

What IS a brand?

Halton Hills Cultural Symposium

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So what is branding?



**It's an emotional and
rational connection to a
promise of value**



**It's about how you want
your audiences to perceive
you and what they
associate with you**



**A good brand MUST have
a relevant, unique and
defendable position
that you own first and foremost
in the minds of your audience**



**It requires a clear and
conscious image and
tells a relevant and
compelling story**



Dove®



Coca-Cola®



NIKE IS

The power to just do it

COCA-COLA IS

Joy in a bottle

DOVE IS

Real beauty for real women



You can brand
a thing
a service
a person
an event
a place
an idea
an experience



**Let's look at places.....
What do you think of....**



Paris



Sudbury



Kabul



Branding is important to cities in transition as a tool for change



Everything a community does defines the brand

Political and governmental environment

Industry and business

Architecture

Culture

Behaviours and attitudes of the citizens

Environmental policies

Ethnicity



A community's brand has to work for multiple audiences

Residents

Current businesses

Municipal government stakeholders

Special interest groups

Potential businesses

Visitors and tourists

Provincial government stakeholders

Neighbouring communities

Surrounding rural areas



Branding takes time



I have a bond with this place

My experience there gives me a reward

My experience there is consistent and credible

The promise it's making is relevant to me

Next I see it out there – it has presence

First I hear about it – I'm aware



Emotional Rewards

**Acceptance, sense of home, inclusion,
specialness, warmth, continuity**

Functional Benefits

Livability, safety, friendliness, good jobs, recreation

Core tangibles

**Shops, architecture, cultural events, parks,
natural environment**

How does branding help a community?



It expands the reach of a city

Gives consistent direction to planning

Validates spending of resources

Attracts business and investment

Turns the city into a tourist “destination”

Protects important assets

Can coalesce stakeholders around a single vision



**A strong brand builds
equity over time and
provides both financial
and intrinsic value**

**The most valuable asset on Coca-Cola's
books is its brand**



Thank you!

Questions?

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