Sparkman Wharf

CREATING PLACE THROUGH MARKETING & SOCIAL MEDIA

(everywhere you see this icon it represents on-line listening)
REBUILD OR REBRAND?

Zero equity if we have to rebuild
Conceptualization of Sparkman Wharf

Performed Market Audit → Audit Resulted in Bad Equity → Made Decision to Re-Brand

Performed Audit on What Market Needed → Conceptualized Sparkman Wharf
Sparkman Wharf is named after Stephen Sparkman, one of Tampa’s original movers and shakers. A true disruptor in every sense of the word, he brought innovation and transformation that pushed the boundaries of what was being done in the city at the time.

With its actual wharf, which guests will be able to relax on while enjoying a waterfront view, Sparkman Wharf harkens back to the area’s industrial and maritime history.

In legacy of Stephen Sparkman, Sparkman Wharf seeks to be a game-changer, celebrating the people who do things differently and push our city forward.
BUILDING THE BRAND
THE LOGO

The logo is inspired by the movement of the water.

The stencil approach is reminiscent of the stamps on cargo crates, a nod to the history of the working waterfront.

The logo is bold, and it serves as the defining characteristic of the brand. The wave element adds levity to the heavy font. It is both gritty and whimsical.
BRAND PERSONALITY

Sparkman Wharf is a unique, game-changing development for Tampa. The waterfront office space is unlike anything else on the market in the city, and the eclectic park with its innovative F&B offerings is the only such place with outside waterside seating in the city.

As the first completed development from the Water Street Tampa team, and a retail and office positioning that is more ‘creative’ in it's orientation, Sparkman Wharf needs to make a splash as something that is visionary, progressive, and innovative – much like Stephen Sparkman himself.

Our brand personality therefore needs to be disruptive, creative, and confident. We are proud and excited by what we are bringing to the city with this development, and we know that what we are offering is truly differentiated.

TONE OF VOICE

Six weeks ago...
- Confident
- Attitude
- Grit
- Energy

Today...
- Enthusiastic
- Intriguing
- Playful
- Confident
BRAND VOICE

Welcome to Tampa’s brand new outdoor waterfront space.

Explore the new, the unexpected, and the surprising. Coming fall 2018.

FOOD & PARK

Our waterfront garden will feature shipping containers housing ten of Tampa’s best restaurateurs who’ll be experimenting with new culinary concepts in Sparkman Wharf’s relaxed outdoor waterfront setting.

• Spark up a conversation.
• Go al fresco.
• Where will your taste buds take you this weekend? Sparkman Wharf.
• Have a group chat - in person.

OFFICE SPACE

The office space at Sparkman Wharf is unlike any other workplace in Tampa. Creatively re-imagined, spacious loft-style offices overlook the water, with private outdoor space available for exclusive tenant use.

• Wave goodbye to bad days at the office with waterside views and creatively imagined unique office space.
• You may just forget you’re at work.
• Be part of Tampa’s office revolution.
• Work better, by the water.
• Office space for innovators.
• Office space to inspire creativity.
BRAND COLOURS

The color palette balances a bright and playful energy while anchoring itself in an elevated, premium navy, which serves as the hero color.

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<th>ACCENT COLOURS</th>
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<tr>
<td></td>
<td>C0 M24 Y85 K0</td>
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BRAND FONTS

The versatility of the fonts allows for a strong overall family, allowing for the creative to cater to different elements at different times.
BRAND ELEMENTS

All of the brand elements are rooted in the nautical theme, and all translate well to application to serve the greater visual language.

N 27° 56' 34.3062"
W 82° 26' 50.3442"
Throughout the branding process, the team was mindful of the mural designs for the shipping containers, created by local design group, Pep Rally. As the brand development process occurred, Pep Rally incorporated the various brand elements and enriched the color palette for the container murals to better express the Sparkman Wharf brand.
SHIPPING CONTAINER DESIGNS
The Marketing Ecosystem

Starting with the core brand requirements, connecting it to the consumer, building a narrative & communication strategy, and pushing it through the tactical distribution touch points.
BUILDING ANTICIPATION
Two main strategies:
• Talk to our customer’s influencers and let them talk for us
• Build our brand from nothing (authenticity and history) on the backs of high equity chef brands
BUILDING ON EXISTING BRAND EQUITY
Influencers
50 influencers
$30,000 event with chefs and swag and music
1.2 M hits on social media
Creating Critical Mass - not sf; audience

Marketing & Branding Strategy Focused on Existing Equity (chefs), Growing Tampa Community, and Education on New Brand

Built a Following Through Social Media, Advertising, Sneak Peek Experiences and Authentic Partnerships (such as influencers)

Created Critical Mass Through Soft and Grand Openings

Created Place Through Storytelling, Sharable Moments, Curates Places, and Community Events
Develop a following- social media
AUTHENTICITY & BRAND NOTORIETY THROUGH PARTNERSHIPS

now publicity starts- is print also listening?
CREATING USER GENERATED CONTENT THROUGH SHARABLE MOMENTS
ONGOING EXPERIENTIAL MARKETING & EVENTS (AMPLIFIED THROUGH SOCIAL MEDIA)

SPARKMAN WHARF

WATCH PARTY

Tampa Bay Lightning • Columbus Blue Jackets
SUNDAY, APRIL 14TH
PARTY STARTS 5PM
PUCK DROPS 7PM
ENTERTAINMENT, GIVEAWAYS AND LIGHTNING GIRLS

WELLNESS
AT THE WHARF

WITH
HARBOUR ISLAND

APRIL 7, 2019
10AM - 7PM

SPARKMAN WHARF

December 14th
ENTERTAINMENT & EVENTS

POWERED BY

sparkmanwharf.com

SPARKS
at the
PARK

SUNDAY, FEBRUARY 3RD
WITH OUR GUESTS

Humane Society
Since 1912

JOINING US TO WATCH PUPPY BOWL XV AT 3PM