



Broad Community Support for the Durham NC Brand

Durham is a colorful, creative, and entrepreneurial community and is the proud home of Research Triangle Park, Duke and North Carolina Central universities. Despite having these strong community assets, they were not always attributed to Durham nor was there a common or unified approach to the messages being communicated by city messengers.

A Unifying Framework

The overarching Durham brand strategy now provides a unifying framework through which all stakeholders can present Durham in a consistent and compelling voice as a place to live, visit, relocate and grow businesses, pursue education and seek health care.

Just three years since launch, Durham's overarching brand (an umbrella brand linking all other Durham-based business, university, organization, and neighborhood brands) is readily recognized by 83% of Durham residents and nearly one-third of North Carolina residents.

"Durham is an incredibly complex place. Bill Baker and TDM were the perfect fit. They were patient and listened. They fearlessly but patiently told us what we didn't want to hear. They were flexible and willing to submit hours of workshops and interviews to verification by scientific polling. They were able to listen and distill the essence of a community from hundreds of people who are fiercely proud of Durham."

Shelly Green
President & CEO
Durham Convention & Visitors Bureau

