



Branding and Historic Downtown Revitalization



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You Must Tell Your Own Story!

In order to be an attractive destination and attract positive attention a place must:

Differentiate itself from all other alternatives

Have a shared vision

Tell a compelling story

Keys to Successful Branding

Your logo is not your brand

Your stationary is not your brand

Branding is not all fun and games

Branding takes leadership, teamwork and commitment

R&R approach

- Visual Identity, messages, tone, images, that REFLECT your brand
- Programs, initiatives, campaigns that REINFORCE your brand

The Process

Phase 1: Planning

Phase 2: Research

Phase 3: Brand Strategy

Phase 4: Visual Identity Design

Phase 5: Collateral Development

Phase 6: Implementation & Evaluation

Phase 1: Planning

Establish brand council

Establish a Chief Brand Officer (CBO)

Finalize scope and budget

Establish roles and responsibilities

Establish path to completion

Phase 2: Research

Communications Audit

Competitor Audit

Who, What, Strengths, Weaknesses, Perceptions

Stakeholder Analysis/Benchmarking

Stakeholder Interviews

Brand Alignment Exercises

Stakeholder Interviews

Talking to residents, visitors, business owners, municipal staff, and Council via focus groups, personal interviews, questionnaires and surveys.

What are our strengths? Weaknesses or specific challenges?

How do we think surrounding communities perceive us?

What makes our area truly unique?

Can we describe our town, city, district, area in one sentence?

Where do we have the greatest opportunity for growth?

If our area was a vehicle, what type/brand would it be, and why?

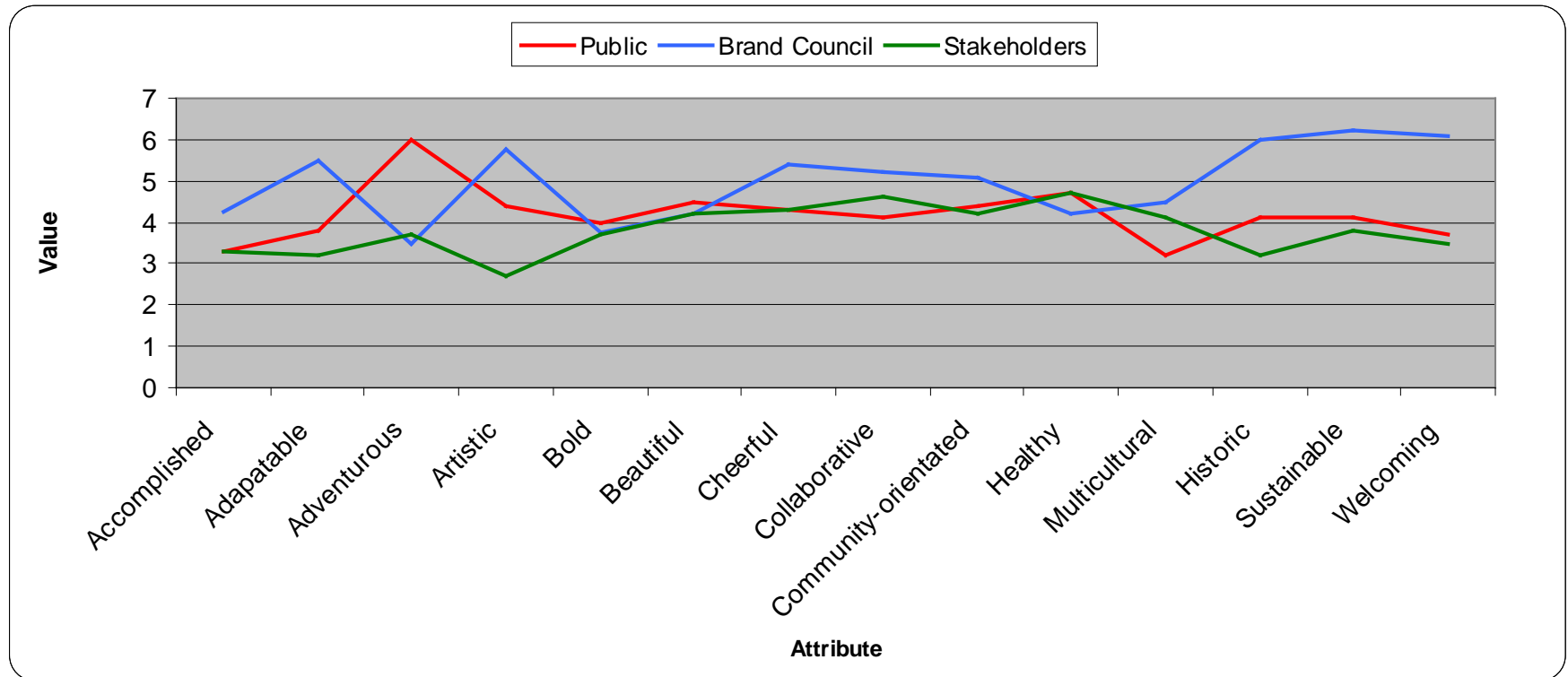
If our area was an object, what would it be, and why?

Brand Alignment Exercises

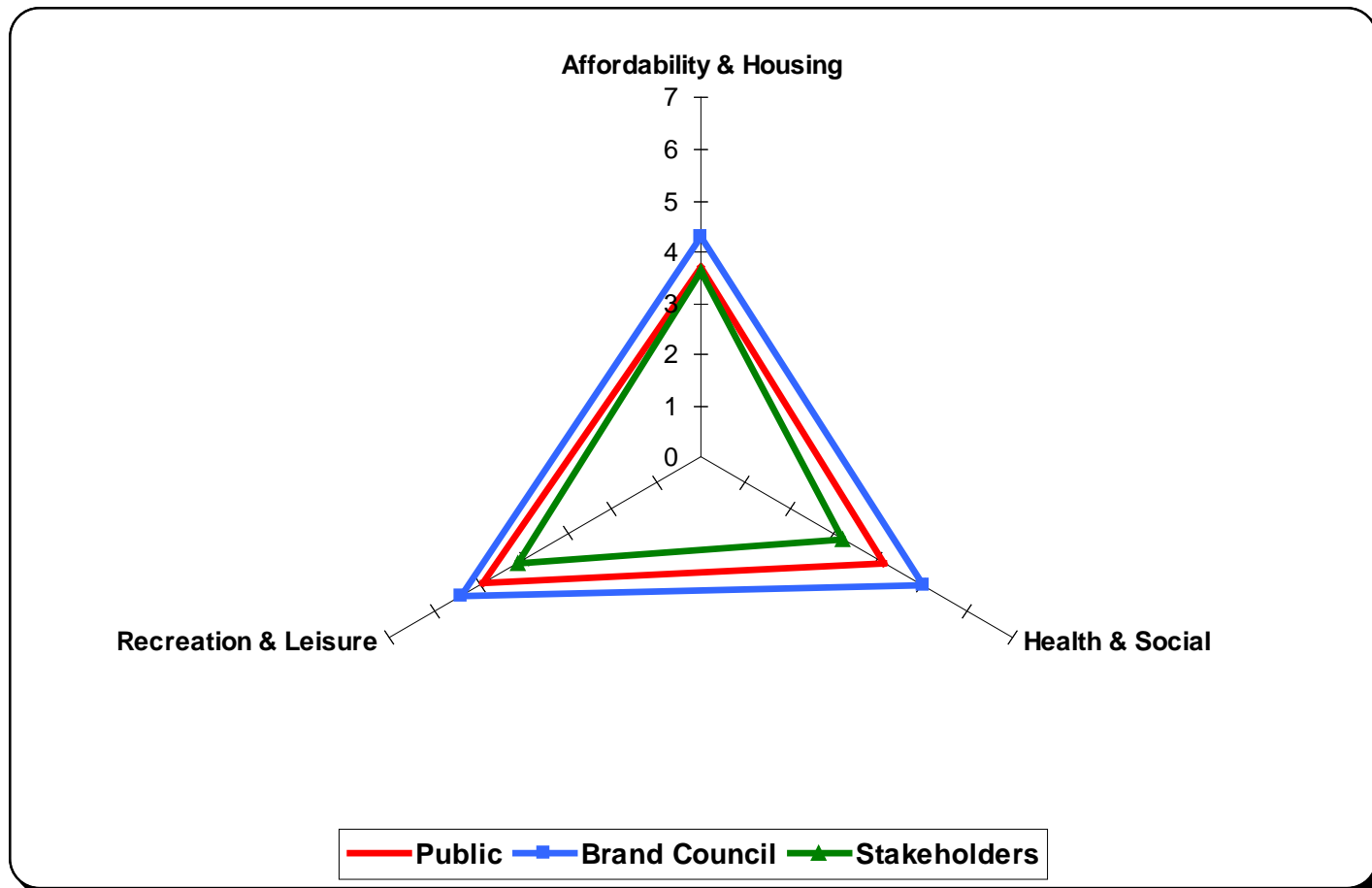
Ask participants to respond to numerous questions indicating whether they agree or disagree that the characteristic is a strong representation of the area.

	Disagree					Agree	
Charming	①	②	③	④	⑤	⑥	⑦
Connected	①	②	③	④	⑤	⑥	⑦
Family Orientated	①	②	③	④	⑤	⑥	⑦
Artistic	①	②	③	④	⑤	⑥	⑦
Successful	①	②	③	④	⑤	⑥	⑦
Historic	①	②	③	④	⑤	⑥	⑦
Safe	①	②	③	④	⑤	⑥	⑦

Brand Alignment (Gap Analysis)



Brand Alignment (Perception Mapping)



Phase 3: Brand Strategy

Establish Brand Attributes/Values

Brand Essence/Promise

Develop Message Platform

Brand Attributes

Functional or emotional associations that are assigned to a brand. Successful brands project characteristics that are similar to human characteristics.

Ex. Charming, Artistic, Successful, Historic, Safe

What attributes best describe our area today?

What attributes should be used to describe the area in the future?

Rank the attributes identified in order of importance from 1-12 where 1 is the most important.

Brand Essence (Promise)

Essentially the soul of the brand. It is the brands promise expressed in the simplest way. Can be used as positioning line or slogan.

Outline Brand Benefits

- Functional Benefits

- Self Expressive Benefits

- Emotional Benefits

Needs to be believable

It needs to differentiate

It needs to be compelling

Phase 4: Visual Identity Design

Downtown
NEW WESTMINSTER

DOWNTOWN

NEW WESTMINSTER



Phase 4: Visual Identity Design



Phase 4: Visual Identity Design



**DOWNTOWN
MAPLE RIDGE**

Business Improvement Association

Phase 5: Collateral Development



Street Banners

Phase 5: Collateral Development



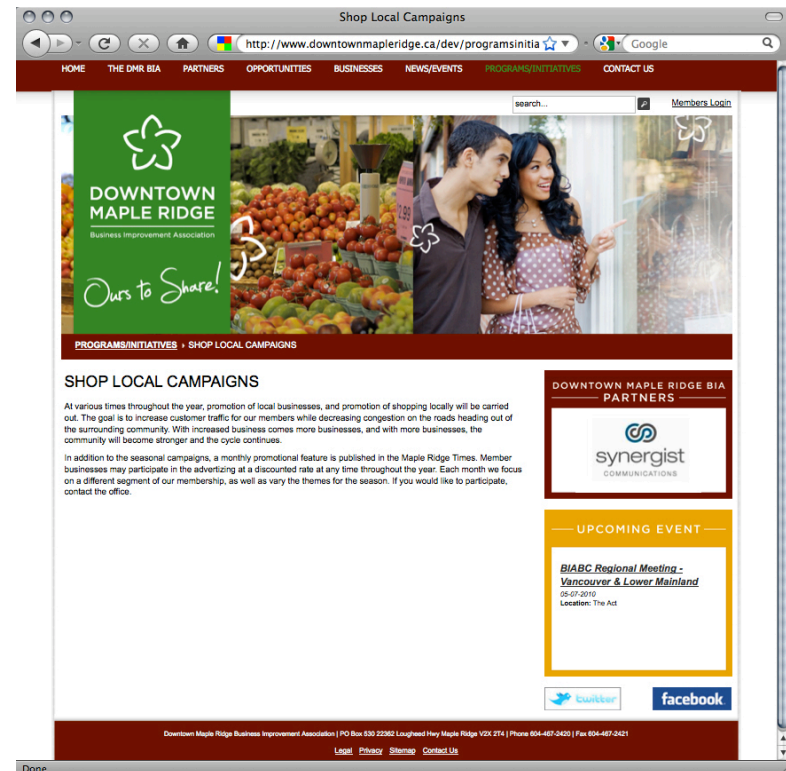
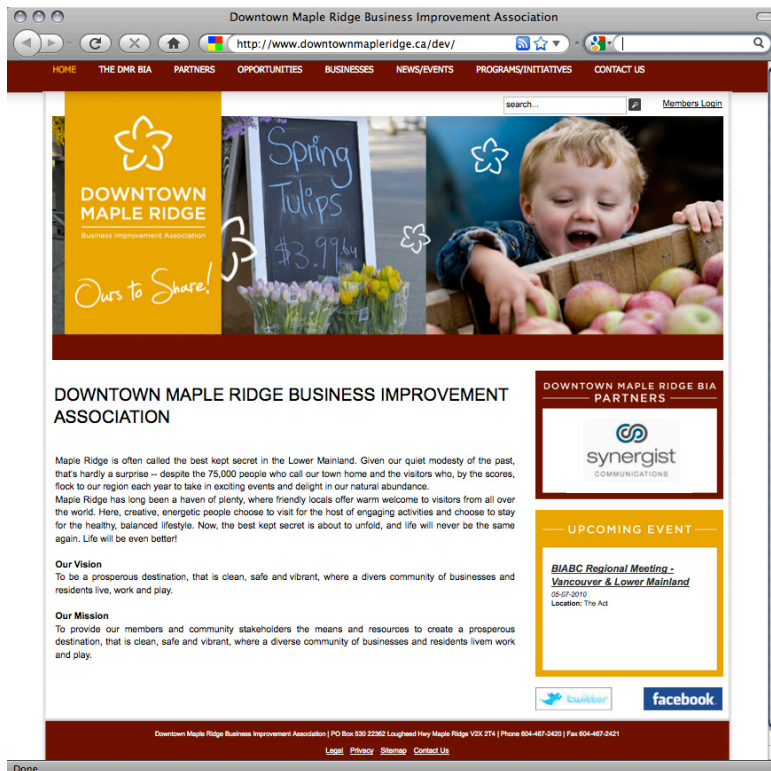
Street Banners

Phase 5: Collateral Development



Website

Phase 5: Collateral Development



Website

Phase 6: Implementation & Evaluation

Live and breathe brand. Reflect and reinforce.

Every action and decision must be based on brand (attributes)

Design programs and initiatives that emphasize your brand promise

Hire and partner with others that align with your brand

Make brand strategy a core part of annual planning and budgeting

Branding is not a one-time thing

Consistency is key to build and change perceptions

A few mistakes can undo years of brand building

Questions and Answers

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Stories Told. Trust Built. Strong Brands That Shape the Sense of Place.