

Halifax Region Brand DNA

Executive Council Presentation

March 24, 2014

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Experiences

Brand is a combination of reputation and expectation.



Brand is where Mission, Vision and Values intersect.



Brand is the
heart and **soul**
of an organization
or **place**.

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Brand has less to do
with **logos** and
advertising and everything
to do with **culture** and
behaviour.

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Brand is a
resource tool
for employee recruitment
and **brand extension**.

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Brand is a resource tool for employment recruitment and brand extension. Halifax has several brands right now that will consolidate to one. Metro Transit, Transportation and Public Works, Infrastructure and Asset Management and Business Parks for example will all have one common brand.

Brand is not what
you **say**.
It's what you **do**.

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What is a place brand?

A place brand guides and inspires the way a region acts, engages and delivers its experiences. It is the story about who we are and where we're going. It is what differentiates us from other regions and is a shorthand for trust. Like a product brand, a place brand is a combination of reputation and expectation.

Place branding
is about creating a **promise**
to residents, businesses,
immigrants, tourists
and visitors.

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A **promise** that is
simple, inspirational,
memorable,
differentiating, aspirational
and **authentic**.

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A promise that is simple, inspirational, memorable, differentiating, aspirational and authentic. A place brand is how cities manage and market their people, location, history, quality of place, lifestyle and culture.

Who **benefits** from
place branding?
The people who
live there.

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Place brands have the potential to create unity and pride within its population, a stronger tax base, and thus a higher standard of living. Successful place branding also provides clear differentiation in the increasingly competitive and global marketplace that relies on memory recall and an emotional connection with tourists, businesses looking to grow or relocate, residents of other countries who plan to move for better opportunities and quality of life, and consumers of products and services.

Who is responsible for
place branding?
It is **everyone's**
job.

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Creating a successful brand for a region demands brand governance that most do not possess – the ability to act and speak in a coordinated and repetitive manner about themes that are the most motivating and differentiating the region can make.



Niagara had many brand messages with varying purposes, mandates and messages and needed to develop one cohesive brand image for the region.

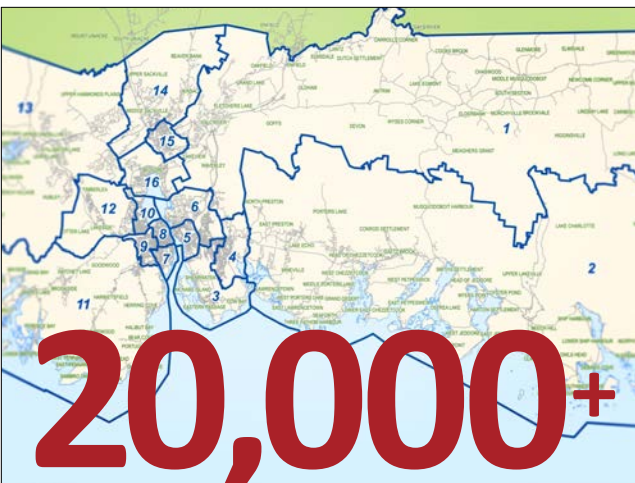
The solution? The Niagara Original brand platform.

This regional brand platform is designed to tell the world about the Niagara Region's offerings through consistent yet unique visual images. Its purpose is to be adaptable to various audiences (tourist, investors, residents, media) while maintaining brand consistency. Using a new bold letter "n" in a variety of colours and centre-cut out images that showcase various industries, functions and business sectors the new brand consistently ties together the wide variety of offerings that the Niagara area is known for.



What can Halifax learn from this example?

Although the region has many unique offerings, services, attractions, sectors and natural wonders, one consistent brand is applied.



We've had engagement with over 20,000 people through focus groups, one on one meetings, online surveys, phone calls, postcards and social media channels.



We've talked to residents, businesses, students, immigrants, the military, health care, non-profits, government, academics, developers, convention planners and business leaders from other cities across North America. We've referenced and been informed by extensive secondary research and resources, such as the RP+5 Regional Plan, the Ivany Report, the Halifax Region Economic Strategy and place branding exercises from around the world.

A few common themes emerged from our engagement sessions and the dialogue that took place online, including a strong appetite for a positive, progressive, innovative approach with our place brand. Status quo was not an option, nor do people want a minor tweak to the brand we know today.

The results from a focus group of about two dozen leaders from business, academia, military, heritage, non-profits and immigration showed overwhelming support for and willingness to champion the brand promise that I'm going to show you today.



As I saw this underlying enthusiasm, even what you might call a bullishness about the potential for our region's future, I began to ask the councillors, residents and other stakeholders I spoke to to tell me, on a scale of 1 to 10, with 1 being mild and 10 being bold, how bold they want our region's brand. They told me they want a brand platform for our region that is 8.5 out of 10 on the boldness scale. And our research backs this up. We need to be bold.





An overwhelming number of people have a strong opinion that the name of our region is Halifax.. We heard this loud and clear at every level of consultation. Our residents do not want HRM or Halifax Regional Municipality, and any detracting comments we heard were from people afraid their community would lose their local identity. Part of our task going forward is to make it clear that Halifax refers to the region the same way Toronto and New York does. This does not diminish or dilute the pride residents have for their own community. We also need to remember this is our brand, not our legal name. Halifax Regional Municipality as the name of the corporate entity is not changing.

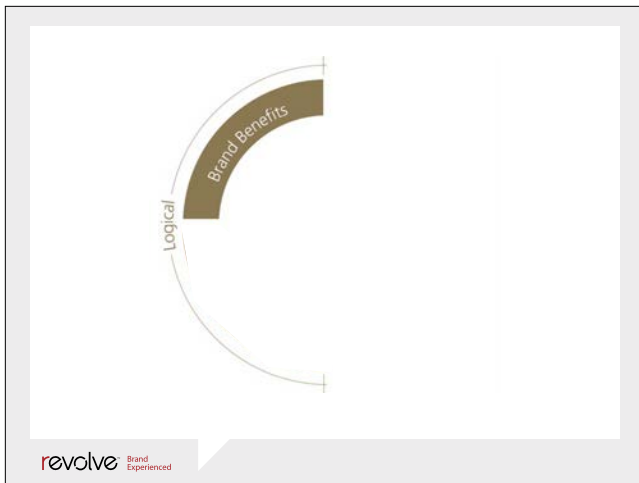


Revolve's Brand DNA model looks at how an organization or place sees itself from a number of different access points. Each element of the Brand DNA invites a fresh perspective, resulting in insights not achievable via a single point of reference. This model helps distill and clarify who you are and why you are relevant so that you may inform, persuade and influence perceptions and experiences in alignment with your goals. The brand DNA is also intended to filter out characteristics that may be benefits but are not unique. For example, while we heard a lot about our proximity to the ocean and major markets and great lifestyle, these really are not unique assets.



It is important to understand that the Halifax brand DNA is aspirational, but achievable. It is a combination between present state and the community the people we spoke to want to feel part of in the future. This brand platform is built on authenticity and what we can legitimately aspire to become.

Brand Benefits are the key features, attributes and properties of the brand.



Brand Benefits

For Residents...

- Work-life balance
- Culture
- Affordable
- Proximity
- Everything within a 30 minute drive from anywhere
- A great place to raise a family

For Business...

- Highly skilled workforce
- Excellent educational institutions
- Diverse economy
- Strategic location
- Easy to network

For Visitors...

- Rich mix of history and modern
- Natural beauty
- Friendly people
- Culture
- Easy to get to and easy to get around

For Residents...

- Liveability and work-life balance
- Culture and vibrancy of a major centre with small town feel
- Affordable compared to many other centres
- Proximity to urban amenities, natural beauty and the ocean
- Cultural, arts, recreational, entertainment, education, restaurants and shopping within a 30 minute drive from anywhere
- A great place to raise a family, a wonderful sense of community

For Business...

- Highly skilled workforce
- Excellent educational institutions and research facilities
- Diverse economy brings stability
- Strategic location makes us an ideal hub to access world markets, including our deep water port

The **Consumer Target** is the person/group the brand must excite and involve.



Consumer Target

The primary target audience is the Halifax community. This diverse group includes the general public, business, HRM staff, media and government leaders. All of these people have a vested, common interest in fostering a vibrant, growing region.

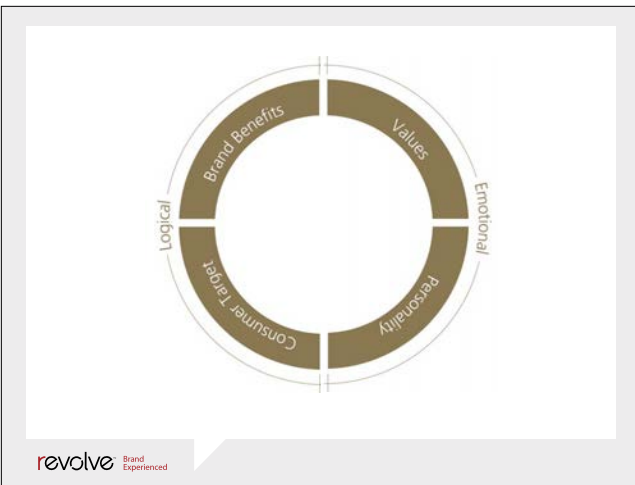
When they are excited and engaged by the brand, they will become ambassadors for spreading the word among our secondary target – potential new residents, new businesses, the international business community, immigrants, tourists and convention planners from across the country and around the world.

Personality is the human characteristic of the brand, giving it tone, feel and style.



Personality

- Friendly
- Pioneering
- Capable
- Resourceful
- Genuine
- Cooperative



Values are the fundamental, guiding principles and beliefs of the brand. The values we've locked in on are a blend of present state and aspirational. These values describe the community our residents want to live in.



Community-Minded

We care deeply about each other. Although our geographic boundaries are large, we remain a close-knit community where people feel safe and every citizen has the opportunity to be involved and engaged. We are a fun loving, caring and unique society who know how to work together.



Creative

We are resilient and resourceful. It's part of our history. We encourage and embrace new ways to move the region forward and new ideas that enhance the lives of our citizens. The artistic and creative industries are important elements of our cultural fabric.



Smart

We are home to some of the brightest minds and best educational institutions in the world.

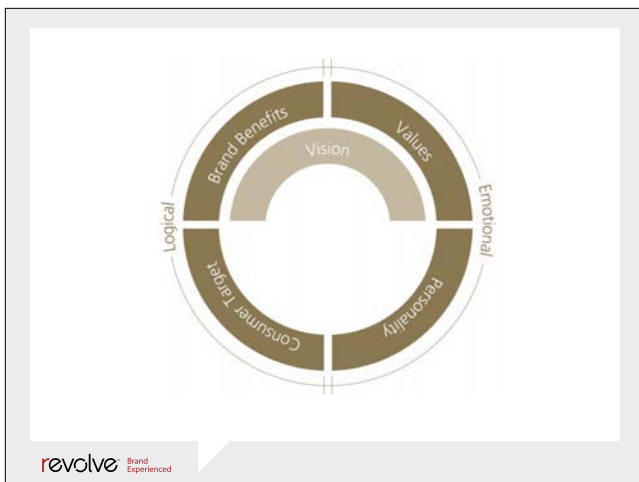
We tap into that knowledge to take advantage of current opportunities and create new ones.

We believe in forward thinking and sustainable solutions, not quick fixes that won't stand the test of time.



Balanced

The balanced lifestyle Halifax offers is one of our greatest strengths – accessibility, friendliness, natural beauty and small town feel with the modern amenities, culture and opportunities of a modern urban centre.



The **Vision Statement** is meant to inspire. Vision statements capture what an organization or place wants to be, what it wants to stand for and why it deserves to be looked up to.

A vision is not a strategy or business plan; it is the place where strategy needs to take you. It is a destination, a beacon, a north star. It conveys spirit, drive and enthusiasm for the destination.

Vision



Halifax is where skilled, open-minded, optimistic and hard-working people create a climate for success while enjoying a unique, rewarding and balanced lifestyle. We will become a global city, not by size, but through culture, imagination and innovation.



The **Mission Statement** clarifies the goals of an organization or place. What do we do, for whom do we do it and what is the impact?

While a vision statement is a declaration of what an organization or place is focused on being, a mission statement talks about what they are doing. The Mission Statement clarifies the goals of the organization. What do we do, for whom do we do it and what is the impact?

Mission



Rich history meets progressive thinking to create opportunities and conditions for residents and businesses to thrive. We will encourage collaboration and foster our creative, energetic spirit to develop and embrace innovative ideas that enhance the lives of our citizens and gives us a place on the world stage.



We said, at the outset of this project that our goal was to articulate a single rallying cry that will connect our pride and show the world what a great place our region is to live, work, invest and visit. To reveal a clear and identifiable brand will allow us to put our best foot forward. The brand promise is at the centre of this. It's embedded in all our branding efforts. It will also serve as the driving force for the development of our visual identity and future marketing campaigns.



The **Brand Promise** is the experience our brand promises to make to the world. The combination of reputation and expectation, rooted in the fundamental need that we fulfill. We've heard loud and clear that Halifax needs to Be Bold. Your constituents want Bold.

Thank You

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