non-profit status. Although their goal may not be profits, they still rely on donations and corporate sponsorships to accomplish their important goals. Their market segment is largely defined by the nature of their business and potential audience. Since their goals require significant fiscal resources, this limits their controlling demographic to older, higher income market segments. Although a myriad of environmental groups exist in the tri-state area surrounding Fulton County and the Chattahoochee River, the mission and goals of CHCC are sufficiently focused and unique to allow them to succeed in an already crowded environmental activist market. In particular, their understanding and implementation of sustainable land use and development are not shared by any of the competing environmental groups based in Fulton County. Many groups have propounded increases in greenspace and trees, protection of surrounding rivers and forests, but only CHCC brings all of these issues together in a cohesive plan for existing and future development of land and water resources.

Target Audience

The CHCC exists as a non-profit entity only through the support of volunteers and financial backers, including individuals, corporate partners, and government grants. As such, their target audience includes a diverse group of people, only joined by their interest in the environment and responsible development and land use. Although defining this group clearly is problematic, a high proportion would likely come from college-aged activists and middle-aged singles and

couples involved in national environmental groups such as the Sierra Club or Greenpeace. Largely, finding a target audience consists of informing the surrounding population to attract those interested in environmental efforts.

Competition

Competition to the efforts of CHCC primarily exists as over-commitment or over-extension of resources, both monetary and time, not purely as a situation of indifference or rejection. Although CHCC must compete in the marketplace for funding and volunteer efforts, this can be accomplished by clearly enunciating the goals and vision for the organization, and how it integrates, not replaces, existing environmental efforts in Fulton County.

Trees Atlanta (<http://www.treesatlanta.org/>)

This organization exists to “protect and improve our urban environment by planting and conserving trees.” They function purely as a volunteer operation, responsible for urban placement of over 80,000 trees in metro and midtown Atlanta.

Georgia PIRG (<http://www.pirg.org/>)

This group is responsible for organizing citizens against inappropriate land development, while protecting rivers and maintaining clean air. They also work with state and national officials to help protect undisturbed and undeveloped land across the state.

Chattowah Open Land Trust (<http://www.chattowah.org/>)

This organization works by establishing land trusts to protect natural resources and farmland, primarily in northern Georgia. They effectively protect the land from governmental or developmental concerns, but have little or no long term use plans for the land.

Differentiation

Differentiating CHCC in the current environmental group marketplace is simply a matter of education. Other organizations (such as those reviewed above) offer assistance in reclaiming or protecting undeveloped land, or improving existing urban and rural locations. CHCC exists to develop existing land resources like other developers, often demonized by other organizations, but through effective land use plans and sustainable environmental planning. CHCC offers a complete, end-to-end plan for acquisition of land, development of a master plan for the location, and finally the implementation of sustainable land use and development.

In the realm of visual branding, CHCC can differentiate their brand from other existing environmental groups in the northeastern Georgia area. Ideally, this new brand would concisely present their focus on the importance of a master plan on the future of land use and effectiveness.

In the physical landmark, organic and inorganic forms will ideally coexist to represent the structured master plan the organization creates, unifying commercial and natural spaces. The inspiration for this brand mark derives from the effective and visually poignant master plan. The overlaid shapes combine the organic forms of the rivers, forests, and contour of the land, while the carefully planned pseudo-organic shapes of the planned communities and roads reflect the beauty and structure of the surrounding organic objects.

The color of the brand will best be defined by the surrounding organic objects the organization is charged to protect. Although the colors must not be completely derived from nature, the palette should be instantly recognizable as ecologically and environmentally centric. Various projects under the umbrella organization can be defined through slight shape and color alterations to the primary color and shape palette. The palette could include organic hues of green, red, and brown, while integrating symbolic urban colors such as yellow. The yellow would represent the preserved vitality of the surrounding

environment, beneficial to both the human and animal populations that inhabit the space.

Application

Numerous vehicles are available to spread the newly defined brand of the CHCC. Of primary importance is the corporate website; not only will this entity provide the most data and graphic information about the company, it also represents the lowest investment per impression of any available marketing effort, vital for a non-profit organization. Secondly, targeted distribution of brochures or direct-mail collateral to potential donors or volunteers in the northern Georgia area will increase volunteer efforts and community awareness. Possible sources for these mailings include national organizations such as the Sierra Club and GreenPeace, as well as local efforts through partnerships with existing environmental groups. Finally, dissemination of information and printed materials to communities currently in developmental planning stages and land available for purchase would make excellent candidates to spread the application of sustainable land and development techniques throughout northern Georgia.