

A wide-angle photograph of the Philadelphia skyline at dusk. The city's lights are reflected in the calm water of a river in the foreground. A bridge spans the river, and a path with trees runs along the left bank. The sky is a deep blue, and the city lights create a warm glow.

Philadelphia

Global Identity

Project



GOAL

# Why are we here?

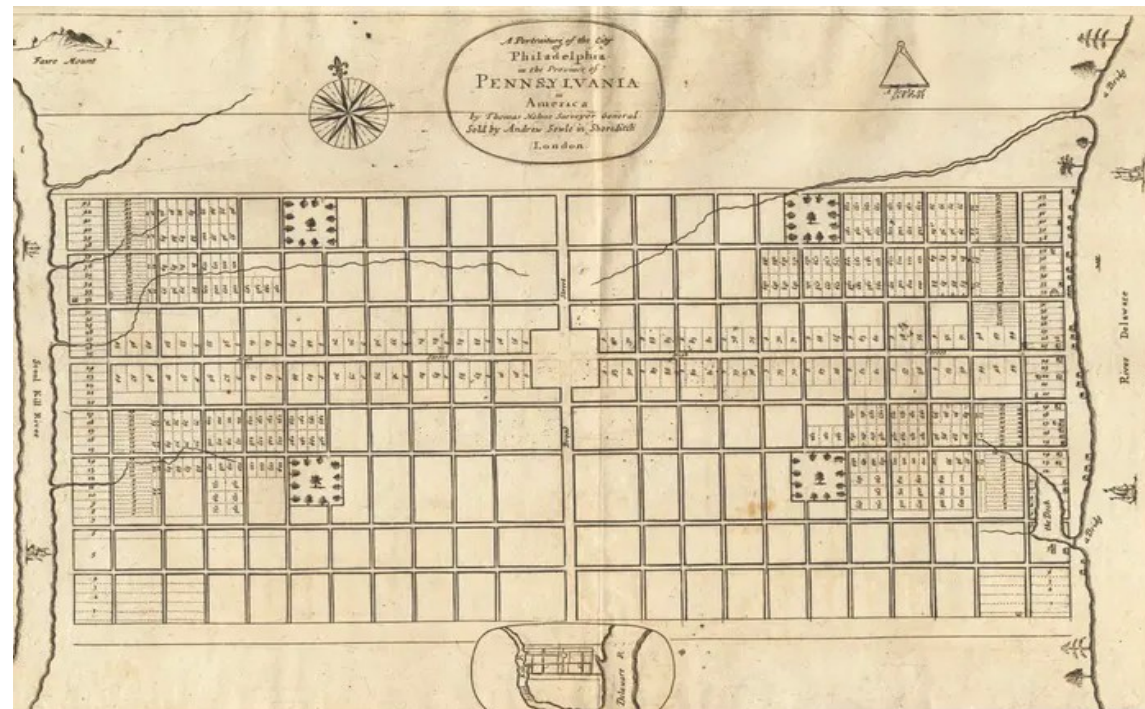
**The perception of Philadelphia lags its progress and performance. There is an opportunity to better shape what the world knows about Philadelphia to tell a story of its current momentum and growing assets.**



# Philadelphia's Story

## Chapter 1: Enlightenment City

(17th Century)



## Chapter 2: City of Ideas

(Late-18th & Early-19th  
Centuries)



## Chapter 4: Post-Industrial Urban Development

(20th Century)



## Chapter 3: Workshop of the World / City of Neighborhoods

(19th Century)



The story that includes Philadelphia's  
'Chapter 5,' the chapter of Philly in the  
21st century, is one that has yet to be told.



# What this project is

- Analyzing the region's strengths
- Exploring the region's potential
- Determining what is unique to the region
- Showcasing why the world should care



# What are we creating?

**A common language and narrative  
that clearly articulate what makes the  
Philadelphia region special**



# Why are we creating this narrative?

To tell a story that will help to attract and retain business, talent, and investment, fostering economic growth

To empower the Philadelphia community with a greater sense of identity and civic pride



# METHODOLOGY

# METHODOLOGY

## Overview

### Secondary Research

- Brookings Global Research
- Studies
- Publications
- Articles
- Insight Reports

### Qualitative

- Interviews
- Focus Groups
- Intercepts
- Online Discussion Boards

### Quantitative

- Online Survey
- Speak Philly

### Across Regional, National, and Global Audiences

Business Owners • Executives • Investors • Professionals  
Civic & Community Leaders • Students • Tourists • Residents

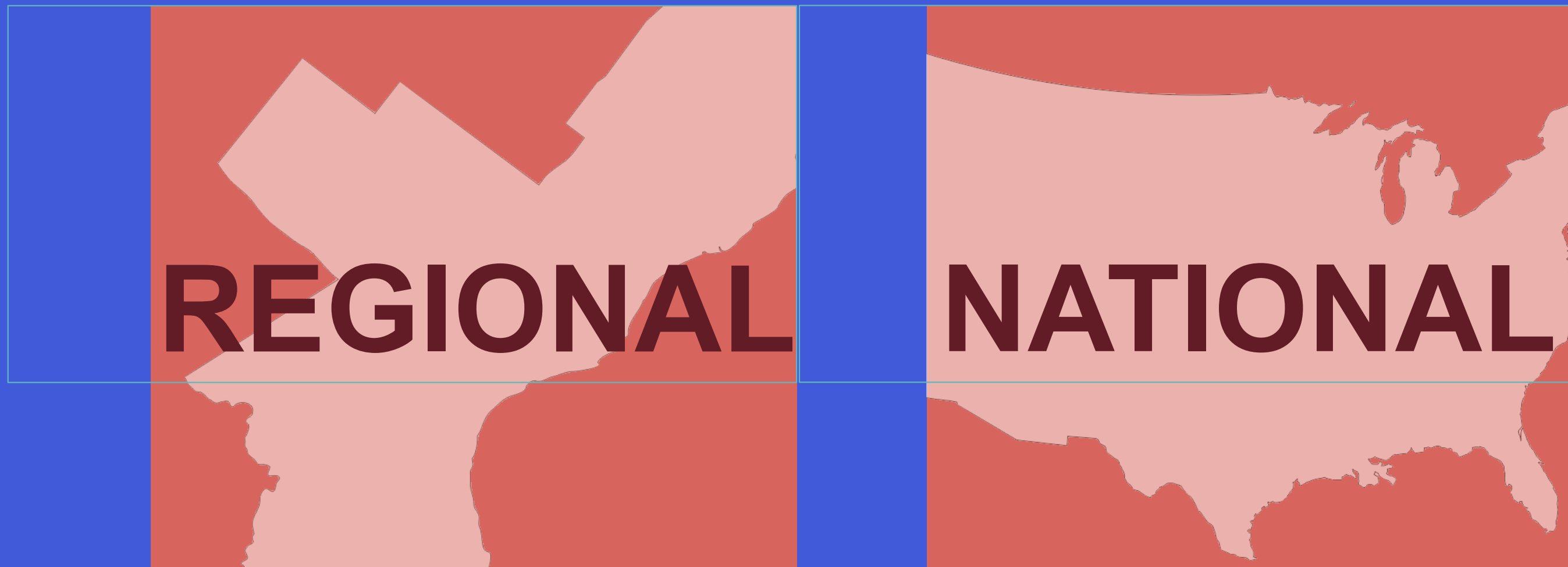


# 400+ Individuals Interviewed



**Business Owners • Executives • Investors • Professionals**  
**Civic & Community Leaders • Students • Tourists • Residents**

# 900 Individuals Surveyed\*



**Born & Raised Residents • Relocated Residents  
• Ex-Residents • Out-of-market**

\*Sub-quotas were assigned to several population groups related to geography, ethnicity, age, and income level in order to achieve a balanced sample. See Appendix for further detail.



~2,000 Responses

Philadelphia  
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# Hey Philly,

The Philadelphia Global Identity Project is building an identity for Philadelphia to help attract and retain more businesses, talent and investment—and we need your voice to make it happen. The world is listening.

What makes Philly better than the rest?

ENTER →

# KEY RESEARCH FINDINGS



1. Philly's Attitude & Personality Set It Apart
2. Philly's History Propels It Into The Future
3. Diversity Is In Philly's DNA
4. You Can Actually Live In Philly
5. Philly Experience Is About Human Connection



A photograph of the Philadelphia skyline at dusk or dawn. Independence Hall is prominently featured in the foreground, with its classical architecture and columns. Behind it, several modern skyscrapers rise into the sky. The image has a blue tint and a semi-transparent dark overlay where the text is placed.

“[What makes Philly better is] our  
boundless creativity, and our  
determination to get it done.”



What makes Philly better than the rest?

here is my answer

Philadelphia

Global Identity

Project





“Philly is a city of revolutionary ideas and innovation. Our history in America as a city of free thinkers and a city of firsts makes us inspiring to locals and newcomers alike.”



What makes Philly better than the rest?

here is my answer

Philadelphia

Global Identity

Project



Philadelphia is a city of diverse populations of people.



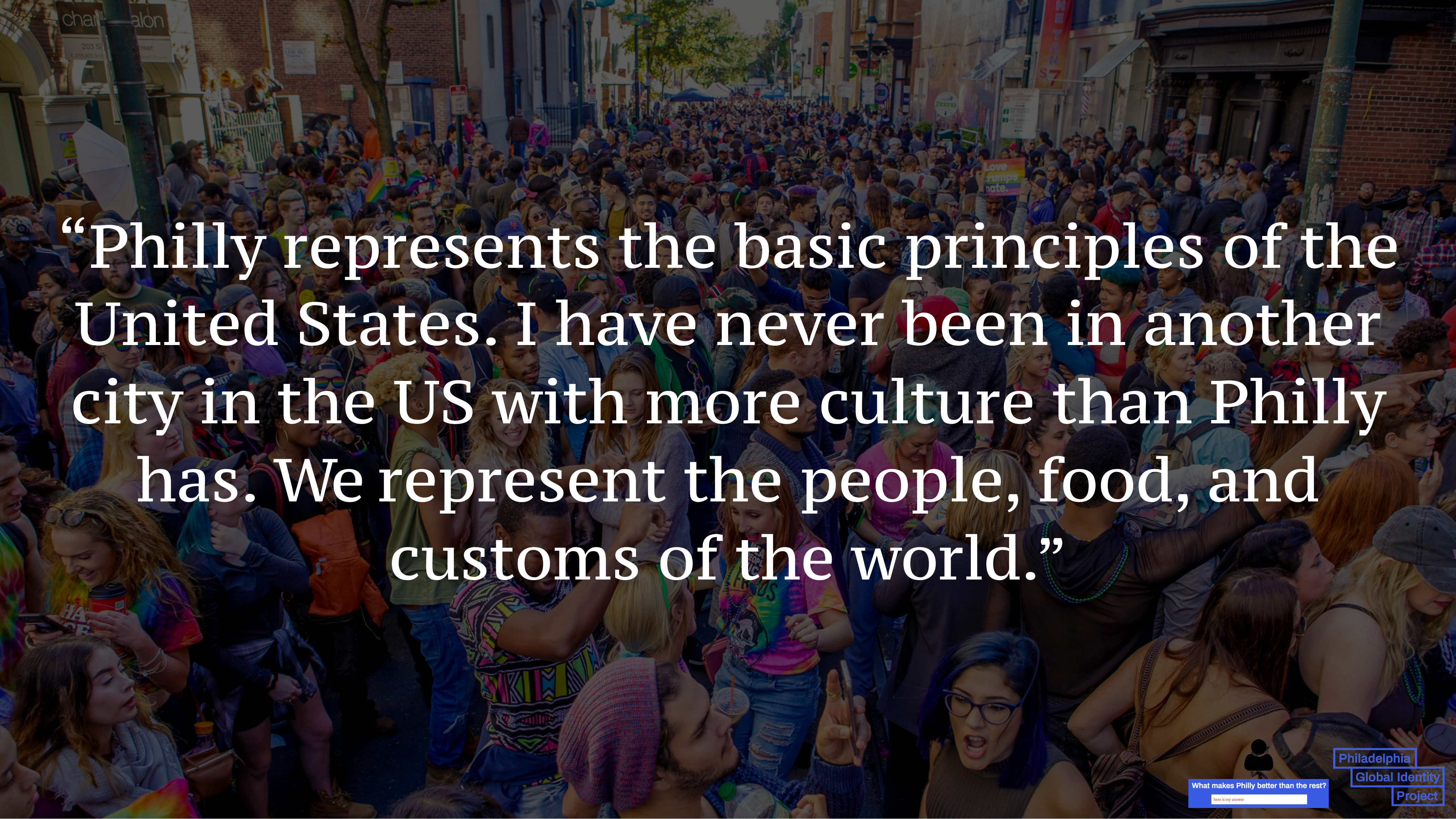
Philadelphia is a city of multiculturalism.



■ I strongly agree   ■ I somewhat agree   ■ I neither agree nor disagree   ■ I somewhat disagree   ■ I strongly disagree

Q: Please indicate how much you agree with the following statement.





“Philly represents the basic principles of the United States. I have never been in another city in the US with more culture than Philly has. We represent the people, food, and customs of the world.”



What makes Philly better than the rest?

here is my answer

Philadelphia

Global Identity

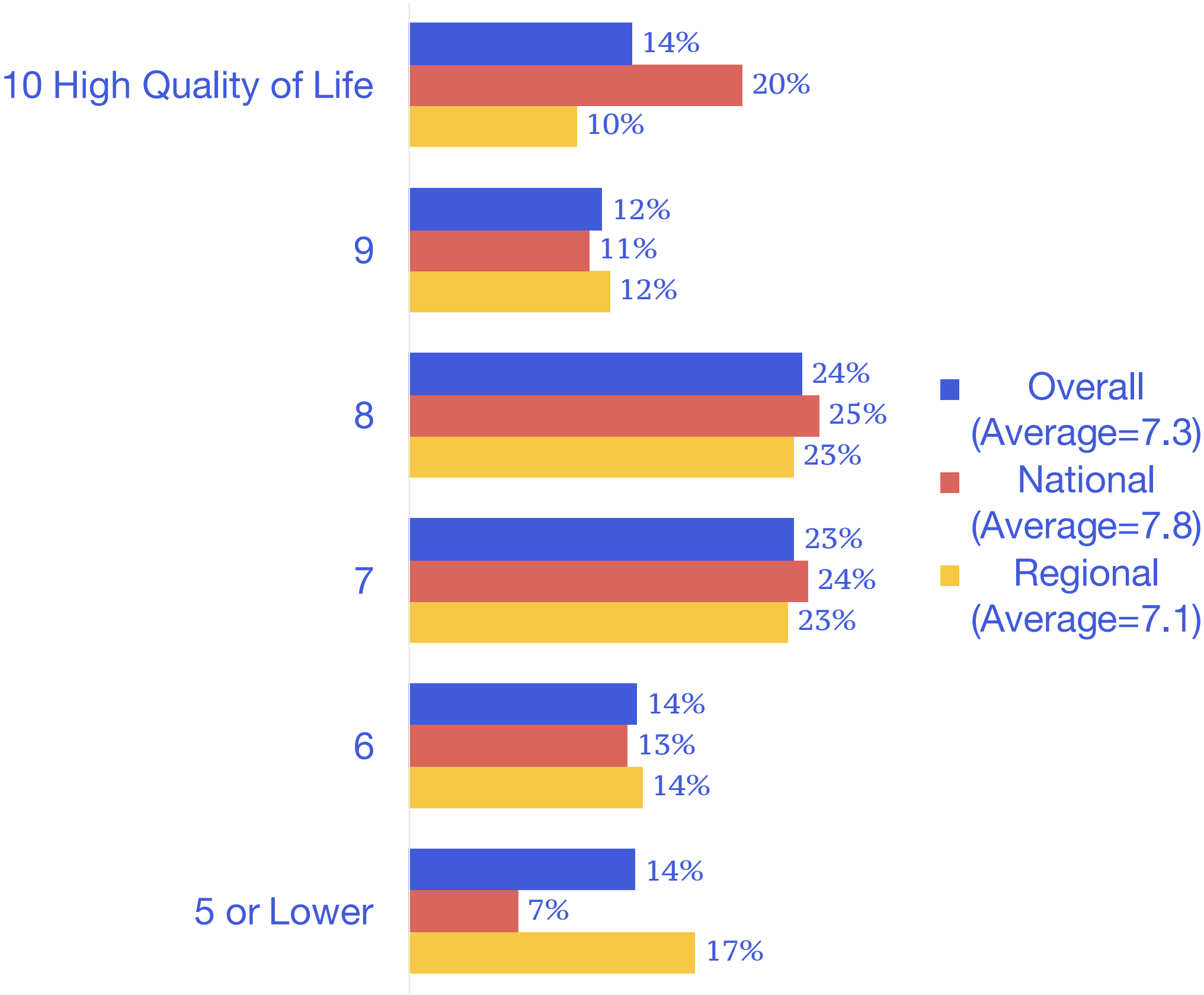
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KEY TRUTHS

You Can Actually Live In Philly

Quality of Life in Philadelphia



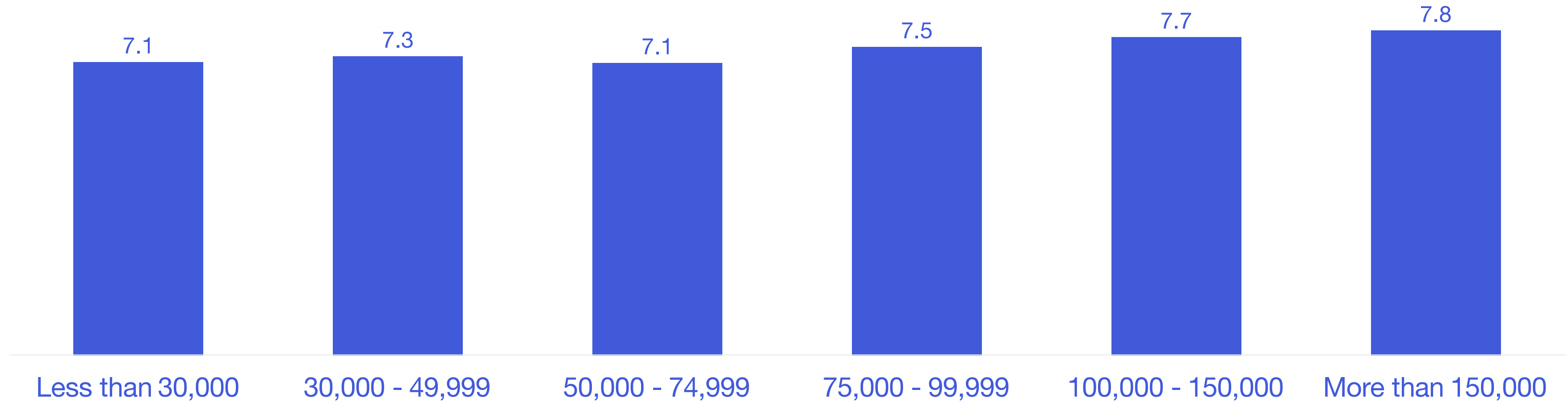
Q: How would you rate Philadelphia's quality of life?

# KEY TRUTHS

You Can Actually Live in Philadelphia

## Quality of Life in Philadelphia

(Average Ratings by Income)







“Sometimes living in NYC is a lot of work.  
Living in Philly didn’t feel like as much work  
day-to-day.”







“[What makes Philly better is that] it’s a city  
small enough where you can be someone  
and big enough where being someone  
matters.”



What makes Philly better than the rest?

here is my answer

Philadelphia

Global Identity

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# KEY TENSIONS

# PERSISTENT CHALLENGES

The following areas emerged as key challenges the region must address:

- Crime
- Government funding
- Poverty
- Business unfriendliness
- Public education
- Lack of industry diversification

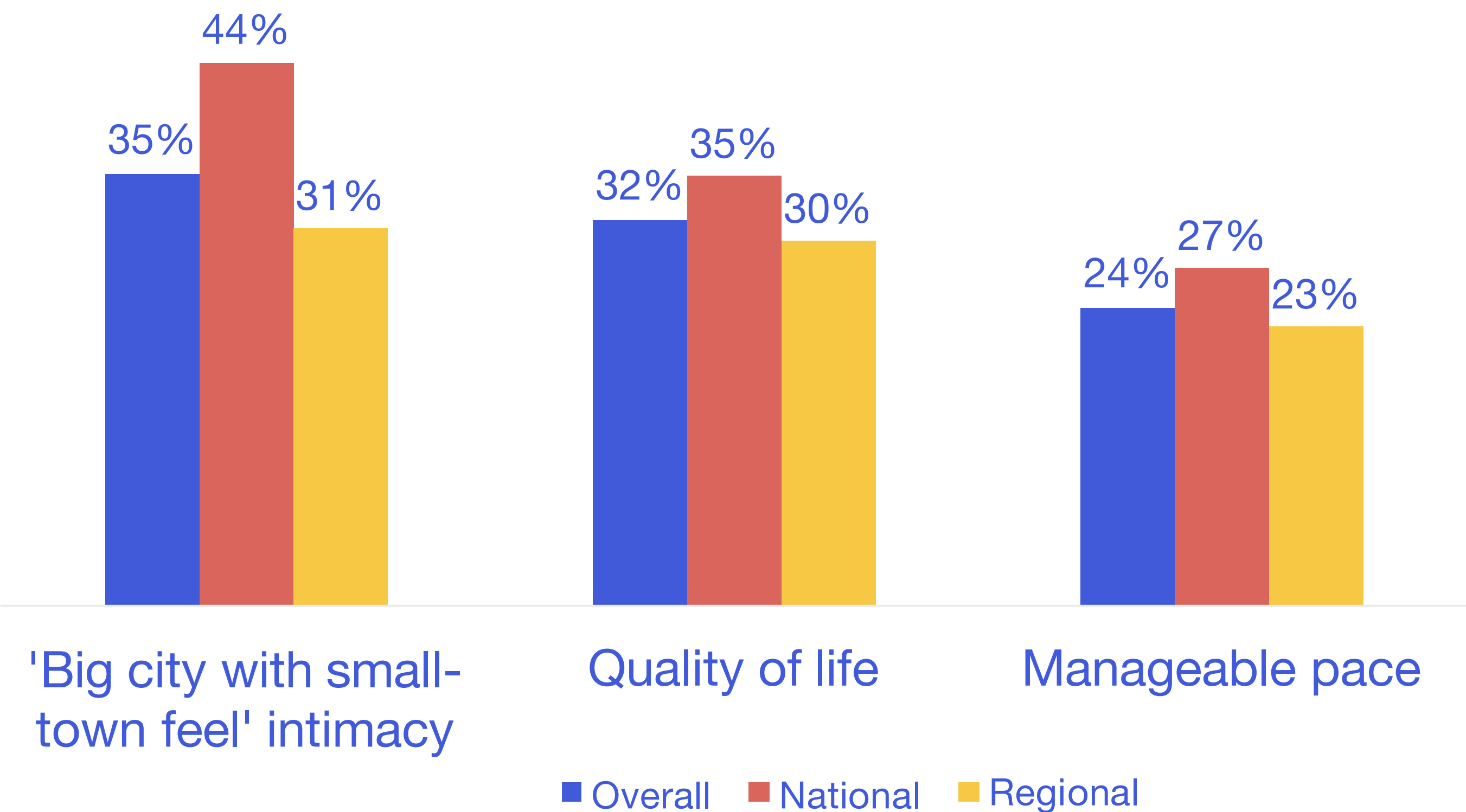
1. Diverse & Segregated
2. Welcoming & Insular
3. Cohesive & Disjointed
4. Proud & Insecure
5. Innovative & Risk-Averse



# ADDITIONAL FINDINGS

“Negadelphia” Culture

## Philly residents are in need of a pep rally!





**Philadelphia isn't as bad  
as Philadelphians say it is**

*ACTION PHILADELPHIA*

**FK.M. Adv.**  
PHILADELPHIA, PA.



# BRAND NARRATIVES



# BRAND NARRATIVES

## Process Spotlight

### The Four Brand Tenets

On a master brand level, the Philly region's differentiation lives at the intersection of personality (including grittiness, authenticity, and pride), history & ingenuity, diversity, and human connection. These four key brand tenets all contribute to an output that includes higher quality of life.





# BRAND NARRATIVES

## Process Spotlight

Regardless of how Philly's brand tenets are weighted to form each narrative, Philly's brand tone of voice will be consistent.

We are **AUTHENTIC**, not contrived.

We are **BLUNT**, with no time for B.S.

We are **ENGAGING**, not passive.

We are **TREND-SETTERS**, not followers.

We are **HUMBLE**, but still proud.

We are **PASSIONATE**, but not overbearing.

We are **PERSONAL**, but not intrusive.

We are **DETERMINED**, and never quit.



# NARRATIVE OPTIONS



# This is STRATEGIC LANGUAGE

(The outside world will not see these words)







# BRAND NARRATIVES

## Narrative Options

Option 1 focuses on the region's timeless legacy of ingenuity and revolution through perseverance.

# BRAND NARRATIVES

## Narrative Option #1

### Philly Pushes Forward

#### Central Idea:

Philadelphia is a community founded on the **power to spark revolution**. From American Revolution to civil rights revolution to cancer-curing revolution. This desire to challenge the status quo, breed ingenuity, and push forward together is powered by the **grit** of each and every Philadelphian; **passion, perseverance, and pride** that ignites a fire within to impact change in our community and around the world. Change that we fight for - not just for ourselves, but for each other.

#### Brand Promise:

In Philadelphia, you join a city that pushes forward, through the power of passion, perseverance, and pride, in order to impact change on the community-level and on a global scale.

#### Audience Segmentation Strategic Messaging:

- **Talent:** Join a supportive, intimate community with a long legacy of driving change through a work ethic rooted in grit.
- **Business:** Tap into a resilient talent pool that works harder and a community that is driven to move the needle.
- **Investors:** Tap into a gritty, impact-driven entrepreneurial pool that gets more done with less.





# BRAND NARRATIVES

## Narrative Options

Option 2 focuses on the possibility for self-expression, invention, and new beginnings granted to Philadelphians that drives ingenuity today.



# BRAND NARRATIVES

## Narrative Option #2

### The Place of Possibility

#### Central Idea:

Philadelphia is a community that represents **possibility**. The possibility to **live your truth**; the possibility to breathe; the possibility to make an impact in a community where impact matters; the possibility to invent - from street murals to cancer-curing treatments. And when possibility is coupled with the passion, perseverance, and conscience that drives Philadelphians, you get a community that cares just as much about impacting our neighbors as ourselves.

#### Brand Promise:

In Philadelphia, you inherit the possibility to live your life, express yourself, and make your impact in a community that you're bound to make.

#### Audience Segmentation Strategic Messaging:

- **Talent:** Join a community that empowers and supports you in your journey for individual expression and self-fulfillment.
- **Business:** In Philly, you have access to an environment that embodies both hard work and the possibility to invent through ingenuity.
- **Investors:** As a community that embodies individuality with a conscience, Philadelphia bleeds entrepreneurship, especially with a focus on human impact.





# BRAND NARRATIVES

## Narrative Options

Option 3 focuses on community and human connection as the empowering force behind Philly's culture of ingenuity.

# BRAND NARRATIVES

## Narrative Option #3

### A City Where You Can Be Somebody

#### Central Idea:

Philadelphia has always been a region driven by the **power of community**. No matter who you are or where you're from, **there's a community that you can call home**. A community united by passion, perseverance and pride whose ingenuity drives business performance, discovers medical breakthroughs, and sparks cultural transformation. A community that's small enough that you can make an impact, but big enough that **your impact matters**.

#### Brand Promise:

In Philadelphia, there's a home and a community, fueled by human connection and grit, in which each and every individual can breathe, thrive, and impact change.

#### Audience Segmentation Strategic Messaging:

- **Talent:** In Philly, you can find your home and sense of belonging that enables you to *be someone*, and make the impact you're bound to make.
- **Business:** In Philly, you can find a supportive community that collaborates to impact change where your talent can feel at home.
- **Investors:** Philly is a community-based network that collaborates to support its people in their pursuit of change.



## Converged Narrative

## A City Where Passion Drives Possibility (The Power of Philly Passion)

### Central Idea:

Philadelphia is a city fueled by passion.

Passion to challenge the status quo, think differently and push forward together.

Passion to invent - from American Democracy to breakthrough cancer-curing treatments.

Passion and ingenuity to do more with less.

Passion to make a difference in a city that's small enough that you can make an impact, but big enough that your impact matters.

Passion to connect with those around you and to give back to the community that you call home.

Passion is, and always has been, the fuel that sparks revolutionary possibility in Philadelphia.

### Brand Promise:

In Philadelphia, you join a city where passion is the uniting force that sparks revolutionary possibility.

### Audience Segmentation Strategic Messaging:

- Work in Progress



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THANK YOU!