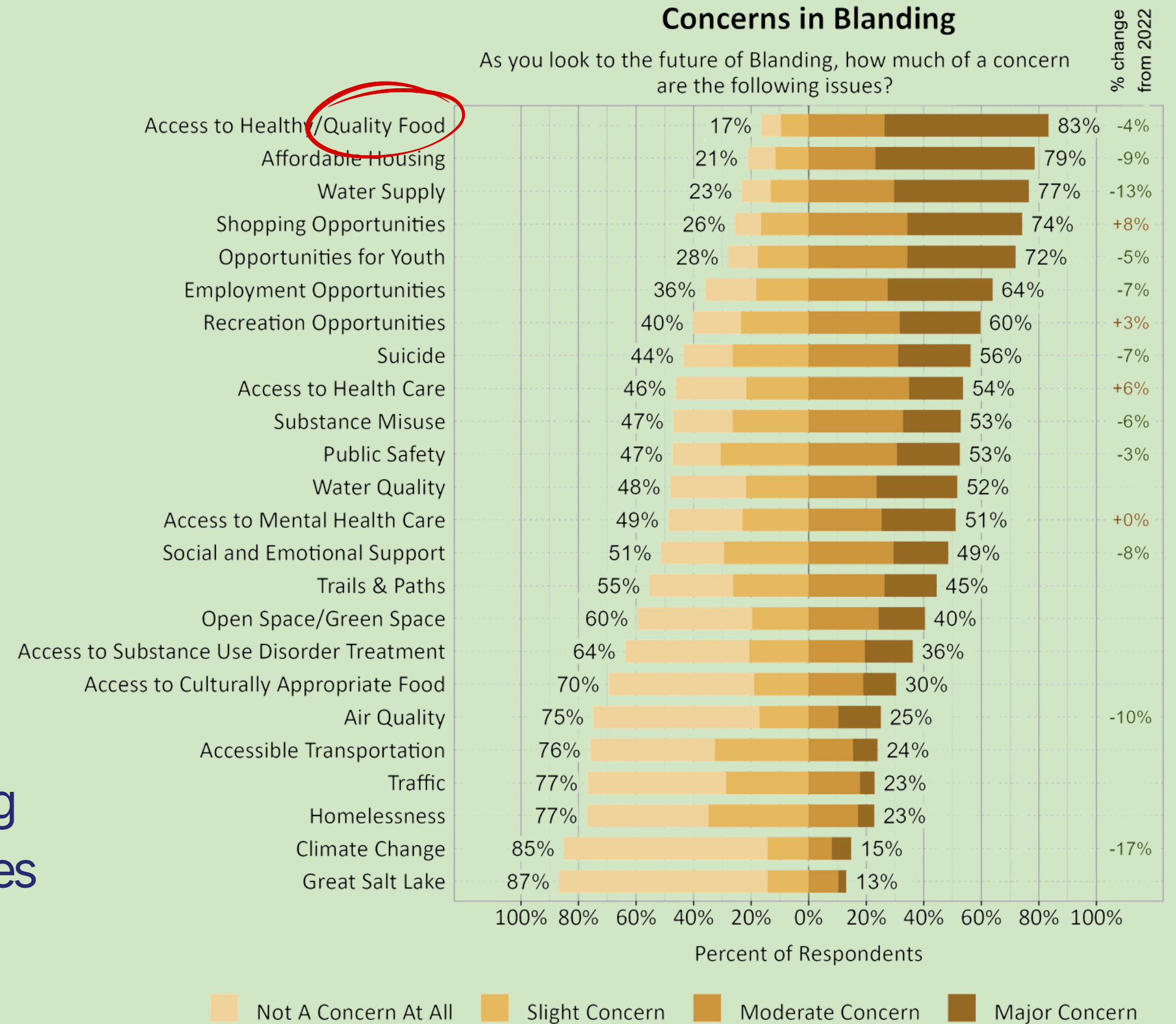


THE FUTURE OF BLANDING



THE PROBLEM

Blanding, Utah, has a massive problem on its hands. The city has, at its core, poor welfare of many of its citizens. Out of over 20 possible categories to choose from, the 200+ Blanding Residents who were involved in a survey conducted by Dr. Courtney Flint of Utah State University determined that the biggest issue was Access to Healthy/Quality Food, with a staggering 83% of participants citing it is an issue. Other issues that were listed as major were Employment Opportunities and Shopping Opportunities.



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THE REASON

Although it may seem trivial, the town has limited dining options, therefore fewer business opportunities, and a significant amount of tourist money that leaves the town instead of staying local. At the same time, this issue has been debated for years, but the time to act is now. The problems are real, and the longer we wait, the worse the problem will get. Those findings from Dr. Flint are actually worse in her 2024 version of the study than the 2020 one. The campaign is about one simple solution: allowing regulated alcohol sales – keeping money in the community and helping our town grow.

THE STAKEHOLDER

The primary stakeholder for the campaign will be the voters of Blanding. More specifically, the adult residents who participate in local elections. They hold the direct power to change the law through a referendum.

The biggest barrier is going to be getting the voters to overcome their fear of the negative connotation that alcohol has.

Many voters are going to associate alcohol with crime & drunk driving, and this is going to obviously be an issue to a community that has family centered values. They don't even see that it is an issue in the first place – this is our main “gap.”

When voters don't see an issue, or are uncertain, they resort to maintaining the current system. Even further reason for the campaign to act NOW, before their resolves are set in stone.

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DELIVERABLES



A flyer is going to have clear factual information spreading awareness, and giving stakeholders truth.



A poster will show what Blanding is missing, allowing an emotional connection to be created.



A website will be an awesome way for stakeholders to navigate facts, similar towns amongst other convincing ideas.



A letter to the city council will be an effective way to get a referendum started and gain traction.

PRESENTED BY
GEORGE
MCNAUGHTAN

THE VISUALS



Our font, **INTER BOLD** and Inter Light are made to showcase the stability we want to preserve and the change we want to bring.

The main symbol will be a scale balancing community values and economic opportunity. We want to make the audience calm, reassured, and confident in their decision to change NOW!



Navy Blue represents trust and responsibility.

Gold represents opportunity and economic growth.

Sage Green represents community value and well-being.

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