

A hand holding a glowing lightbulb with a green grid pattern in the background.

deNovo

Your Community is Cinematic

Telling Your Town's Story

SEPTEMBER 2026



**A JEEP. A COLLEGE STUDENT.
MULTIPLE MIDDLE FINGERS.**



EVERY COMMUNITY HAS ITS JIMOTHY



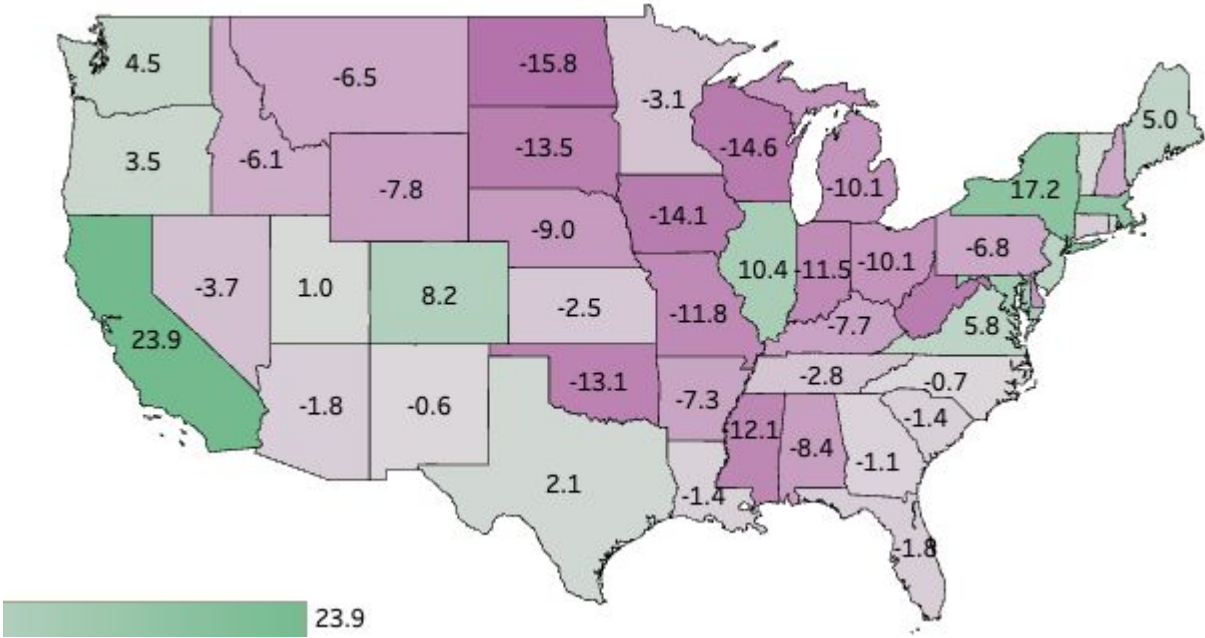
YOUR OBJECTIVE

FIND YOUR JIMOTHY





NET BRAIN DRAIN





THE PROCESS

HOW?



A JERSEY STORY





THIS IS IMPERATIVE

PEOPLE AND PLACE OVER PRODUCT





WHERE TO START

YOUR **POSITIONING** IS YOUR **STRATEGY**





Develop (and Trust) Your Process

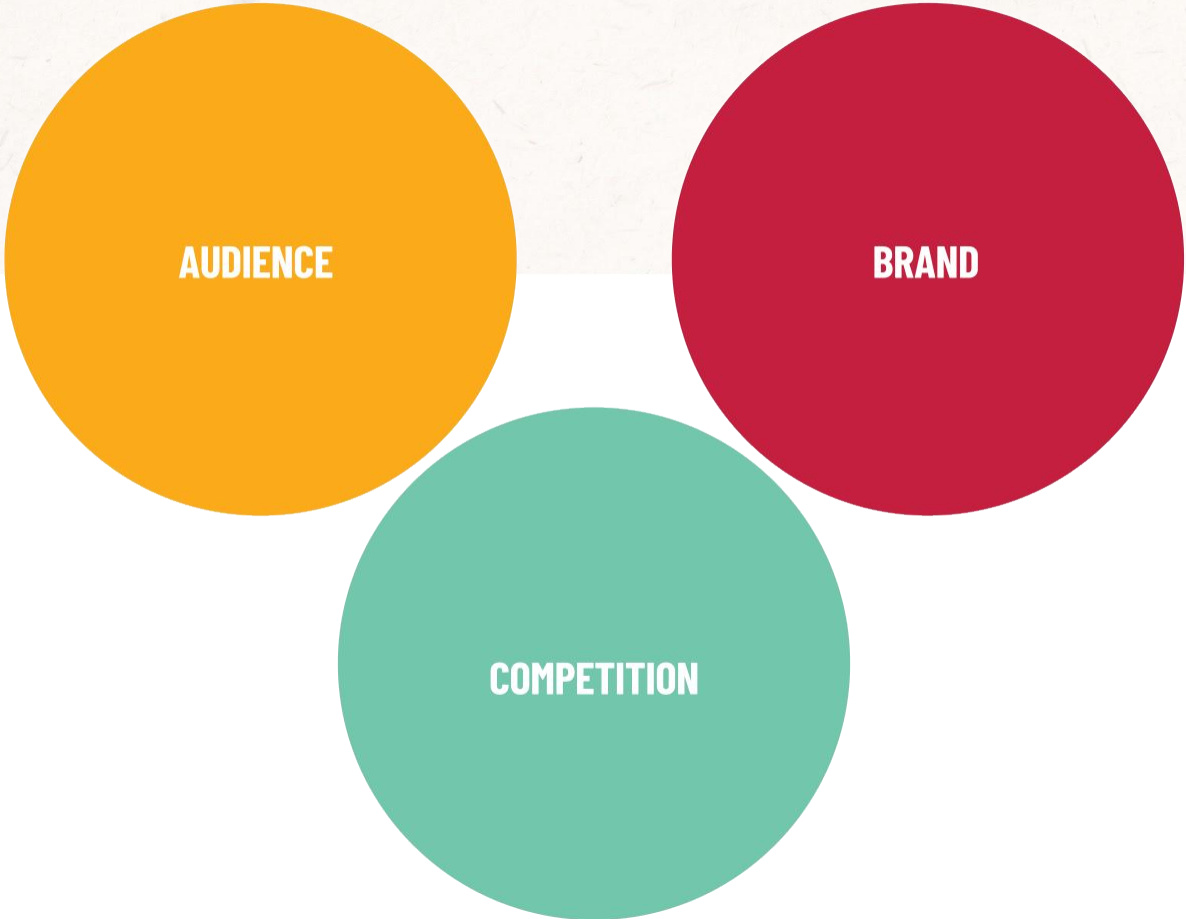
→ Where We Start

- ◆ Clarity of **WHY** (Reason & Goals)
- ◆ Discipline of **HOW** (Concepts)
- ◆ Consistency of **WHAT** (Assets & Format)

→ Find Your Positioning

- ◆ Evaluate your audience, competition, and brand.



A diagram consisting of three overlapping circles. The top-left circle is orange and contains the word 'AUDIENCE'. The top-right circle is red and contains the word 'BRAND'. The bottom-center circle is teal and contains the word 'COMPETITION'. The circles overlap in the center, creating a triangular shape. The background is a light beige color with a subtle paper texture.

AUDIENCE

BRAND

COMPETITION



THE POWER OF SUBSTANCE

TO TELL STORIES... **SET SCENES**





YOUR COMMUNITY
DOESN'T NEED
A MISSION...
IT NEEDS A PLOT





Do I Have a Storytelling Strategy?

- **Why** are you creating a story? (Purpose & Goals)
- **Who** are you creating for? (Audience)
- **What** do you want to cover? (Topics & POV)
- **Where** will your story live? (Channels, Formats & Mediums)
- **When** will you release your story? (Timing & Cadence)
- **How** will you use and repurpose your story? (Tactics, Tone, Resonance, Permanence)





How Do We Get the Best Creative Quality?

Emotion

Branding/Distinctiveness

Longevity/Consistency





STAND OUT

Think Like a Sports Team

Origin Stories

Victories AND Defeats

Fans

**Showmanship Before
Salesmanship**

POWER WORDS

Flourishing
Nurtured
Growth
Sense of Pride
Respect
Comforting
Whimsical
Magical

Dreamlike
Sentimental
American
Optimistic
History
Progress
Active

Initiative
Character
Majestic
Involved
Charming
Opportunity
Imagination
Inviting



Dyersville





VISUAL DIRECTION



Police Department
Blue
PMS 5445
78/42/1/0
54/130/194
#3682c2



Fire Department
Brick Red
PMS 5445
25/89/97/19
161/55/37
#a13725



Public Works
Sunburst Yellow
PMS 5445
6/38/92/0
236/165/53
#eca535



Parks & Recreation
Green
PMS 5445
51/36/100/13
129/129/0
#818100





Identify Your Audiences. Tailor Your Messaging. Let Your People Tell Your Story.

Current Residents

Boomerangs

Prospective Residents







MORE LEARNING OPPORTUNITIES



Quarterly Office Hours

Wednesday, October 28
10:00 a.m.

CONNECT WITH US

Let's Stay in Touch



Scan to
connect on
LinkedIn



CHAD COOPER

chad@thinkdenovo.com



ALICIA ANDERSON

alicia@thinkdenovo.com



Scan to
connect on
LinkedIn

The logo for deNovo, featuring the word "deNovo" in a red, stylized, italicized font with a white outline, set against a white, torn-edge paper background.

deNovo

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Thank You!

THINKDENOVO.COM

