

THE REPUBLIK®

DIFFERENTIATE YOUR BRAND.

Co-founders of **The EXPERIENCE Institute®** and HSMAI Adrian Award-winning firm, skilled at identifying the destination's true brand differentiation, and aligning stakeholders to consistent messaging and destination-wide brand integration strategies.

TheRepublik.net

THE REPUBLIK®

The Republik® (RPK) has decades of experience executing innovative ideas covering every facet of integrated marketing communications, from corporate ID packages to multi-million dollar television campaigns. They have also helped create and grow some of the most successful brands of the last two decades; AT&T, RCA, LexisNexis, MasterCard, Royal Caribbean Cruise Lines and others. RPK is dedicated to turning the unpredictable business of advertising into one that is both measurable and accountable. By rigorously analyzing consumer needs, RPK consistently constructs their client's brands to surpass expectations. [Contact us to truly differentiate your destination brand.](#)

CHANGE OR DIE

Born out of frustration with the slow-moving, cookie-cutter, big-agency life, we opened our doors in 2001 with this simple declaration - [CHANGE OR DIE](#). It is our rallying cry. A promise to progress and evolve. To never be satisfied with the status quo. To always look forward. For us, the best lies ahead. And we are determined to get there first.

ADAPTATION

Connecting with consumers where and how they live their lives requires continual vigilance. We've embraced this challenge by identifying and defining a growing list of societal shifts, or [PIVOTS](#), that can influence the ability to market effectively.

REVELATION

We all have a passion for the journey we share. But as a unique collection of individuals we also have a healthy dissonance of opinions and influences. This is where we reveal ourselves for all to see. Follow one. Follow all. This is who we are.

INVENTION

Here you will find us at work - illustrating our ability to adapt and create powerful ideas that truly connect. This is where we have turned convention on its ear. Creating brand stories beyond the traditional words and pictures. For us, marketing is the product. It is the brand experience. It is customer service. It is a review we read online. It is every conceivable connection 24/7.

A PASSION FOR BRAND DIFFERENTIATION

As co-founders of [The EXPERIENCE Institute®](#), **The Republik** is skilled at identifying a destination's true brand differentiation.

In a time when destinations are commoditized — with similar offerings for visitors — the true brand must be adopted by the entire community.

They must believe in it... and live it.



COMMUNITY ALIGNMENT TO THE BRAND

Following the adage "If you're not part of the solution, you're part of the problem," **The Republik** established an organization of over 300 community leaders in Fayetteville, NC who had the responsibility to set goals and prioritize branding efforts across a 10-year timeframe. The result? A fully-engaged citizenry.

The new brand — **America's Most Patriotic City** — was fueled through a special website to achieve community-wide brand integration, consistent messaging, and a way to:

- Track Progress of Community Branding Initiatives
- Showcase Recent Activities
- Detail Future Endeavors & Serve as a Public Forum
- Promote Local Businesses



AWARD-WINNING RESULTS

The Republik's work with the Fayetteville Convention & Visitors Bureau resulted in receipt of the North Carolina Association of CVB's 2007 Destination Marketing Achievement Award for Best Destination Marketing Initiative and a 2007 Bronze Adrian Award for Positioning from the Hospitality Sales & Marketing Association International (HSMIAI). On November 20, 2008, **Time** magazine lauded the city for putting on the world's largest military baby shower for a thousand expectant military moms from Pope Air Force Base and Fort Bragg. Now, as you drive into town — from any direction — welcome signs proclaim the World's First Sanctuary for Soldiers. The community has embraced the brand and is living it.

