

Calgary Brand Assessment Quiz January 21, 2019

We are all individual businesses that need to maintain our distinctiveness. The brand we have developed is one that will unite us. It is something that we can use to meet our individual needs and at the same time build the collective brand. Let's see where we are today. Please answer the following questions:

Our attributes:

Are you aligned with at least two brand attributes?

- 2 points for 2+ attributes
- 1 point for just 1 attribute

Our promise:

Does your organization nourish Calgary's communities through ideas, cultures and experiences?

- 2 points for definitely
- 1 point for somewhat
- 0 points for not much at all

Local spirit:

Do you engage residents of Calgary in the promotion of your initiative?

- 1 point for yes

Are residents of Calgary strong supporters of your initiative?

- 1 point for yes

Our purpose:

We are driven by big dreams.

We are inspired by big change.

And we are determined to make a contribution.

Is the purpose of the Calgary brand linked to your vision statement, culture, values & strategy?

- 2 points for strongly.
- 1 point for moderately.

Our essence:

The work of my organization is genuinely daring and undaunted.

- 1 point for yes.

My communications express a personality that is daring and undaunted.

- 1 point for definitely
- ½ point for somewhat

Summary

How did you do? How many points did you earn?

If you earned 7+ points, congratulations, you are aligned with the Calgary brand. If not, let's talk about how the Calgary brand can be more helpful to you.

