

Brand Evolution

tourism
calgary

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**.

A key finding of this research:

Calgary is a city with an undeniable, 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

Brand Model

Addresses the four fundamental questions all brands should know how to answer in the simplest, most energizing way.



Overall Engagement

A collaborative 18 month in-depth research process



Register for a **Living the Brand workshop** to learn how the brand model can be adapted to meet your business needs.

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