

# Living the Brand Workshop

Winter and Spring, 2019



**calgary** economic  
development  
be part of the energy

tourism  
**calgary**

# Welcome

1. Introductions
2. Brand evolution background
3. Research insights
4. Brand model
5. Interactive brand brief and self-assessment
6. Next steps
7. Q & A

# Introductions

Turn to the person on your right and share with each other,

- name
- organization and role
- why you #LoveYYC

# Calgary Economic Development – What We Do



We collaborate to advance opportunities in achieving **economic success**, embracing **shared prosperity** and building a **strong community** for Calgary.

# Calgary in the New Economy: Strategic Framework



# Calgary in the New Economy: Focus Areas



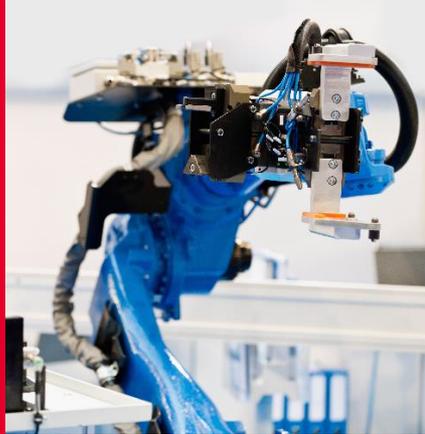
**Innovation**  
Canada's leading  
B2B innovation  
ecosystem



**Business  
Environment**  
Canada's most  
business-friendly city



**Talent**  
Canada's destination  
for talent



**Place**  
Canada's most  
livable city



# Calgary

Ultimate hosts

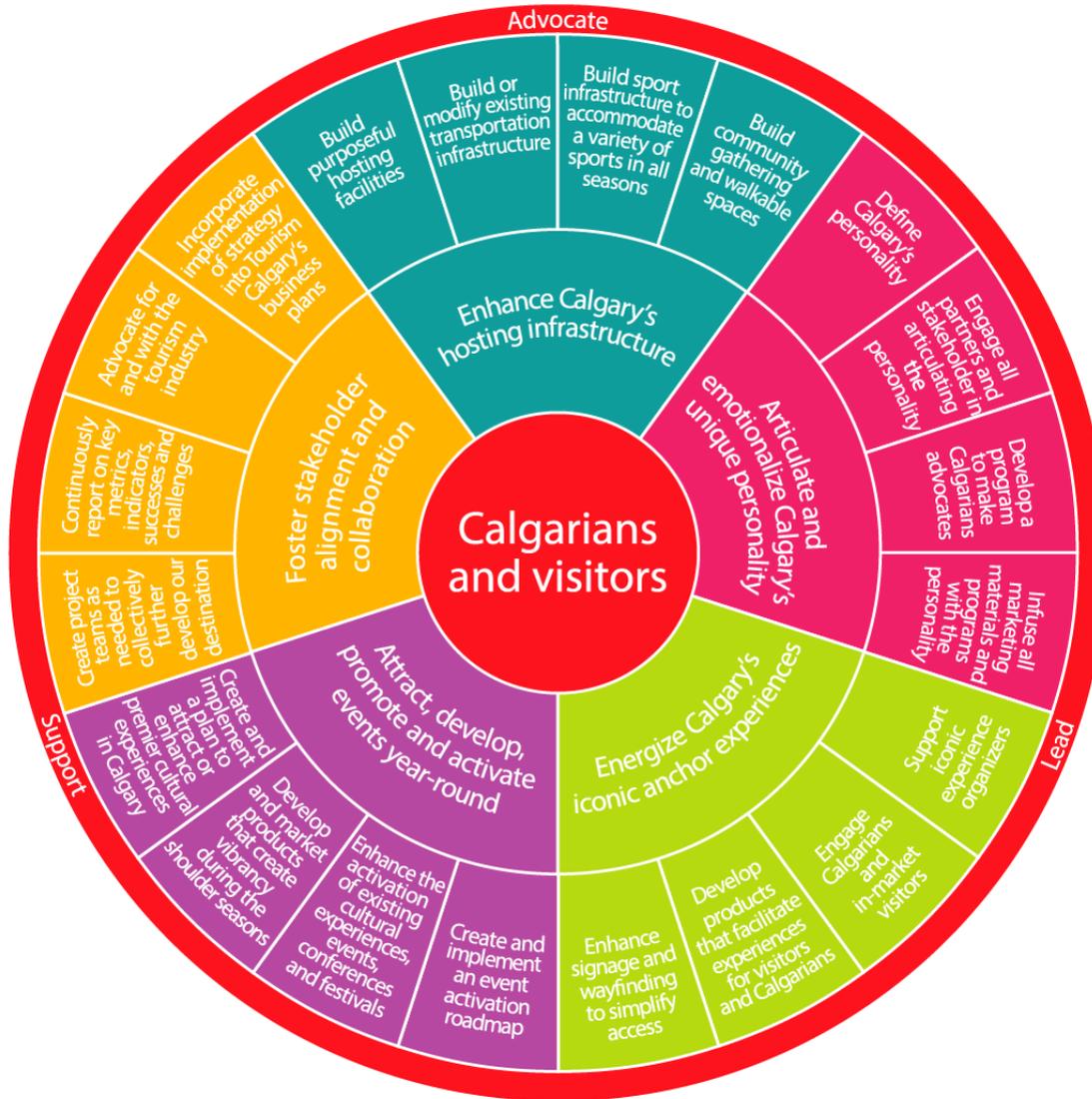
Ultimate host city

Destination Strategy

“ Our strategy is all about Calgarians building our city and proudly sharing all that our community has to offer with each visitor.

Rod McKay, Board Chair on behalf of the Board and Senior Leadership Team at Tourism Calgary

# Destination Strategy



# Community Engagement



A dramatic sunset over a city skyline, with two people on a bridge. One person is sitting on a skateboard, and the other is standing with their hands in their pockets. The sky is filled with large, dark clouds illuminated from below by the setting sun, creating a warm, orange glow. The city skyline is visible in the background, with several tall buildings and a crane. The bridge has a metal railing and a concrete deck.

Calgary Brand Evolution – Phase 2  
Living the Brand Workshop  
March, 2019

STORMY  
LAKE  
CONSULTING

# Phase II

Develop a brand strategy and story that will inspire and motivate, clearly differentiate and build a distinct and sustained vision of Calgary.

Take a fresh perspective on Calgary's unique community spirit.

The existing Calgary brand will be woven into the story. We may use all or some of what exists today, but always supporting "Calgary – be part of the energy."

# Today's goal

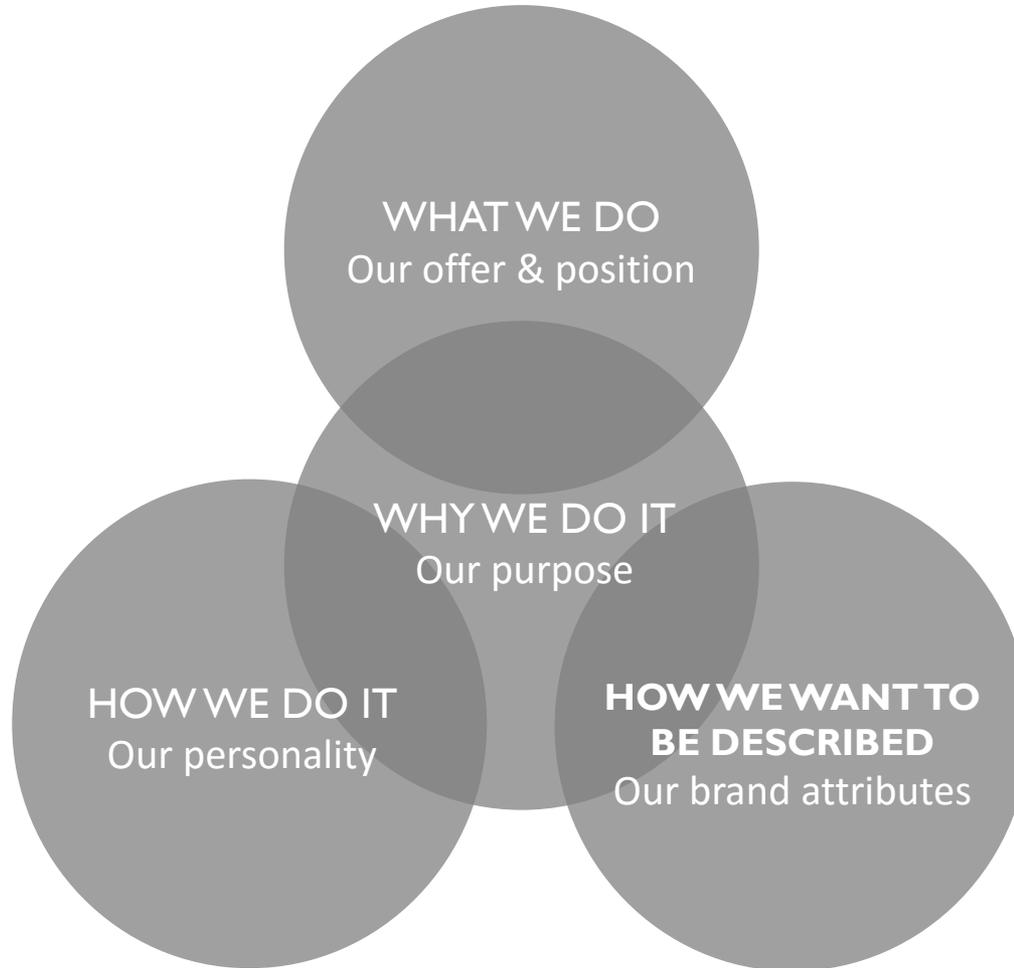
**INTERESTING**



**USEFUL**

“Calgary doesn’t have a narrative that appeals to a greater audience. Our unique value proposition isn’t clear. Our current narrative doesn’t serve us.”

# The brand model



An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger, submerged part is below. The sky is blue with light clouds, and the water is a deep blue. The text 'THE BRAND STORY' is positioned to the right of the visible tip, and 'THE BRAND STRATEGY' is positioned to the right of the submerged part. A vertical bar with colored segments (dark blue, light blue, pink, orange, yellow, grey) is on the far right edge.

THE BRAND  
STORY

THE BRAND  
STRATEGY



A great 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.



Five 2-hour ideation workshops  
141 participants

Business community workshop  
30 participants

Local influencers  
41 participants

Local hosts  
10 participants

# The Brand Committee

Tourism Calgary  
Calgary Economic Development  
ATB Financial  
Calgary Airport Authority  
Calgary Arts Development  
Calgary Chamber  
Calgary Municipal Land Corporation  
Calgary Sport and Entertainment Group  
Calgary Stampede  
Calgary Technologies Inc.

Calgary TELUS Convention Centre  
City of Calgary  
DIRTT  
GE  
Meetings + Conventions Calgary  
City of Calgary  
Shaw Communications  
United Way of Calgary  
University of Calgary

Who is this Calgarian you will meet when you visit?



Equally comfortable in the mountains and the urban core.

Eats and drinks local, especially beer and coffee.

Canadian spirit and western hospitality

Increasingly at ease in a multicultural world.

Likes to think they have a vibrant social life. Even if they don't.

Steps up to volunteer before being asked.

Sees much more than the energy industry.

Proudly tells their Calgary story.

Enthusiastic host and then takes guests to Banff.

Happy that Calgary is evolving.

Sees what can be done, not what can't be done.



# THE OUTSTRETCHED CITY





~~CAN DO~~ WILL DO





URBAN BRAND IN A SUBURBAN CITY



CALGARY IS MOST PROUD WHEN IT COMES TOGETHER



A man in a black wetsuit with orange accents is surfing on a blue and white surfboard in a river. The water is turbulent and white with foam. In the foreground, there is a pile of driftwood. The background shows a city street with buildings, trees, and a cloudy sky. A dark horizontal band is overlaid across the middle of the image, containing the text.

MAKE CALGARY MORE INTERESTING



**DON'T SAY "ENERGY", SHOW ENERGY**



STEM → STEAM



COLLABORATION

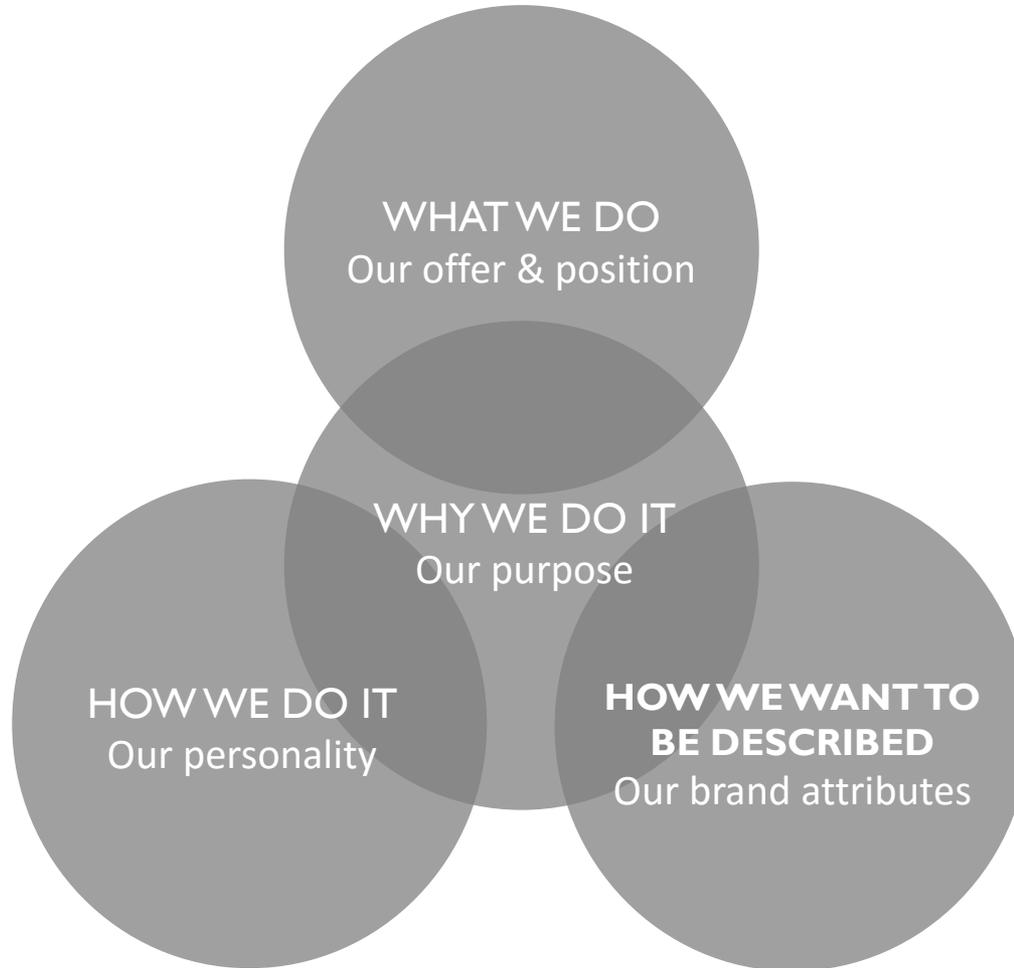


COLLISION

# THE BRAND MODEL



# The brand model



# Needs

New Urbanism		Community	Opportunity	Diversity
Big City Experience	Small Town Feel			

# Needs → Attributes

New Urbanism		Community	Opportunity	Diversity
Big City Experience	Small Town Feel			
Glocal <small>(global/local)</small> Lively Diverse Energetic Vivid Bold Uplifting	Personal Cohesive Genuine Authentic Distinctive Intimate Memorable	Welcoming Generous Kind Close knit Local Accepting Involving	Abundant Entrepreneurial Optimistic Fearless Industrious Confident Resourceful	Sensitive Diverse Multi-cultural Variety Engaging Exciting Inclusive

# How we want to be described by others

New Urbanism		Community	Opportunity	Diversity
Big City Experience	Small Town Feel			
Glocal <small>(global/local)</small> Lively Diverse <b>Energetic</b> Vivid Bold Uplifting	Personal Cohesive Genuine Authentic Distinctive <b>Intimate</b> Memorable	Welcoming Generous <b>Kind</b> Close knit Local Accepting Involving	Abundant Entrepreneurial Optimistic Fearless Industrious <b>Confident</b> Resourceful	Sensitive Diverse Multi-cultural Variety <b>Engaging</b> Exciting Inclusive

# Energetic

We're an energetic city and we always have been. Our spirit is lively, our culture is eclectic, our minds are active and our schedules are filled with activities of all kinds. Our language should be as lively and interesting as the people you meet here every single day.

# Intimate

We're comfortable with who we are. And while we're not typically the type of people to shout from the rooftops, it's easy to figure out where we're coming from. We're open, honest and inclusive. We speak from the heart. And we're remarkably welcoming to friends, colleagues and visitors alike, in everything we do.

# Kind

We come from an exceptionally kind place where people say hello to strangers, naturally share stories and help each other out. When we communicate, we do it in a friendly way, like we're talking to a person who stopped us on the street to ask for directions. We might even say, "Just follow me."

# Confident

We know how to get things done. We're a city of experts, innovators, explorers and adventurers, in every sense. We don't sit back and watch the world from the sidelines. We jump in, we create, we invent and we make things happen. Without being brash, our language is confident, bold and self-assured.

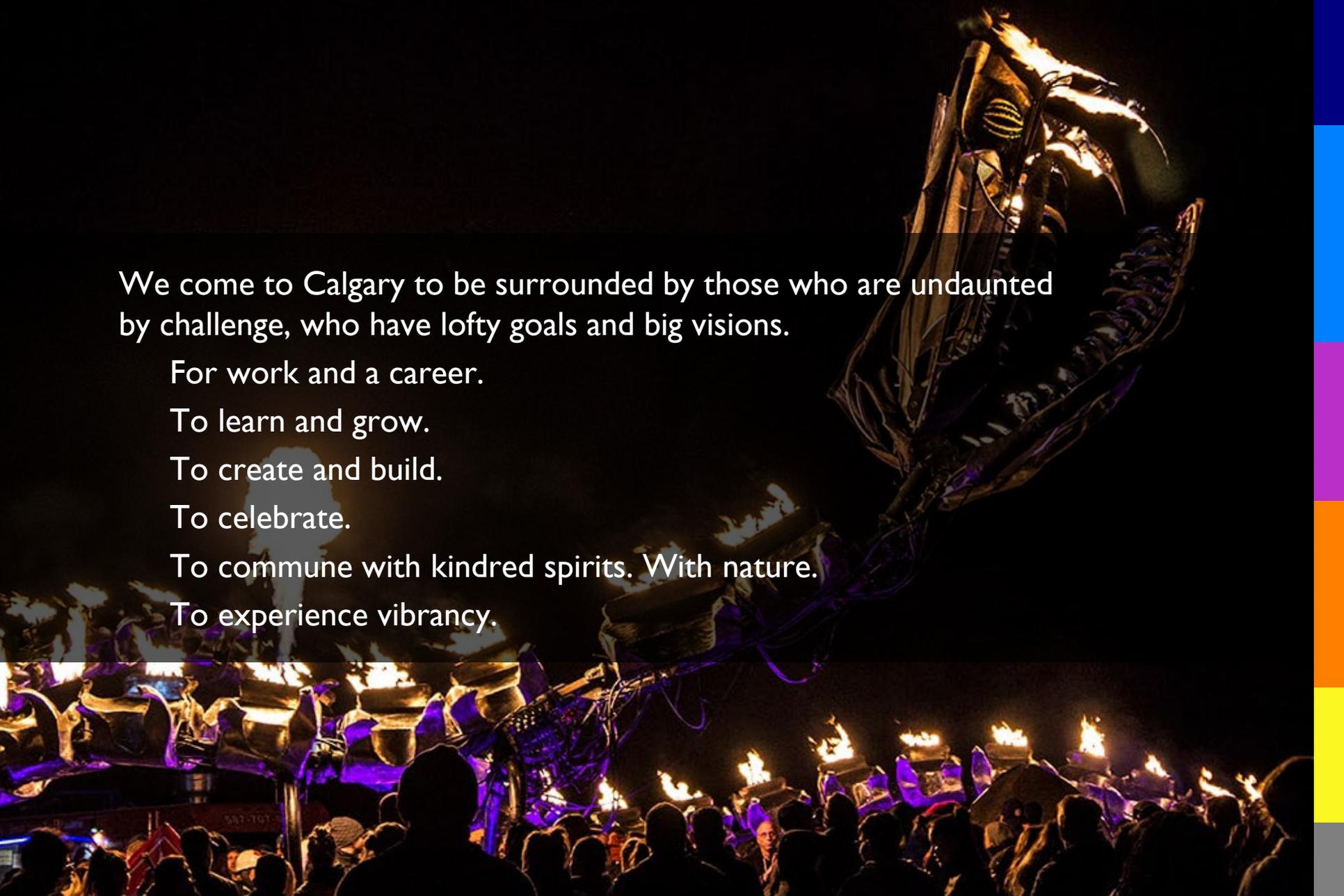
# Engaging

We appreciate how much more enjoyable things are when people get together to do things they love, or things they're trying out for the first time. We foster a spirit of connection and invite people with diverse opinions and ideas to engage with each other as much as possible, whether that's talking, eating, sporting, working, traveling or celebrating.

A vibrant, illuminated pedestrian bridge with a colorful, arched metal structure. The bridge is illuminated with warm, glowing lights in shades of red, orange, and yellow, creating a tunnel-like effect. The structure is composed of many curved, overlapping metal beams that form a series of arches. The bridge is paved with light-colored tiles and has a central walkway. In the distance, several people are walking across the bridge. The overall atmosphere is modern and energetic.

We are drawn to Calgary because we are driven to do  
and be more. To be a part of a community that sees a new way.  
A better way of impacting the world. We must make a difference.

Here is where we belong.

A large crowd of people is gathered at night, holding flaming torches. In the foreground, a large, illuminated, abstract sculpture is visible, possibly a piece of art or a large-scale performance. The scene is lit with warm, orange light from the torches and cooler, blue and purple light from the sculpture. The background is dark, suggesting an outdoor setting at night.

We come to Calgary to be surrounded by those who are undaunted  
by challenge, who have lofty goals and big visions.

For work and a career.

To learn and grow.

To create and build.

To celebrate.

To commune with kindred spirits. With nature.

To experience vibrancy.

# Our purpose



We are driven by big dreams.  
We are inspired by big change.  
And we are determined to make a contribution.

The thinking we need to face the world today must be as dynamic as the world around us.

It's through the collision of different ideas, different world views and different perspectives that people become more original thinkers.

It's not just that we're better off as a society if we're more diverse, it makes us smarter too because we are more likely to stumble across something we weren't looking for, but which is somehow relevant.



We are excited by new ideas.  
We know that they improve when tested and  
are enhanced by new perspectives. So we actively seek  
opportunities to connect, with a generosity  
of time and spirit that is uniquely Calgarian.

# Our promise

Nourishing our communities  
through ideas, cultures and experiences.



The Calgary attitude is that no matter what comes our way and no matter what life may have in store for us, we will not only make it through but come out stronger. It means when confronted with an uncomfortable situation we take action because we know success is possible if not inevitable for those who continue to try. It is evident in our relentless pursuit of doing things better.

A combination of being:

Bold, courageous and adventurous.

Willing to try difficult things.

&

Not intimidated or discouraged by  
difficulty or disappointment.

Our essence

**DARING & UNDAUNTED**

# The brand model



In Calgary we nourish our communities through ideas, cultures and experiences because we are driven by big dreams and determined to make a contribution. We are daring and undaunted when it comes to our goals. Seen as confident, energetic, engaging and kind, Calgary is big enough to be lively and connected enough to feel intimate. We get it done. Together.

YOUR CUSTOMER

# Exercise 1 – your primary customer

Thinking about what initiative or entity you are marketing, answer these questions about your primary customer (or your customer's customer)...

Beyond traditional demographics, what do your primary customers have in common with each other?

What are your customer's most common problems or pain points?

What does your customer want? Not “what do they need?”

What is their name? (To make it easy to remember them.)

# Brand Attribute graphic equalizer

Intimate

Kind

Energetic

Confident

Engaging

# High Performance Rodeo

Intimate

Kind

Energetic

Confident

Engaging

# Urban Farm Tours



[Blank white rounded rectangle]

Intimate

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Kind

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Energetic

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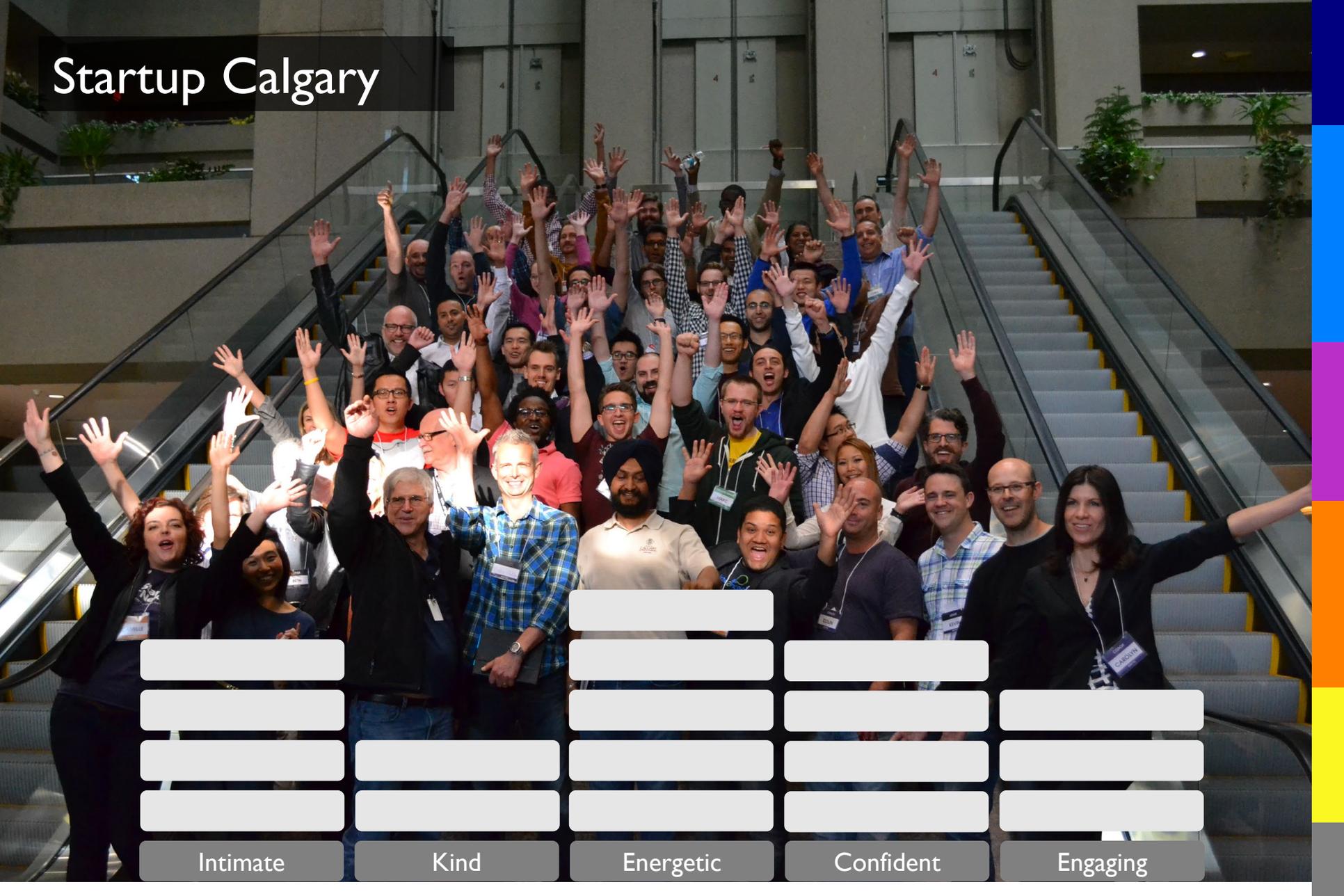
Confident

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Engaging



# Startup Calgary



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Intimate

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Kind

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Energetic

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Confident

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Engaging

# THE CALGARY BRAND

## OUR PURPOSE

We are driven by big dreams. We are inspired by big change.  
And we are determined to make a contribution.

## OUR PROMISE

Nourishing our communities through ideas, cultures and experiences.

## OUR PERSONALITY

Daring & Undaunted

## HOW WE WILL BE DESCRIBE BY OTHERS

Energetic

Intimate

Kind

Confident

Engaging



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# Exercise 2 – Choose your lead attributes

Your product / experience:

Your primary customer:

Intimate	Kind	Energetic	Confident	Engaging

# Exercise 3 – Expand on those attributes

Attribute	How we can communicate it



# Exercise 4 – Amplify the attributes

How can you amplify or deliver on the two brand attributes you have chosen...

- through communications?
- through experience?
- through design?

List 3 ideas.

# Exercise 5 – Align your purpose

Thinking about your primary customer, in what way do they:

Have big dreams

Want big change

Want to make a contribution

# Exercise 6 – Deliver on your promise

In what ways does your initiative nourish community through ideas, cultures and experiences.

How could it be done better?



## Exercise 7 – Express your personality

Calgary's personality is daring and undaunted. Select a photo from the photo set provided that relates to how your primary customer or initiative is daring and undaunted. Write 2 – 3 sentences to elaborate.

# Exercise 8 – Set alignment priorities

Considering the attributes, purpose, promise and essence of the brand, what is the most relevant to your initiative?



# BRAND ALIGNMENT QUIZ



# Next Steps

- Survey
  - Tell us what tools you need to tell Calgary's story
- Additional Industry Workshops
  - Dates to be confirmed
- Updated creative articulation

An aerial photograph of Calgary, Alberta, Canada, taken during the golden hour of sunset. The city's skyline is filled with various skyscrapers and buildings, some reflecting the warm light of the setting sun. In the foreground, a large, dense crowd of people is gathered in a park-like area, likely attending an outdoor event or festival. The crowd is situated near a river, with a red bridge visible in the distance. The overall atmosphere is vibrant and celebratory.

**Thank you!**

**calgary** economic  
development  
be part of the energy™

tourism  
**calgary**