



City of
Peterborough

To: **Members of the Committee of the Whole**

From: **Sandra Clancy, Director of Corporate Services**

Meeting Date: **November 6, 2017**

Subject: **Report CPFS17-066
Community Branding Project Update #3**

Purpose

A report to provide Council with the third update on the Community Branding Project by project consultants BrandHealth Inc.

Recommendation

That Council approve the recommendation outlined in report CPFS17-066 dated November 6, 2017, of the Director of Corporate Services as follows:

That a presentation on the Community Branding Project by Gillian Hill and Klint Davies from BrandHealth Inc. be received for information.

Budget and Financial Implications

There are no budget and financial implications of this report.

Background

History

The Community Branding Project was approved by Council as part of Report CAO16-007A Shaping Our City for the Future Strategic Framework dated June 20, 2016.

On October 19, 2016, the Administrative Staff Committee approved Report CPFS16-036 awarding RFP P-29-16 for the Community Branding and Implementation Strategy to BrandHealth Inc.

On May 29, 2017, Report CPFS17-024 was presented to Committee of the Whole. It provided the first update of the Community Branding Project to Council. A second update report and presentation was made on July 24, 2017 through Report CPFS17-045. Both reports were to keep Council in the loop of the development of the brand and seek feedback as the process moves along.

The goal of the Community Branding Project is to establish a theme or an idea that captures the uniqueness of Peterborough. Branding is a way to look and sound consistent across the City's efforts, such as a corporate logo, wordmark and usage guidelines, as well as an identity that is embraced by the greater community which instills pride in what makes Peterborough such a compelling choice as a place to live, work and play. Successful brands are also aspirational and can communicate what a community hopes to be rather than just what it is.

New Presentation

In the second update, BrandHealth Inc. presented a brand position and tagline for the City of Peterborough. In the week following the presentation, the City sought feedback from the public on the proposal. Approximately 900 respondents completed the City's survey and numerous emails and telephone calls were received by multiple City and BrandHealth staff. Approximately 8,000 social media impressions touched on the subject.

The theme of most of the feedback recommended that the tagline should better capture the spirit of the community in a more optimistic tone and convey that Peterborough has momentum and opportunity. City and BrandHealth staff have taken the feedback into consideration and will present a new tagline.

Next Steps

The next steps are:

- Develop the "creative" (artwork resulting in a logo, wordmark, etc.) to support the brand position tagline, and
- Develop brand guidelines that will include rules to guide branding efforts for the City of Peterborough.

Submitted by,

Sandra Clancy
Director of Corporate Services

Contact Name:

Sharron Hayton,
Customer Service Coordinator
Phone: 705-742-7777 Ext 1868
Toll Free: 1-855-738-3755
Fax: 705--876-4607
E-mail: shayton@peterborough.ca