What we heard...
High School Students are our #1 focus for recruitment

What we know...

There is a perception issue with the amount of money you can make in road construction

They value work / life balance

We need to reach them early in high school before the plan out their entire 4 years of courses

They value making a bigger impact in their community

They’re obviously engaging on social media – but in a different way and on different platforms
Parents are critical to the discussion

What we know...

Student loan debt is a burden that many are trying to avoid and have concerns about.

Apprenticeships offer a different way of looking at an advanced degree – it’s a paid education vs. paying for education.

Job security and opportunities for advancement / “success” for their child are important to emphasize.

The emotional message around your children prospering on their own without the need to “come back home” may resonate.

Working in a safe profession is a concern.
Influencers are play a key role

What we know...

This can be people within the Career Centers, Counselors, Teachers, Mentors, Job Corps, etc.

Promote the safety, security, opportunities for advancement in the industry

Emphasize that the profession is well respected and critical to our communities

We want them to be a part of celebrating students who go to college and who chose a profession or trade right out of high school – whatever is the best fit for the student

STEM careers are a big push right now that ties to our industry

There is funding and financial support in our industry for a long time to come = jobs will be available with growth opportunities
The Name Game
Our Process
## What a name can (and can’t) do

<table>
<thead>
<tr>
<th>A name can…</th>
<th>A name can’t…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage an audience emotionally</td>
<td>Carry the whole communications message alone</td>
</tr>
<tr>
<td>Communicate one or two functions, benefits, or attributes</td>
<td>Communicate every feature and benefit</td>
</tr>
<tr>
<td>Help differentiate you from competitors</td>
<td>Compensate for an insufficient experience</td>
</tr>
</tbody>
</table>
Some names work harder than others

Arbitrary

Oreo
“?”

Descriptive

Bank of America
“We’re a bank. From America.”

Suggestive

Visa
“I get access to opportunities. They make things possible.”
Great names break rules

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative associations</td>
<td>Virgin, Yahoo, Chase, Gap</td>
</tr>
<tr>
<td>Pre-existing names</td>
<td>Dove (soap) vs. Dove (ice cream)</td>
</tr>
<tr>
<td>Unclear meaning</td>
<td>Starbucks, Google, iPod</td>
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<tr>
<td>Unusual for category</td>
<td>Apple, Spike, Conrad</td>
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<tr>
<td>Difficult pronunciation</td>
<td>Häagen-Dazs, Pfizer, EVDO</td>
</tr>
<tr>
<td>No meaning</td>
<td>Kodak, Oreo, Exxon</td>
</tr>
</tbody>
</table>
What to expect

Names don’t jump off the page
Names are shown with limited context – you need to imagine them supported by all your brand-building activities.

Context makes names matter
A visual identity and marketing campaign will make the name immediately relevant to your category.

Discomfort is natural when faced with the unfamiliar
Evolution has conditioned us to fear the unknown. Try to recall your initial reaction to successful names like iPod or BlackBerry.

A strong reaction — even a negative one — is better than no reaction.
Sometimes “hate” is love in disguise.
Horizontal Construction/Roads Keywords

Road
Path
Roadway
Route
Bypass
Dead end
Drive
Highway
Traffic
Intersection

Lane
Fast lane
Median
Open road
Roundabout
Bump
Speed bump
Traffic jam
Expressway
U-turn
Bridge
Action Keywords

Build  Connect
Grow   Drive
Assemble Accelerate
Create  Merge
Develop  Connect
Construct Plan
Pave
Career/Profession Keywords

Fast
Future
Job
Career
Growth

Security
STEM
Innovation
Stability
Brainstorm

Our objective today is to discuss and share. Within the next couple days, we’d like you to narrow your favorites to 2 for us to prepare logo marks for.
Initiative Names

Pave the Future
Build Your Future. Improve Your Community.

Literally and figurative description of the career opportunity. Tagline appeals to those who want to make a difference in their community.

High Road Crew

“High road” means “superior” and is used here to describe the great career opportunities available in horizontal construction. Tagline is future-focused on the “yet to be imagined” whether that is a futuristic highway, or a higher-quality lifestyle.

Rising Roads
Building Paths to Bright Futures

Here, two meanings of the word “rising” are used; to build and to advance or reach higher. Careers in the horizontal construction industry physically build roads, advance and improve communities, while providing stable, good-paying opportunities for those employed in the industry - creating a desirable lifestyle. The tagline reflects this promise.
Initiative Names

**IN Route**
Map Your Success

“IN” the abbreviation for Indiana is used here to identify the program and to provide a sense of movement. A journey to something better “IN Route” subtly evokes “under construction”. The tagline focuses on the opportunities within our industry and proclaims success is within reach.

**Work IN Roads**

Literally, what we want people to do. “IN” does double-duty as the state abbreviation and as a preposition. The tagline promotes the benefits of careers in our industry.

**RoadWise**
Build Connections. Build Careers. Build Communities

Knowledge, opportunity, growth — become an expert in construction. A positive “road worrier”. The tagline heralds the achievements of our industry.
Initiative Names

Road Quest 3000
Build Your Future. Improve Your Community.
Create and be part of the future. Our industry isn’t what you think. Be part of building tomorrow.
The tagline pulls from the benefits of road construction and frames them as calls to action.

Flag Your Future
Build Connections. Build Careers. Build Communities.
Declares “take a claim on your future” with a nod to the flagman found at most road construction sites.
The tagline heralds the achievements of our industry.

Road Masters
Build Connections. Build Careers. Build Communities.
A master is someone who is an expert — be a Road Master.
The tagline highlights the opportunities within our industry.
Hoosier High Roads
Building Opportunity
The “high road” for Hoosiers to a career in the horizontal construction industry — “superior jobs”.
The tagline says “help wanted” and promises a better future.

Hoosier Future Trek
Future-focused: building better futures for our communities and the people that live and work there.
The tagline promotes the benefits of careers in our industry.

IN CREW
Your Road to a Fulfilling Career
Utilizes the state abbreviation of “IN” paired with the word “crew”, common terminology for the team who makes the road projects come to life. The tagline incorporates the keywords of “road” and “career” and puts the focus on the individual by using the word “your”.

WILLLOW
Next Steps
Next Steps

Sleep on it.
Your reaction to a name will change over time. Give yourself a day or two to process.

Share at your peril.
Sharing these names too broadly with team members (and spouses) can undermine your confidence in them. Share with caution and care.

Get back to us.
We’d love to know which 2 names you decide to send for finalization and ultimately what your final selection is!
THANK YOU