



# The Community of Beatrice, Nebraska

## Multi-Entity Branding

The tight-knit, blue-collar community of Beatrice, Nebraska experienced changes after factory closings and the 2008 recession. They needed to breathe new life into the region to help rally citizens and attract new businesses.

In 2014, a few of the area's organizations (**City of Beatrice, Beatrice Chamber of Commerce, Beatrice Public Schools, Main Street Beatrice, NGage: Gage Area Growth Enterprise**)

decided to go through a branding process to revitalize their collective image and create some positive momentum. After considering a few options, they became the first branding client for Filament Essential Services.

Filament and the Beatrice Rebrand Team collaborated to create a new brand that celebrates the town's heritage and invites everyone to join in and stake their claim to a bright future. The project culminated in a regional identity, new logos for each entity, updated materials, a community video and a launch event. Not long after the brand was implemented, Beatrice saw the rise of 5 new businesses and added over 100 new jobs.



Filament Essential Services gave us a powerful brand to rally our citizens and attract businesses and tourists.

- City Administrator  
The City of Beatrice, NE



## Contact Today

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07.23.24

## Enduring Relationship

The branding project is not the only time Filament has worked with entities in the Beatrice area. Our connection to the area started with Beatrice Public Schools. They were a website client before the branding project. This positive relationship is part of the reason Filament were selected as the brand partner.

### Beatrice Community Preschool

Filament has since collaborated with Beatrice Public Schools on a video promoting their Community Preschool. It highlights their play-based curriculum and shows off the warmth of the staff and its inclusive environment.



### Beatrice Community Hospital Foundation

The Beatrice Community Hospital Foundation engaged Filament for a video promoting the hospital's strong health throughout the COVID pandemic and a series of TikTok-style videos for their "Catch the Glow" annual fundraising event that featured the humor and warmth of the hospital staff.

### Building Relationships

Filament Essential Services takes pride in developing lasting relationships with organizations that often cover multiple services. We are committed to delivering quality support that is tailored to your need and budget. Contact us now to discuss your pain-points and how we can help.