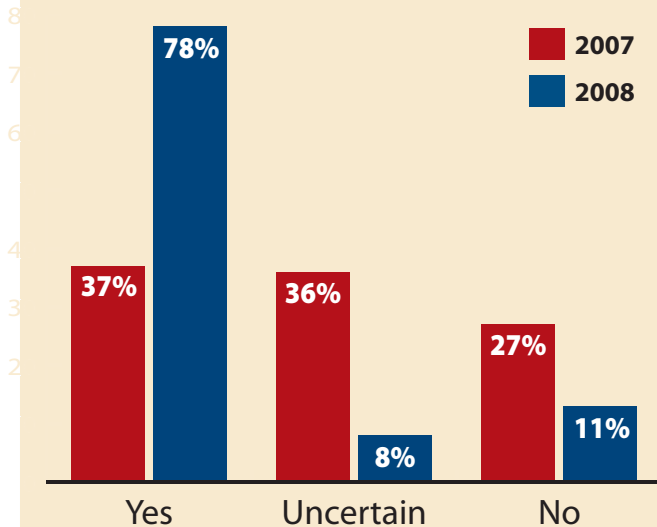


Overarching Durham Brand Reaches Milestone in Record Time

Durham Residents Familiar with the Overarching Durham Brand Signature "Durham, Where great things happen"

(Durham Residents - generalizable)*



*Brand launched in 2006.

Source: The Catevo Group and Durham Convention & Visitors Bureau

In two short years since launching the Overarching Durham Brand, nearly 80% of residents recognize the brand signature, designed to provide a unifying framework to present Durham in a consistent, compelling voice.

Many thanks to the number of brand messengers who helped achieve this milestone. To become one of 300+ organizations and thousands of messengers showcasing the community's brand along with your own, visit www.durhambrand.com. For quick instructions on simply linking the signature on your website, visit www.durhambrandbug.com.

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Durham Luxury Real Estate

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Branding and Luxury Homes

Where great things happen

A friend and reader of the Durham Luxury Real Estate blog forwarded an article to me about branding in real estate. The analysis was primarily intended for large national developers but it made some points worth considering in our effort to improve the marketing of luxury properties in Durham.

This blog has taken the point of view that one of the reasons, if not the primary reason, that the luxury home market in Durham is not more vibrant, is that the Durham "brand" has not caught up with the emerging reality. This is not a unique observation. During the last couple of years the Durham Convention and brand Durham as the city "Where Great Things Happen" and the graphics associated with it groups. As you might suspect, some com

Submit other ways your organization deploys the Overarching Durham Brand to brand@durham-cvb.com!

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