



Color your brand

CINCINNATI USA:

Where great brands come to life

Spectrum

Invent

Cincinnati is the birthplace of two backbones of modern business: [consumer research and brand management](#). In the early 1920s, D. Paul "Doc" Smelser organized a unit to help P&G understand how its products were being used. He discovered that the company was unable to answer the most basic questions, like "What percentage of Ivory soap is being used for face and hand cleaning versus dishwashing?" To [lay the groundwork](#) for how products should be marketed based on how they were being used, he organized a special department to study consumer habits, and modern consumer research was born.

Cincinnati is also credited with inventing and perfecting brand management. Neil McElroy, another P&G executive, penned a now-famous memo in 1931 that articulated a different vision for organizing business centered on brands. It was an epiphany that continues to shape the way most companies worldwide are organized today and why Cincinnati remains a [city of brands](#).

Create

[Nowhere in the world](#) is there a larger concentration of advanced brand design consultancies. Many are clustered within a few blocks of one another in the city's vibrant downtown, but others are flourishing in quaint, historic neighborhoods. The advertising of brands may be centered in New York, but the creation and design of brands is clearly a Cincinnati story.

Implement

Cincinnati is home to a [full spectrum](#) of firms that work to create and implement successful brand design. From conceptualization and initial consumer research to implementation of integrated marketing and advertising campaigns, Cincinnati firms focus on [every step needed](#) to take a brand to market. They launch new products, as well as help keep existing brands energized and growing, by offering a full range of services from logo design to construction of complex e-commerce web sites. Regardless of whether the firm is a small, independent shop or part of a global network, they all have one very important thing in common: [breathing life into brands](#).

The world has taken notice that Cincinnati has emerged as a major center for branding and design.



Cincinnati - Consumer Branding Capital of the USA
Posted by Magie

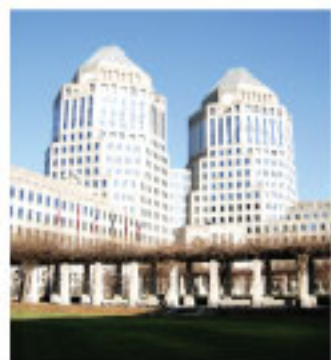
I hate to admit it, but until yesterday, I had no idea that HOW's hometown is a major center for consumer branding. Of course, we were aware of the many talented design and branding firms in the city—**LPK, Landor, FRCH, Deskey** and **Interbrand**, to name a few—but it wasn't until Bryn and I attended a [Cincinnati](#) Chamber of Commerce event that the full picture became clear.



A few brands born or burnished here

Core

Driving Cincinnati's burgeoning branding industry is a strong core of global companies. Home to [ten Fortune 500 companies](#), Cincinnati is among the nation's top ten clusters of these multinationals. The region also boasts headquarters of [16 Fortune 1,000 companies](#). Close to 370 Fortune 500 companies and 300 foreign firms also have a presence in the region. [Key anchors include:](#)



PROCTER & GAMBLE

Now the world's largest consumer products company, P&G has prospered since it was founded in Cincinnati in 1837. The company has one of the largest and strongest portfolios of trusted brands, including Pampers, Tide, Pantene, Bounty, Folgers, Pringles, Charmin, Downy, Iams, Crest and Olay. Estimates show that nearly 100 P&G brands touch the lives of people around the world some three billion times a day.



MACY'S, INC.

Established in 1929 when Abraham & Straus of Brooklyn, Filene's of Boston, F&R Lazarus & Co. of Columbus and Bloomingdale's of New York decided to unite, Macy's Inc. remains the nation's largest department store retailer. Strong branding has been crucial to the company's success as it has evolved in recent years into two nationwide brands: Bloomingdale's and Macy's.



THE KROGER CO.

Now one of the nation's largest grocery retailers with over \$60 billion in annual sales, The Kroger Company spans numerous states in America's heartland and beyond. The company's supermarkets, warehouse stores, multi-department stores, convenience stores and mall jewelry stores operate under nearly two dozen banners – including Kroger, Ralphs, Dillons, Hilander, QuickStop, KwikShop and Barclay Jewelry. All share the same belief in building strong local ties and brand loyalty.



FAST FACT:

In every grocery store aisle in the world, there is at least one consumer product branded by a design firm in Cincinnati.

Heritage

Often credited with perfecting brand management, Cincinnati has roots that run deep from the days when ranchers would brand their stock with their own indelible logos to a strong printing tradition born of the influx of German immigrants to the city in the early 1800s. It was in Cincinnati that the branding concept really began to take hold. Here are just a few of the earliest milestones:

1837

William Procter and James Gamble started making and selling soap and candles under the name Procter & Gamble.

1879

Ivory soap appears on the scene. This inexpensive white soap was touted for its purity and floating capability—rivaling the high-quality imported castles of the day.



1882



The first national advertising campaign for Ivory broke in *The Independent*, a weekly newspaper.

1883



The first Kroger store opened at 66 East Pearl Street in Cincinnati, Ohio. Kroger later becomes one of the nation's largest private label brands.

1923

A new P&G brand, Crisco, sponsored cooking shows on network radio, placing the company among the medium's advertising innovators.

1924



A market research department was created by P&G to study consumer preferences and buying habits—one of the first such organizations in history.



1931

P&G's brand management system took shape when a new marketing organization was created based on competing brands managed by dedicated groups of people.



"Ma Perkins," a radio serial program sponsored by P&G's Oxydol soap powder, aired nationally. Its popularity led the company to sponsor numerous new "soap operas" which led faithful listeners to become loyal customers of P&G brands.

1933

1945



Cincinnati became headquarters to Federated Department Stores. Federated would become recognized as a retail industry leader in developing private brand merchandise that differentiates and delivers exceptional value to the customer.

1963



Chiquita began the largest branding program ever to be undertaken by a produce marketer.



A.G. Lafley – CEO, Procter & Gamble

P&G has continued to advance brand management and today has 23 billion-dollar brands in its product portfolio.

Fuel

Cincinnati's creative class is fueled by a steady stream of artists, designers, web developers and others who graduate each year from four acclaimed educational institutes in the region that focus on the art of design. These students are a powerful source of fresh ideas, talent and vision – both through internships and work-study programs while they are still in school and afterward when they enter the workforce. Keeping Cincinnati's creativity quotient high is this quartet of schools:

UNIVERSITY OF CINCINNATI

College of Design, Architecture, Art and Planning (DAAP)
Center for Design Research

Consistently ranked in the top tier of American and international design schools, the University of Cincinnati's DAAP programs have grown in quality and diversity since they were established at the turn of the 20th century. UC's DAAP programs recently received a \$421 million grant to advance the school's technology and academic impact. Students in the cooperative education program—now one of the largest in the nation—spend between four and six quarters working in the field during their college careers. Through partnerships with local industry and government-sponsored research and design projects, they graduate with solid credentials and experience.

DISTINGUISHED ALUMNI OF DAAP PROGRAMS INCLUDE:

Michael Bierut, principal of Pentagram, world-renowned graphic design studio

Michael Graves, renowned architect, theorist and industrial designer

Stan Herman, president of the Council of Fashion Designers of America

Jerry Kathman, CEO of LPK, the world's largest employee-owned brand identity agency

Eva Maddox, interior designer and prolific author best known for *Branded Environment*



Since Craig Vogel, the internationally renowned product design expert, arrived at the University of Cincinnati as a professor in 2004, he has quietly built a research empire in the College of Design, Architecture, Art and Planning. Vogel helped win a \$1.88 million grant from Ohio's Third Frontier high-tech jobs initiative, forged unique research collaborations among university departments and elevated Cincinnati's profile as one of the top product design and branding hubs in the country. He is also coauthor of the internationally-recognized book *Creating Breakthrough Products*.

NORTHERN KENTUCKY UNIVERSITY

Department of Art

Located just south of Cincinnati, Northern Kentucky University offers both Bachelor of Arts and Bachelor of Fine Arts degrees in 15 degree programs ranging from graphic design to photography. The Department of Art requires that aspiring artists, designers and art educators take a comprehensive program of general education courses, visual arts disciplines, and studio training.

ART ACADEMY OF CINCINNATI

Founded as a museum school over a century ago, this small, independent college of art and design has about 200 students enrolled in its four undergraduate degree programs focusing on fine arts, communication arts, art history and graphic design. The academy also conducts a Master of

Arts in Art Education (MAAE) program for art educators during the summer semester. The school is known for its intimate atmosphere conducive to learning, experimenting, questioning and producing.

ART INSTITUTE OF CINCINNATI

Founded in 1976 to offer a practical, innovative curriculum that "keeps up with the times," the Art Institute was the first to introduce a computer graphics major in Cincinnati when it recognized it as the tool of the future. The school became a charter member of the International Council of Design Schools in 1983 and continues to maintain a progressive policy toward arts education.



Teamwork

A SAMPLE OF CINCINNATI'S BRAND COMMUNITY

Aranzamendez Barefoot

Brandstorm Deskey Fisher

Design Firebelly FRCH

Design Worldwide HSR

Ideopia Interbrand LAGA

Landor Associates LPK

Metaphor Studio Strata-G

Communications Wondergroup



