

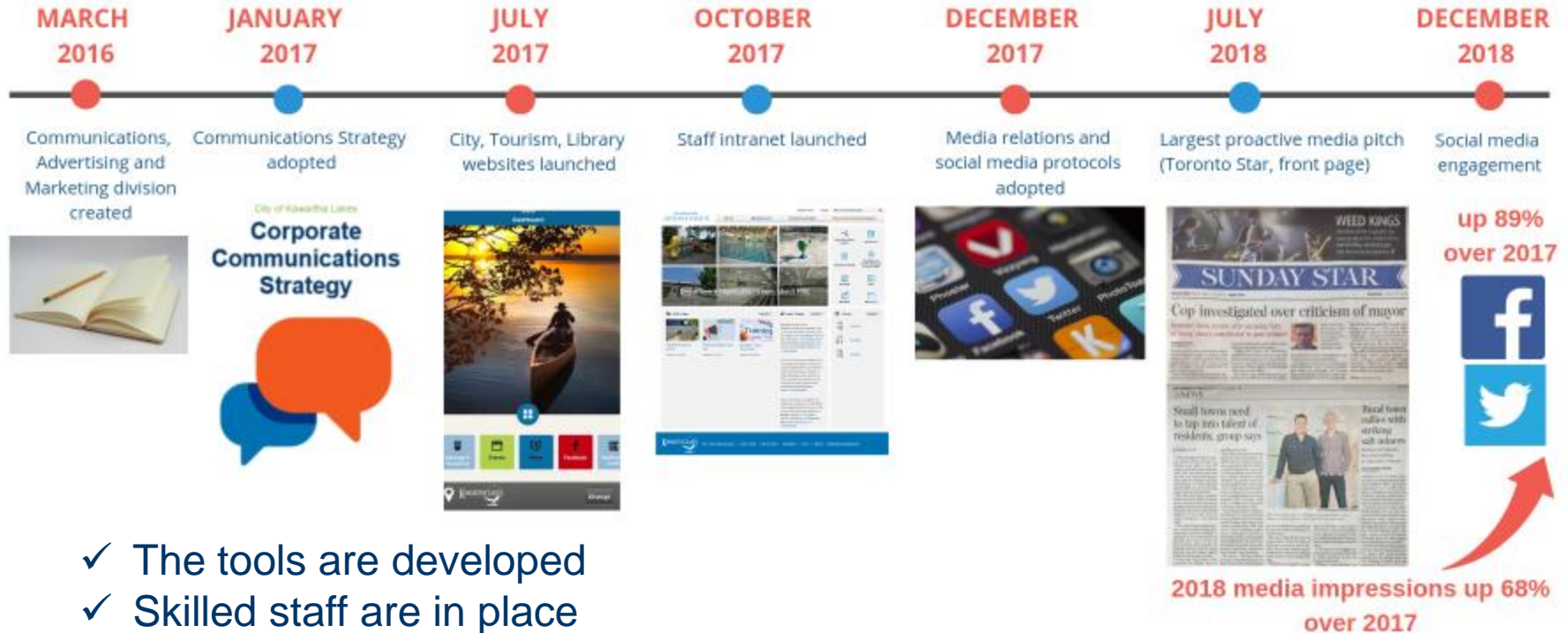
Communications, Advertising and Marketing **Branding Project**



Outline

- Communications milestones
- What improved branding would mean to Kawartha Lakes
- Municipal examples
- Project approach, timeline and resources
- Discussion

Milestones



- ✓ The tools are developed
- ✓ Skilled staff are in place
- ✓ Department strategies are aligned
- **We are ready to shape the future brand of Kawartha Lakes**

Council Objectives

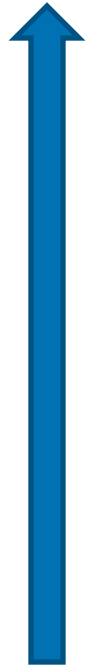
2016-2019 Strategic Plan

Objective 1.2 **Better marketing and improved community visibility**

Action: **Develop a branding, marketing and communications strategy** to increase the profile and visibility of the municipality with a focus on the Greater Toronto Area market.

What would improved visibility of our brand mean?

Key performance indicators:



Increase in **tourism**

Increase in new **residents**

Increase in new **development**

Increase in **business mix**: new amenities

Increase in **employment opportunities**

Increase in **name recognition** and positive media coverage

Increase in **municipal pride** from residents

Increase in **wider community** support and promotion

Who benefits?

- Residents, tax payers
- Businesses
- Community organizations
- Municipal staff, Council
- **Future** residents
- **Future** investors and business operators



What makes a brand


Logo,tagline,colours,style	= brand identity
Brand promise / positioning	= brand appeal
Signage and marketing	= brand exposure
Customer experience	= brand integrity



What is “Place Branding”?

- The identity, image and perception of a place
- Must be **distinctive, authentic, memorable**
- Built through logos, tag lines, communication campaigns, policies, symbolic actions, signage, customer experience



A photograph of a two-lane asphalt road with double yellow lines, curving to the left. The road is flanked by dry, yellowish-green grass. In the distance, a small white building with a dark roof is visible, partially obscured by a large, dark, rounded bush. A tall utility pole stands near the building. To the right of the road, a yellow diamond-shaped road sign with a black arrow pointing left is mounted on a post. The sky is blue with scattered white clouds.

A road trip through Kawartha Lakes



Community entrance signs from
the west end of the municipality

Little Britain



Lindsay



Kinmount



Kirkfield



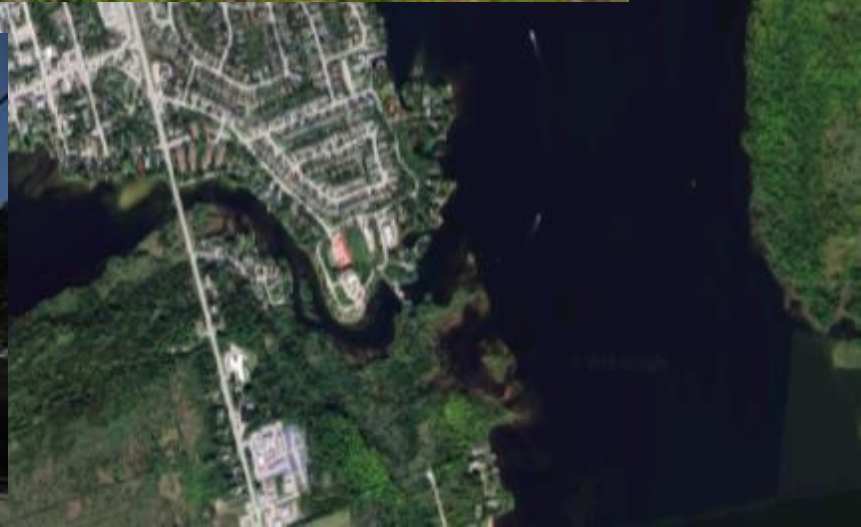
Coboconk



Fenelon Falls



Bobcaygeon



Downeyville



Omeme



Pontypool





Kawartha Lakes brand health

Signage review (one of many brand indicators)

- Communities identify individually, not as part of the larger municipality
- Kawartha Lakes logo is excluded or outdated version
- Hints at negative associations with amalgamation
- Lack of unified vision, story or brand promise



Place Branding in other municipalities

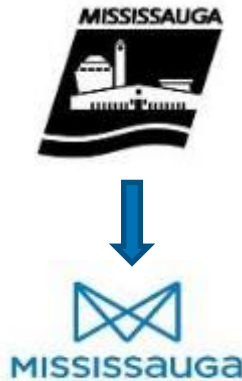
City of Mississauga

Township of Springwater



City of Mississauga

Brand study and
redesign 2013-2014



3 Brand Ingredients



5 Strategic Pillars



3 Amalgamated Municipalities

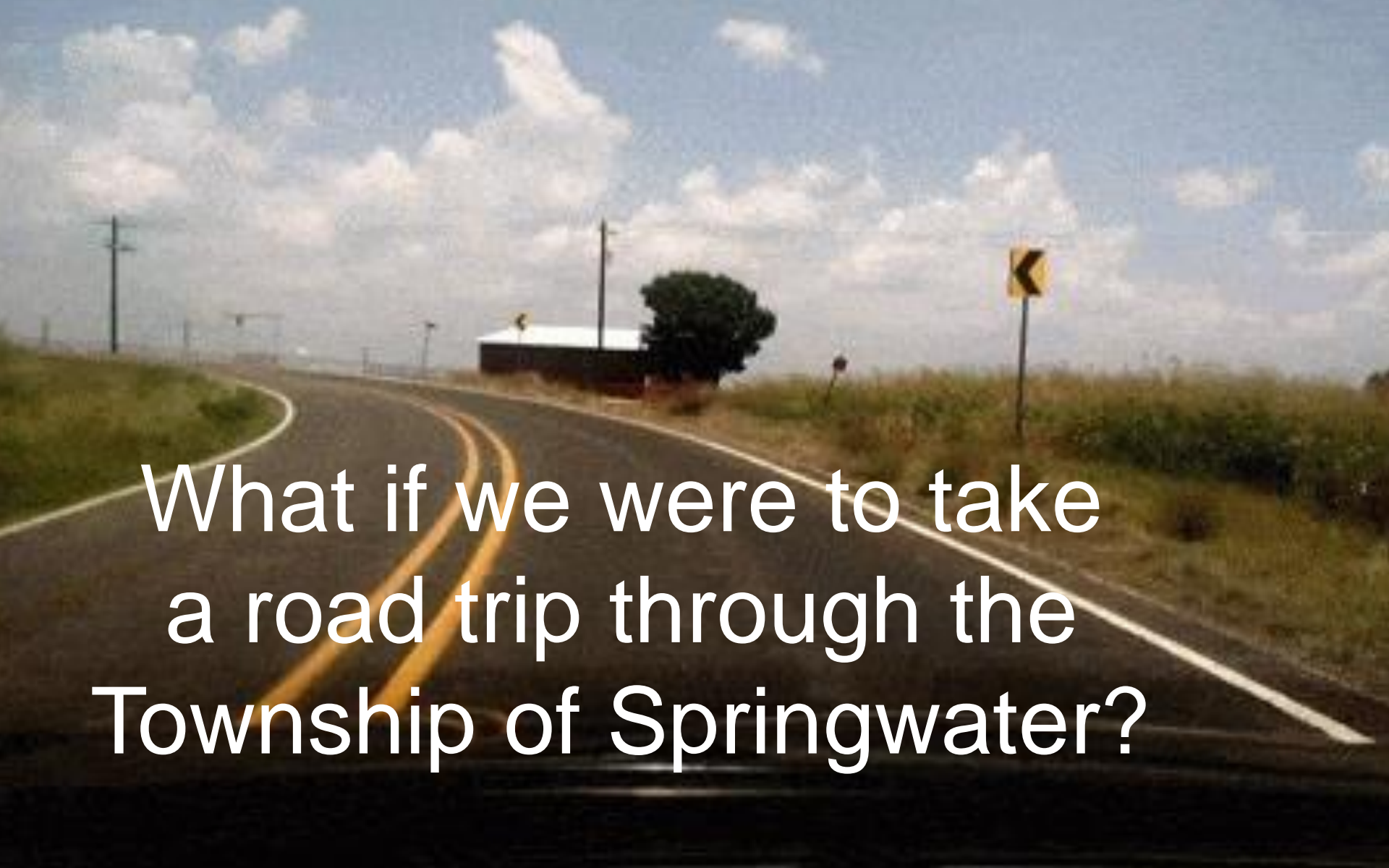


Township of Springwater

2011 to 2012

Implemented a visual identity and municipal signage strategy



A photograph of a two-lane asphalt road with yellow double lines, curving to the left. The road is flanked by green grass and shrubs. In the distance, a small white building with a dark roof is visible, partially obscured by a large, dark, rounded bush. To the right of the road, a yellow diamond-shaped sign with a black arrow pointing left is mounted on a pole. The sky is blue with scattered white clouds. The text "What if we were to take a road trip through the Township of Springwater?" is overlaid in white, sans-serif font across the lower half of the image.

What if we were to take
a road trip through the
Township of Springwater?





Moving forward with the Kawartha Lakes brand



Our logo history

Created in 2001 upon amalgamation



Brand 'refresh' in 2014

- removed "City of"
- removed tagline
- introduced 'Life Balanced'



Branding process

4. Creative design of visual identity (logo, tag line, colours, etc.)

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3. Brand position, values and story

2. Public and stakeholder engagement

1. Brand audit



Resources

Year 1-2 items	Cost Estimate
Branding project (2019 budget)	\$80,000.00
Uniforms (2020)	\$75,000.00
Printed materials (2020)	\$25,000.00
Replacement signs (2020)	\$270,000.00
	\$450,000.00*

*Estimated – actual costs will vary. For example, some sign replacement costs, uniforms and printing are budgeted annually as ongoing costs and would be replaced with new branding with little impact on the budget. Other branding items and additional signs maybe be required.

Timing

Community engagement	Spring – Fall 2019
Creative design of visual identity	Winter 2019/2020
Brand rollout and marketing strategy	2020 and beyond

"Your entire (municipality)
should be considered your branding department."

Malcolm Forbes, Forbes Magazine

