Developing a New Brand

1. Brainstorming session with staff
   - Potential names, themes, and images

2. Designers created draft brand around names and themes
   - CATA
   - Big Rock
   - River Transit
   - Rock Region

3. Staff review helped to create a more targeted list

4. Refined list based on input from Coordinating Committee, CATA Board and broader staff comments
Developing a New Brand

5. Used input to focus on two names and four different design concepts using a selected set of color palettes

6. Conducted market research
   - 12 Small Focus Groups
   - Riders/Non Riders
   - Ages 18 – 60 yrs
   - Little Rock and North Little Rock (85%) and Pulaski County (15%)

7. Tested agency name, logo design and color palette
CATA

Rock Region METRO
AGENCY NAME

- Rock Region METRO 77%
- CATA 21%
- No preference 1%
- CATA seen as “government program for poor people.”
- Rock Region METRO seen as an amenity and attraction of the city
- Sample comments regarding Rock Region METRO:
  - “Source of civic pride even if I don’t ride.”
  - “Feels like a bigger city.”
  - “Would rather call it ‘the Metro’ than ‘the bus’.”
  - “Fun,” “new,” “cool”
  - “I live in Sherwood, but identify with the ‘region’.”
NAME: CATA

- “Old”
- “Efficient, but boring”
- “Invisible”
- “Not going anywhere”
- “No excitement”
- “Stigma” of being for only lower income populations or those “whose car broke down”
- Participants are not always sure what the acronym CATA stands for
PREFERRED DESIGN CONCEPT

- 23%
- 26%
- 20%
- 28%

No frills, simple, straightforward, spare, businesslike, cool colors
Fun, lively, colorful, busy, different, messy, “looks like MapQuest”
Confused with a variety of other corporate logos – Comedy Central, Comcast, etc.
Classy, modern, stylish, sophisticated, sleek, important, energized, updated.

- Connection made between green and blue as “Natural State” colors.
- Light green was perceived as very modern.
8. Based on market research and Board support, new brand identified.
Routes
6 8 12
501-375-1163
rockregionmetro.org
Stop ID 6498
Rock Region | METRO

POWERED BY CLEAN NATURAL GAS
Creating Service-Specific Brands

9. Development of brands for the various services provided by Rock Region METRO
Brand Implementation Next Steps

10. Apply new brand to existing vehicles: large buses, Links vehicles, River Rail vehicles
11. Develop rebranding budget
12. Prepare style guide and marketing opportunities using new brand