

READOUT AUDIT

SOPHIA PRESLEY | CHERAW, SC

ABOUT THE CLIENT

Cheraw is a small, southern town with a history somewhat wrought with social dilemmas. In the 1700s, the Cheraw tribe was mostly wiped out by diseases from the European settlers. The survivors joined the Catawba Confederacy and left their name in the past.

In the 1760s Joseph and Eli Kershaw founded the present day downtown historic district and established a formal street system. Lined the streets with elms and they also changed the name of the town to Chatham but no one took to it, so it remains Cheraw, even today.

Cheraw played a part in the America Revolution and they were one of the first states to succeed from the union during the Civil War.

The original language spoken in Cheraw was Siuoan.

The population of Cheraw from the 2023 census was around 4,797. In 2020, there were 1.4 times more Black or African American (Non-Hispanic) residents (2.98k people) in Cheraw, SC than any other race or ethnicity. There were 2.13k White (Non-Hispanic) and 305 White (Hispanic) residents, the second and third most common ethnic groups. 5.45% of the people in Cheraw, SC are hispanic (305 people).

The overall crime rate in Cheraw is rated D+ and a crime occurs around every 16 hours. Violent is D-, property crime is D, and other crime is B-.

Violent crime 46.3 with the US average being 22.7 and then property crime 94.9 with the US average being 35.4. Median income is about \$33,000. Industry workers in Cheraw have the highest income around \$42,000. Poverty is about 37.2% meaning 2k out of every 5.37k people in Cheraw live in poverty. This is 12.8% higher than the national average.

BRAND ESSENCE

Cheraw's branding is not cohesive the imagery seen most often is their city government logo/lock-up. It is red and blue to script typography and a building. Their identity feels disjointed, trying to connect their jazz history with their historic preservation efforts, as well as, touching on the history of the Cheraw tribe. All of these concentrations still do not come through on their branding. They are fairly consistent with colors but that is it. They do not seem particularly sensitive to their storied past.

CURRENT STRATEGIES

In 2021, Cheraw outlined a plan for revitalization of the town. They express a desire to make Cheraw a safe and welcoming place that people want to stay in. They used Hartsville as an example of a town who campaigned to change and did it successfully because they stopped losing residents to Florence, SC. The plan explained that Cheraw needs structure and leadership to carry through on their plans. They canvassed and got resident feedback on their perception of the place. They came back with many conflicting words to describe the town and the expressed desires for change they imply.

A strategy of pushing the idea of historical heritage in the city is through the Historical Preservation Society, whose goal is to preserve and utilize historic and empty buildings.

.CURRENT POSITIONING

Cheraw is a town that strives to preserve and celebrate its history. Their slogan is 'Prettiest Town in Dixie' which may have problematic connotations. They are located near several beautiful nature areas and host the South Carolina Jazz Festival annually as well as several other community events. They desire growth but their population is decreasing. Many assert that there is not enough growth and reach to keep younger people engaged in the community after graduation from highschool. Downtown Cheraw has much opportunity for regeneration but is currently wrought with empty buildings and storefronts. There is not enough lighting downtown to make people feel safe to walk the streets past dark.

.CURRENT POSITIONING

The crime rate in Cheraw is higher than the national average, as well. There are not many dining options available and locals say that they must drive at least 30 minutes to an hour to go to a movie theatre or find entertainment. There are a lot of historic and natural resources. Because of their small population and size (5.99 square miles) they have the unique opportunity to make big impact and really meet the needs and wants of their people.

MARKET RESEARCH

1. OVERVIEW

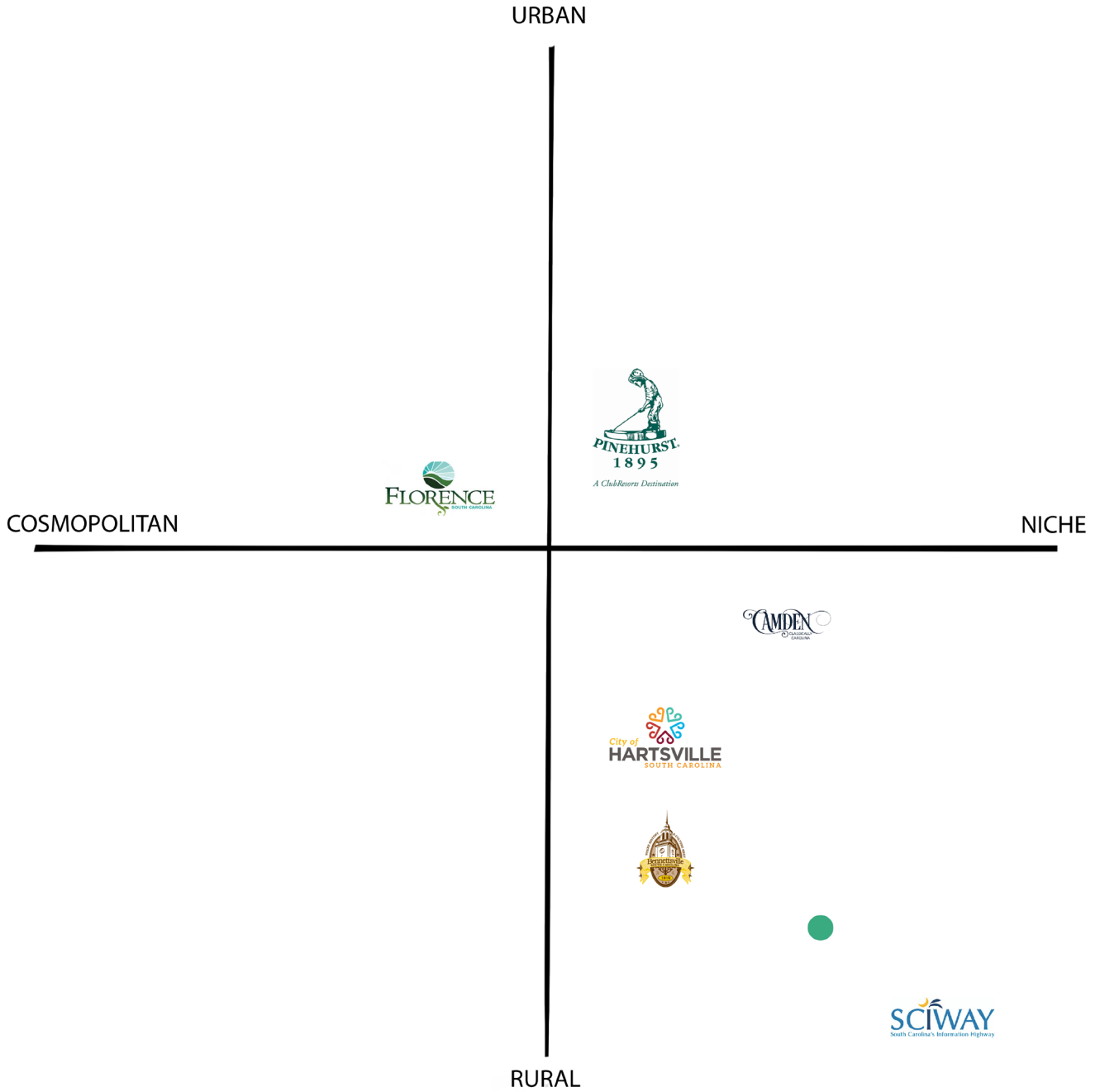
The imagery seen most often is their city government logo/lock-up. It is red and blue to script typography and a building. Their identity feels disjointed, trying to connect their jazz history with their historic preservation efforts, as well as, touching on the history of the Cheraw tribe. All of these concentrations still do not come through in their branding. They are fairly consistent with colors but that is it. They do not seem particularly sensitive to their storied past. They convey a value for community and history most strongly through every resource I have encountered. They have many pamphlets for their events but there are no elements that tie them together or connect them back to Cheraw's visual identity aside from the lock-up and Cheraw's values.

2. CURRENT BRAND RECOGNITION

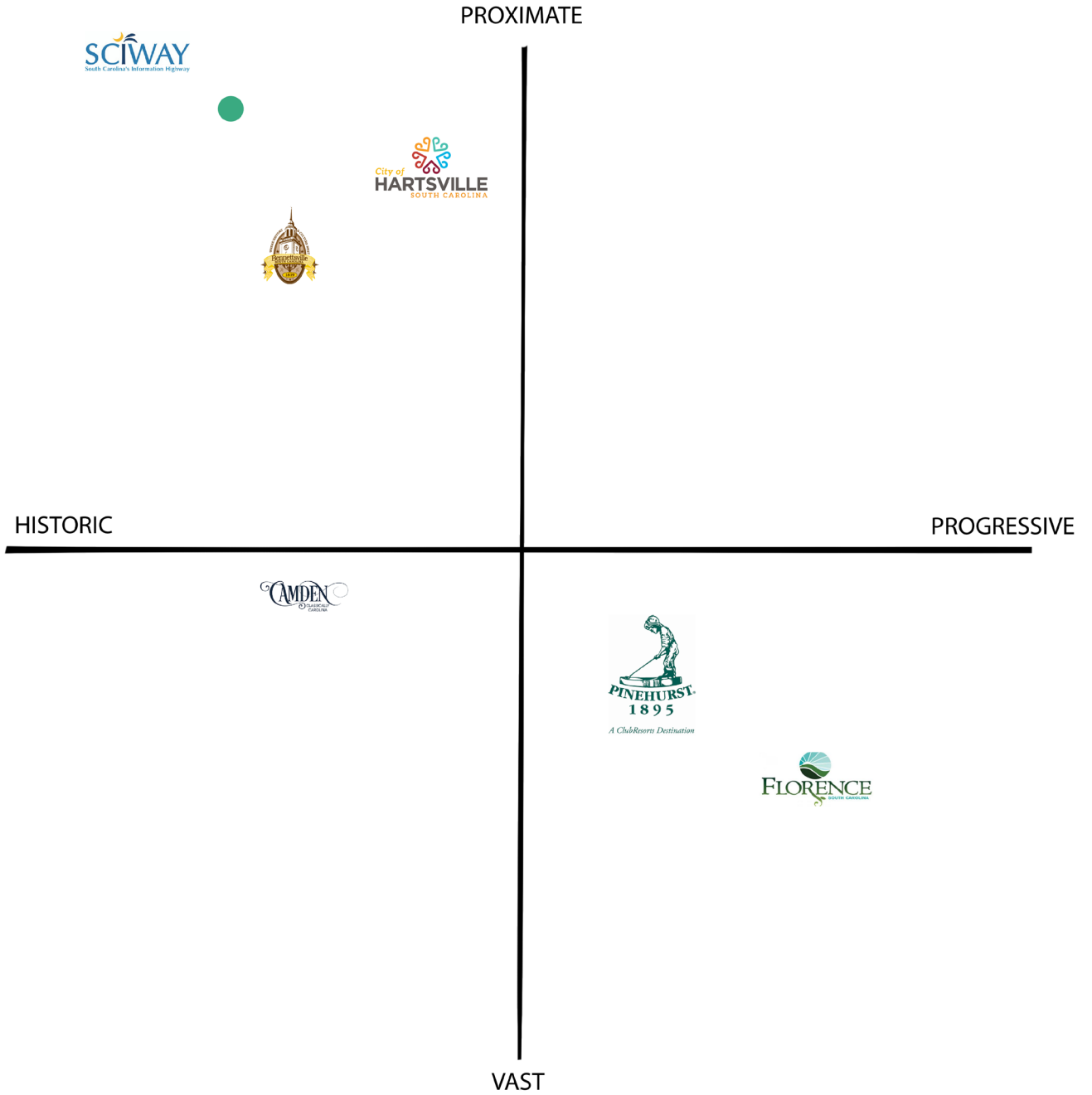
At the moment, the town has 28 reviews online with an average rating of 3 stars. In a recent review, it was mentioned that they thought Cheraw has a lot of opportunity for growth. Others say it is friendly and has locally owned businesses. Several people commented that the locals in Cheraw are friendly and welcoming. Locals appear to have a different view of their hometown. They say it is run-down, not a lot of job opportunities, and not many activities to do. Another mentioned that the fast food chains keep closing and that there is not a lot of education opportunities. Cheraw is featured on several websites about tourism and events in South Carolina. Cheraw State Park is featured on Trip Advisor with 32 reviews averaging at 4.5 stars – there are also photos of the park available.

a. Overall it seems that there are plenty of nature areas but not a lot of opportunity for jobs, education or activities.

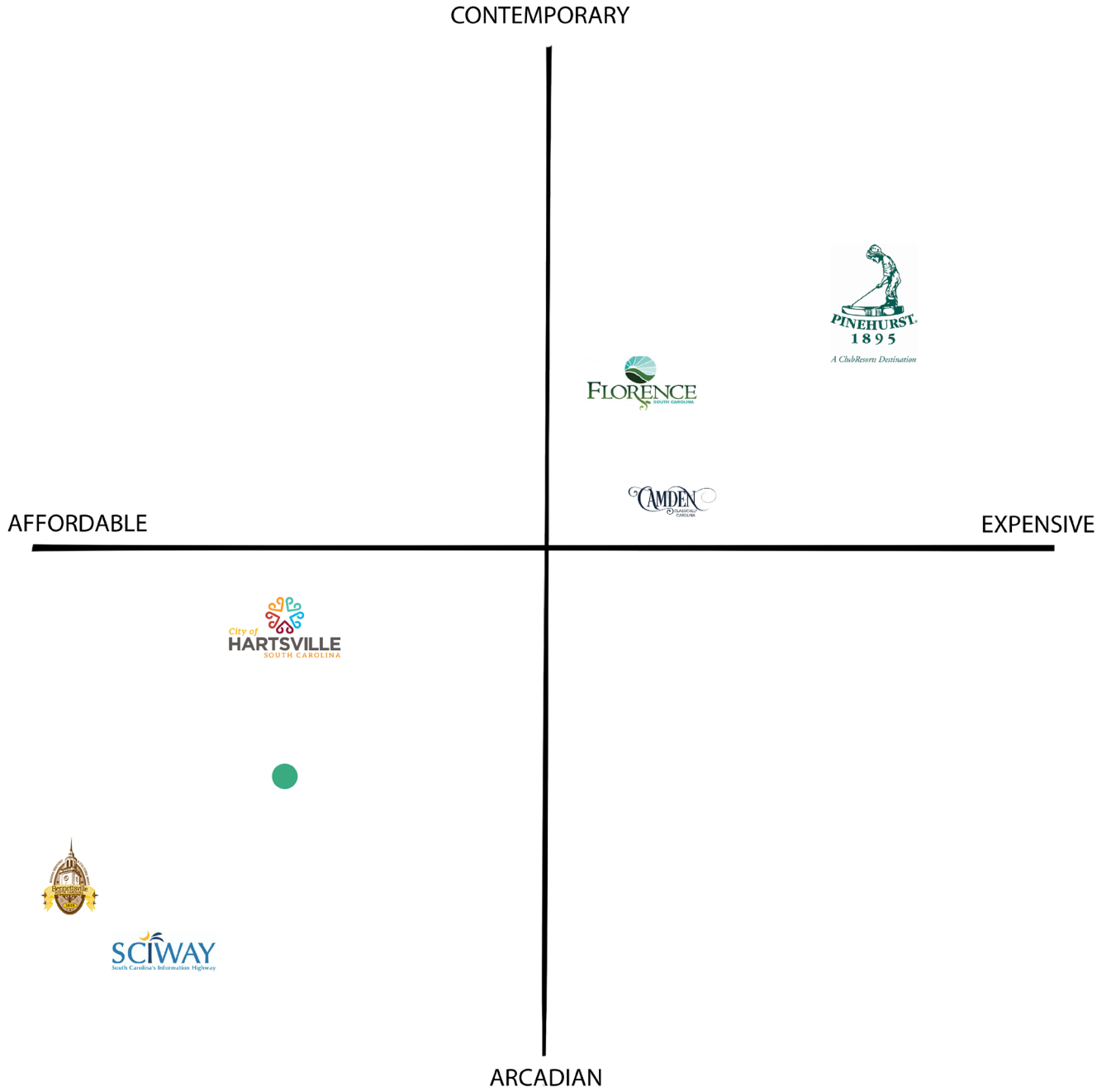
PERCEPTUAL MAPPING



PERCEPTUAL MAPPING



PERCEPTUAL MAPPING



SWOT

STRENGTHS

- a. Tight-knit and small community. Niche market of historical preservation and desire to promote local businesses.
- b. Beautiful nature areas nearby. Cheraw has a distinctive personality. It is near larger cities like Charlotte, Charleston, and Columbia – has a off-the-beaten path feel.

WEAKNESSES

- a. Small size and population limits resources and may not attract a lot of attention or traffic.
- b. Does not offer many lodging or dining options.

OPPORTUNITIES

- a. Has a community with a desire for growth. Niche, small town feel is attractive to many.

THREATS

- a. Limited resources. Very small size and diminishing population.
- b. Lack of job opportunities – not a tourist attraction or healthy example of a town.

CURRENT CUSTOMERS

Cheraw is currently serving mostly retirees, low-income individuals, families who have been in the area for generations, and those who are passing through and need accommodations.

The main event that brings people into Cheraw from other places is the South Carolina Jazz Festival.

MARKETING AUDIT OF CLIENT

Currently, Cheraw has several branding elements -- logos and slogans. They push the fact that Dizzy Gillespie grew up in Cheraw. They also talk extensively about their Historical Preservation Society and tours.

One of their main avenues to get people interested in Cheraw is their free phone tour that is offered on their website. They market their events through Facebook as well and keep updating fairly regularly.

BRANDING

LOOK AND FEEL

Cheraw's seal features one of their historic buildings, cotton, and a hatchet in blue, white, and gold with the words "Industry, Progress, History, Beauty"

Cheraw's updated logo that is seen most frequently is red and blue with the cities name and a simplified building on top.

LOGOS

There is only one primary logo seen throughout Cheraw's online presence. It shows red script typography and a blue building.

On the sign into Cheraw, it shows the original Cheraw seal with cotton and hatchet.

IMAGERY

The website shows images of the town, natural areas, greenery, historic buildings, and statue of Dizzy Gillespie.

Cheraw's Facebook page features events and performances.

Graphics and digital "pamphlets" advertising events.

COLORS

Red, white, and blue -- occasionally gold and green.

TYPOGRAPHY

- a. Marion Bold
- b. Helvetica Neue
- c. Poppins sans-serif

BRANDING



GOVERNMENT



CITY SEAL



DOWNTOWN



CHERAW

STATE SC PARK

STATE PARK



GOVERNMENT



FIRE DEPT.

CURRENT MARKETING STRATEGIES

- a. Facebook
- b. Revitalization plan for Downtown
- c. Cheraw Newsletter

LANGUAGE AUDIT

Cheraw's voice is formal but welcoming and descriptive of the town's value and history.

Their social media voice is even more familiar.

NAMING SYSTEMS AND CONVENTIONS

Naming systems vary between branches of government and departments in Government. There is a theme of community, history, a desire for growth and increased infrastructure.

Names associated: Cheraw, "Prettiest Town in Dixie", historic, Jazz, heritage, historic district, preservation, nature, local, community, architectural legacy.

KEY MESSAGES

- a. Historical preservation
- b. Community
- c. Outdoor activities

DESCRIPTORS BEING USED

Cheraw does not have an extensive online presence outside of their website. Cheraw is a historic place with a value for preserving architecture. The town celebrates its appreciation for jazz and jazz culture.

BRANDING

COMPETITIVE AUDIT

HARTSVILLE, SC

POSITIONING

Hartsville is a small town near Cheraw in the Pee Dee region. Hartsville is home to major industries, charming neighborhoods, a vibrant downtown, plenty of places to eat and cultural opportunities to enjoy, as well as Coker University and the S.C. Governor's School for Science and Math.

TAGLINES

"A small town with a big heart"

KEY MESSAGES

Hartsville, South Carolina one of the most dynamic small towns in the South.

The smallest city in America to be the headquarters of a Fortune 500 company.

A tradition of educational leadership is alive and well. A place where people work together to make our community stronger.

VISUAL IDENTITY

LOOK AND FEEL

- a. Colorful, welcoming, diverse, opportunities

IMAGERY

- a. Images of downtown, boutiques, people enjoyn themselves, dinign shopping, businesses

COLOR AND TYPE

- a. Blue, orange, red, teal
- b. Open Sans, Arial, Helvetica

BRANDING

COMPETITIVE AUDIT



COMPETITIVE AUDIT

PINEHURST, NC

POSITIONING

Underneath the towering long-leaf pines in the heart of North Carolina, lies a charming New England style village that will stop you in its tracks. World class golf recreation, quality health care, safest city in NC, central location, educational opportunities, year round art and cultural festivals, low tax.

TAGLINES

“The Village of Pinehurst is not just a wonderful place to visit, it’s an unbelievable place to call home.”

KEY MESSAGES

99% of citizens rate Pinehurst as an excellent place to live.

Close to the beach.

Safe.

Recreational opportunities.

BRANDING

COMPETITIVE AUDIT

VISUAL IDENTITY

LOOK AND FEEL

- a. High end feel in a small town, natural elements, emphasis on golf

IMAGERY

- a. Scenery, rural landscapes, historic buildings, golf courses, nature

COLOR AND TYPE

- a. Brown, blue, navy blue, green, cream
- b. Roboto sans serif



COMPETITIVE AUDIT

FLORENCE, SC

POSITIONING

A contemporary Southern belle of a city, Florence offers a wonderful array of entertainment, outdoor recreational activities, and local cuisine. This burgeoning hub of shopping, recreation, arts and entertainment has plenty of appeal and a flavor that hits all the sweet spots of both small-town and big city living.

With a revitalized downtown, Florence is a center of activity for visitors in the Pee Dee region. On any given day, visitors to Florence might experience a symphony performance, a play, a rock concert, an art show, an outdoor market, a historical re-enactment and so much more.

BRANDING

COMPETITIVE AUDIT

TAGLINES

“Discover what makes Florence more than just a stop on the way to the beach”

“Full Life. Full Forward”

KEY MESSAGES

Great dining, cultural events, live music, shopping and the arts

Honors its past, basks in its present and keeps a steady focus on a vibrant, exciting future.

VISUAL IDENTITY

LOOK AND FEEL

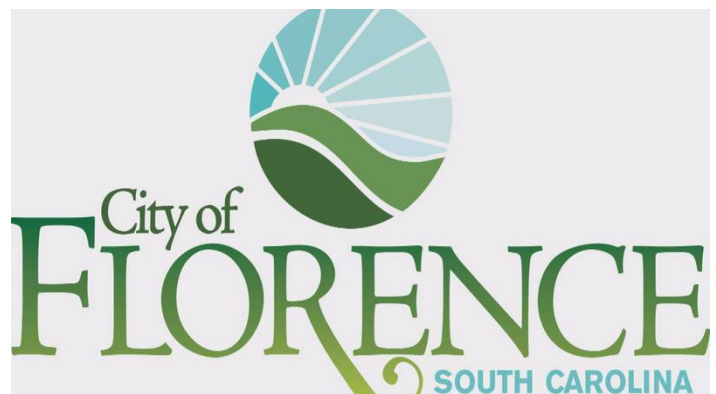
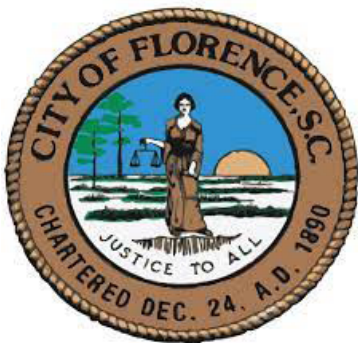
- a. Bustling, alive, growing, vibrant, green.

IMAGERY

- a. People enjoying events, downtown, city lights, food, art, nature, movement, energy

COLOR AND TYPE

- a. Green, blue, white
- b. Lato sans serif, Open sans



BRANDING