

#### **Brand**

A brand is how people perceive a city. A city can shape its brand with a brand strategy.

#### Key points about city branding:

- City processes must match brand
- Brand should inspire residents to become ambassadors
- Strong brand enhances a city's reputation







#### Partnerships and Collaboration

City of Edmonton and EEDC collaboration centred on two streams of effort:

Major events and conferences

Community Relations

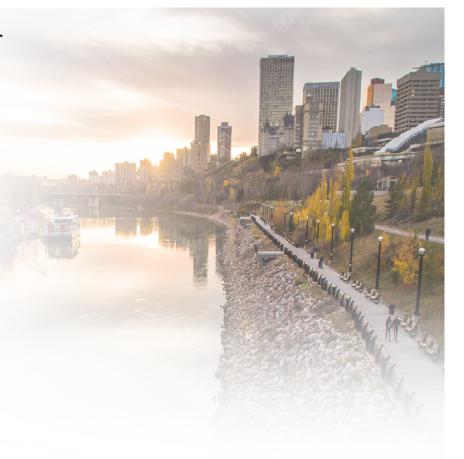






#### Return On Investment on Collaboration

- □ Named one of the 10 Best Summer Trips in 2015 National Geographic
- ☐ #7 World's Top Sports Cities list
- □ Best Place Identity 2016 Award Winner
- ☐ Top 3 events in 2015: \$48 million impact
- □ Top 3 events in 2016: \$10.3 million impact







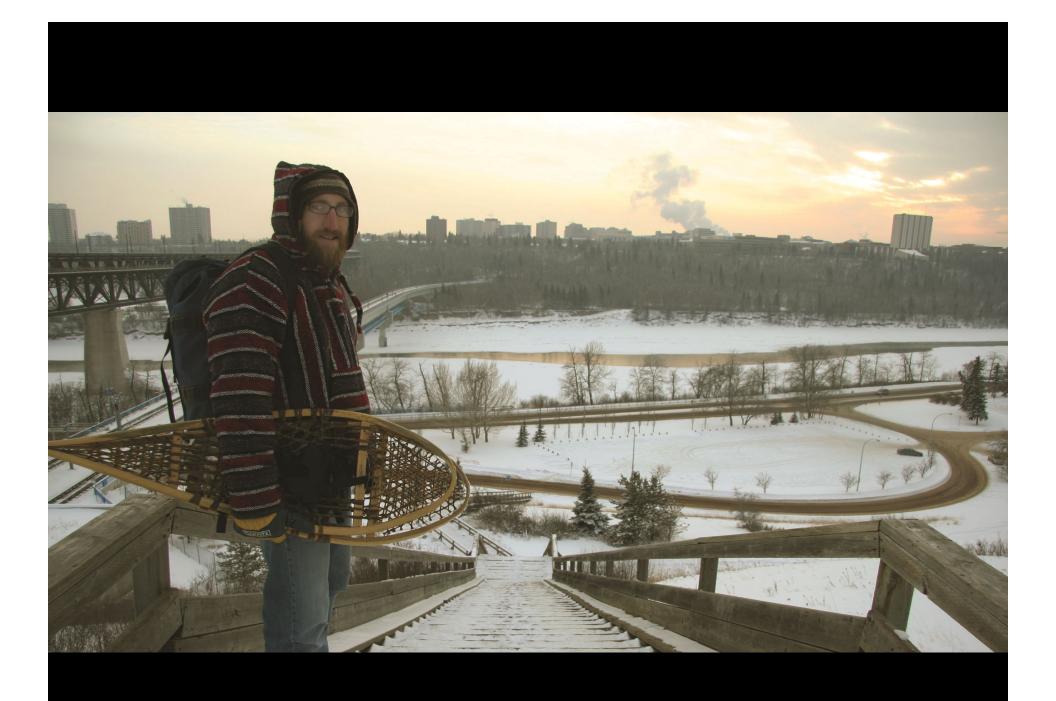


## Edmonton Economic Development Corp. Brand & Reputation

	2013	2014	2015	2016	2017*	<u>Total</u>
Personnel	\$178,000	\$464,000	\$467,000	\$445,000	\$99,000	\$1,653,000
<b>Platforms</b>	\$487,000	\$1,759,000	\$614,000	\$210,000	\$82,000	\$3,152,000
<b>Campaigns</b>	<b>\$229,000</b>	\$420,000	\$426,000	\$398,000	\$61,000	\$1,534,000
<b>Total EEDC</b>	\$894,000	\$2,643,000	\$1,507,000	\$1,053,000	\$242,000	\$6,339,000
\$Leverage	<u>\$716,000</u>	\$1,406,000	\$2,992,000	\$2,382,000	\$315,000	\$7,811,000
Total Spend	\$1,610,000	\$4,049,000	\$4,499,000	\$3,435,000	\$557,000	\$14,150,000

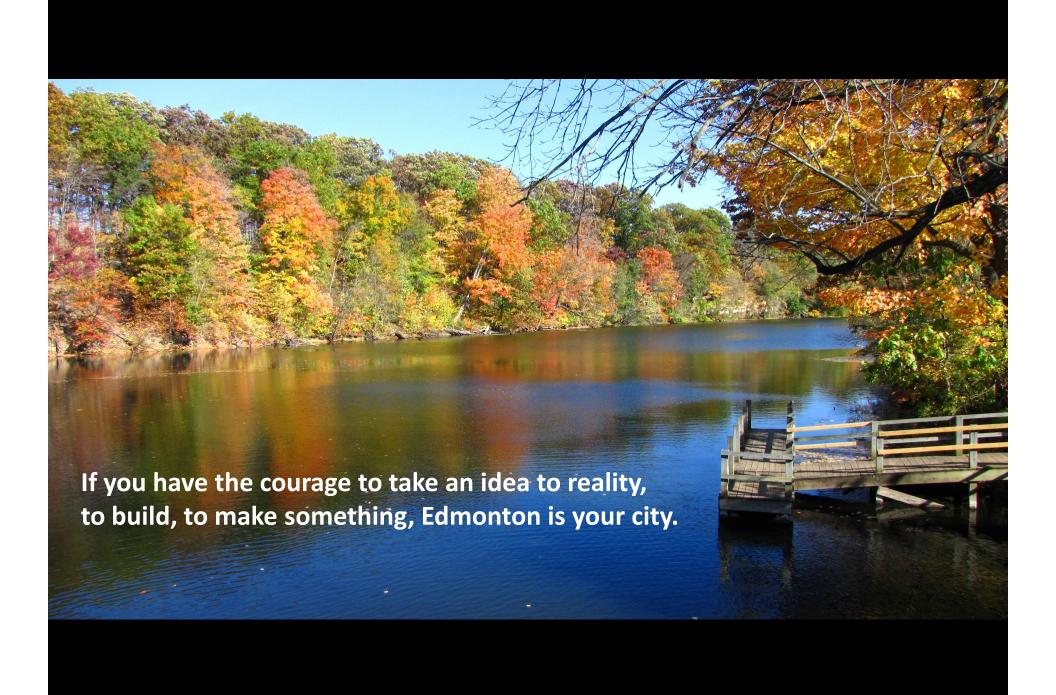






# WE ARE THE GOLDEN WEST





MAKE\_ SOMETHING EDMONTON SEARCH FOR SOMETHING

SIGN UP

LOGIN

STORIES PROJECTS EVENTS PEOPLE

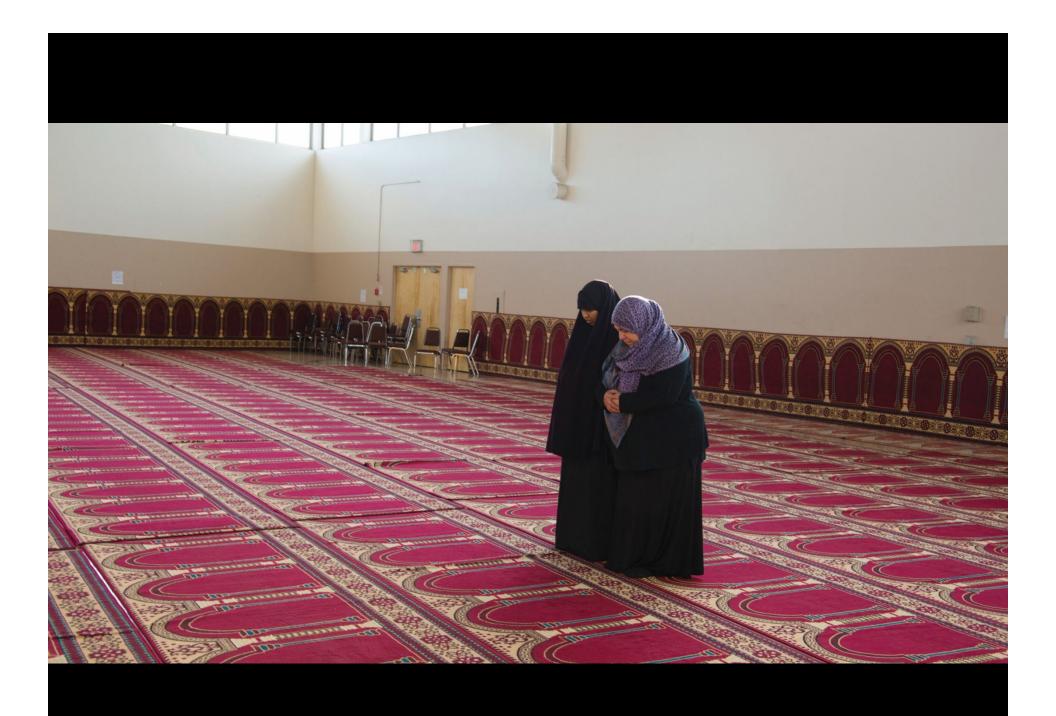
### THIS IS YOUR CITY

Make Something Edmonton is a place to share projects and events, get help making them happen, and discover local stories.



Help us improve by sharing your feedback.



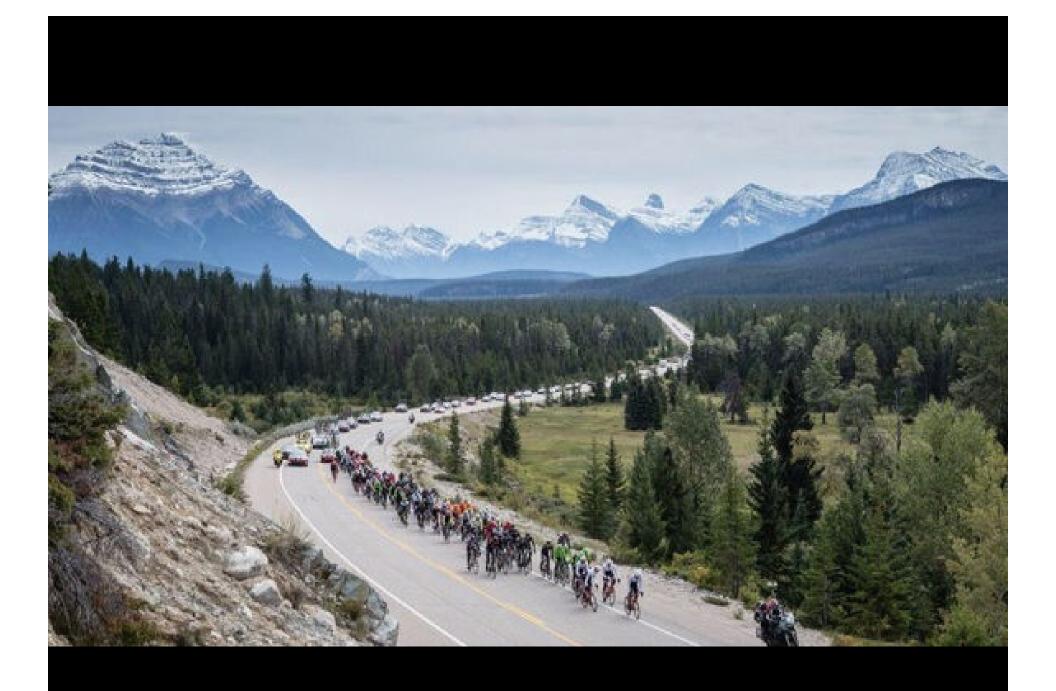




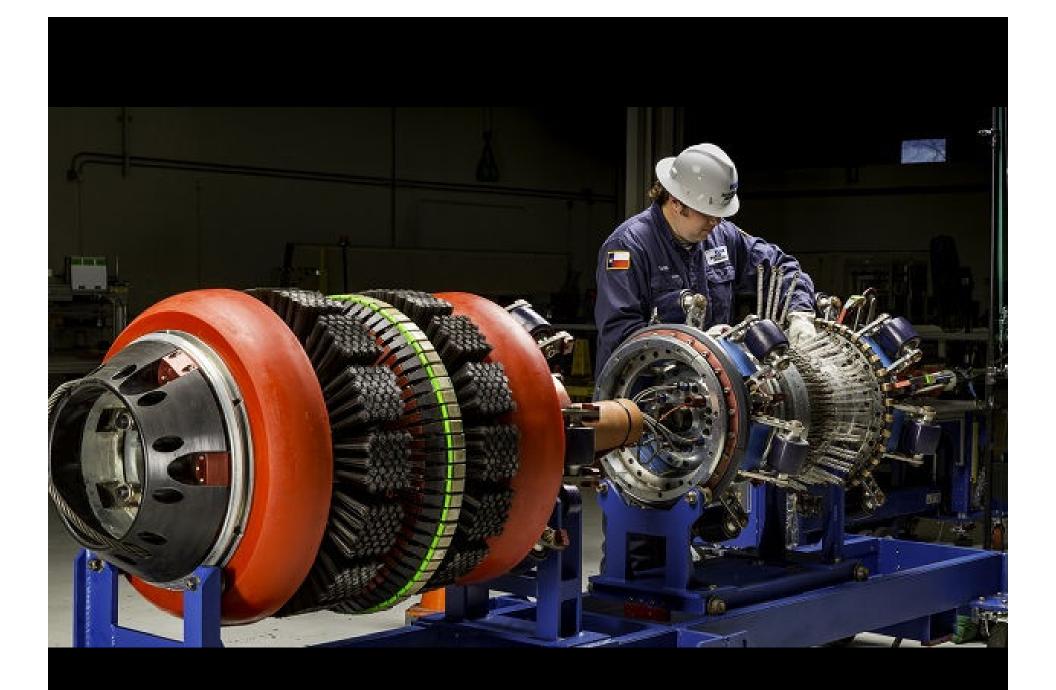








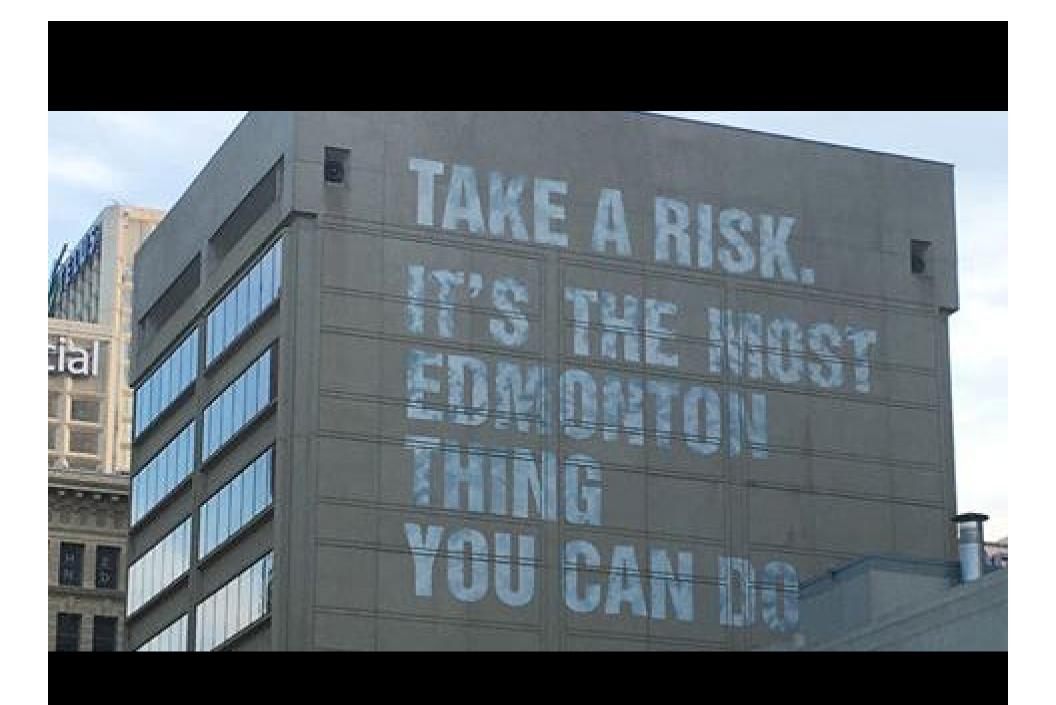




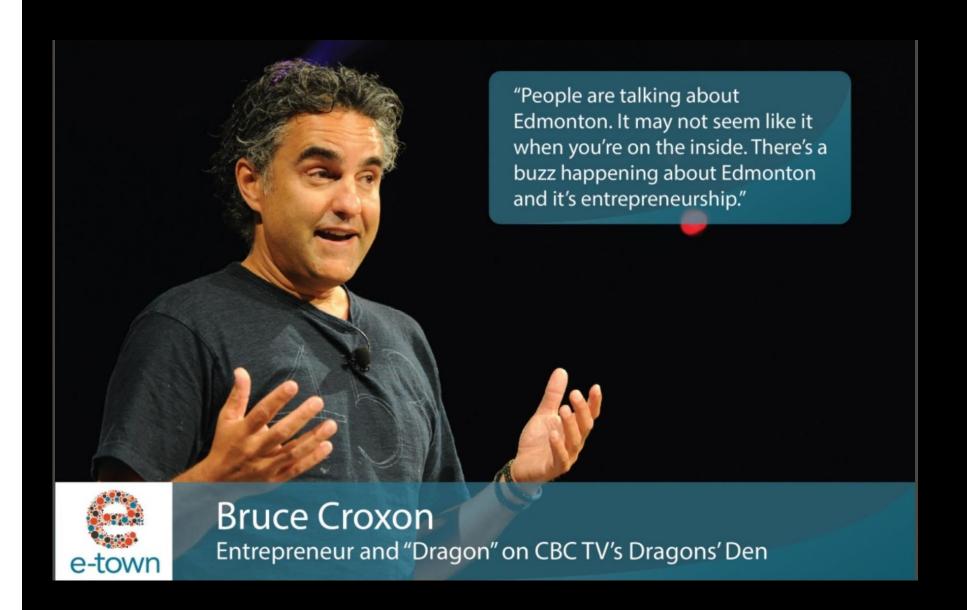


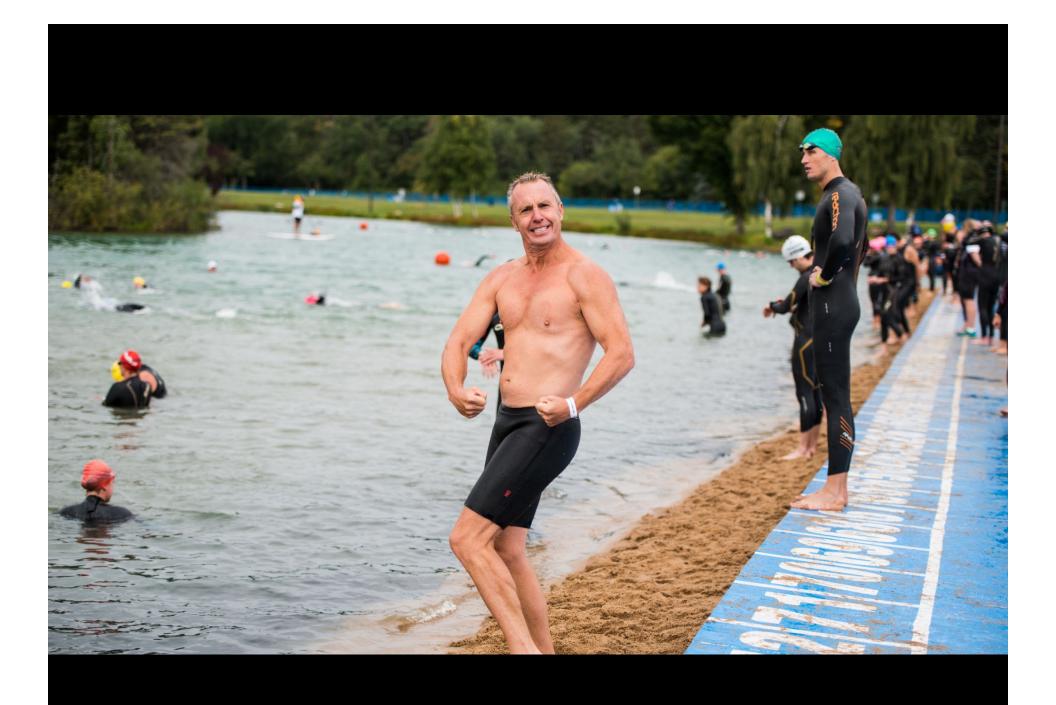














**Nothing rivals Mother Nature's light shows.** As you enjoy one of our late-night patios or take in the fresh evening air while you walk along our river valley, look up – you'll understand one of the perks of being in a northern city. Start exploring today.



EDMONTON ORIGINAL ##

explore edmonton.com



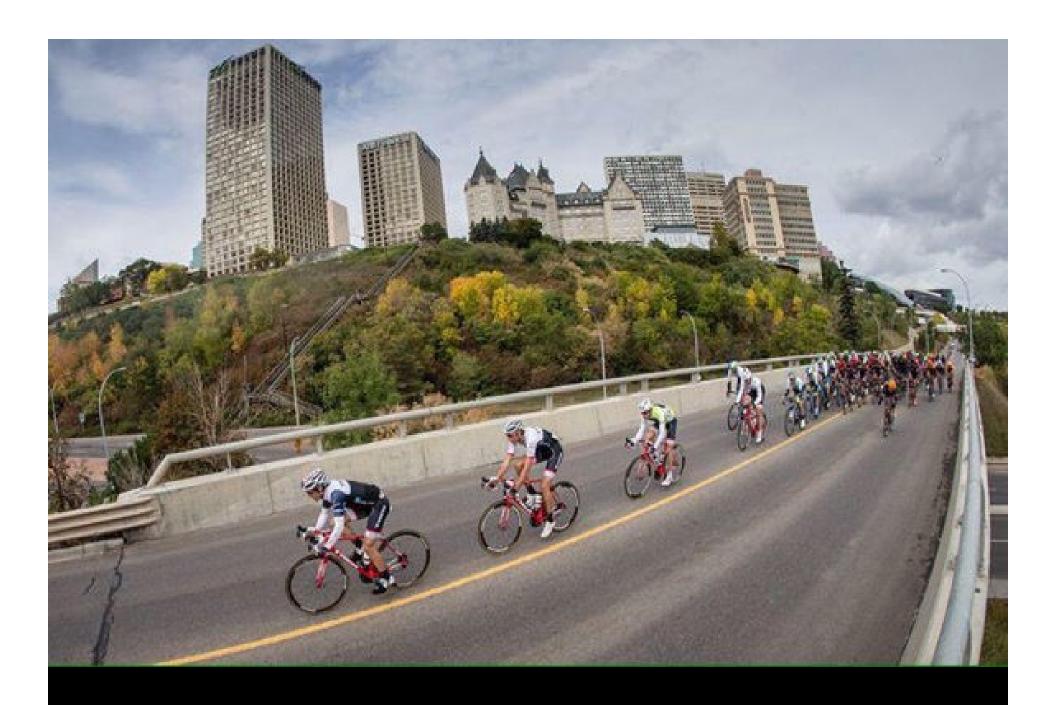
**Cold.** yes. Dank, yes. Boring, never. We've done this winter thing a time or two before, so we know how to light it up. Stroll down Candy Cane Lane or ice skate in the glow of City Hall's coloured lights. Start exploring today.

EDMONTON ORIGINAL SINGE

explore edmonton.com



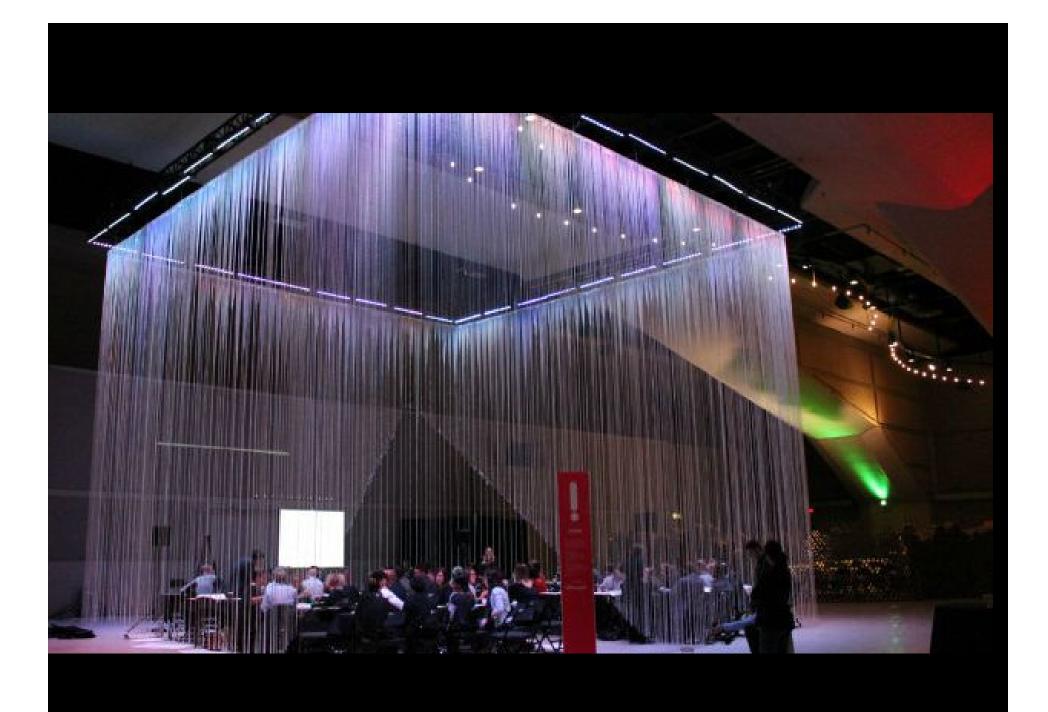


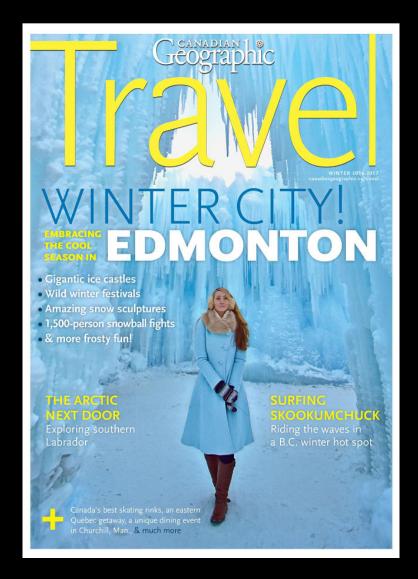












NAT GEO SITES ▼ SHOP SUBSCRIBE SIGN IN USA ▼



LATEST STORIES

PHOTO OF THE DAY

TV





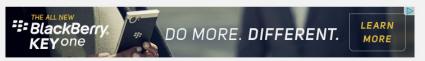


PHOTO GALLERY

### **Best Summer Trips 2015**

Make this a summer to remember by snowboarding in the Australian Alps, stargazing in a Sedona red rock canyon, or exploring a volcanic Global Geopark in South Korea. Whether you're craving adventure or relaxation, our editors' list of ten Best Summer Trips—plus one reader's choice—offers a world of possibilities. —Maryellen Kennedy Duckett

#### Alberta, Canada

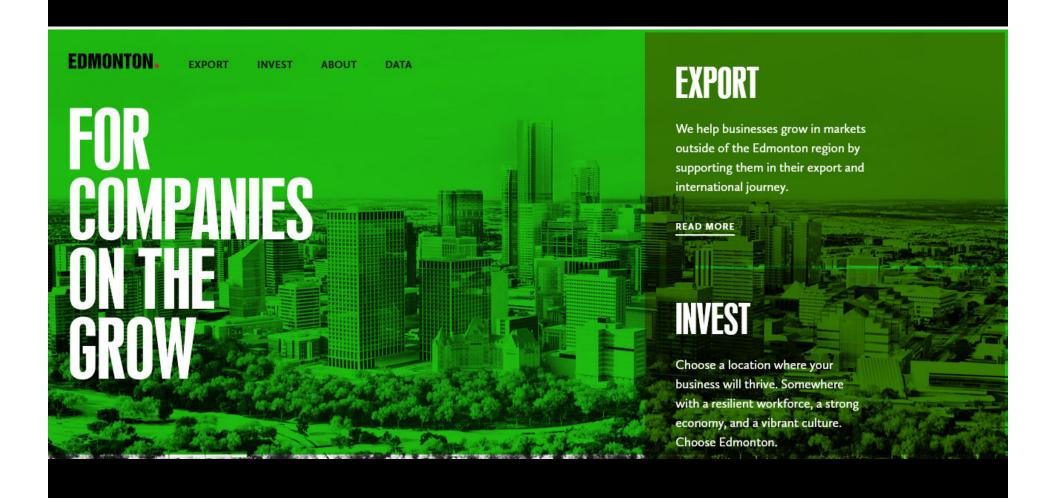
Edmonton, Canada

orld this summer. The Festival City is hosting a series of international men's World Cup Canada 2015 (June 6-July 4) and the Edmonton Folk

<u>Music Festival</u> (August 6-9). Multicultural artworks, crafts, performances, and foods representing more than 85 nations will be featured at the Edmonton Heritage Festival (August 1-3).

"I love the summer mainly because of all the festivals—Heritage Days, Taste of Edmonton, Fringe Festival, and the Street Performers Festival are a few of my favorites," says Chris Szydlowski, owner of River Valley Adventure Co., which offers mountain bike rentals and guided Segway tours of the Edmonton River Valley. "This is going to be an amazing year to be in Edmonton [during the] summer, and to feel the vibe and energy of our city."

How to Get Around: The Edmonton Transit Service (ETS) Route 747 bus provides express service from Edmonton International Airport to Century Park station. From here, transfer to the LRT (Light Rail Transit) Capital Line to reach downtown hotels and festival sites. For travel throughout the city, use the ETS Trip Planner to chart a route via bus or LRT.



EDMONTON.

**EXPORT** 

INVEST

**ABOUT** 

DATA

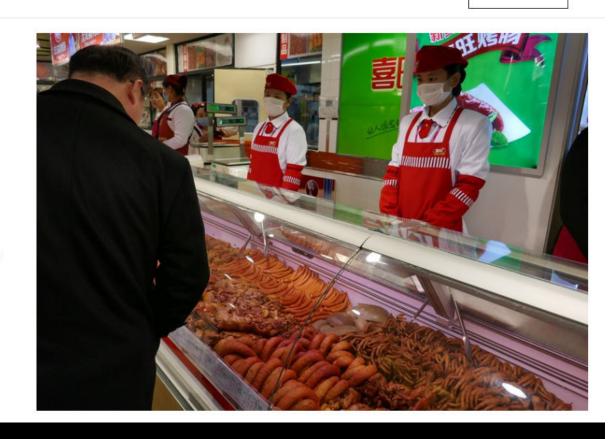
QUESTIONS?

#### **INVEST STORY**

## SIWIN FOODS LTD.

Siwin produces high-quality, ready-to-eat, and easy-toprepare meal solutions, operating in a state-of-the-art facility in Edmonton. Initially an investment success story, they have now also begun to export their world-class products across Canada and to Japan and China.

**READ MORE** 



nvestedmontonregion.com/invest/success-stories/story-1/

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**EXPORT** 

INVEST

**ABOUT** 

DATA

QUESTIONS?



**FEATURED NEWS** 

# FORD MOTOR COMPANY TO OPEN CENTRE IN LEDUC

**CBC News** 

READ MORE





## **Awards**

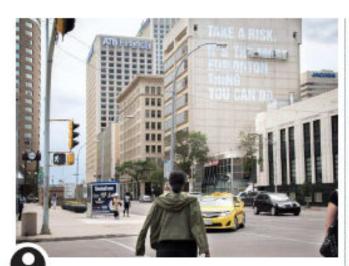
#### City / Nation / Place

Clobal Forum Thursday 10 November 2018

W @cityredonplace #CNPAwards18

### Best Place Brand Identity

#### Edmonton



For a generation Edmonton, Canada's fifth-largest city, has had the worst reputation in the country. Others in Canada consider it to be cold and boring, if they consider it at all. Globally, it does not register. The typical ad agency response to this - a new logo. tagline, website, and media buy -had falled in the cast. Yes, it falls everywhere. Despite these external image and reputation problems, market research showed Edmontonians loved their city. They simply lacked a way to express it in a powerful and authentic way, in a large economic development survey and workshop, leaders

corporations on the continent from a few people, an idea, and a lot of cooperation again and again. The master story, in brief, was: "Years ago, when this was an isolated place, we invented our own fun. We created our own solutions. That spirit remains today: Risk-takers, people with ideas, thrive in a bitarrely cooperative city, Edmonton is a place without hierarchy. Five minutes here and you're one of us." We could have out this up on billboards. We could have shot a television commercial. Instead, we saked Edmontonians to do what they had always done, at their best: to go out and make something beautiful, something strange, something profitable. We

to implement the brand. In one of our interviews, with the historian laureste, we heard, "In Edmonton If we don't grow it we don't own it." We kept this in mind as we supported and encouraged entrepreneurs, artists, and social activists to create new projects and initiatives from the ground-up. for decades Edmonton had tried to recruit global and national head offices to the city, and it never worked. We changed the focus to "turning up" what was already happening. and celebrating it internally. Initially we were discouraged by the reluctance of the City of Edmonton (the corporation) to embrace the story. They continued to speak in hopeless superlatives and to produce videos about being "world class." But it ended up being a blessing, as the citizens owned Make Something Edmonton and Isunched over 1,500 projects. Our initial target was 200. They did large things, like putting decorative lights on the city's beloved High Level Bridge, and small things, like murals, edible gardens in schoolyards, and Sunday morning snowball fights with thousands of people. The popular Mayor, Don Iveson, used the story in his speeches and in his approach to problems. Rather than use a single tagline, we built ten "statements of encouragement" that told the Edmonton story, and paired them with iconic examples of the city at its best. We created an ambassador book ("The World Needs More Edmonton") and distributed it in late 2015. A local property development company chose one of the statements of encouragement, "Take A Risk: It's the Most Edmonton Thing You Can Do," and put it up on the side of one of their office towers facing City Hall and the central square.

Our goal, in this past year, was to teach the story and the brand to Edmontonians. But a brand is a lot more than marketing. It must be the foundation of everything. Edmontonians used the brand to argue against by-laws that impede entrepreneurahlp and new ventures.







EVENT PROGRAMME SPEAKERS VENUE & ACCOMMODATION HOW TO BOOK PARTNERS

#### **Speakers**

#### City Nation Place Americas Speakers



#### Cameron Bailey

Artistic Director Toronto International Film Festival



Scott Beck Visit Salt Lake City



Chris Fair President & CEO Resonance Consulting



Nicole Fichera

Boston Innovation District /



Annie Fitzsimmons

Editor at Large National Geographic Traveller



#### Richard Florida

PhD, Distinguished Fellow, NYUSPS Urban Lab, Clinical Research Professor. NYUSPS Schack Institute of Real Estate

BIO



**Brad Ferguson** 

President & CEO Edmonton Economic **Development Corporation** 



#### Tom Gierasimczuk

Vice President & Chief Content

Resonance Consultancy



Jeannette Hanna

Chief Strategist Trajectory



The Way We Prosper: A Confident and Progressive Global Image

2-Year Objective: Position Edmonton as one of the Exciting Cities to Watch (2017-2019) in the Northern Hemisphere

**Goal #1:** Amplify the Edmonton Place Brand through positioning our city as an entrepreneurial thought/solution leader among mid-sized cities

**Goal #2:** Foster and disseminate a consistent flow of projects, events and stories that reinforce the Edmonton Brand Promise

**Goal #3:** Differentiate the Edmonton Advantage from competitive cities and develop awareness that positively influences decision makers

**Goal #4:** Align Edmonton's economic development ecosystem players to an aligned external strategy which envelop the Big 7 economic drivers and collectively reinforce Edmonton's brand and reputation

#### RESONANCE



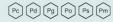
## **WORLD'S BEST CITY BRANDS**

A Global Ranking of Place Equity

SECRETS OF THE TOP 10 CITIES PAGE 06 INDIVIDUAL
CATEGORY RANKINGS
PAGE 11

THE FULL
CITY-BY-CITY LIST
PAGE 19

RESONANCECO.COM/BESTCITYBRANDS







#### PLACE

Perceived quality of a city's natural and built environment



#### PRODUCT

A city's key institutions, attraction and infrastructure



#### PROGRAMMING

The arts, culture and entertainment in a city



#### PEOPLE

Immigration and diversity of a city



#### PROSPERITY

Employment, GDP per capita and corporate head offices



#### PROMOTION

Quantity of articles, references and recommendations online



# EDMONTON.

## **Next Steps**

- 1. Continued research
- 2. Engaged partners
- 3. Story and narrative
- 4. New measurement tools
- 5. Buildout of City brand and messaging framework

