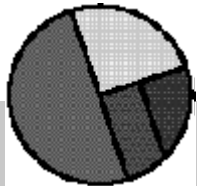


# **BRANDING**

## **Your**

# **Municipality**



TD GRAHAM & ASSOCIATES

# **BRANDING**

**STRATEGY DESIGN LOGO POSITIONING**

**PRICE PROMOTION LINE EXTENSION**

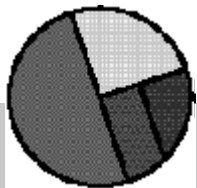
**PRODUCT FOCUS MARKETING PACKAGING**

**ADVERTISING PUBLIC RELATIONS**

**PRODUCT REENGINEERING IMAGE**

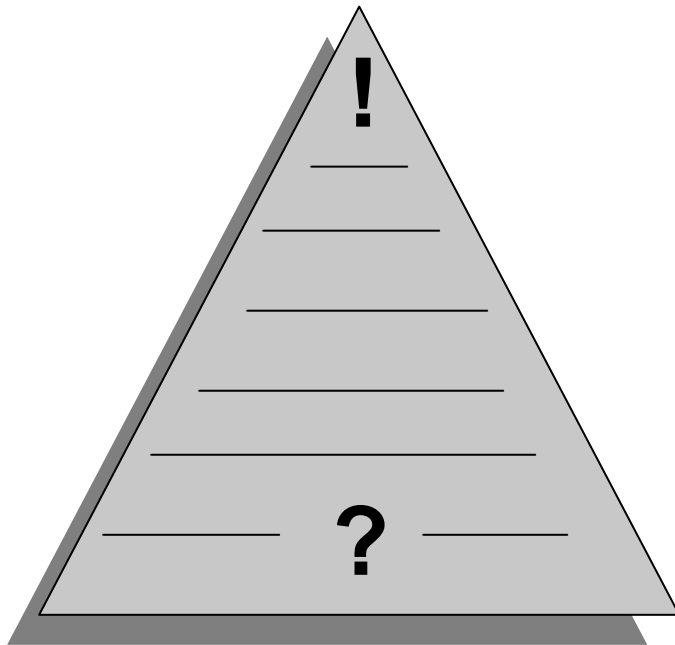
**PSYCHOLOGICAL EQUITY**

**SHAPE COLOUR**



**TD GRAHAM & ASSOCIATES**

# Where Are You on the Branding Scale?



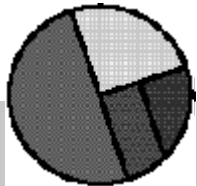
Nirvana!

Re-engineering

Working OK

Starting to work

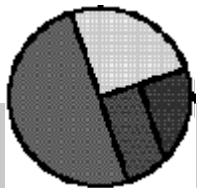
Getting Started



# Branding Your Municipality

Five Key Components to  
Successful Branding:

1. Do the Research
2. Focus on the Target
3. Communicate Effectively
4. Be Consistent
5. Build Relationship



## The Five Components of Effective Branding

# 1. Do the Research

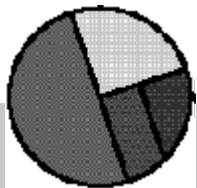
Where are we now?

Where do we want to be?

Form Follows Vision

How are we going to get there?

USP - Unique Selling Proposition



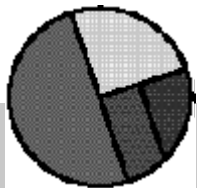
## The Five Components of Effective Branding

# 1. Do the Research

What's worked?

*Ottawa - "Our research has helped us focus our efforts where they'll be most productive. For instance, we're now targeting 5 US cities, where before we'd do a lot more.*

*We do no mass advertising...."*

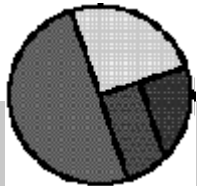


## The Five Components of Effective Branding

# 1. Do the Research

*“Don’t look at each municipality as a separate entity.  
Look at Eastern Ontario as one Trading Zone, one  
that is very much tied to the economy of Ottawa.”*

Mike Darch, Executive Director, Ottawa Global Marketing



## The Five Components of Effective Branding

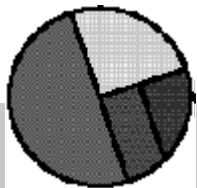
# 2. Focus on the Target

Which audiences to focus on?

How to reach them?

What's in it for them?

G2B must become B2B



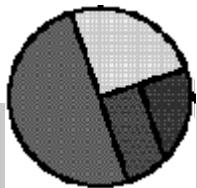
## The Five Components of Effective Branding

# 2. Focus on the Target

What's working?

*Brockville - "We're doing more direct relationship marketing - attending key forums, connecting with real estate people. We still advertise in key publications."*

Dave Paul, Economic Development, City of Brockville



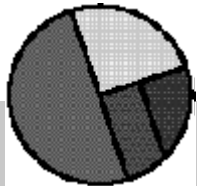
## The Five Components of Effective Branding

# 2. Focus on the Target

What's to learn?

*“Government people need to get to know their customers, walk in their shoes, learn the language...”*

Industrial Realtor, Toronto



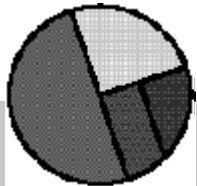
The Five Components of Effective Branding

## 3. Communicate Effectively

Visual Identity

Protect integrity

Creative messages



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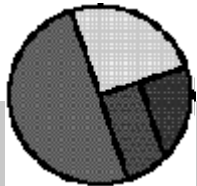
The Five Components of Effective Branding

# 3. Communicate Effectively

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## The Five Components of Effective Branding

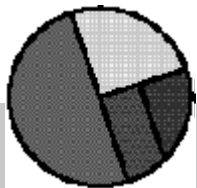
# 3. Communicate Effectively

What's important?

*Sault Ste Marie "Biggest lesson learned is budget for implementation...showcase to community with massive media launch.*

*Establish guidelines for use and stick to them  
– but keep it simple."*

Susan Myers, Tourism & Marketing Director, Sault Ste. Marie EDC



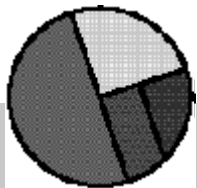
## The Five Components of Effective Branding

# 3. Communicate Effectively

Visual Identity

Protect Integrity

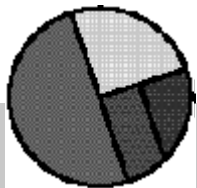
Creative Messages



## The Five Components of Effective Branding

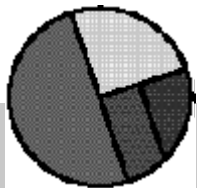
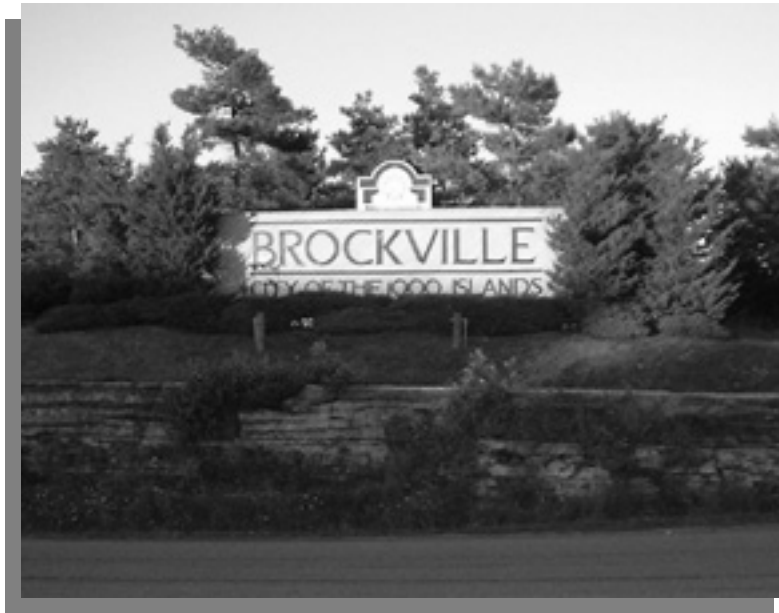
# 4. Use a Holistic Approach

Integration  
Consistency  
Repetition



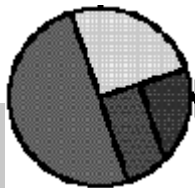
## The Five Components of Effective Branding

# 4. Use a Holistic Approach



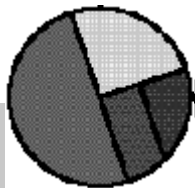
## The Five Components of Effective Branding

# 4. Use a Holistic Approach



## The Five Components of Effective Branding

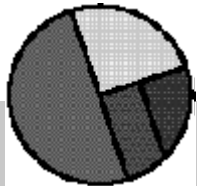
# 4. Use a Holistic Approach



## The Five Components of Effective Branding

# 5. Build the Relationship

Dialogue/service  
Branding thinking  
shifting to more  
customer-centric  
Branding vs selling  
Partnerships



## The Five Components of Effective Branding

# 5. Build the Relationship

Brand... vs. Relationship

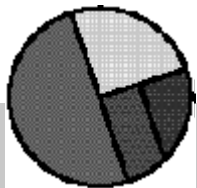
Who you are... vs. How you're perceived

Who you SAY you are...

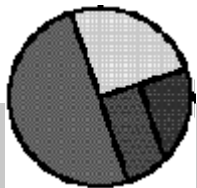
vs. Who they THINK you are

Making promises...

vs. Keeping promises



# Branding Your Municipality



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