

EXPLORER

SOLUTIONS



South Bruce Peninsula Economic Development Brand and Tagline Final Report

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1. Economic Development Brand and Tagline

1.1 Introduction

The Town of South Bruce Peninsula Economic Development Strategy encompasses an updated Economic Development Brand and Tagline that is designed to support the Town's continued efforts towards economic growth, business investment and talent attraction.

The Economic Development Brand and Tagline is identified from a series of stakeholder engagement efforts including focus group sessions, general public surveys, and one-on-one meetings. A comprehensive selection process was undertaken to short-list those which best represent the Town's economic development potentials. The following section summarizes public opinion, feedback and recommendations received throughout the process. A recommended tagline and implementation suggestions are also detailed below.

1.2 Public Opinion

To assist in accurately capturing the essence of the Town's brand in order to evaluate and determine if changes, modifications or even direction was necessary, feedback was collected during the stakeholder engagement process.

The current perception/brand which is currently held by citizens of the local community falls into three (3) themes ranging from the general area, local tourism and the area's natural landscape/environment.

Residents felt the Town's brand which focused on the area itself was centred around the notion of maintaining a small-town atmosphere, a cottage county / retirement area, being a centralized location and acting as the gateway to the peninsula. From a tourism perspective, stakeholders believed that South Bruce Peninsula's local brand emits the notion of being an affordable, family friendly place to holiday with many outdoor (and year-round) activities and is uniquely situated as an ideal single day trip destination. Related to the Town's natural landscape and environment, the Niagara Escarpment, well known beaches and beautiful sunsets are characteristics which stakeholders feel also define the Town's brand.

When looking into the future, stakeholders saw opportunity to refine its brand to focus on lifestyle and culture, tourism and recreation, and community values. From a lifestyle and culture perspective, stakeholders would like to see the Town's brand focus on healthy living, diversity and inclusion, being a welcoming and family-oriented community and a place for families of all generations to enjoy. It was also felt that the Town should be better known for its sustainable living and a great place to live, work, play and shop. From a tourism and recreation perspective, the Town's brand should focus on being a four-season tourism destination with a strong mix of year-round natural and activity-based attractions. Lastly, with an emphasis on community values, being known as an eco-thoughtful community and for being open-minded and progressive while upholding values of hard work, honesty, consideration of neighbours and the environment.

1.3 Considerations

Throughout the assessment and analysis, a few potential concerns presented themselves which ought to be taken into consideration. If one of the objectives of the Economic Development Brand and Tagline is to use it as a way to market and promote economic growth, business investment and talent attraction to the Town, there remains the possibility of some level of confusion between the local names and corresponding territories such as South Bruce, South Bruce Peninsula and North Bruce Peninsula. This level of confusion could commonly be experienced by those living at a distance to these Towns or even Bruce County.

Most notably from a tourism perspective, many who live in southwestern Ontario (or other parts of the province who may frequent the area) may be more familiar with South Bruce Peninsula and its location as it relates to a specific town (such as Wiarton or Sauble Beach) than the amalgamated name representing the Town of South Bruce Peninsula. When consulted, individuals who resided outside of the Town (greater than a one-hour drive) cited being less aware of and/or concerned about geo-political boundaries than specific towns and/or attractions which they believed best represented South Bruce Peninsula (such as Sauble Beach and the Wiarton Willie Festival).

To further assist in the development of the Town's Economic Development Brand and Tagline, it is important that the brand articulate why South Bruce Peninsula should be the first choice of those who are considering the area. Furthermore, it should support what South Bruce Peninsula represents and what sets it apart from other municipalities. The brand and tagline should help individuals envision what it is like to work, live and play in South Bruce Peninsula and imagine themselves there being part of it all.

1.4 Recommendation

Following an evaluation of the recommendations stemming from key stakeholders and the general public which helped to describe and articulate what the current and desired (future) brand and tagline should best represent the Town of South Bruce Peninsula and cross referenced with the Town's Economic Development Department to help reinforce their objective of attracting business investment and talent to South Bruce Peninsula, the recommended Economic Development Brand and Tagline be based upon...

“A Natural Business Environment”

If we dissect the tagline into its elements, the reference to 'Natural' speaks to the natural area/landscape/environment which South Bruce Peninsula is nestled within and it also suggests that South Bruce Peninsula is the most natural (as in obvious, clear and apparent choice) for business investment or migration.

The reference to 'Business Environment', speaks to the notion of commerce (albeit retail, office or industrial) and again, the word, 'Environment' evokes the notion being outdoors and being situated within a natural setting.

For entrepreneurs who are being targeted, to them, working from a home setting may be ‘A Natural Business Environment’, where for others, ‘A Natural Business Environment’ may be associated with having the ability to stay connected with ones work duties, yet be in a more favourable setting which creates more work/life balance, increases ones’ personal connection with nature and offer opportunities where looking beyond ones’ computer monitor reveals beautiful outdoor scenery compared to other cubicles, office walls or the immediate neighbours behind ones’ house for those who already operate in a work-from-home setting.

1.5 Economic Development Brand Identity Implementation

The Town’s Economic Development Brand Identity is the way that the Town will convey this Economic Development Brand and Tagline to the public with visuals, messaging, and experience. The Town’s brand strategy will influence how the Town presents its Economic Development Brand Identity and aligns it with purpose for the most impact.

The implementation of the Brand Identity is a dynamic process that needs continuous marketing and promotion and active feedback gathering from local stakeholders and attraction targets. It is recommended for the Town of South Bruce Peninsula to consider the following suggestions in the future implementation of its Economic Development Brand Identity.

Elements contained within the Town’s Economic Development Brand Identity should be applied consistently across all channels. It’s the way that the Town of South Bruce Peninsula becomes recognizable. This includes but is not limited to the Town’s:

- Logo
- Colors and fonts
- Patterns and icons
- Collateral
- Website design
- Content and messaging
- Advertising
- Print or packaging

Brand Marketing is the way that municipalities (in this context) highlight and bring awareness to its location, access to local amenities, and culture and lifestyle by connecting values and voice to the right audience through strategic communication. To support the Town’s economic growth, business investment and talent attraction priorities, the strengthening of the Town’s Economic Development Brand Identity and image can be done effectively through various digital marketing activities, including:

- SEO & Content Marketing
- Brochures, leaflets and other paper support
- Social Media Marketing
- Email Marketing
- Paid Advertising
- User Experience (ie: Town website)

Together, these channels are fundamental to gaining economic development brand awareness and growth. The Town of South Bruce Peninsula’s Economic Development Brand and Tagline will be used to support future business development, business investment and talent attraction. When implemented, those Brand Identities will enhance community competitiveness, increase community exposure and foster local economic development.