



Explore Georgia / June 9, 2020
FM Brand Design / via Zoom

**Fine-tuning Your Brand Position & Marketing Pillars:
3 Exercises You Can Do Now.**

Haile will lead a fast-paced but easy-to-follow conversation on how bringing focus and clarity to your organization's brand position is important. She will show real life "before & afters" to illustrate how tightening up your marketing can attract and engage specific audiences. You will be able to immediately understand why "pigeon-holing" can be good and how to avoid tangents that lead to fuzzy, ineffective marketing. Learn how to double-down on your "own-able" assets and identify marketing pillars that will support your brand.

Haile will share 3 illuminating exercises she uses with her clients that will help you get unstuck and moving deliberately forward towards recovery. During the webinar, she will walk you through the exercises. You will be able to complete them on your own time after the webinar.

2:00 Session starts
 Audio + Video Check
 Introductions

2:15 Fine-tuning Your Brand Position & Marketing Pillars
 3 exercises!

You will discover your brand superpower, learn how empathy brings insight and look into the future for inspiration.

Brand Positioning - IS your SUPERPOWER.

Refining your focus leads to BRAND POSITION

1. Discipline - what you do
2. Market - who you do it for

You want to “pigeon-hole” yourself, to make it easy for people to engage.

WHY? Focus allows you to:

- be the expert!
- move away from just another option
- be more selective about who you market to
- find people who are a good fit
- remember, you are NOT for EVERYONE
(if you think you are, there’s a problem)

This is not about capability - or a laundry list of services -
It’s about FOCUS

So you can say “this is all we do, so we are the only choice/experts”

So why is that important??

- you can focus your marketing (inch wide, mile deep)
- grow revenue
- charge a premium
- be more than a “vendor”
- attract better customers
- get found!
- build competence and confidence in your organization

Q: Did anyone come to my session at Gov’s Conference last year’s Gov. Conference? There was a woman who asked me a question. She was from Vidalia, GA and wanted to know about how they might brand Vidalia beyond onions. I encouraged her to double down on ONIONS!

Q: Can you think of any examples of GA Tourism partners that are REALLY WELL POSITIONED? **Please share in chat.**

EXERCISE #1

Discover Your Brand Superpower - identify where your existing competitive advantages can be leveraged. Your superpowers act as a homing beacon, attracting the right customers who are inspired by what you do. You must seek to be known for “one thing”.

Do you feel like one in a sea of many?
Or do you feel like the only choice in your category?

(Name of place) is the only place that (benefit, feature, activity).

Must be:

- Compelling
- Truthful
- Sustainable

We will send a follow up email with the 3 exercises.

Now you have an idea about how a positioning can help you stand out.
You want to “pigeon-hole”.

2:30 Marketing Pillars

Marketing Pillars are also about about FOCUS
(see the theme??)

These Pillars focus your content/marketing efforts in support of your
positioning.

Benefits include:

- clarity around what fits, especially for social media content
- rules out tangents
- engages “better” clients/customers
- you can PLAN

Q: Which one excites you?? Clarity? No Tangents? Engagement? Planning?

SLIDES BEFORE & AFTER

Jekyll Island

Schermer Pecans

Can you see how pillars work to support your brand and make it all easier?

EXERCISE #2

Where do pillars come from? An excellent way to start is with an EMPATHY MAP.

Q: Has anyone used this method?

SHOW MAP

- puts you in your client/customer's shoes
- gets you unstuck
- helps you see patterns
- brings insights
- product development

Take 30-60 minutes with your team. Work on the map, do 1 persona at a time. Organize and summarize.

2:45 Hopefully you can see how fine tuning + tightening up your position and pillars is REALLY USEFUL. You do need a sense of your overall goals, RIGHT? SO that's....

EXERCISE #3

You and I are having coffee 3 years from now. You are REALLY HAPPY with the progress you've made. What's happened in the last 3 years to make you SO HAPPY?

You will write it all down. I promise there will be nuggets of insight in there and goals to pull out and work towards.

2:50 Phew! We covered A LOT. And you have 3 exercises to work on!

Please connect over email or Facebook/Instagram!

haile@fontainemaury.com

@fontainemaury

@hailemccollum

Questions?

BEFORE + AFTER

[Where to Stay](#)

[Where to Dine](#)



[Things to See](#)

[Things to Do](#)

[About](#)

[Georgia Sea Turtle Center](#)

[Golf](#)

[History](#)

[Shopping](#)

[Meetings & Weddings](#)

[Events](#)



STAY WITH THE FLOCK



BE ENTHRALLED

From Sunrise to Sunset

on Jekyll Island



find your way back ... and discover what's new



hurricane
dorian



shrimp
& grits



turtles



classic
mission





JEKYLL ISLAND
GEORGIA

a secret we're proud to share



VISUAL IDENTITY

We have a lot to work with on Jekyll Island. But by crafting our brand's look and feel in a consistent fashion, we can create a common spirit throughout our communications.

To highlight our stunning surroundings and commitment to conservation, imagery should feature the island's natural landscape with a fresh viewpoint on our landmarks. By photographing beautiful open spaces in natural light, we'll convey the notion of discovery and a connection to the land.



Featuring people in images will speak to Jekyll's hospitality and deep sense of place. Clouds in the sky, mud on our shoes, or a slightly wrinkled shirt add authenticity and reveal a personality that differentiates Jekyll Island from other coastal destinations. When possible, we'll avoid using stock photography or aerial shots. We'll choose documentary-style images over highly stylized photographs.



- | | |
|-----------------|----------------------------|
| 1. Oak Trees | 13. Sunset |
| 2. Palms | 14. Sunset |
| 3. Moss | 15. Sunset |
| 4. Grass | 16. Pathways/Boardwalks |
| 5. Marsh Grass | 17. Sand |
| 6. Alligator | 18. Sand |
| 7. Spanish Moss | 19. Sand |
| 8. Sky | 20. Tree Trunks |
| 9. Sky | 21. Convention Center Trim |
| 10. Sky | 22. Tabby/Horton House |
| 11. Marsh Mud | |
| 12. Oysters | |

JEKYLL COLOR PALETTE



LIVE OAK
Pantone 7735 C
RGB | R=52 G=86 B=59
CMYK | C=76 M=43 Y=79 K=38
#34563b



PALMETTO
Pantone 364 C
RGB | R=73 G=118 B=42
CMYK | C=73 M=33 Y=100 K=19
#49762a



CARETTA
Pantone 7491 C
RGB | R=120 G=133 B=59
CMYK | C=55 M=33 Y=96 K=12
#76853b



SPARTINA
Pantone 2305 C
RGB | R=158 G=167 B=0
CMYK | C=43 M=22 Y=100 K=1
#9ea700



SALT MARSH
Pantone 583 C
RGB | R=183 G=190 B=13
CMYK | C=33 M=13 Y=100 K=0
#b7be0d



ALLIGATOR
Pantone 5615 C
RGB | R=95 G=115 B=97
CMYK | C=64 M=40 Y=62 K=18
#5f736f



SPANISH MOSS
Pantone 5655 C
RGB | R=177 G=187 B=176
CMYK | C=32 M=18 Y=30 K=0
#b1bbb0



MIDNIGHT
Pantone 2767 C
RGB | R=21 G=40 B=75
CMYK | C=99 M=87 Y=42 K=41
#14284b



INDIGO
Pantone 7684 C
RGB | R=55 G=93 B=157
CMYK | C=87 M=68 Y=10 K=1
#375d9d



BLUE CRAB
Pantone 7688 C
RGB | R=68 G=150 B=202
CMYK | C=71 M=29 Y=4 K=0
#4496ca



HERON
Pantone 7695 C
RGB | R=121 G=166 B=188
CMYK | C=54 M=24 Y=19 K=0
#79a6bc



SKY
Pantone 290 C
RGB | R=184 G=215 B=236
CMYK | C=26 M=6 Y=2 K=0
#b8d7ec



TIDAL FLAT
Pantone Cool Gray 11 C
RGB | R=82 G=85 B=90
CMYK | C=67 M=57 Y=51 K=29
#52555a



OYSTER
Pantone Cool Gray 8 C
RGB | R=136 G=138 B=140
CMYK | C=49 M=40 Y=39 K=4
#888a8c



MUHLY GRASS
Pantone 2033 C
RGB | R=203 G=69 B=68
CMYK | C=15 M=87 Y=76 K=3
#cb4544



SUNRISE
Pantone 2032 C
RGB | R=213 G=89 B=86
CMYK | C=12 M=79 Y=64 K=1
#d55956



SPOONBILL
Pantone 2029 C
RGB | R=247 G=129 B=126
CMYK | C=0 M=62 Y=41 K=0
#f7817e



SHRIMP
Pantone 489 C
RGB | R=239 G=195 B=178
CMYK | C=5 M=26 Y=25 K=0
#efc3b2



BOARDWALK
Pantone Warm Gray 11 C
RGB | R=111 G=97 B=89
CMYK | C=53 M=54 Y=58 K=24
#6f6159



DRIFTWOOD
Pantone 7536 C
RGB | R=167 G=158 B=135
CMYK | C=36 M=33 Y=48 K=2
#a79e87



SANDPIPER
Pantone 7500 C
RGB | R=223 G=208 B=167
CMYK | C=13 M=14 Y=38 K=0
#dfd0a7



LOW TIDE
Pantone 7503 C
RGB | R=169 G=152 B=104
CMYK | C=34 M=35 Y=67 K=4
#a99868



MAGNOLIA
Pantone 450 C
RGB | R=91 G=73 B=38
CMYK | C=50 M=58 Y=89 K=44
#5b4926



SUNSET
Pantone 715C
RGB | R=248 G=142 B=44
CMYK | C=0 M=53 Y=93 K=0
#f88e2c

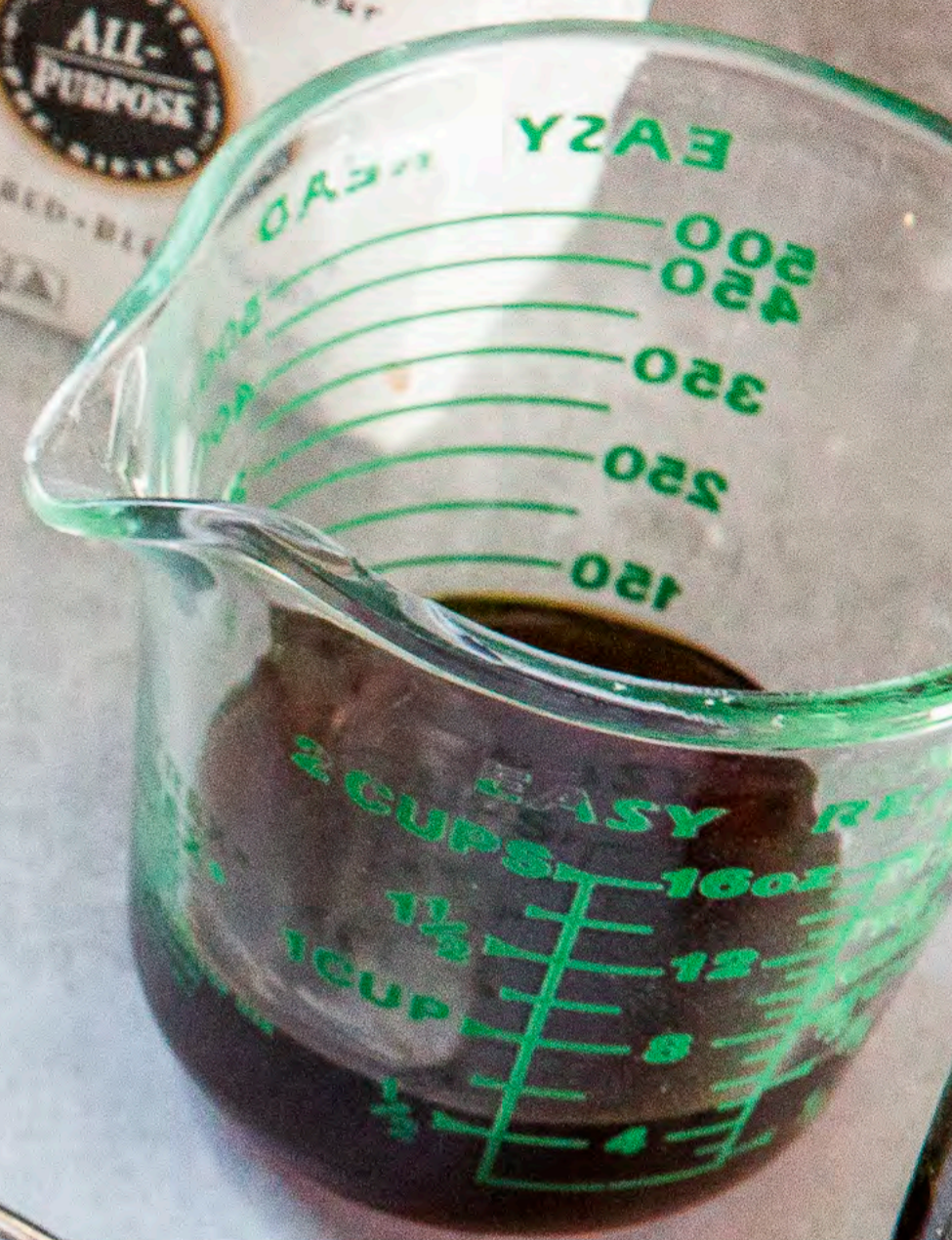


COQUINA
Pantone 157 C
RGB | R=241 G=159 B=83
CMYK | C=3 M=43 Y=76 K=0
#f19f53



TABBIE
Pantone 2015 C
RGB | R=249 G=206 B=167
CMYK | C=1 M=21 Y=35 K=0
#f9cea7

SCHEERMER
- PECANS -



Schermer Pecans

Offering quality pecans and pecan candy for successful fundraising as well as personal or corporate gift giving for over **60 years**.



Mammoth Halves

The prime of the crop! These golden halves are beautiful on baked goods and delicious when served as a snack or from the bag.



Chocolate Covered Pecans

The finest milk chocolate and crisp roasted Schermer Pecans make this the perfect holiday treat. Great for parties.



SOUTHERN VOICES

Introducing our “Southern Voices on Pecans”
Series

READ MORE





Instagram

Search



schermerpecans

Following



360 posts

962 followers

561 following

Schermer Pecans Harvested from Georgia Orchards that have been in our family 70 years, our pecans are always hand selected and fresh shelled.

schermerpecans.com/blogs/blog/community-recipes-our-instagram-feed





Schermer Pecans

Published by Sprout Social [?] · September 26 at 8:05am · 🌐



Fruit and Nut Breads are a great way to incorporate healthy options into delicious eats!

This Fig Bread (with pecans) from [Jem of the south](#) is on our list!

Get the recipe here: <http://bit.ly/2htvfCs>



Fig Bread - Jem of the South

Figs are one of those versatile fruits that I love to use in baking and cooking. I've made fig jam and a fig upside down cake and now this delicious fig bread. If you've never made a quick bread, they are really simple to pull...

[HTTP://BIT.LY/2HTVFCS](http://bit.ly/2htvfCs)



Schermer Pecans

Published by Sprout Social [?] · September 16 at 9:58am · 🌐



It's so easy to make your own nut butters. This Honey Roasted Pecan Butter is decadent! And paleo.

Get the recipe on our website: <http://bit.ly/2h58kgs>



Honey Roasted Pecan Butter

Preheat your oven to 300 degrees and line a baking sheet with parchment paper. In a bowl, melt the honey and toss with the pecans to evenly coat.

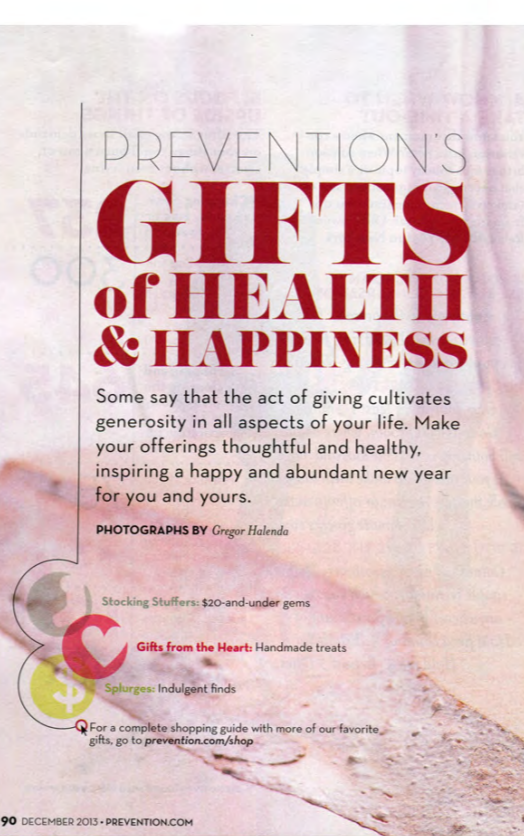
[HTTPS://SCHERMERPECANS.COM/BLOGS/RECIPES/HONEY-ROA...](https://schermerpecans.com/blogs/recipes/honey-roa...)

[Learn More](#)

1. Spoil your favorite chef with luxurious **Five Organic Extra Virgin Olive Oil** (\$49; ultralavish.com), made from highly prized Greek Koroneiki olives, which are cold-pressed to preserve nutrients. Its complex, robust flavor sets it apart from supermarket brands, and the beautiful bottle is a conversation starter.

2. The **Salt Sisters Vanilla Infusion Kit** (\$30.25; saltsistersonline.com) lets you play in the kitchen and make your own natural vanilla extract. Simply add vodka and better baking abounds.

3. We dare you to find a tastier nut than **Schermer Roasted & Salted Pecans** (\$33; schermerpecans.com). Most mixes are high in salt, but one serving of these has only 110 mg—plus vitamins and healthy fats. Just try not to eat the whole bag before you gift it.



MEET THEM (A GLOSSARY)



- of the daily recommended intake of selenium, which helps metabolism.
- FUN FACT:** Five-pound pods filled with Brazil nuts fall from 200-foot-tall trees—yet the pods don't break.
- GET THEM FRESH:** nuts.com
- 6. PINE NUTS**
TASTE: Mild and creamy
NUTRITIONAL HIGHLIGHTS: Packed with protein, vitamin A, and phosphorus.
FUN FACTS: Actually a pinecone seed. A condition called "pine nut mouth" (possibly stemming from certain varieties) causes a lingering intense bitter taste.
GET THEM FRESH: pinenut.com
- 7. PECANS**
TASTE: Sweet, astringent
NUTRITIONAL HIGHLIGHTS: Contain the most vitamins and minerals of any nut—more than 19, including vitamins A and E, B vitamins, magnesium, and potassium.
FUN FACT: The largest pecan processors shell 150,000 pounds daily.
GET THEM FRESH: schermerpecans.com
- 8. MACADAMIA NUTS**
TASTE: Buttery, creamy, rich
NUTRITIONAL HIGHLIGHTS: High in healthful mono-unsaturated fats. Studies have proven them effective in reducing cholesterol despite high levels of sat fat.
FUN FACT: Truly a tough nut to crack: The shell requires 300 psi of pressure to open.
GET THEM FRESH: royalhawaiianorchards.com
- 9. ALMONDS**
TASTE: Mild, creamy, sweet
NUTRITIONAL HIGHLIGHTS: Low in calories. Higher in protein and calcium than any other nut. Rich in monounsaturated fats.
FUN FACT: Fuzzy green almonds have a gel-like center and a tart, grassy taste—a springtime delicacy.
GET THEM FRESH: schaadfamilyalmonds.com
- 10. PEANUTS**
TASTE: Rich, earthy
NUTRITIONAL HIGHLIGHTS: Rich in protein and arginine, an amino acid that can help improve blood pressure and circulation.
FUN FACT: Peanuts, which are technically legumes, make up 67% of total U.S. nut consumption.
GET THEM FRESH: peanutdepot.com
- 1. PISTACHIOS**
TASTE: Rich, very sweet
NUTRITIONAL HIGHLIGHTS: High in lutein and zeaxanthin, antioxidants that may protect against macular (eye) degeneration. Also rich in potassium.
FUN FACT: The green color comes from a mix of chlorophyll and lutein.
GET THEM FRESH: santabarbarapistachios.com
- 2. WALNUTS**
TASTE: Fruity, tart, astringent
NUTRITIONAL HIGHLIGHTS: The only nut that's rich in omega-3 fatty acid—1 ounce contains 25g.
FUN FACTS: Also known as the Persian walnut, due to its ancient origins; it dates back to 7,000 B.C. Oldest tree food known to man.
GET THEM FRESH: olddogranch.com
- 3. HAZELNUTS**
TASTE: Earthy, sweet, mildly bitter (from the skins)
NUTRITIONAL HIGHLIGHTS: Especially low in saturated fat and a good source of vitamin E, protein, and fiber. Highest source of folate (a B vitamin) among nuts.
FUN FACT: They're also called filberts.
GET THEM FRESH: bazzininuts.com
- 4. CASHEWS**
TASTE: Mild, sweet, buttery
NUTRITIONAL HIGHLIGHTS: Highest source of iron (almost 2mg per 1 ounce), as well as zinc and copper.
FUN FACT: The shells are poisonous, but cashew apple juice from the red and yellow bulbous stems, is an emerging product.
GET THEM FRESH: bazzininuts.com

A PASSION FOR PECANS

Georgia's Schermer Pecans Celebrates 70 Years

STORY BY SOPHIA JONES
PHOTOGRAPHY COURTESY GABRIEL HANWAY
AND NICKIE CUTRONA STONE

89 | 1 Dough 5 Ways | Cozy Autumn Desserts | Skillet Feasts

Southern CAST IRON

SKILLET PECAN PIE

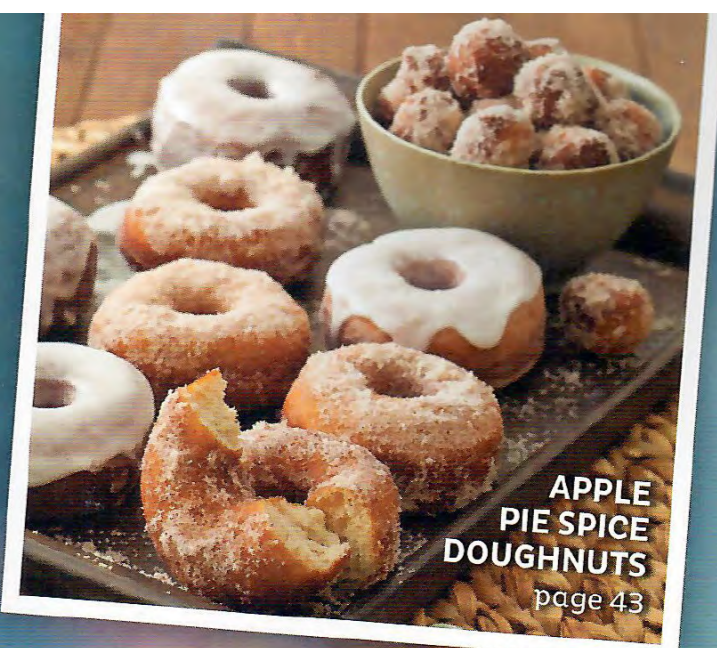
plus THE BIGGEST CAST IRON COLLECTION IN THE WORLD

SCHERMER PECANS 70TH ANNIVERSARY NUTCRACKER

Designed and handcrafted by Sea Island Forge, this small-but-mighty tool puts the brawn of cast-iron to work in a new way. It even comes with a bag of in-shell pecans to practice your nut-cracking technique. \$125; schermerpecans.com

taste of the south

AUTHENTICALLY SOUTHERN, ALWAYS DELICIOUS



56
RECIPES + TIPS

FALL DESSERTS ISSUE

CAKES, COOKIES,
PIES & MORE!



SCHERMER PECANS

These Georgia-grown pecans are hand-selected and shelled to order. We especially love the sweetness and crunch of their fresh and natural Limited Edition Elliott Pecan halves—ideal for baking into the most decadent of pecan pies. \$60 for 8 (5-ounce) bags; schermerpecans.com

Pecan Pie

page 74

Get Crackin'

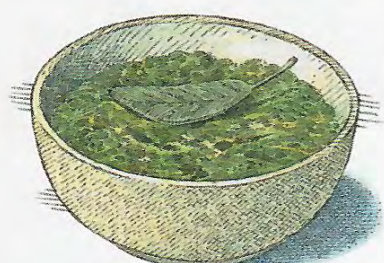
Come autumn, fresh pecans are at their sweet peak

by JENNY EVERETT

ON A RECENT DRIVE FROM ATLANTA to Tybee Island, Georgia, Steven Satterfield skipped Interstate 16 in favor of two-lanes through the middle of the state. "I found myself on winding back roads, surrounded by pecan groves," says the executive chef and co-owner of Miller Union. "They were so beautiful and elegant." The detour brought Satterfield back to his childhood in Savannah. "Pecans were often part of entertaining—pecan sandies, pecan pralines, pecan tassies, cheese balls rolled in pecans, and, of course, pecan pie." The trees, native to the South and Mexico, were a favorite of colonists in the 1700s—Washington and Jefferson both planted them—and today, nearly half of the United States' pecan crop comes from Georgia. While you can easily grab a bag anytime at the grocery store, truly fresh pecans (gathered between October and January) are far superior in sweetness. If there isn't a grove nearby, you can order several fresh bags from Schermer Pecans (schermerpecans.com), a family-run farm in Glennville, where Georgia pecans have been grown and shelled for seventy years. Shelled nuts will keep for three months at room temperature and for up to two years in the freezer. Satterfield adds pecans to salads, grains (especially quinoa and farro), granola, pastries, and pasta fillings and sauces. "I love the sweetness and crunch they add to everything," he says. Of course, they're great on their own, too. He recommends roasting pecan halves at 300°F for ten minutes to really bring out their flavor. Put a generous handful in a ziplock bag and you've got the ultimate road-trip snack. 6



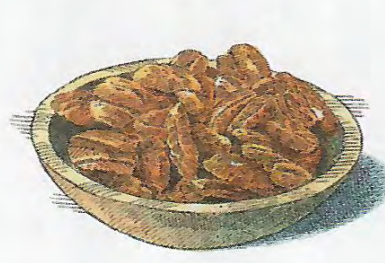
Three Pecan-Packed Recipes



PUREE A PESTO

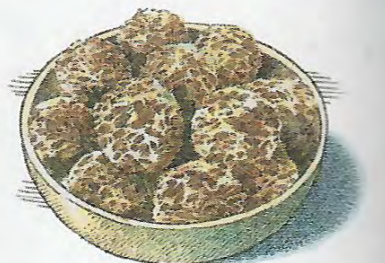
"This pecan sage pesto is delicious on crusty bread with sliced apple and melted Gruyère."

Place 1 cup roasted **pecans**, 1 cup **Italian parsley leaves**, ½ cup **sage leaves**, 2 small **garlic cloves**, and ½ tsp. **kosher salt** in a food processor. Process until everything is combined, scraping down the sides if needed. Add 2 tsp. fresh-squeezed **lemon juice**, ½ tsp. finely grated **orange zest**, and ½ cup grated **Parmesan**. Pulse to combine. While processor is on, pour ¾ cup **extra-virgin olive oil** through the chute in a steady stream until fully incorporated. Refrigerate covered for up to a week.



ROAST AN APPETIZER

"Everyone loves candied pecans, but these are really different, with the puffy crunch from the sweet flavors of..."



MAKE A NO-BAKE SNACK

"I'm a big fan of healthy snacks, and I can really get behind these energy..."

The Southern Food Issue GARDEN & GUN

50 Great Recipes, Restaurants, Tips & More

SOUL of the SOUTH
OCTOBER/
NOVEMBER
2016

COMFORT COOKING
Shrimp & Grits
Fried Chicken
Mac & Cheese
Skillet Cake
(See page 98)

Prehe
mixing
white v
¼ tsp.
and
five-s
2 cups p
until ev
to a ba
a non-
coat we
Bake u
minutes
mixture
contain

Fall Fashion
A Stylish
Weekend
in NOLA



Plus
St. Paul &
the Broken
Bones
Are Back!

Saving A
Duck
Hunters'
Paradise

Half-Shell
Heaven:
Top New
Oyster
Bars

DIPPED CHICKEN
Schermer Pecans
using herbaceous seasonal
ingredients

MERCANTILE + CO

GARDEN & GUN

HERITAGE IN A NUTSHELL

Two of Mercantile + Co's favorite family operations have teamed up for this year's celebratory pecan harvest. To mark its seventieth anniversary, Schermer Pecans commissioned Made in the South Award runner-up Sea Island Forge to create a limited-edition hand-forged nutcracker.

SHOP NOW



PUTT WETHERBEE

Owner & Grower, Schermer Pecans
Glennville, GA

"We hope this hand-forged heirloom will be a reminder of our heritage, and enjoyed by you and your family for years to come."



SCHERMER PECANS &
CAST-IRON NUTCRACKER



Read what *Garden & Gun* has to say about the South's iconic pecan and grab a few outstanding recipes for this tasty nut.

WHAT'S IN SEASON: PECANS



FONTAINE MAURY | BRAND SUPERPOWER EXERCISE

An exercise designed to identify the “one thing” you will be known for.

1 WHAT IS THE NAME OF YOUR BRAND?

2 WHAT SPECIAL FEATURES DOES YOUR BRAND HAVE?

Historic, scenic, activities, benefits? Is the feature compelling? Truthful? Sustainable?

3 WRITE A HEADLINE ABOUT YOUR BRAND

Pretend you are a magazine writer, or an Instagram influencer, or someone writing a review. What would your headline or caption be?

“

”

4 FILL IN THE BLANKS

Look at your answers above and fill in the blanks below.

name of your brand

is the **ONLY** place that

benefit, feature, activity

Is it compelling? Truthful? Sustainable? If not, try again. Be brave. It's OK not to be everything to everyone.



FONTAINE MAURY | EMPATHY MAPPING EXERCISE

An exercise designed to help you better understand the people you serve.

1 WHO ARE WE EMPATHIZING WITH?

What situation are they in?
What is their role in the situation?

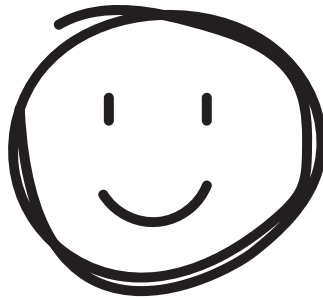
2

WHAT DO THEY NEED TO DO?

What do they need to do differently?
What decisions do they need to make?

5 WHAT DO THEY HEAR?

What do they hear from friends?
What do they hear second-hand?



3 WHAT DO THEY SEE?

What do they see as options?
What do they see others doing?
What are they watching and reading?
What social media do they use?

4

WHAT DO THEY DO?

What did they do today?
What behavior have we observed?
What can we imagine them doing?

6 WHAT ARE THEIR PAINS?

What are their fears frustrations?

8 WHAT DO THEY SAY?

What have we heard them say?
What might they say?

“

7 WHAT ARE THEIR GAINS?

What are their wants hopes, needs, dreams?

”



FONTAINE MAURY | COFFEE IN 3 YEARS EXERCISE

An exercise designed to help you set near-term goals.

1 IN 3 YEARS...

You and I are having coffee. You are really happy with the progress you've made. What's happened in the last 3 years to make you so happy?

2 FIND THE GOALS

Look at what you wrote above. Circle all the goals you can find.

3 FILL IN THE BLANKS

List your top 3 near-term goals here.

| |
|--|
| |
| |
| |