Launching The Beta District Brand

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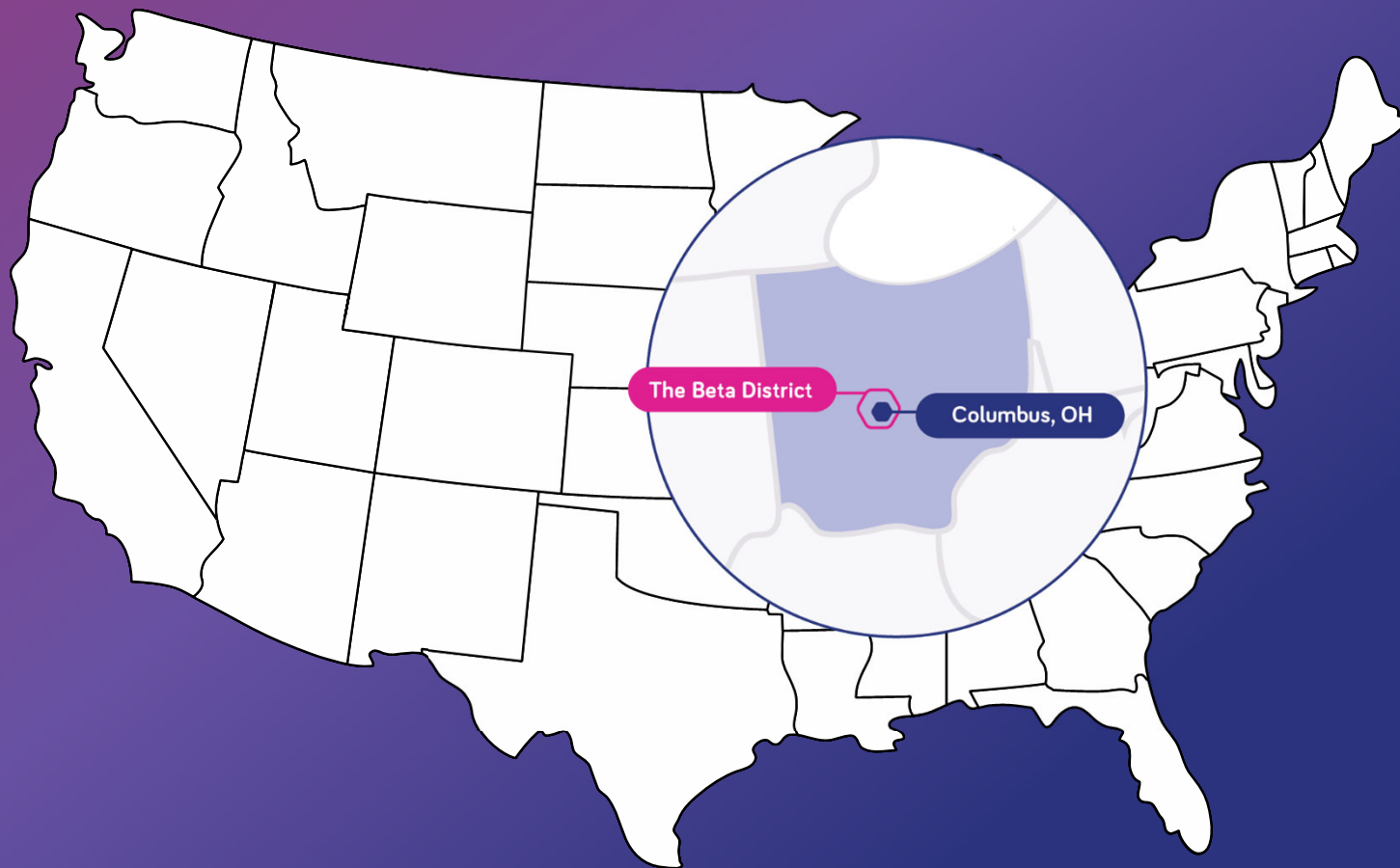
The Beta District — Columbus, OH

LEVERAGE THE
33 SMART MOBILITY CORRIDOR

CONNECTED INFRASTRUCTURE

UNIQUE PARTNERSHIPS
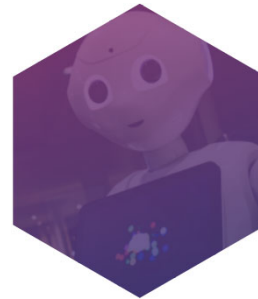
ECONOMIC DEVELOPMENT

EDUCATION & SAFETY

BETA
DISTRICT

FINDING OUR BRAND

PARTNER INTERVIEWS

COMPETITIVE LANDSCAPE

TARGET MARKET INTERVIEWS

FOCUS GROUP VALIDATION

BETA DISTRICT

We aren't just building a smart road, we're creating an ecosystem.

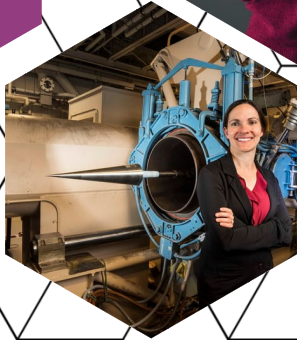A Platform For
Innovation Of *All* Kinds

We are an expansive **region** where private sector, government, and academia **work together** in an **open playground** to safely **test and deploy** technology in **real-world scenarios**.
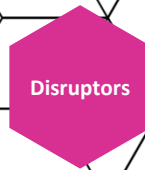
BETA DISTRICT

Pioneers

Makers

Innovators

Disruptors

WHO IS THE
"CUSTOMER"?

THE BRAND MUST BE

| DIFFERENT | COMPELLING | AUTHENTIC | OWNABLE |

ZEROING IN ON OUR **ESSENCE**

LAUNCH

FUTURE TECH

PROGRESS

"REAL" DATA

VALIDATION
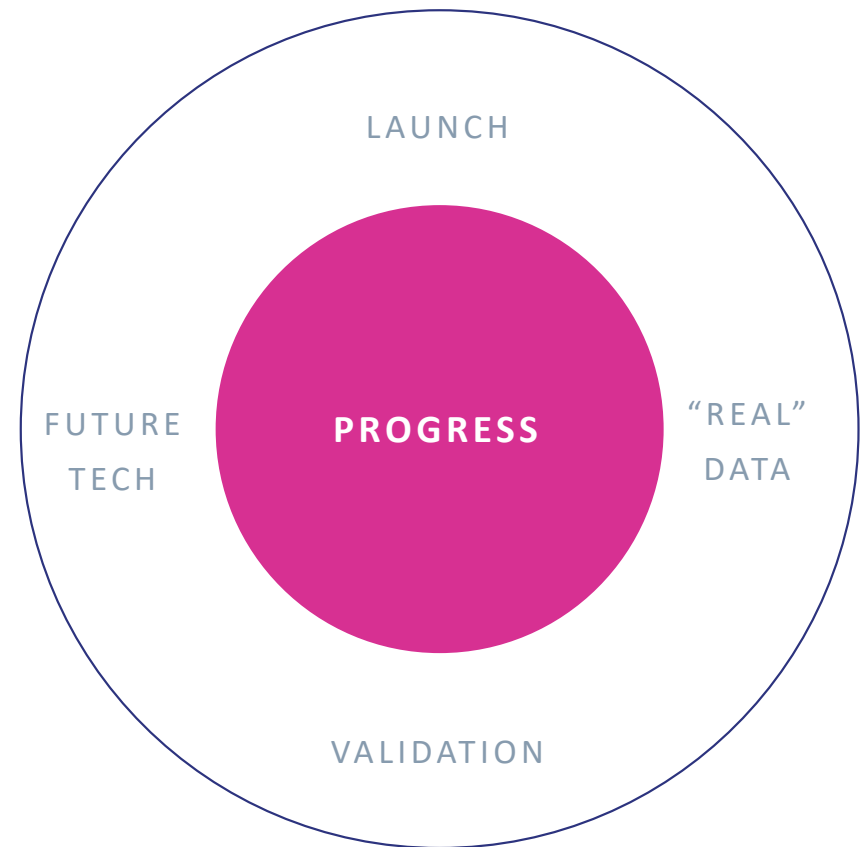
BETA
DISTRICT

THE **BETA DISTRICT**

✓ DIFFERENT ✓ COMPELLING ✓ AUTHENTIC ✓ OWNABLE
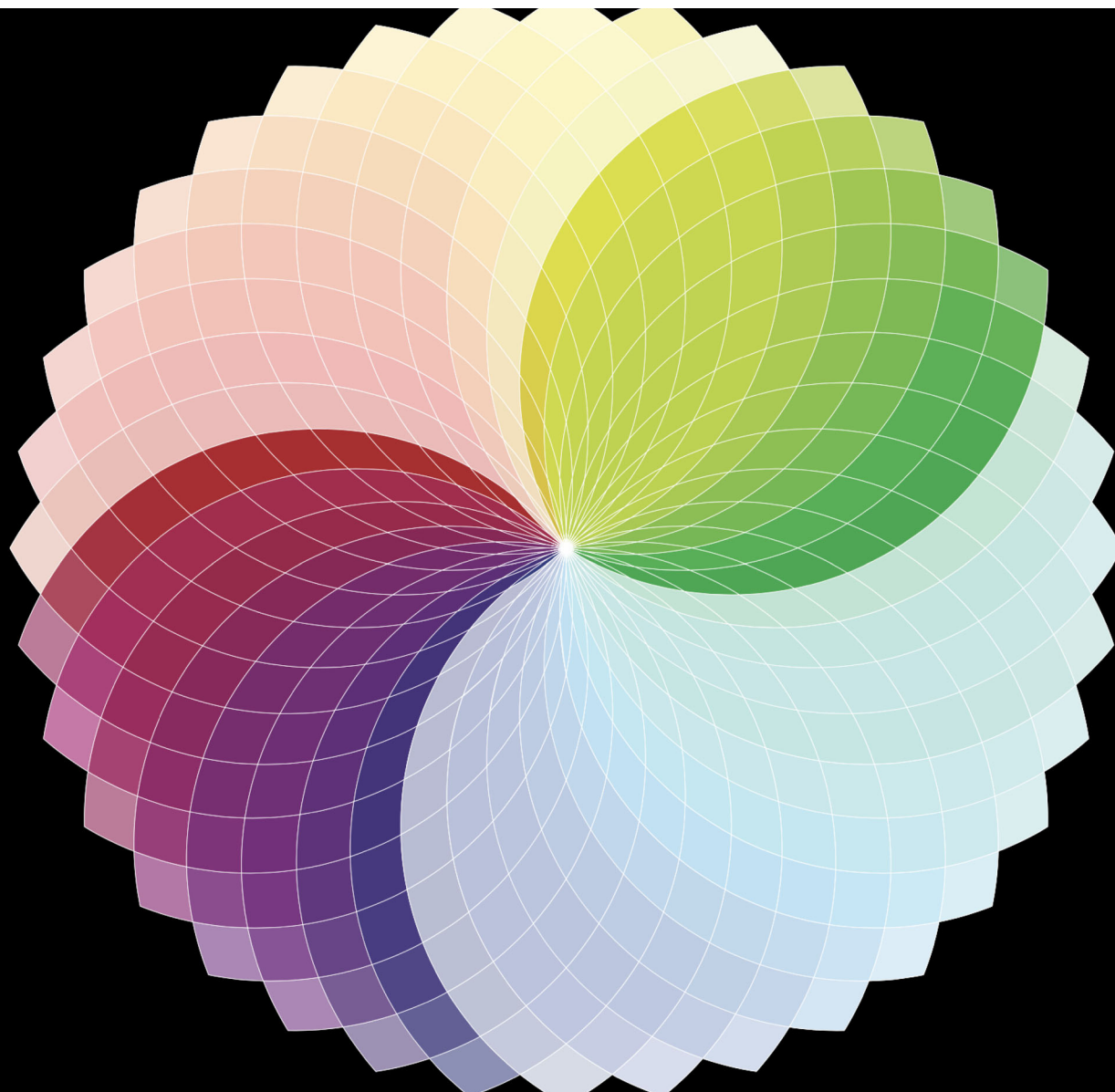
Looking at these competitors, it leaves us open corridors for the colors that speak to the personality traits we want to convey

Creative
Insightful
Imaginative
Responsible

Passionate
Driven
Strong

Safe
Secure
Balanced

BETA
DISTRICT

Where the future is tested in the Columbus region

STEP 1: PARTNER LAUNCH
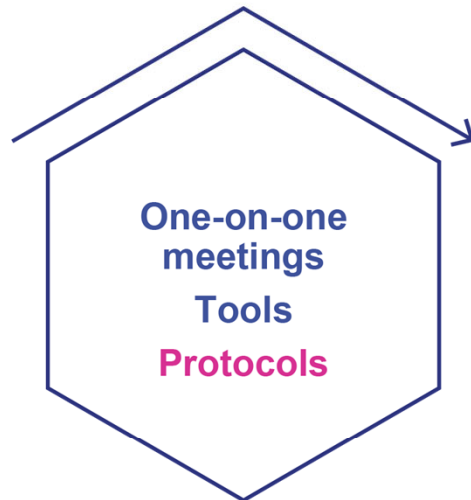
STEP 3: "PLUG IN"

One-on-one meetings

Tools

Protocols

Media

Leverage social media

Leverage partner news opportunities

Corridor news

Reminders

Successes

STEP 2: EXTERNAL LAUNCH

BETA DISTRICT

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LEVERAGE THE
33 SMART MOBILITY CORRIDOR

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EDUCATION & SAFETY

BETA DISTRICT

OHIO UNIVERSITY

ONECOLUMBUS

HONDA OF AMERICA

33 CORRIDOR CHAMBERS

NW 33 COG Partners

JOBSOHIO

SMART COLUMBUS

TRC

MORPC

ODOT/DRIVEOHIO

US 33 CORRIDOR STEERING COMMITTEE

BETA DISTRICT
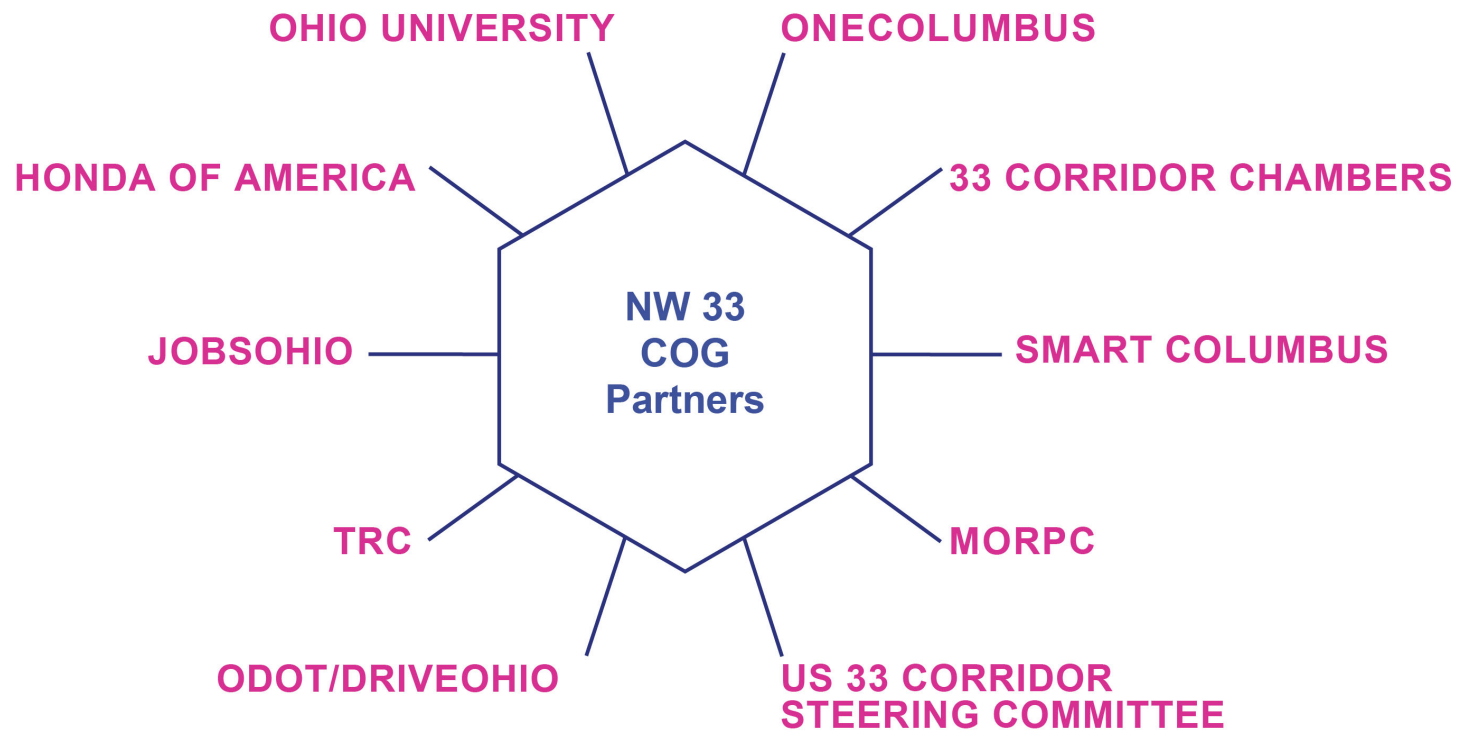
TOOLS

BRAND ASSETS, "HOW TO" MESSAGING, COORDINATION PROTOCOLS

BETA DISTRICT

OLD WAY

Honda Demonstrates New "Smart Intersection" Technology

Honda held a demonstration on Oct. 4 of its "Smart Intersection" technology for vehicle-to-everything (V2X) communication designed to reduce traffic collisions at roadway intersections, one of the first such deployments of V2X technology in a real-world setting.

Developed in partnership with the City of Marysville as part of the 33 Smart Mobility Corridor project, the pilot project seeks to address the limitations of on-board vehicle sensors in addressing traffic collisions at roadway intersections. Intersection collisions account for roughly 40 percent of all collisions and 20 percent of the nearly 35,000 traffic-related deaths that occur in the U.S. each year.

NEW WAY

Honda Demonstrates New "Smart Intersection" Technology in The Beta District

Honda held a demonstration on Oct. 4 in The Beta District of its "Smart Intersection" technology for vehicle-to-everything (V2X) communication designed to reduce traffic collisions at roadway intersections, one of the first such deployments of V2X technology in a real-world setting.

Developed in partnership with The Beta District and the City of Marysville as part of the 33 Smart Mobility Real-World Highway Lab, the pilot project seeks to address the limitations of on-board vehicle sensors in addressing traffic collisions at roadway intersections. Intersection collisions account for roughly 40 percent of all collisions and 20 percent of the nearly 35,000 traffic-related deaths that occur in the U.S. each year.

PANEL DISCUSSION

BETA DISTRICT