Brand Evolution

Introduction

In today's global marketplace, travellers have countless exciting destinations to choose from. More than ever, destinations must deliver on a brand promise rooted in who they are at every touch point along a customer's journey - from first curiosity, to exploring the destination, to even the trip home.

As a young, dynamic, and ever-evolving city, Calgary has been challenged to define its identity, which became one of five core recommendations in Tourism Calgary's Destination Strategy. This recommendation initiated the Brand Evolution project to expand on 'be part of the energy' and to articulate and emotionalize Calgary's unique personality.

Phase 1 To help us uncover Calgary's unique personality, we conducted research focused on three areas **Place DNA** The thoughts, feelings and ideas locals have about Calgary Captured through a resident's survey completed by 818 Calgarians. Five workshops attended by over 100 participants from various industries. Interviews with 23 community leaders. **Perceived Image** Perceptions of Calgary through the eyes of those who do not live in Calgary Captured through monitoring and analyzing over **nine** million online conversation around the world from over 500,000 sources. **Projected Image** How we as a destination communicate to the world Captured through a third-party assessment of six industry leading communicators' online channels. **Brand Identity** Stand out and thrive in a crowded marketplace The more alignment between Place DNA, Perceived Image and Projected Image the stronger your reputation. Calgary is a city with an undeniable,

A key finding of this research:

remarkable community spirit.

While Calgarians and partners emphasized these strengths, they agreed that our community spirit needed to be further defined.

Phase 2

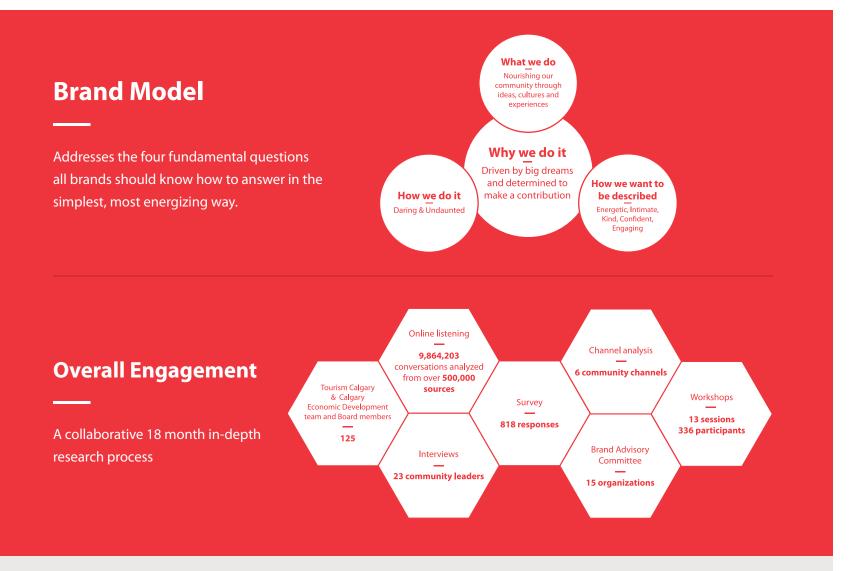
In collaboration with Calgary Economic Development, we set out to better understand what makes Calgary's community spirit distinct. We invited tourism partners, representatives from a variety of industry sectors, local influencers, ultimate hosts, the Brand Advisory Committee and members of the business community to participate in Ideation Workshops. Over **200 partners** attended the workshops focused on defining our undeniable community spirit.

The research findings from these workshops helped develop a brand model based on personality drivers that express the Calgary we want to consistently project to the world to inspire people to visit, live and work.

A successful brand model is firmly rooted in the very best of who you are today and it plots a trajectory to where you want to be.

A brand model:

- Clearly differentiates and builds a distinct community vision for the destination brand
- Inspires and motivates destination storytelling, building long-term emotional connections and trust with customers
- Provides a fresh perspective on the destination, giving travellers, potential businesses and students pause to reconsider



Register for a **Living the Brand workshop** to learn how the brand model can be adapted to meet your business needs. For more information connect with:

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