Community Branding

Presentation to South Frontenac Council
What is a Brand?

• A brand is the space something occupies in a person’s mind.

• A brand is one’s own unique story; however, the key is to reach down and identify that authentic, unique “you”. Otherwise, a brand is just a facade.

• A brand is a reason to choose.
Examples:
What is Branding?

- Branding is the art of aligning what people *actually* think about your organization with what you *want* people to think about your organization.
What a strong community brand can achieve:

- Something to rally around; a uniting factor for the whole community
- Ease of identification/consistent messaging and appearance
- Builds awareness and association
- Impacts residential growth, economy, perception of “quality of place” and professionalism
- A strong, well-developed brand can instantly convey a thought, feeling or message with very few words or visuals
...but you don’t have to take my word for it.
City Branding and its Economic Impact on Tourism

“Overall, it becomes apparent that the competition for residents, tourists and investments has increased substantially among the cities that are interested in the development of their tourism inflows...

...Today successful destinations need to be branded like commercial products. It is possible for a city to have a brand and an image that evolves into a “quality of place”. This in turn establishes brand loyalty, which is essential for the economic survival of the city.

Crucial parts of city branding are the identification of the unique and irreplaceable brand identity, shaping the identity into the image and finally the communication of the brand values to the target audience.”

Herget, Jan; Petrù, Zdenka; Abrhám, Josef. Economics & Sociology; Ternopil Vol. 8, Iss. 1, (2015): 119-126.
More Examples:
Branding Best Practices

Do

• Highlight what sets you apart

• Be truthful and authentic

• Represent your competitive advantage

• Identify brand champions

• Have a roll-out plan
Branding Best Practices

Don’t

• Make branding a contest

• Micromanage the creative aspect (it’s always subjective!)

• Try to appeal to everyone

• Over-consult

• Forget to consider the application
Why strengthen our community’s brand?

• The Township’s popularity is growing, but...

• We have limited outbound communications, inconsistent signage and visuals, and no real strategy through which to guide this growing awareness.

• Who will take advantage of our popularity/growth if we don’t?

• If so, will the message be accurate and appropriate?

• Will it help achieve our priorities and position us for the future?
Why strengthen our community’s brand?

• We need to control our identity.

• We need to dictate the message.

• We need to recognize and leverage the equity that the Township has developed to help achieve our strategic objectives.
2019-2022 Strategic Plan

- Position South Frontenac as a regional leader: 85%
- Promote and facilitate appropriate and responsible growth: 69%
- Core Service Delivery (Roads, etc.): 54%
- Recreation/Amenities Enhancement: 15%
- Environmental Protection: 23%
- Enhanced By-Law Enforcement and Controls: 15%
2019-2022 Strategic Plan

Anonymous
9/10/19, 1:53 PM

undertake township branding
A Visual Identity

• The power of a strong logo in brand identity is that a simple visual can instantly communicate what a brand is all about.

• Logos are vitally important, but are just one component of what creates a strong brand. They support the broader brand strategy that supports an even bigger brand story.
A Complete Brand

• The Strategy
• Our Story
• Our Promise
• Tone of Voice
• Key Words and Descriptors
• Visual Identity Guidelines (Style Manual)
Examples:

- Prince Edward County
- Frontenac County
- State of Virginia
Examples:
Branding Steps

• Small committee to oversee process

• Involve local branding, creative, marketing, and community expertise

• Branding/Creative consultant hired

• Community Branding Developed

• Approved by Council for implementation

• Multi-year implementation schedule
Thank You.

Questions?