



Head Office: #305, 300 Kings Bay, Lethbridge, Alberta T1K 5G2
Lethbridge Office: 403.329.0179 | Calgary Office: 403.515-0022
www.wowcommunications.ca

Community Branding – Time Varies – Packages begin at \$25,000+

Copyright@ WOW Communications Corp.

What is Community Branding? We like to say "It's what people's perception is about your community when asked if they have ever heard of your community". This is true whether you are talking about a city, a town site, a region or a municipality. This impression is usually based on a combination of emotion, fact, misunderstanding and/or confusion. Community Branding is a process a city, town site, region or municipality embarks upon to change, refine or improve what people's perception is about it.

Participant's profile:

- Tourism communities that want to define their Branding

Learning Objectives:

- Word-of-Mouth is the best form of Marketing... but only if you can control what people are saying about you. From a Marketing perspective, a community's Brand is that "silent promise" of what people can expect when they visit your city, town site, region or municipality. But of course, if you Brand promises a "certain experience" your community had better deliver. So... what is your Brand?

Participant's Value Received:

- It's hard to be objective about where you live, after all you're there for a variety of reasons and you know all about the great things your community is about. But, from a Tourism perspective it would cost you a fortune to try to explain all those positives to potential tourists. But a Community can't just hope that Word of Mouth is happening and is accurate, it **Must** create the message to be used by all those mouths!

Our Process:

1. WOW travels to your town; we enjoy your attractions, restaurants, shops and entertainment venues. We stay in your hotels, tour businesses, schools, parks, hospitals and neighbourhoods.
2. WOW collects all the marketing and communications coming from the key stakeholders in your community (municipality, economic development, tourism, convention bureaus, chamber of commerce, arts alliance, etc)
3. WOW reviews these documents – are they consistent or are they a mish/mash of information documents without any similar look or feeling.
4. WOW field tests these documents on consumers and reports back the impression the documents have made; what overall message are they conveying, what feelings do they convey, what promises do they make to the consumer, etc.
5. WOW conducts a variety of focus groups and one-on-one discussions with businesses, youth; adults; seniors etc. to establish agreement or disagreement with the Brand, and suggestions on what the uniqueness of the community is with a purpose to help develop a new or revised Brand.
6. WOW presents a report to the community representatives *, with a request to leave as is, or move forward to creating a new or revised Brand.
7. If the direction is to move forward, WOW creates 3 – 5 Brand samples (logo, key message, fonts, colors etc.) of which the community representatives through discussions narrow it down to one Brand sample.

* Community Representatives should represent those from all aspects of the community. This committee should not exceed 5 – 7 members.