

CREATIVE EXPRESSION CONTEST



COMMUNITY





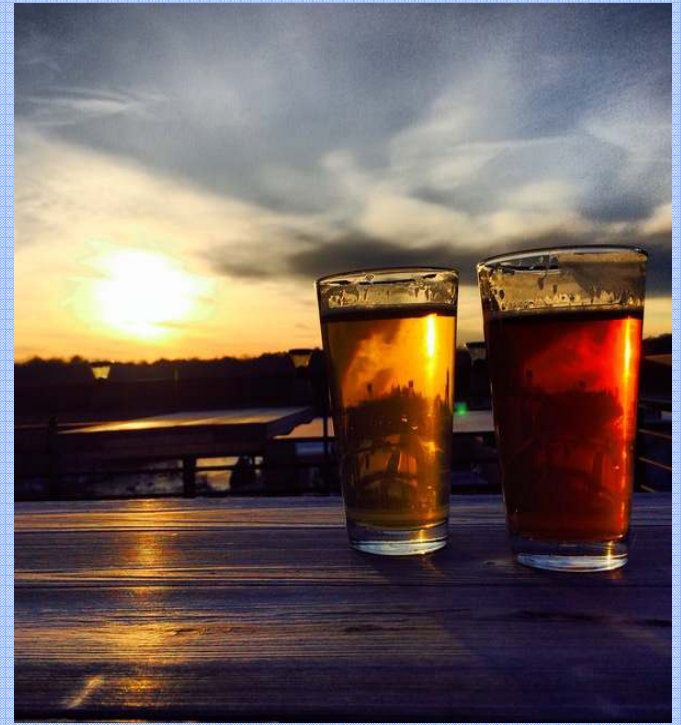
FAMILY



HOME



FOOD

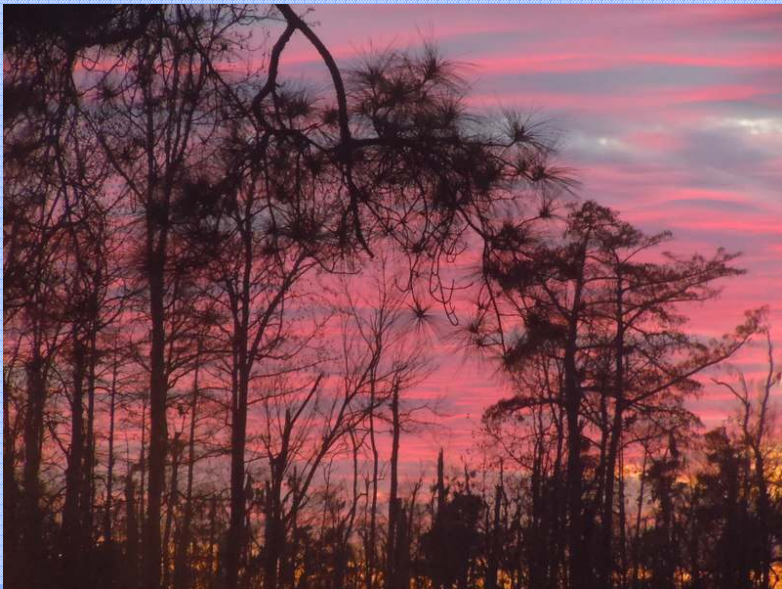
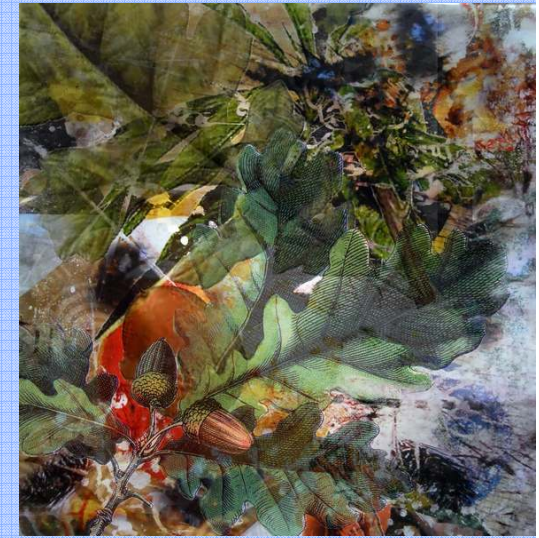
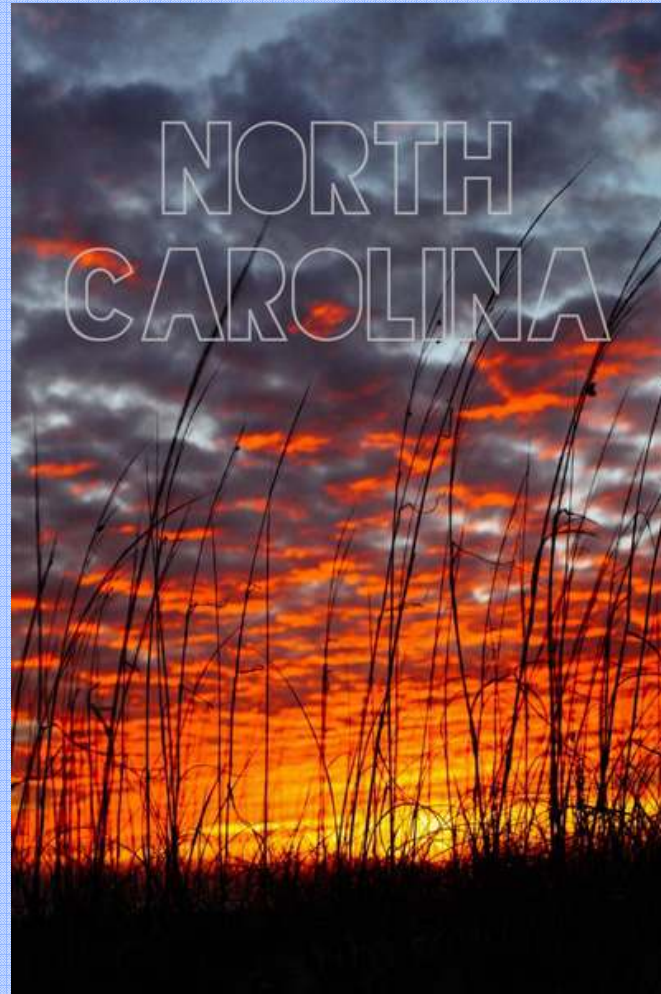


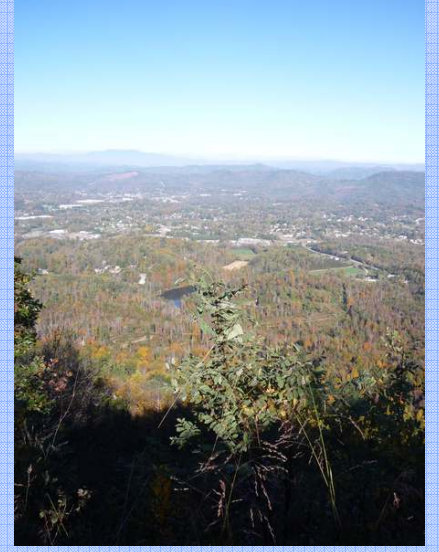
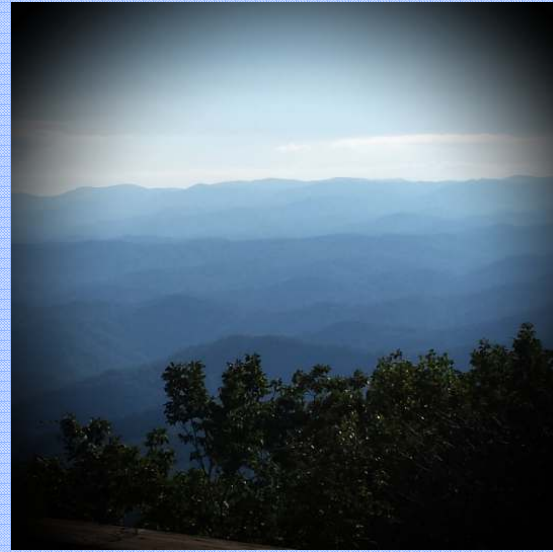
LEISURE



NATURE







MOUNTAINS





OCEANS





SLOGANS



CREATIVE EXPRESSION FINALISTS

**Y'ALL
HUNGRY?** TM

Sunset Harbor

Our boys, John David and Adam Smith, cir. 1997. Fishing off their grandparents pier on Sunset Harbor. Granddaddy Smith grew up on the coast and taught them to love it as well! Still our favorite family vacation spot! It's home too!!



“North Carolinian State of Mind”

It's diversity; cotton fields, corn fields, tobacco fields, and cow farms. It's beach front homes and log cabins. It's big cities and little towns. It's a place you could get lost back in the swamp or find yourself right in the middle of a bunch of skyscrapers.

North Carolina stands for everything to me.

It's home.

An aerial photograph of an airport tarmac during sunset. The sky is filled with large, dark clouds, and the sun is low on the horizon, casting a warm glow. In the foreground, the roof of a building with several skylights is visible. In the middle ground, a runway and taxiway are visible, with a small airplane on the tarmac to the right and another in flight in the distance. The text "Our State Documentary" is overlaid in a large, bold, black serif font across the center of the image.

Our State Documentary

“North Carolinian, Not by Birth but 100% by Choice”



Raleigh, and the Triangle as a whole, has blossomed over the years, becoming an area enriched by a diversity of people and offerings. Many of these people are generous stewards of this community who dedicate their time and money to ensuring that it's always living up to its potential....It's the people who, whether in public office or otherwise, fight tirelessly, day after day, to do what's best for this community and all of its citizens. That's what makes NC so special to me and to want to continue to call it home...a bunch of amazing people who also happen to live in one of the most beautiful states of the lower 48.

“My Carolina State of Mind”

North Carolina,

My *southern bell* as I watch *NASCAR*,
Your *nightlife* is vibrant, and *temper mild*,
Your *pork barbecue* to my *Cheerwine*,
And your mood *weathers* with no accord.

I love how you cheer for your *sports teams*,
As you *champion* my heart,
Engage me with your *style*,
And I appreciate how you *educate* me.





“Fireflies”

North Carolina is our home
Its peace, its beauty is not out
shown
And so I've never wondered why
The fireflies come here to fly
It's where I love, it's where I live
My place of heaven
North Carolina



NORTH CAROLINA



backroads of beauty



What Does NC Stand For?

By

Mark I. West

With a declaration signed in Mecklenburg in 1775,
North Carolinians took a stand—NC stands for INDEPENDENCE.

With the founding of a University in Chapel Hill in 1789,
North Carolinians took a stand—NC stands for EDUCATION.

With the launching of a biplane in Kitty Hawk in 1903,
North Carolinians took a stand—NC stands for INNOVATION.

With a sit-in at a lunch counter in Greensboro in 1960,
North Carolinians took a stand—NC stands for INTEGRATION.



CREATIVE EXPRESSION WINNERS



ARE YOU LOOKING FOR A PLACE
WHERE NATURE IS RIGHT OUTSIDE YOUR DOOR?

People's Choice Winner

This is a hand lettered and water colored illustration of an Avett Brothers' song, If It's The Beaches.

*If it's the beaches
If it's the beaches' sands you want
Then you will have them
If it's the mountains' bending rivers
Then you will have them*

This North Carolina band eloquently describes how North Carolina has it all - the beaches, the mountains, and the bending rivers.





ANOCHECER EN RALEIGH

Sunset in Raleigh



*Mientras dormito con el rumor del mar
la urbe abre sus brazos de oportunidad
vislumbrándose un maravilloso destino;
da la bienvenida al que busca trabajar
sin discriminaciones ni ambigüedad
así es Carolina del Norte, este es el camino.*

*While I nod to the sound of the sea,
the city opens its arms of opportunity
Catching a glimpse of a marvelous destiny;
It welcomes those who are seeking work
without discrimination nor ambiguity,
this is North Carolina, this is the way.*



CONCLUSION: Emerging
Themes and Core Concepts

Themes from History, Competitive Landscape, and Perceptions

Diverse NC Geography
Renaissance
Hospitality
Diversity Paradox
Aspirations
Easy
Genuine
Home



Themes from Creative Expression Contest



Community

Family

Food

Leisure

Ocean

Mountains

Nature

Home

What themes, concepts, claims, assets, and core values will create the authentic and credible North Carolina brand?



Diverse NC
Geography
Renaissance
Hospitality
Diversity Paradox
Aspirations
Easy
Genuine
Home



Community
Family
Food
Leisure
Ocean
Mountains
Nature
Home

