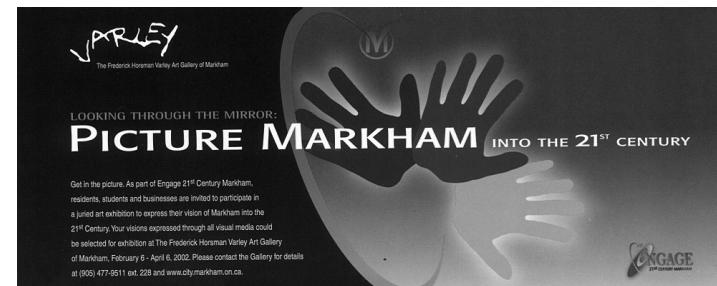


***Branding: The Way Forward  
For Municipalities Seeking  
Economic Development Success***





A presentation prepared by  
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September 27, 2002

# A Source of Leverage & Profit

- Branding Markham



# *4 Keys To Success*

-  Build an identity
-  Focus on a priority sector
-  Be compelling
-  Seek/leverage recognition

# *Build An Identity*

- Build a brand/logo
- Adopt a coherent theme



# ***Focus On A Priority Sector***

- To be all things to all people is a dead end
- Build on a strategic position
- Markham = technology leadership

***focus on developers and  
users of advanced technologies***

# *Be Compelling*

- Select your communication channel
- Be creative/be dominant
- Maximize your opportunities  
eg. zero in on a captive market

## *Be Compelling...cont'd*

- IT+T execs are frequent flyers
- Frequent flyers are a captive audience
- In-cabin experience has few diversions
- Successful technology is fun to use/experience

**Results: An Award-Winning**  
**Program That ...**  
**Generates Attention**

- Air Canada ticket jacket
- Air Canada in-flight ad
- Mini-CD ROM business card (2 minute multimedia pitch linked to web-site)

# *Results: An Award Winning Program That ...Generates Investment*

- 3.0 million sq. ft. of new office and industrial space under construction!

*IBM software lab 600,000 sf*

*Lucent hq & labs 225,000 sf*

*Motorola hq & labs 250,000 sf*

*Philips hq & warehouse 250,000 sf*

# *Success Presents a New Challenge --*

- How to service the growth in demand using a labour-intensive paradigm?

Markham's solution?

***e-Markham!***