



THE 4 PILLARS

Effective Community Positioning

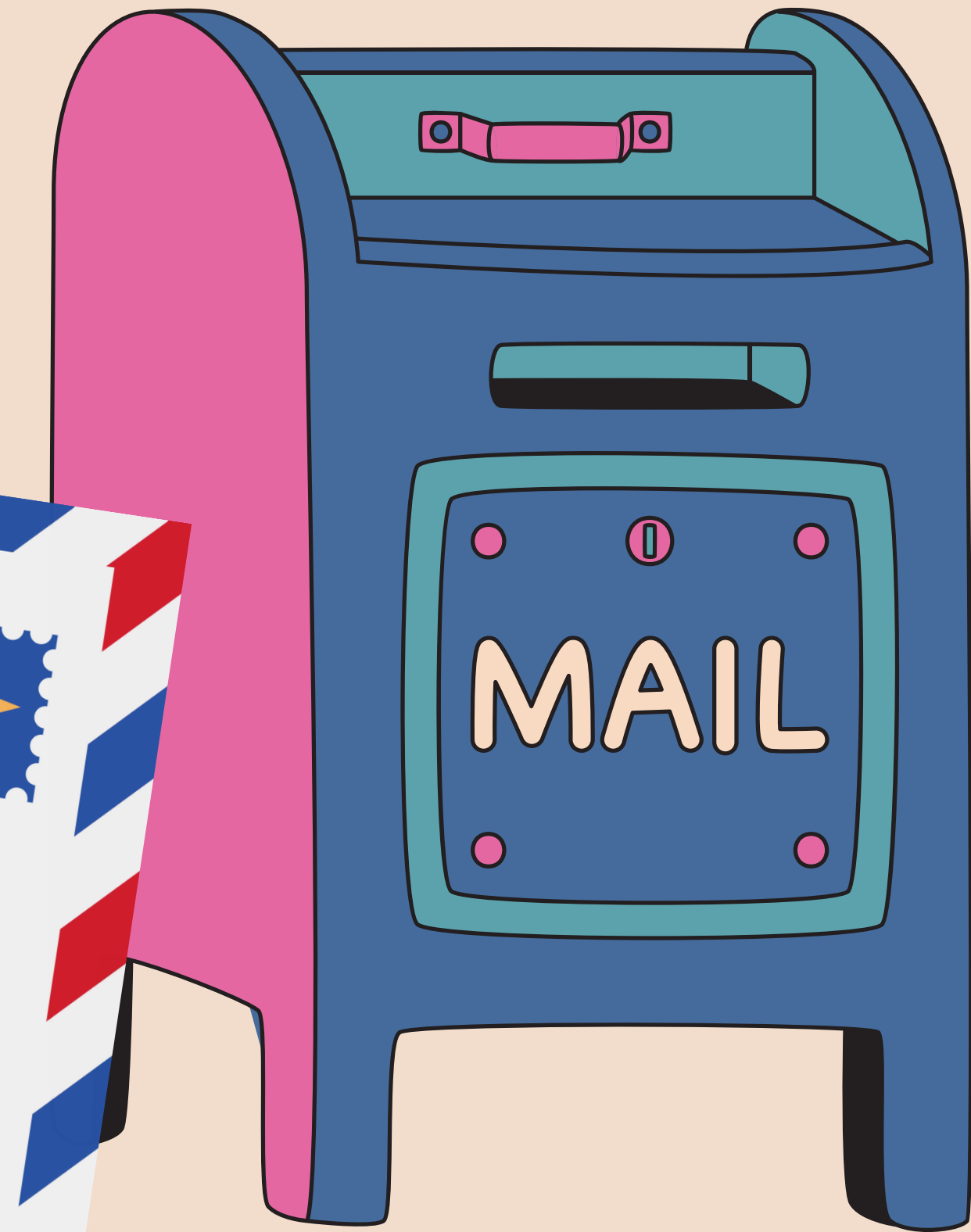
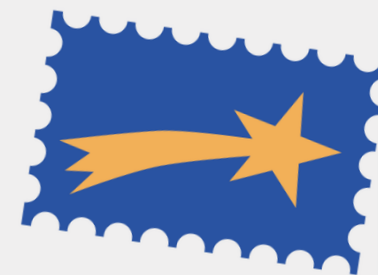
A framework for scaling local impact — built to introduce current and prospective sponsors to how Sutton Place Social earns lasting trust in the neighborhoods we serve.

Build Familiarity Before Needs Arise

By consistently showing up in neighborhood mailboxes month after month, local businesses become a familiar, trusted presence — so they're already top-of-mind the moment a need occurs.

63%

of consumers are more willing to buy from brands they're familiar with



Connect Your Face to Your Place

60%

of consumers trust what
other customers say more
than what a
businesses says about
themselves

RACHEL M.

"This is my third time this week, and that says everything. It's quiet and comforting, and the smell of coffee and something baking makes the whole block feel warmer. The lavender scone alone is worth the trip."



People trust people.
Community positioning puts a
human face on the business, turning
a corporate brand into a familiar
neighborhood presence that
residents recognize and
recommend.

DAVID T.

"Twelve years in the neighborhood, and this is the first coffee shop that actually feels like it belongs here. Everyone says hi like they mean it, and the espresso and pastries are the real deal. Honestly, the place just smells like a good morning."





**Sponsor the Neighborhood
Narrative:**

80%

**of consumers say
they shop locally to
support the
communities where
they live**

**By sponsoring local initiatives, schools, and events, businesses
demonstrate genuine involvement in the community – building
lasting goodwill that a search ad or coupon never could.**

Moving Beyond the Search Bar:



Search vs Community



Search engines help residents **find** businesses.

Community positioning helps them **choose** one.

Consistently showing up locally builds trust long before a buying decision is ever made — the difference between being found and being chosen.

