

A map of Cleveland, Ohio, with a red pushpin stuck into it. The map shows various landmarks and streets, including the Rock and Roll Hall of Fame, Cleveland Stadium, and the Great Lakes Science Center. The word "Cleveland" is prominently displayed in the center of the map. The background is a blurred map of the city.

hey now!
M E D I A™

MTC Brand Strategy Overview

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Move to Cleveland

**Positioning Cleveland
as the best place for
Modern Orthodox
families to grow!**

Overview

Community & Experiences

It will showcase everything that Jewish Cleveland has to offer through the lens of attractions/ amenities and overall lifestyle that would appeal to the Modern Orthodox community. The brand will make connections and plug into the community through everything from food, education, synagogues and even sports.

AHA Moment

Interacting with this brand should be like an **awesome shabbat dinner** filled with lots of great food, wine, meaningful conversations and some new faces.

The brand will tell the story of all the different ways people participate in Modern Orthodox Judaism throughout the city and celebrate the opportunity for more people to move here and help it continue to thrive.

Energy

It is warm, youthful, committed, exciting and passionate.

The brand is...

(these are statements around what the brand should communicate through the written word, graphics and overall visual identity).

- Warm, Honest and Authentic
- Approachable
- Connected
- Realistic and Helpful
- Optimistic, Empathetic and STRONG
- Energetic, Positive and Committed
- Caring and Encouraging
- Charming (Midwest Swagger)
- Forward Moving... Not Sleepy!

Positioning and Messaging

Positioning

Our brand targets Modern Orthodox Families looking to improve their quality of life.

We believe Jewish Cleveland is the perfect city for families to grow!

That's because....

Thriving

Jewish Cleveland is thriving, strong and growing. It is a connected community with Kosher catering, restaurants, and grocery stores. There are 16 orthodox shuls, one of the largest Eruv's in the country, 5 orthodox day schools, a brand new Mikvah and tons of other supportive businesses that make it easy to enhance your life without compromising your lifestyle.

Accessible

Cleveland is just a short drive from many major cities and destinations and an easy flight to most other places. Additionally, the local Orthodox Communities are fully walk-able.

Affordable

The cost of living is significantly lower than other larger cities, while still offering all the amenities other major cities have to offer. There are also State voucher programs to offset private school tuition, and other school related help. There is affordable housing within the Eruv, and a very well funded Jewish Federation that actively supports both our Jewish organizations and our people. Additionally, housing, food and basic necessities just cost much less. Families get way more value and bang for their buck here.

A World Class City

We attract top young talent and have over 25 major colleges and universities within Northeast Ohio. Also, making it a great place to own a business.

“Cleveland ranks 8th nationally in attracting millennial professionals.”

Art, Sports Culture and Music Hub

- Playhouse Square
- Cleveland Orchestra
- Cleveland Museum of Art
- We have dozens of music venues, comedy clubs, 3 major sports teams and other minor league teams as well. Most world-tours, performance/ performers, including Broadway shows, all stop in Cleveland.
- Jewish Federation community programming

Internationally Recognized Medical Care

- Rainbow Babies and Children's Hospital, heart specialty, innovative cancer research and treatments.
- Cleveland Clinic Ranked #2 in the country and #1 in Ohio.
- University Hospitals Ranked #2 in Ohio.

The Great Outdoors

- 24 State parks within 100 miles of Cleveland, 12 of which are within an hour's drive.
- Boasting activities for every season: hiking, mountain biking, birding, stand up paddle boarding, kayaking, snowshoeing, and cross-country skiing.
- A National Gold Medal Award Metroparks System.
- A National Park System
- Cleveland is on the Lake! We have boating, beaches, rivers and amazing sunsets!

Brand Voice & Personality

Brand Voice

Modern Orthodoxy's Best Kept Secret

Emotional Focus:

Aspirational.

The idea behind this approach is to help people see that they could have this life. Show pain points and counter with solutions.

NO MORE: run around in a huge city that's too expensive

NO MORE: long commute times

NO MORE: compromising on values

Brand Voice

Cleveland:

All the things one needs to live a religious life

Loving, personal and warm community that can't wait to get to know them and have them for shabbos.

Educated kids go to top colleges, read and speak Hebrew in pre-school

Global: The rabbis here come from near and far with giant vaults of life experience and are just waiting to mentor new families and be a personal and present bridge to their faith.

Tagline Ideas

Cleveland is waiting for you.

Take your family from big city headache to medium city luxury!

Trade in your New York Minute for hours in the metroparks.

Trade in your New York Minute for hours in...

Examples

Bring it to life



new school jitters?
*we've got a community
for that.*

From simchas to sorrow, and everything inbetween consider Cleveland, Modern Orthodoxy's Best Kept Secret.



new bffs?
*we've got a community
for that.*

From simchas to sorrow, and everything inbetween consider Cleveland, Modern Orthodoxy's Best Kept Secret.



celebrate the holidays?
*we've got a community
for that.*

From simchas to sorrow, and everything inbetween consider Cleveland, Modern Orthodoxy's Best Kept Secret.

Bring it to life



Trade in your New York Minute

For hours in the
metroparks.

SEE MORE

www.reallygreatsite.com



Trade in your New York Commute

For a lifetime of
new memories.

SEE MORE

www.reallygreatsite.com

Bring it to life

LIFE TIP #38:

LOOK AT THE STARS.

YOU CAN SEE THEM IN CLEVELAND.



LIFE TIP #40:

WEEKENDS ARE FOR BAGELS.

THE BAGEL SHOPPE
CLEVELAND, OHIO.

"Best kosher bagels in Cleveland!" - Chanie Feldman-Levin

"FINALLY A REAL BAGEL in Cleveland! We're originally from NYC and yes -This place is legit!" -LQ