

EDMONTON PLACE BRAND FRAMEWORK

and provides a library of data-informed stories, key messages and digital assets, including complimentary high-resolution photos, b-roll and video profiles. Analytics demonstrate the resources have been well-used. Currently, the site has 24,000 unique active users from markets across the country where the City has run marketing campaigns. On average, users have spent over two minutes per visit and downloaded 1.8 assets from the comprehensive Digital Asset Library. Over the past few years, Administration has been populating and refining the site, ensuring search optimization and incorporation of the highest standards based on Web Content Accessibility Guidelines. As a result, Why.Edmonton.ca earned the international Digital Gold Award from AVA Digital Awards in early 2025. This has positioned the next iteration of place brand for success, ensuring resources are in place for longer-term brand sustainability.

Supporting the place brand site are other brand touchpoints, including social media channels. The City has leveraged the reach and engagement built up over time and has demonstrably capitalized on uniquely Edmonton opportunities. For example, Edmonton has had several viral posts, including during the Edmonton Oilers' playoff runs. This has contributed to a solid brand presence for Edmonton. This type of visibility showcases the spirit of our city to a broader audience and can be leveraged among the City and its partners in the years to come.

Place Brand and Place Making

Place branding and place making are distinct but closely connected. A place brand is a compelling articulation of why people are drawn to and stay in a particular location. Simply put, it answers the question, *Why Edmonton?*

In the proposed framework, the City's place brand will focus on how the city's brand assets (including voice and presence), identity and reputation are strategically positioned to attract people and business investment, while place making will have a focus on authentic, lived-experiences that bring that brand to life. Edmonton's place brand is not intended to be a standalone campaign or slogan, but a longer-term framework that shapes how a city is consistently represented to various audiences.

Place making is an approach to defining public places to make them attractive for people to live, work, play and learn. Place making personifies Edmonton in a way that attracts investment, skilled talent and signature events.

"I love New York," for example, is a campaign that has contributed to the City of New York's overall place making and brand efforts for nearly a half century. In that same timeframe, Edmonton has had over 15 slogans or place brand related campaigns. In other words, storytelling ultimately reinforces the overall brand. Establishing a framework that convenes the strengths and stories of partners will be important to the amplification of Edmonton's identity.

Brand Architecture

The City's proposed Place Brand Framework has core principles, cornerstones and calls for a coordinated brand architecture. Brand architecture is the strategic organization of various brands and sub-brands or brand strategies. Through brand architecture, the City will cultivate a flexible ecosystem in recognition that different partners will have different needs at different times. The Place Brand framework is intended to provide nimble guidance that will coordinate and enhance