



Who is MMA?

- A full service marketing and advertising agency
- Founded in 1991 by Mike McCloud
- Employs about 25 people
- Offices in both Cookeville and Nashville



What can MMA do?

- Marketing and creative services
- Public relations
- Advertising and promotions



Some areas of expertise

- Publishing
- Economic and community development
- Branding
- Politics and government
- Internet strategy



Phase 1 of the Alliance for the Cumberlands Project

- Branding the Alliance eco/heritage tourism area
- Translating that brand to the nature viewing trail
- Applying that brand to the design and construction of a Web site



The Branding Process

- Discovery meetings
- Team building
- Creative concepting
- Vetting and presenting the campaign
- Finalization and implementation



Where are we in the process?

- Discovery meetings
- Team building
- Creative concepting



The Discovery Meetings

- Great enthusiasm and buy-in for project
- Excellent suggestions and data building from attendees
- All agreed on name for branding the eco/heritage tourism area



What's Next? Phase 2

- Grant research for further funding
- Translating the brand to other mediums
- Training communities on how to take advantage of branding
- Helping communities recognize assets to develop