

PROSPER OMAHA

YOUR INVESTMENT AT WORK

We Don't Coast' Regional Brand Officially Launches

Embraces who we are and the vibrant space in which we live, prosper and do business

Yesterday, more than 30 area communities, more than 300 business leaders and stakeholders from across the region along with a team of creative and marketing forces of nature came together to celebrate and showcase how they will utilize the region's new brand - an exciting, unshrinking concept that speaks to our work ethic, deep pride and "can do" spirit.

"The *We Don't Coast* campaign is one of the most unique, collaborative, inclusive and evolutionary efforts in our history," said David G. Brown, Greater Omaha Chamber President and CEO. It will allow communities to 'own' the brand and use it to fuel economic growth and improve the quality of life in the area for years to come."

"The brand and brand stories came from the desire to radiate confidence and be unapologetic about our location. It is a celebration of who we are, where we are and how we operate - sending a positive message about a region on the rise," said Kim Sellmeyer, creative director and branding project lead. The brand campaign began last spring through an energetic, collaborative process involving 3,000 hours of collective energy, tapping the expertise and input of Chamber leadership, marketing and research teams, **task forces** and volunteers.

To jumpstart development of the brand, the Creative Task Force participated in a two-day design charrette, an intensive process leveraging each individual's area of expertise – brand strategy and research, visual design or copy writing – in large and small group settings. By the end of the charrette, one concept emerged as the strongest, most effective brand story for the Omaha region:

Here, you earn everything you get. There is no standstill. No off switch.

Only momentum, fueled by a drive to let go and do what we love.

We are passionate about this community.

Here in the heartland, we are more than a cozy place to live – we are a great place to be alive.

Maybe not for everyone. Just anyone who wants to be someone.

This is who we are.

We don't coast.



Visit WeDontCoast.com to find out more.

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To read the full Omaha World-Herald article, click [here](#).

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