



Key Challenge

Sometimes the very nature of a place can make branding that place difficult. Take the authentic fishing village of Petersburg, Alaska. With their strong Norwegian heritage, the people of Petersburg are hardworking, modest, courageous, quiet and a bit stubborn. Combine that salty character with a couple of previous unsuccessful attempts at branding and you get a community of very reluctant marketers. How best to create an identity for this town worthy of the strong character of the people (and authentic enough to overcome anti-marketing mentalities)?

Critical Insight

Petersburg shares many of the assets of other authentic Alaskan towns including breathtaking natural beauty, unrivaled fishing, native culture and small town charm. What it has that no other Alaskan town can boast is a strong Norwegian culture that colors all of its other assets with the character of this fascinating heritage.

Brand Identity

