

# Rebranding Your DDA

Updating the Branding for Your Commercial Zone  
in Response to Consumer Lifestyle Changes



SECTION 01

*Assessing Relevance*

# Rebranding can be a big project. Starting with a clear purpose is crucial.

**Always start with “why”**

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What problems do we expect to solve with a new brand?

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Are we changing the visual presentation? The voice? The name?  
Everything?

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Are there clear examples where the current brand hasn't served us?

Sometimes working on the “why” you discover that you don't need a rebrand.

That's OK; the review is still worth it.

# Shop Canton Assessment

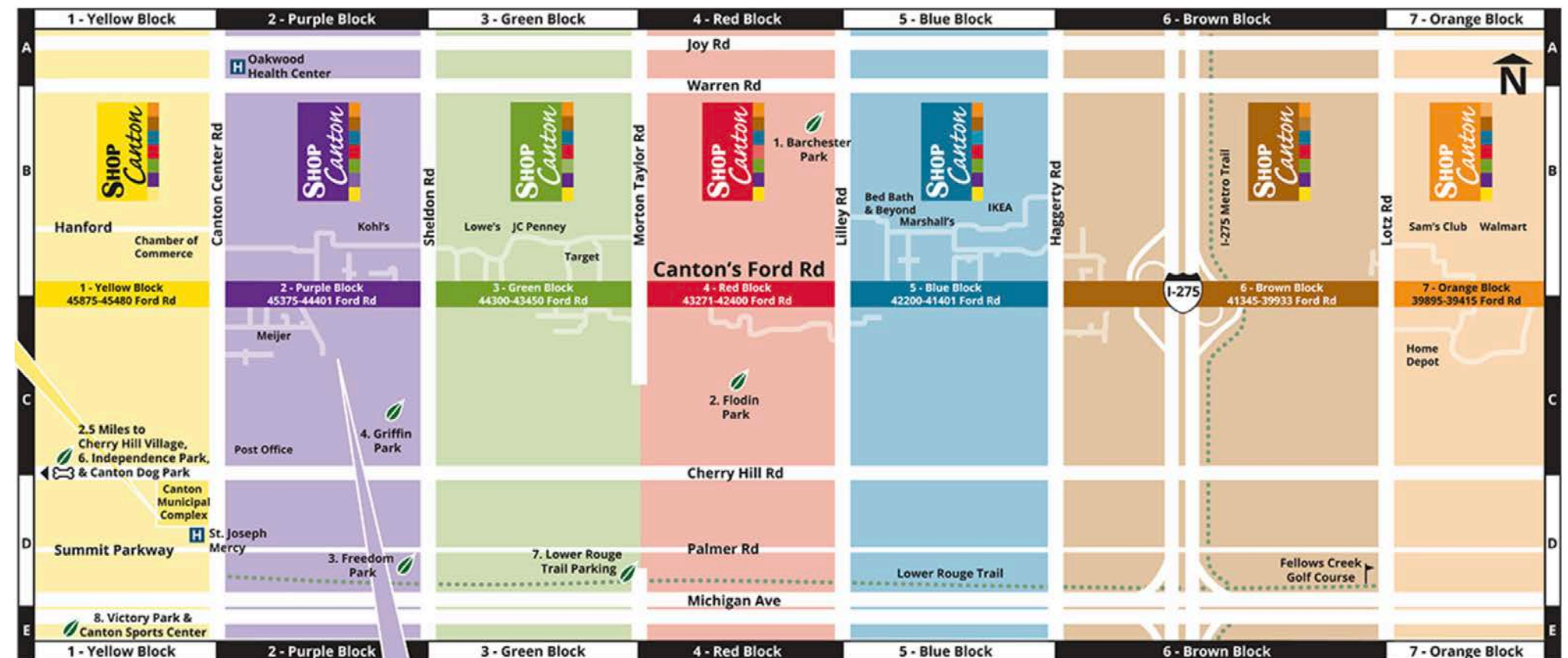


In the case of the Canton DDA, the Shop Canton branding was created in a different regional and technological context.

Color-coding allowed businesses to quickly direct potential customers

Navigation more important before saturation of in-vehicle systems

Presence of branding and wayfinding along Ford Rd. extended visitors past I-275 / Ikea area



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Wayfinding basis / Color coding no-longer needed

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Needs to expand beyond 'shop' to include dining, services etc.

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Needs to create a unique identity from other Canton districts

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Needs to draw expansive 3-mile district into one area

- Full corridor needed support to better define the area, not just West of 275
- Move away from hard-to-update physical maps/signage due to changing business store fronts



# Shop Canton Magazine

**Benefit:** Allowed for expansive coverage and direct communication with residents

**Disadvantage:** Slow speed and cost of print made it difficult to keep up with speed of the market, business offers were not current

SHOPCanton

Shop local. You make a difference.







Shopping ■ Dining ■ Entertainment ■ Specials ■ Events ■ Canton News

ShopCanton.org

Completion by Christmas 2023

• Paid for by the Canton Downtown Development Authority

brought to you by the Canton Downtown Development Authority (DDA) in Leisure Services and Commerce.

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was accurate when  
published.

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4 - Red Block

5 - Blue Block

6 - Brown Block

7 - Orange Block

Joy Rd

Warren Rd

Canton's Ford Rd

Cherry Hill Rd

Palmer Rd

Michigan Ave

1. Barchester Park

2. Flodin Park

10. Kopper Park

Sam's Club

Walmart

Home Depot

Lower Rouge Trail

Fellows Creek Golf Club

4 - Red Block

5 - Blue Block

6 - Brown Block

7 - Orange Block

Easily find businesses on Canton's Ford Road with the color-coded directory on ShopCanton.org.

It correlates with the color block location on the map. Look for the color banners along Ford Road marking each color block.

You can also refer to the ShopCanton Guide mobile app that gives you step by step directions from your location.

**STUCK IN TRAFFIC?**  
There are alternate access routes included on this map that can help you navigate easier through each color block.

**PARKS KEY**

AT Amphitheater

AF Athletic Fields

BB/SB B.ball/S.ball Fields

BC Basketball Courts

DGC Disc Golf Course

FP Fishing Pier

FBF Football Fields

GZ Gazebo

GR Grills

HSP Horse Shoe Pits

PB Pickelball Courts

PG Playgrounds

PV Pavilions

SVC Sand V.ball Courts

SPG Splash Playground

TC Tennis Courts

W/BP Walk/Bike Paths

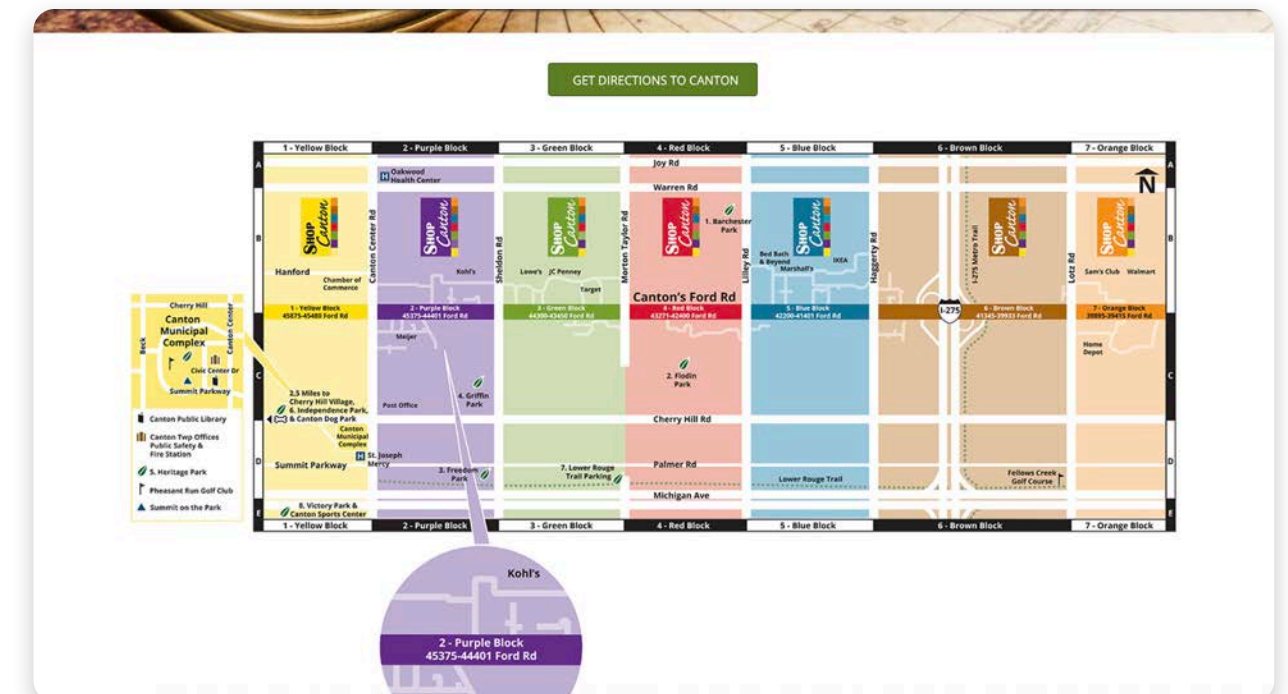
Take a tour of the Public Art Exhibit

**Planet Fitness:**  
1 Valkyrie  
2 St. George  
**Kohl's Sidewalk:**  
3 Wall Goats  
**Firestone:**  
4 Free Wheelin  
**Target:**  
5 Buffalo  
6 Squiggle Deer  
**Griffin Funeral Home:**  
7 Good Fortune  
**Home Depot:**  
8 Bird of Paradise  
**Michaels Sidewalk**  
9 Atometry  
10 Family

# App / Website

**Benefit:** Central digital repository for business information

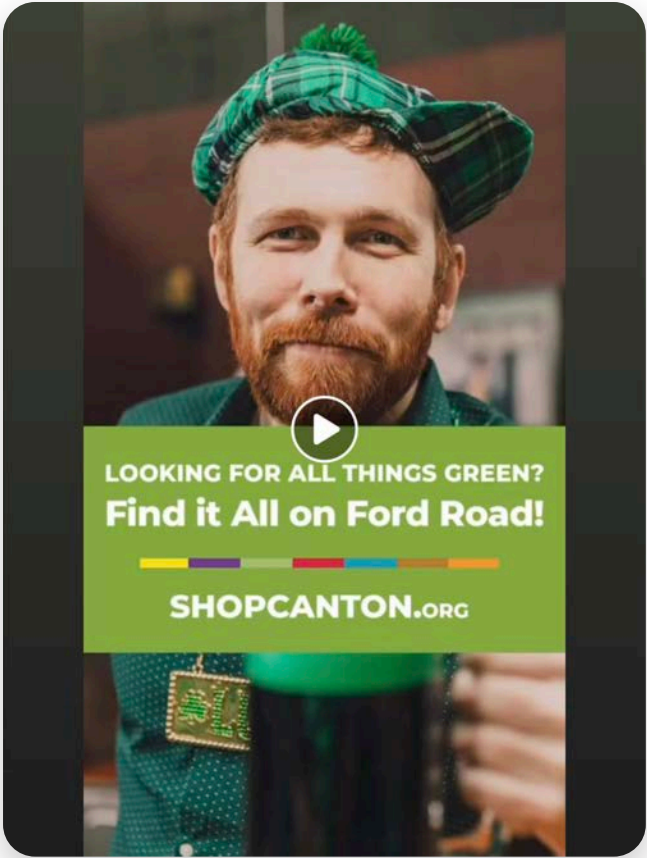
**Disadvantage:** Difficult to keep updated, limited functionality, geographic sorting



# Social Media

**Benefit:** Channels were established and active with business features

**Disadvantage:** Inconsistent activity led to decreased engagement and benefit for district



SECTION 02

*Developing Concepts*

**With a clear purpose defined,  
and problems to solve, brand  
concepts become a more  
objective undertaking.**

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Prioritize solutions including speed to market and flexibility

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Assess technical needs, usage and context

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Develop a range of concepts, all concepts should meet defined needs

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Evaluate as objectively as possible

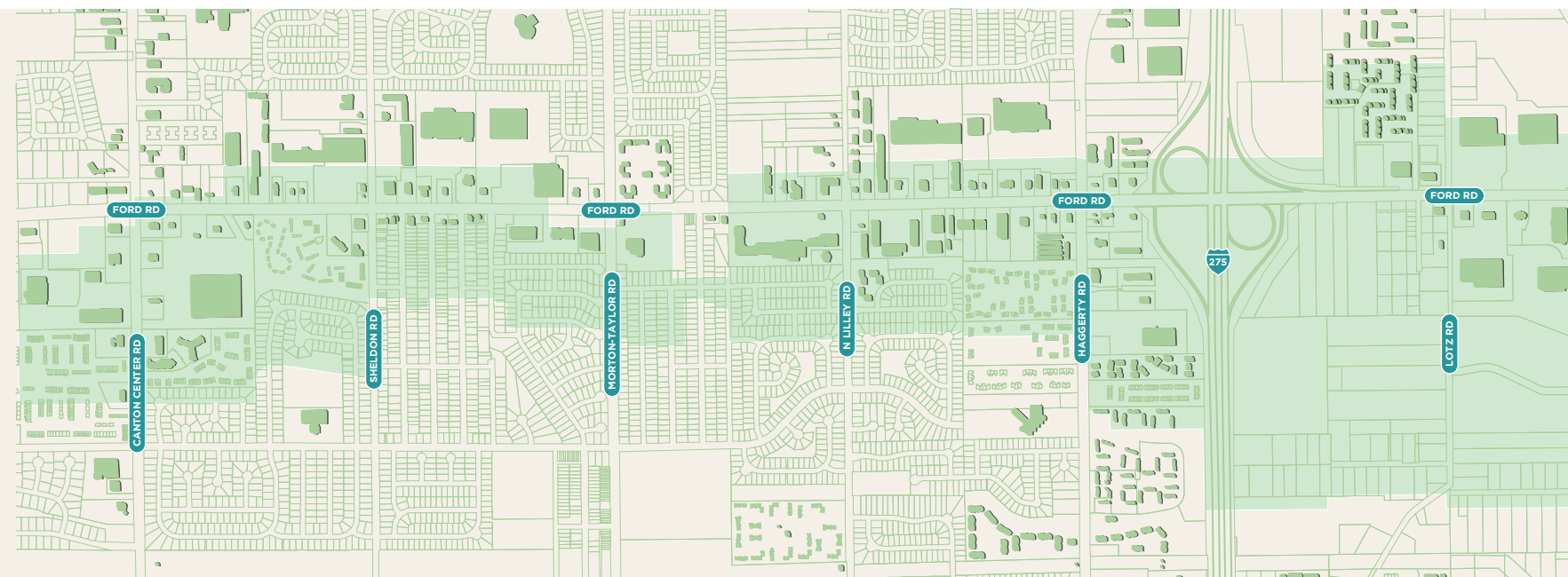
# “Downtown Canton”

Makes a bold statement

Maintains Canton branding

Prioritized speed-to-market

Defines district as a downtown despite lacking traditional streetscape



SECTION 03

*Generating Internal Consensus*

# Bring key stakeholders into the process **as early as possible** to arrive at a better brand and avoid pitfalls.

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Include all decision-makers in initial planning discussion, the “why”

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Bring stakeholders into the process (city, township, county, department heads)

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Keep as objective as possible by focusing on the purpose

## Lessons Learned:

Rushing the process can lead to longer delays

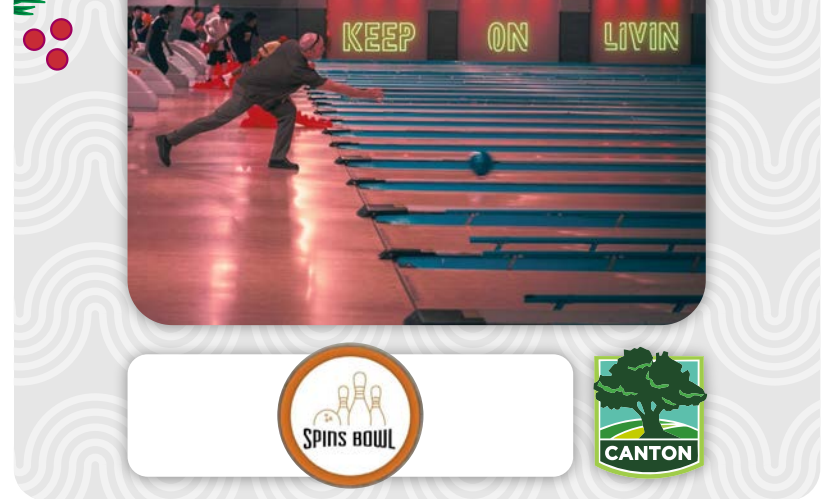
Consensus requires external feedback

# Downtown Canton met our immediate needs, and was a fast solution for the holiday season but there were major issues.

Canton Township had already planned a downtown brand for a different area

Overall Canton branding needed to stay separate

Internal Stakeholder consensus is crucial to brand success and cohesion



# Downtown Canton became the Ford Road District

FRD = Ford and Ford Rd. and Ford Road District

Colors coordinate with Canton brand without taking over

Unites the corridor while creating a unique presence within the township

Addresses more than just the Shop, Dine, Service, Entertainment, & Stay

## Take A Stand

Branding and re-branding projects can be difficult to achieve and maintain full consensus among large stakeholder groups. Compile objective benefits of the chosen concept to re-focus the team on the goal.



SECTION 04

*Implementation*

**A successful brand has the support of the internal team, the community and a clear implementation plan.**

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Is there a key event that can kick-start community traction?

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Be ready with digital assets and staff training

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Coordinate with media and digital outreach

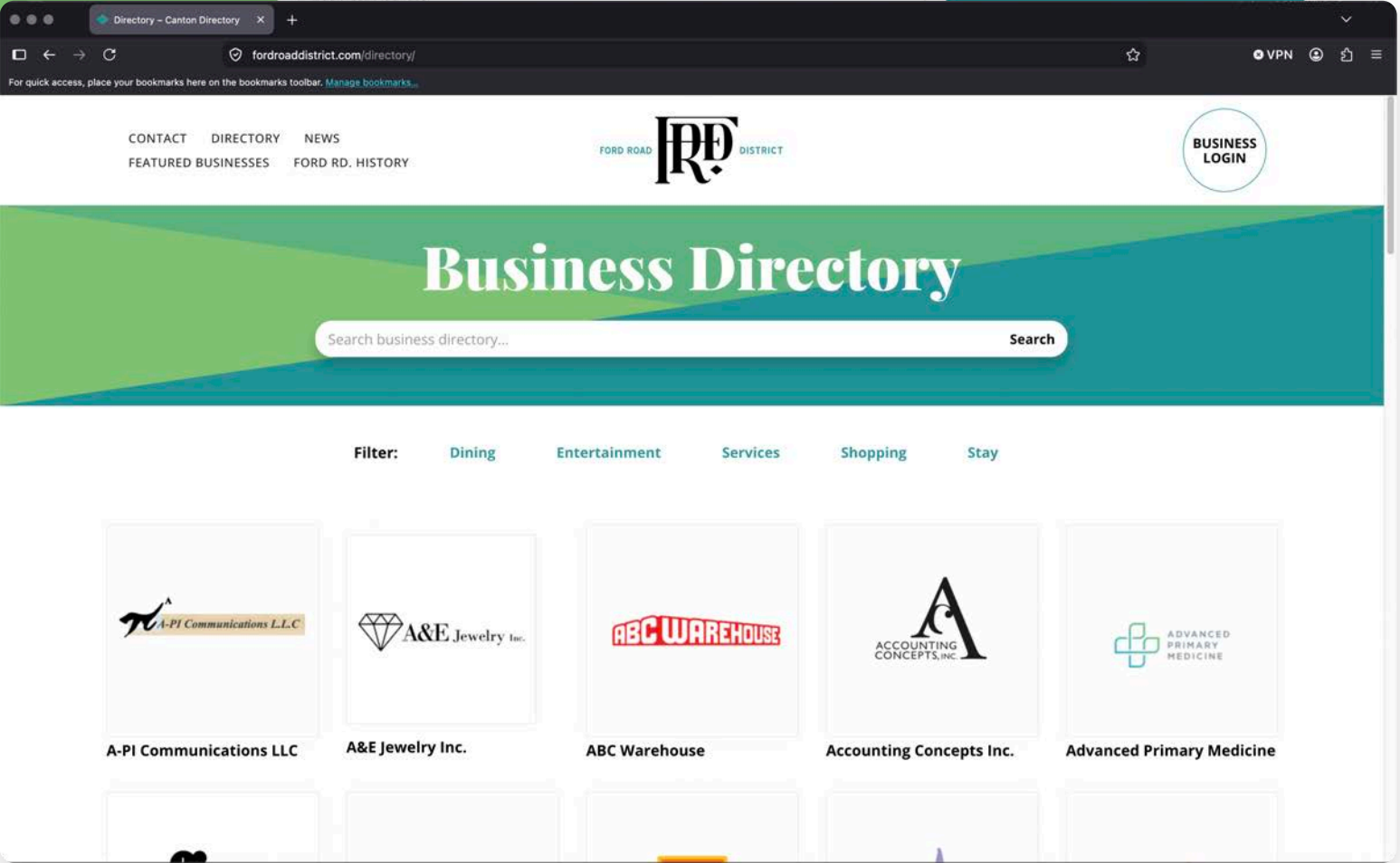
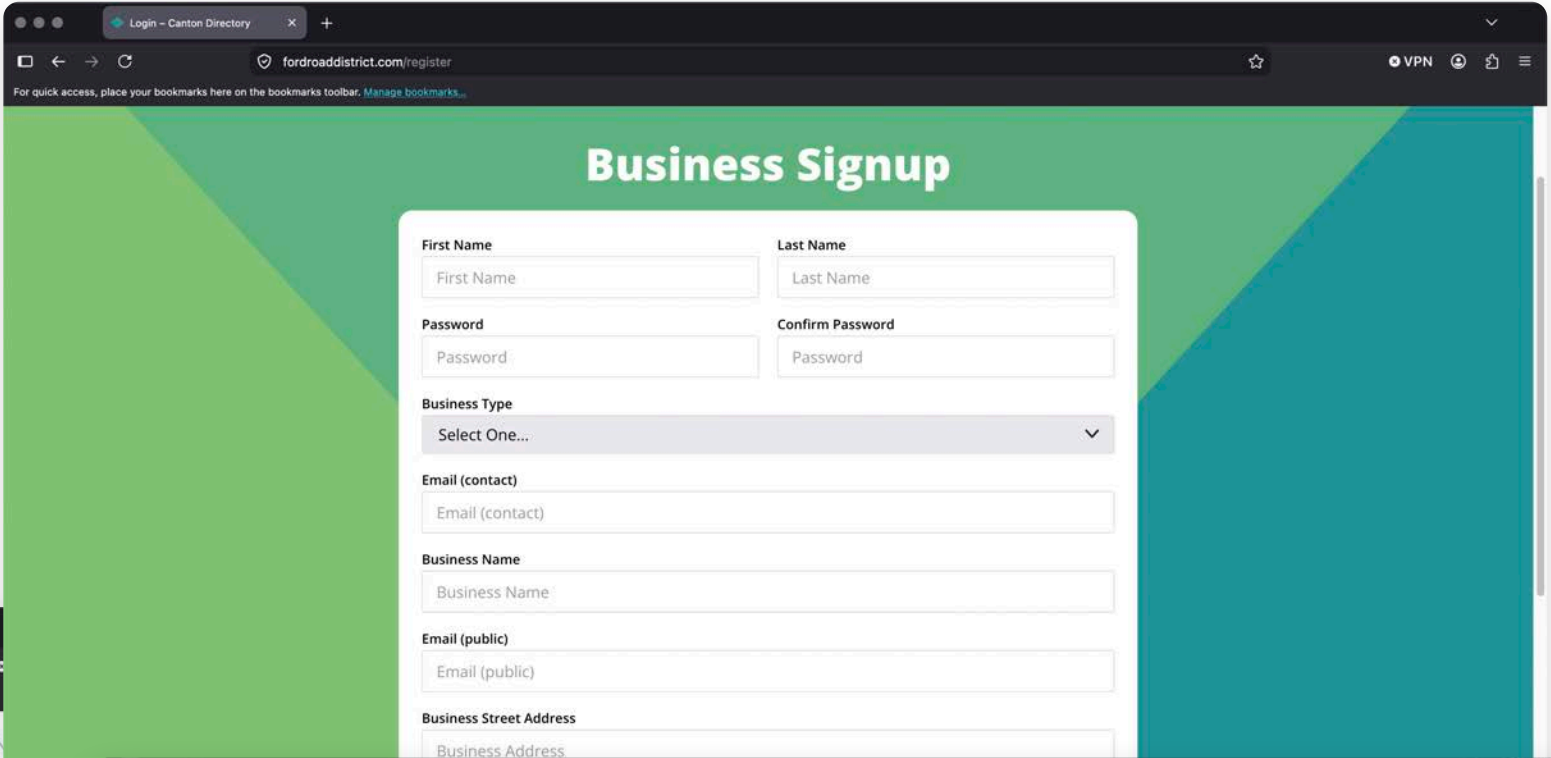
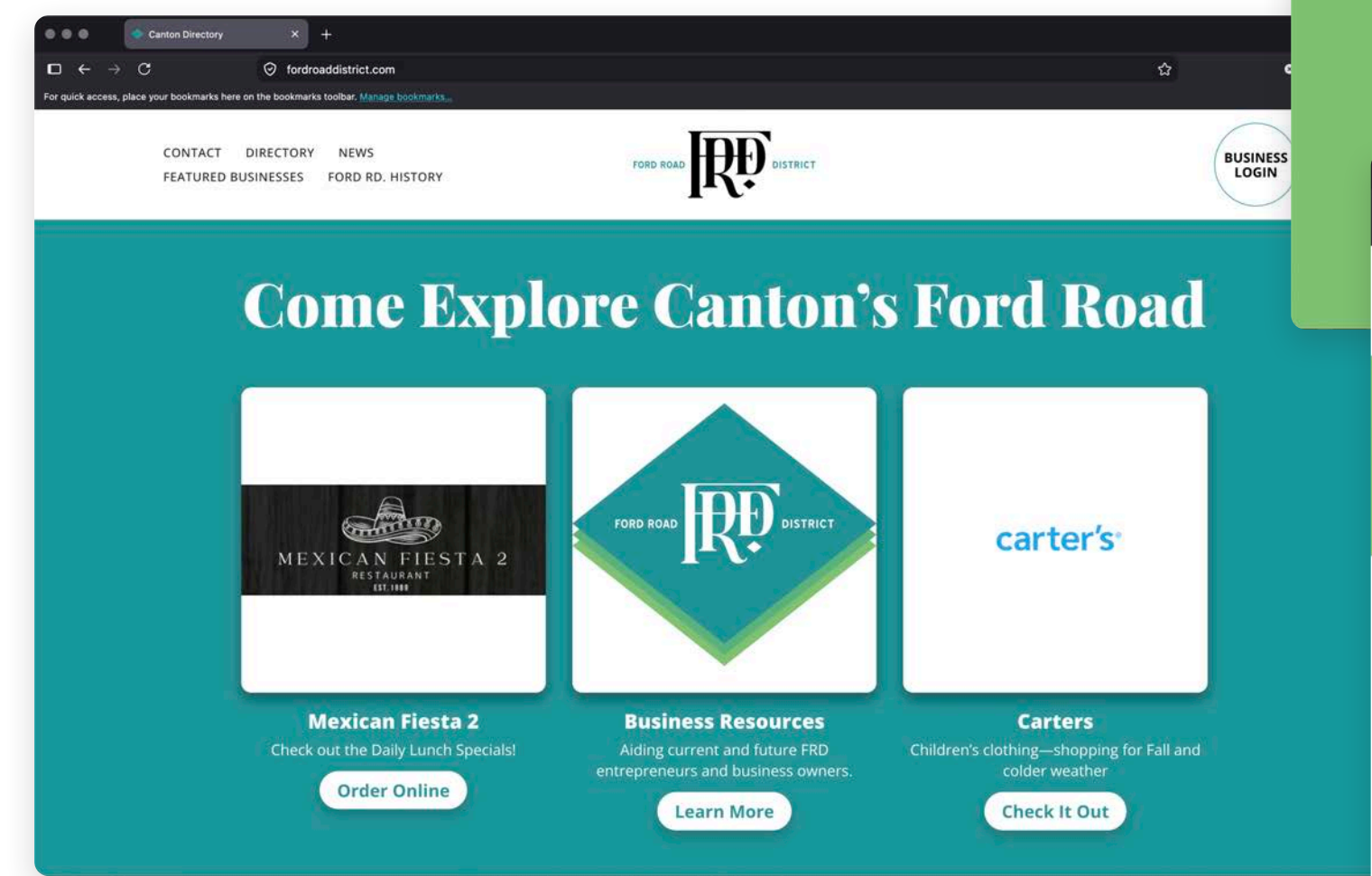
# The Ford Road District Brand Launch

Liberty Fest event signage and giveaways

FRD light pole banners

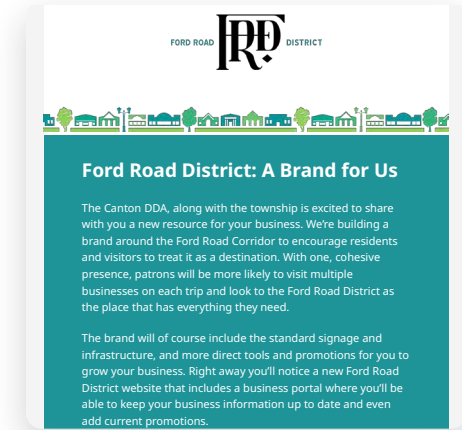


Businesses can regularly update their own listing, post specials, and contact information





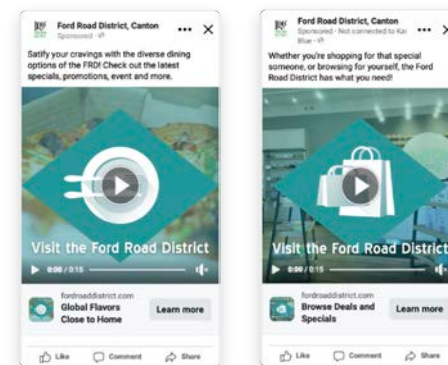
## Window Decals



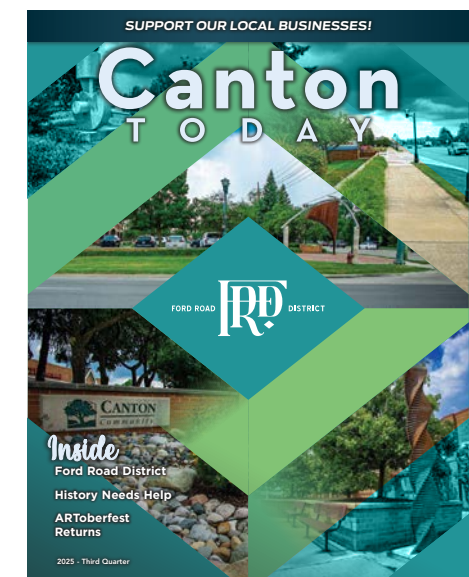
## Email Newsletters



## Paid Media



## Organic Social



## Canton Today

# Social Media Content

150% increase in engagement  
(Aug. 2024–Aug. 2025 vs  
Sept. 2025–Sept. 2026)

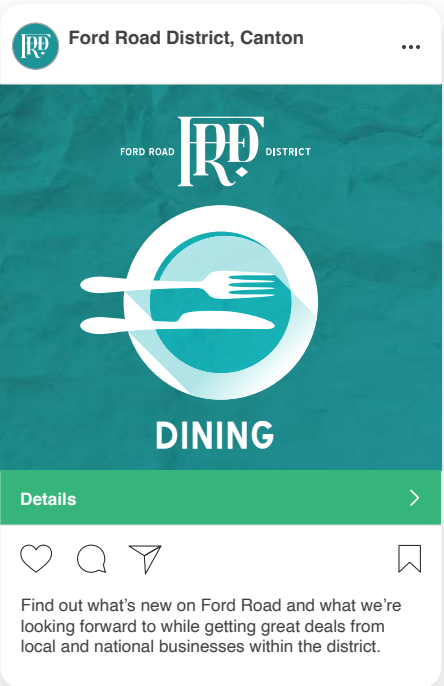
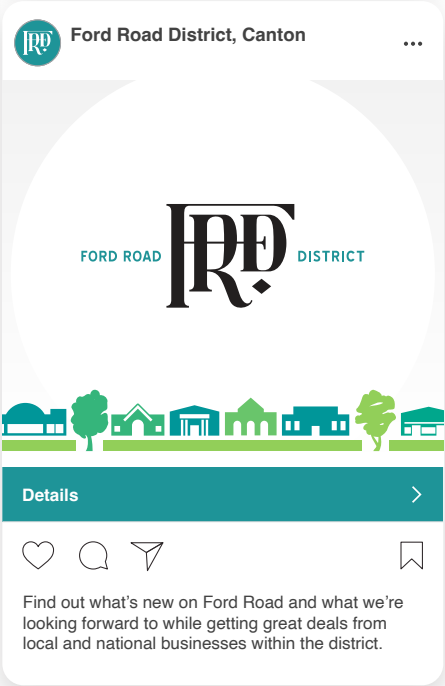
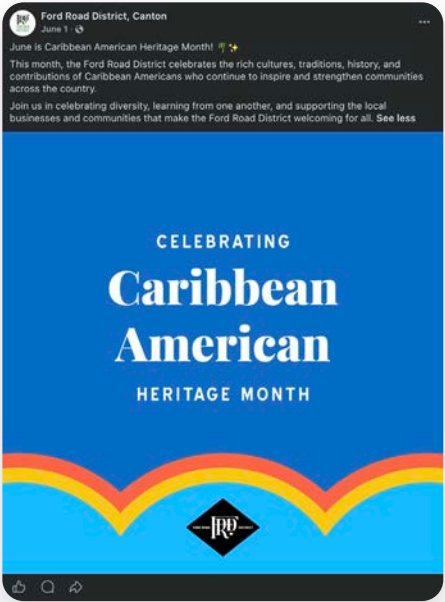
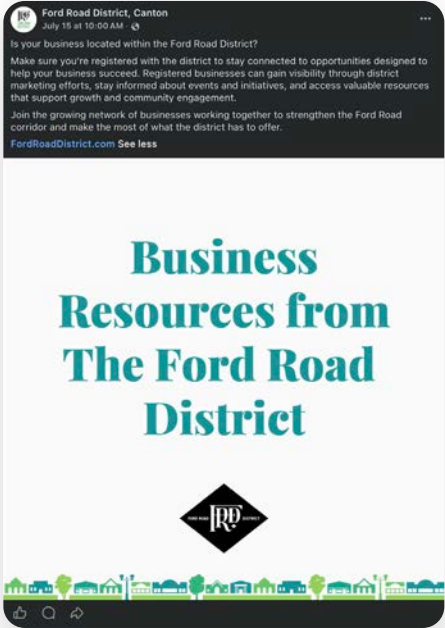
26% increase in Facebook followers

1,074,551 Total Impressions (Ads Served/Viewership)

- Display: 141,015 impressions
- Digital-Out-Of-Home: 369,576 impressions
  - » Capture viewers in select area by serving ads on digital screens: billboards, gas stations, grocery stores
- Connected TV: 410,110 impressions (99% Video Completion Rate)
  - » Streaming platforms: Roku, Apple TV+, Amazon Fire, Hulu, etc
- Audio: 153,850 impressions (98% Audio Competition Rate)

75% increase in Instagram followers

74% increase in paid digital website traffic



# Canton Today

SUPPORT OUR LOCAL BUSINESSES!

# Canton

T O D A Y



FORD ROAD DISTRICT

**Inside**  
Ford Road District

**History Needs Help**

**ARToberfest Returns**

2025 - Third Quarter



## The Secret Streets of the Ford Road District

If you've ever made three stops along Ford Road, you've probably done this:

Leave one parking lot, pull onto Ford Road, wait at the light, drive 500 feet, turn into the next parking lot.

Often, you can get all your stops in without having to navigate the big road.

Throughout the Ford Road District, shopping centers are connected by cross-access drives, local roads and parking lot connections that let customers travel between businesses without returning to Ford Road after every stop.

Whether you're grabbing groceries, picking up dinner or running errands, these short-cut connections can make your trip faster, safer and less stressful.

### Small Connectors, Big Impact

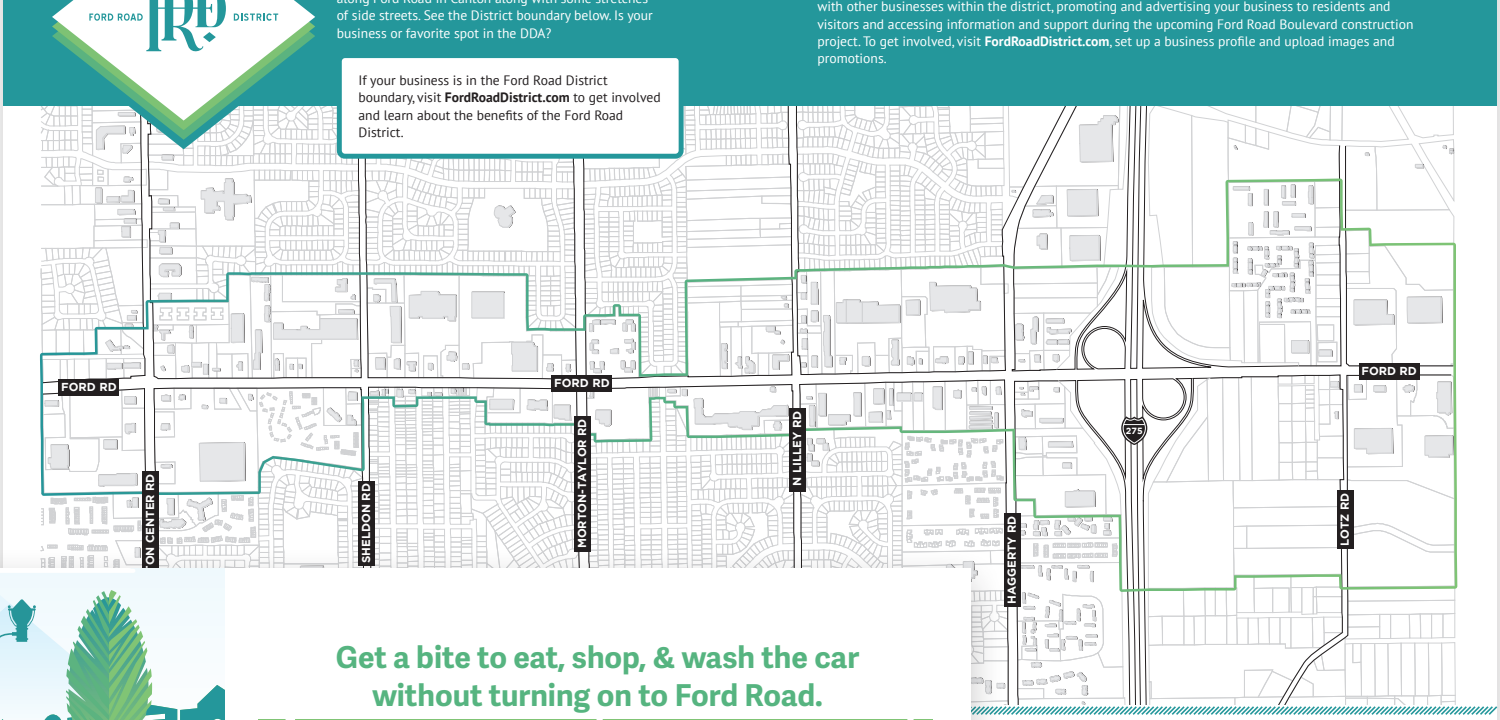
Cross-access routes were designed to make shopping districts work better.

Every time a driver leaves Ford Road to enter a shopping center, then returns to Ford Road only a few hundred feet later, it creates another turning movement.



Stay up to date at [FordRoadBlvd.com](http://FordRoadBlvd.com).





If your business is in the Ford Road District boundary, visit [FordRoadDistrict.com](http://FordRoadDistrict.com) to get involved and learn about the benefits of the Ford Road District.

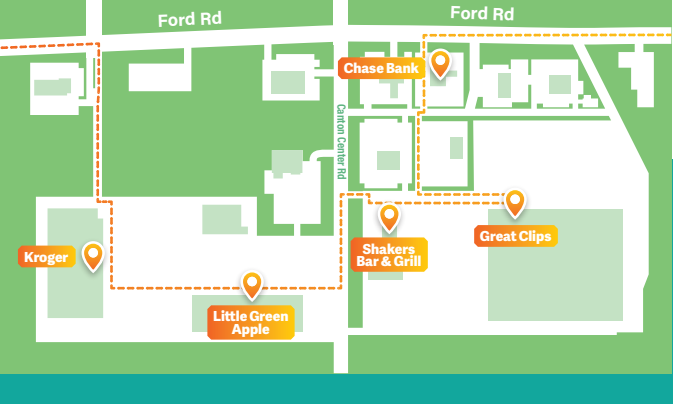
with other businesses within the district, promoting and advertising your business to residents and visitors and accessing information and support during the upcoming Ford Road Boulevard construction project. To get involved, visit [FordRoadDistrict.com](http://FordRoadDistrict.com), set up a business profile and upload images and promotions.

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### Get a bite to eat, shop, & wash the car without turning on to Ford Road.



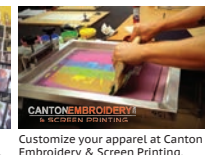
### Grab a coffee, bank, get a haircut, & shop without turning on to Ford Rd.



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istrict.com to find all the businesses within the district!

## ng



Customize your apparel at Canton Embroidery & Screen Printing.



Buy, sell and trade quality used sports gear at Play It Again Sports!



Visit Premier Pet Supply for top-notch pet care services & products.

## Dining



Authentic, delicious Japanese cuisine at Aji Ten.



Buddy's Pizza: the original Detroit-style pizza since 1946.



Taste all the fresh & savory flavors of the Levitt at our new location.



Hook & Reel: southern bold flavors with love and fresh ingredients.



Veg-O-Rama: Vegan food made with love and fresh ingredients.

## Services



Canton Music Academy: Music Lessons Made Simple.



Lifetime Fitness is more than a gym, we're a luxury health club.



Neelam Creations is a premier hair salon offering a variety of hair services.



Republic Hair Studio: the hair of your dreams.



Get stretched by StretchLab's team of highly trained fitness professionals.

SECTION 05

*Post Launch Assessment*

# The Ford Road District rebrand and associated initiatives made big steps for the DDA, but we've learned to always learn.

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**Topline Success:** Overall District visits up 7% y/y since brand launch

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## **Ongoing Challenges:**

- Online Ordering
  - » Limits visitors due to online ordering/shopping, food delivery, etc
- Business Engagement
  - » Limited business engagement—having to find promotions on behalf of businesses
- Portal Activation
  - » We've sent mailers/postcards out with snapshot of portal, qr code for easy registration, but limited engagement with businesses doing this themselves
  - » Direct mail, postcards, business packets, direct email outreach, Canton Today

*Thank You*

