

City of
Quesnel

will



City of Quesnel Brand Strategy

Why create a brand model?

- Ensures the aspirations for the City of Quesnel brand are defined, agreed, documented and lived
- Defines the principles that create long term emotional connections with our complete audience set across all touchpoints
- Constitutes a brief for developing on-brand actions and determining the appropriateness of existing initiatives by all contributors to the City of Quesnel brand
- Acts as a compass to align our brand's behaviour, collectively driving and fulfilling in our desired reputation
- Informs our distinctive messaging, visual language and tone of voice
- Provides a dashboard of strategic brand elements to inspire the complete city and every point of interaction with Quesnel
- Unifies and strengthens our individual efforts through strategic alignment and continuity in expression

What a brand model is not...

- **It is not creative**
- **It is not consumer facing language**
- **It is not a replacement for a brief**

It is the foundation of all of these. Nothing you see today is designed for the consumer. Just for you.

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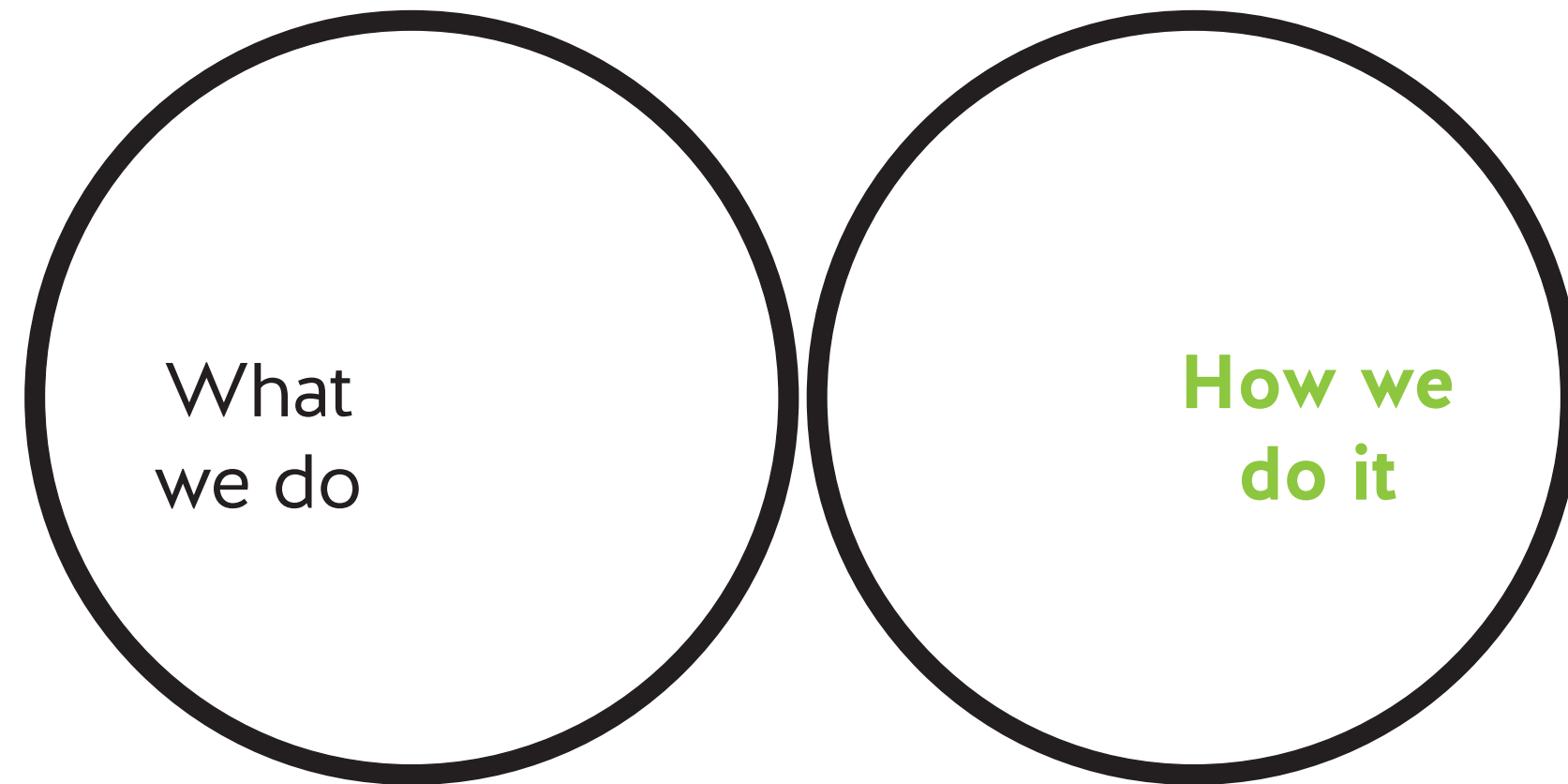
City of Quesnel
Brand Strategy

Our brand is
our reputation

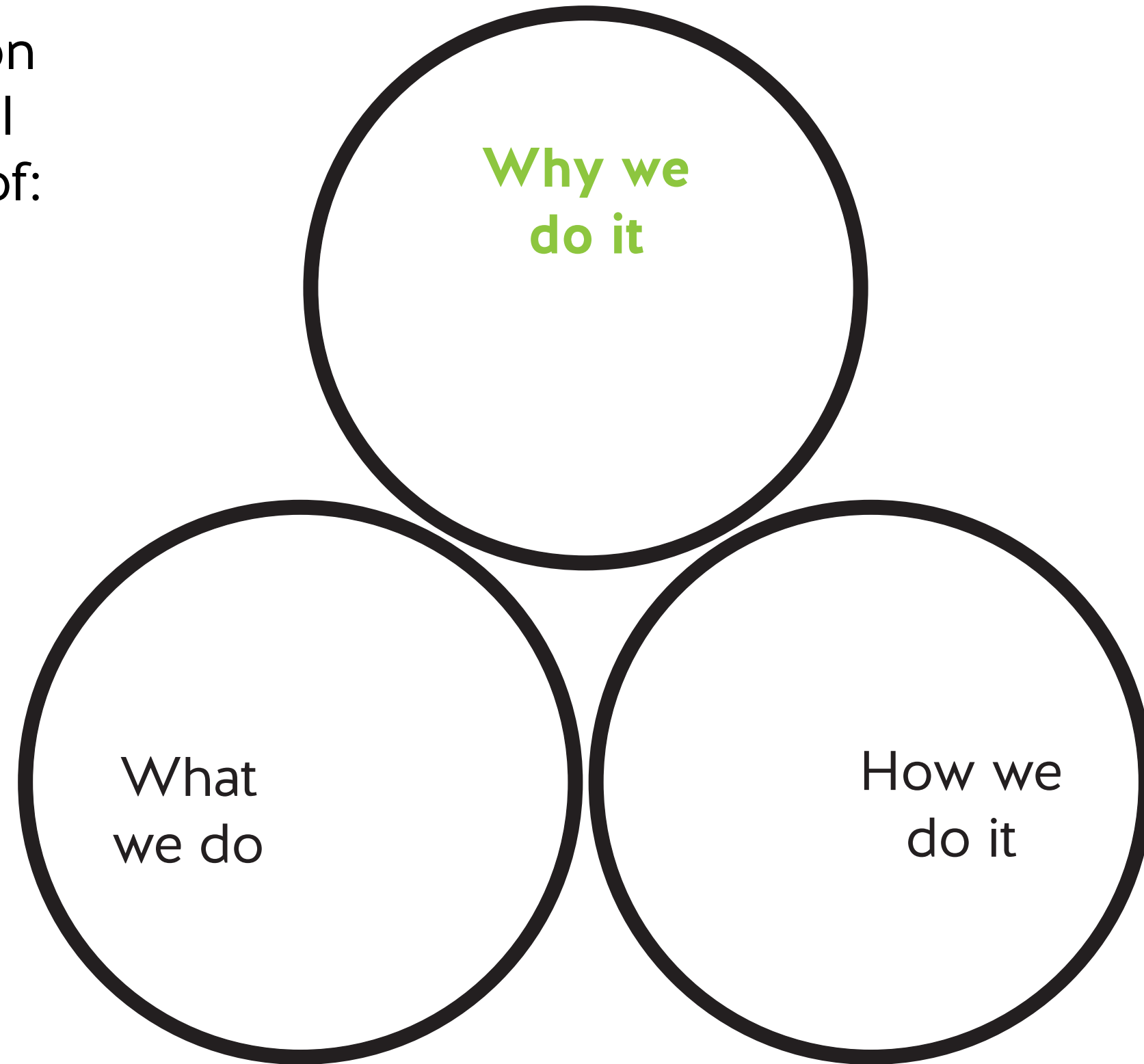
Our reputation
is the external
ramification of:



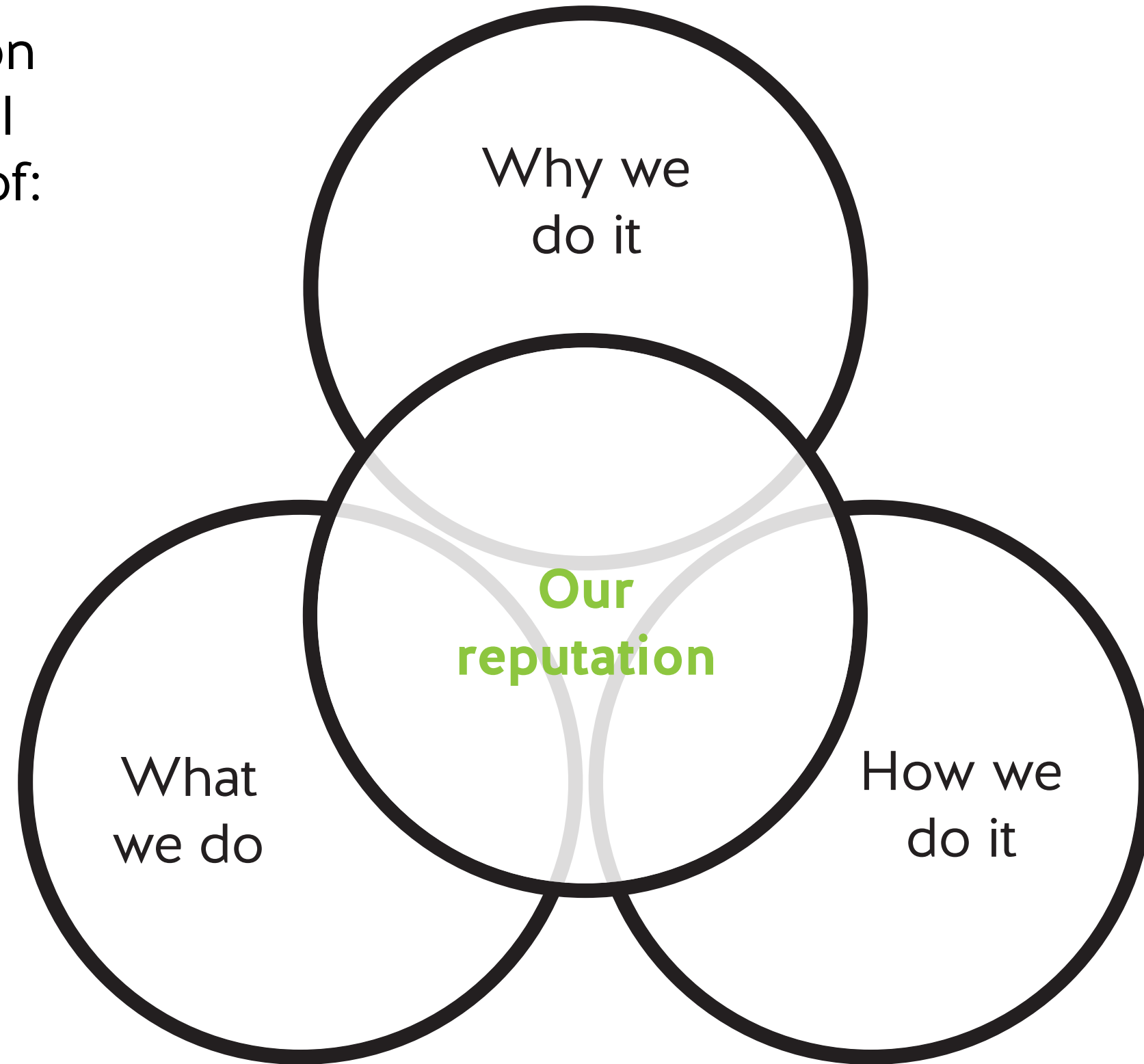
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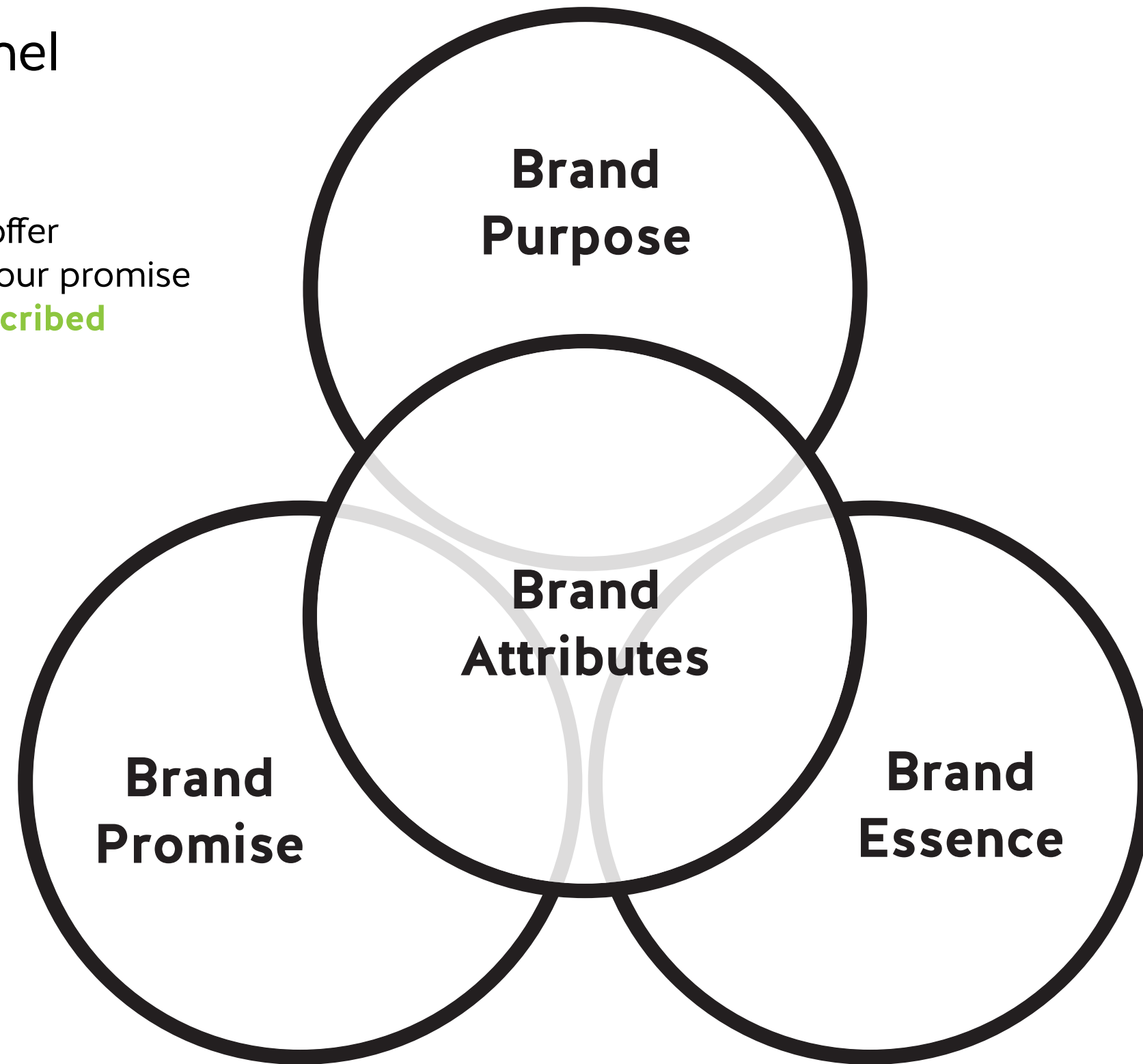
City of Quesnel Brand Model

Why we exist

What we uniquely offer

How we deliver on our promise

How we will be **described**



City of Quesnel Brand Model

The Brand Purpose

Why does our brand do what it does?

Our purpose gives meaning to why the City of Quesnel exists for our complete audience set

It defines our reason for being that galvanizes locals to be our greatest believers, and visitors to remain unwaveringly committed and engaged

Our **emotional** point of reference

The Brand Promise

What unique, defining end-benefit does the City of Quesnel brand deliver?

Our promise lies at the heart of our audience proposition

It is continuously supported by facts and assets as reasons to believe

Our **strategic** point of reference

The Brand Essence

How does the City of Quesnel brand deliver on its promise and fulfill its purpose?

Our essence is the central organizing thought that drives our brand personality

It is the golden thread that runs through the entire Quesnel experience (pre/during/post stay or interaction)

Our **creative** point of reference

The Brand Attributes

What do we want to be known for?

First we identify, understand and define our audience needs and wants

Then we map out a set of attributes that successfully respond to the identified needs

Once our audience starts describing us in this way, we know we are living our brand and fostering our desired reputation

The **external ramifications** of our brand

To get there...

We need to:

- Understand our status quo
- Uncover our opportunity
- Unleash our untapped potential

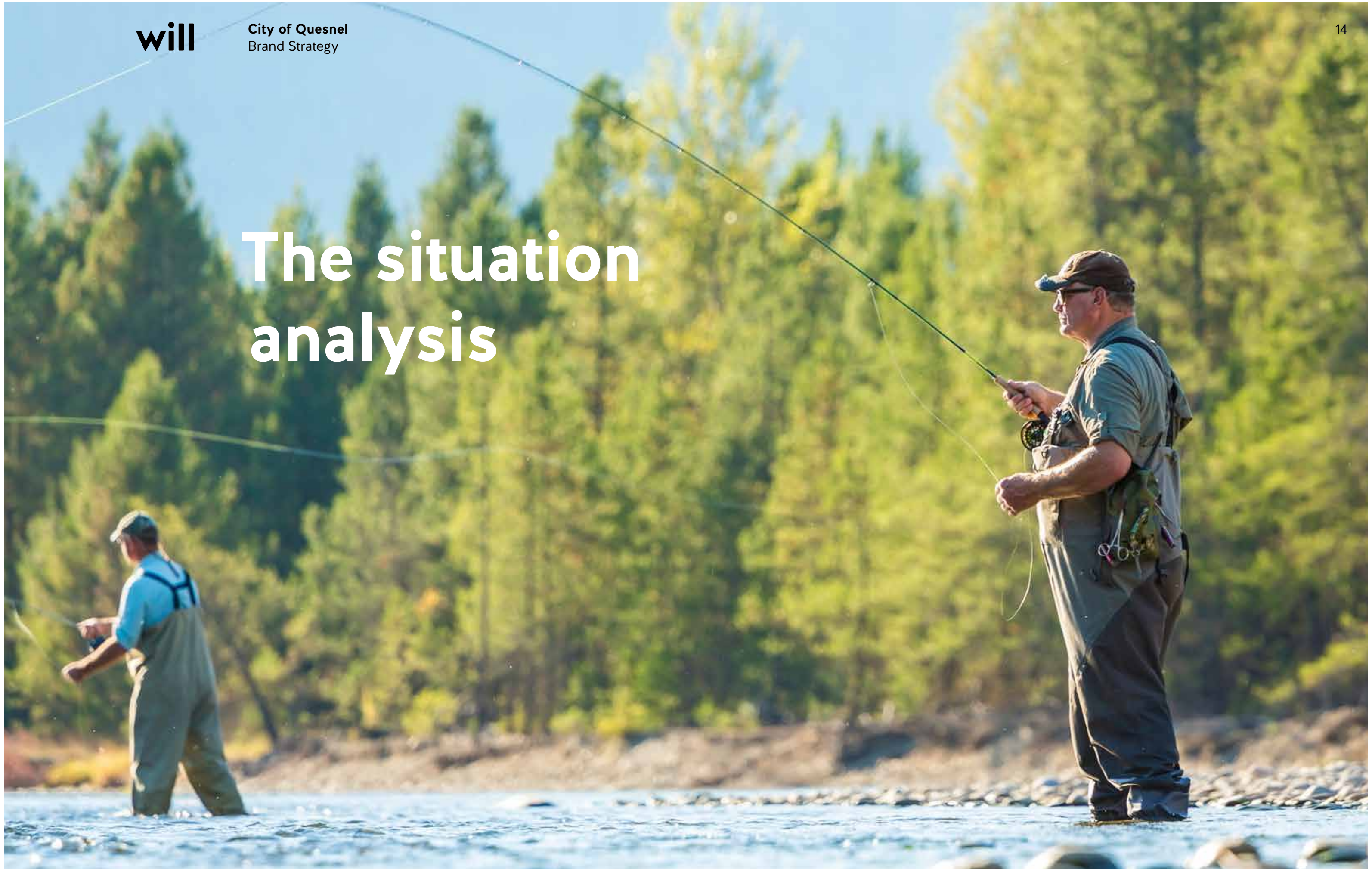
To get there...

We conducted:

- A discovery questionnaire and session with 4 city staff and council members
- Dialogic research with 35 community members
- Brand definition workshop with 15 city staff, council and community members

The City of Quesnel brand strategy is based on the findings and themes that emerged during these sessions.

The situation analysis



Today

A community dependent primarily on the forest industry and its mills.

The apprehension around potential mill closures is forcing us to think, plan and act.

“There is so much more to Quesnel than people think.”
A community largely undiscovered, and hence unknown or misunderstood.

Our Challenge

Our Future

Today

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Our Challenge

To define Quesnel to facilitate understanding across the 4 pillars of live, work, invest and visit.

To create a future-focused brand that stimulates economic diversity beyond the status quo of our primary economic driver.

To create a differentiating brand that inspires locals and prospects, young and old alike.

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Our Future

Community growth and prosperity is the goal, but not at the expense of our heritage, our natural environment, and the lifestyle it offers.

We want a sustainable, diverse, well-integrated city that promotes growth by complimenting our natural surroundings, and allowing the people of Quesnel to achieve a balanced lifestyle.

Our opportunity

Develop a brand and related actions that shift **apprehension towards anticipation** as we fulfill **opportunities that guarantee sustainability**.

Our audiences

To craft our brand, we need to understand what our key audiences need and want from the City of Quesnel.

Our audiences

We have 2 main categories to consider:

Internal

Local residents
Part-time workers/residents
Business owners

External

Tourists
Prospective residents
Potential businesses

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Brand Strategy



Our audiences
all need



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Accessibility



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Opportunity



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Exploration



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Choices



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Fulfillment



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Lifestyle



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Sustainability



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Community



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Adaptability



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Progress



These needs are interrelated

Our audience seek **access to opportunities** that allow them to **explore choices** that lead to a **fulfilling lifestyle**. And integral to that lifestyle is a **sustainable community** that continuously **adapts to progress**.

Needs buckets

Exploration

Community

Accessibility

Adaptability

Opportunity

Fulfillment

Choices

Sustainability

Progress

Lifestyle

We are able to group together themes within these needs,

Needs buckets

Exploration	Community	Accessibility	Adaptability
Opportunity	Fulfillment	Choices	Sustainability
Progress		Lifestyle	

We are able to group together themes within these needs, to identify those needs that we can uniquely and authentically respond to best.

We can authentically answer **threshold needs for community and accessibility**, and **differentiate** ourselves in answering the **needs for exploration and adaptability**.

Our audience jointly share
the overarching needs for...

Exploration

Community



Emotional needs

Accessibility

Adaptability



Rational needs

A **balance** between emotional and
rational needs states.

Our attributes

Themes have emerged relating to our core audiences' needs. We are now able to derive attributes that respond to those needs.

How do we want to be described?

Our attributes

Exploration

Discovering
Curious
Ingenious
Resourceful
Entrepreneurial
Trailblazing
Adventurous
Courageous
Risk-taking
Unafraid
Global-minded
Confident
Optimistic
Exploring
Exciting
Pioneering
Hard-working

Community

Caring
Family-centred
Safe
Rewarding
Supportive
Helpful
Volunteering
Friendly
Familiar
Passionate
Vibrant
Fun
Tolerant
Connected
Established
Collaborative
Kind

Accessibility

Available
Attainable
Accessible
Welcoming
Inviting
Approachable
Intriguing
Affordable
Experiential
Spacious
Open
Obtainable
Encouraging
Fulfilling
Self-reliant
Unrestricted
Eye-opening

Adaptability

Open-minded
Forward-thinking
Ambitious
Motivated
Progressive
Dynamic
Innovative
Improving
Diverse
Adaptable
Resilient
Creative
Flexible
Modern
Sustainable
Versatile
Nourishing

Our attributes

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Their needs, our attributes

From needs

Exploration



Community



Accessibility



Adaptability



To attributes

Trailblazing

Fun

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Their needs, our attributes

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Exploration



Community



Accessibility



Adaptability



To attributes

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Sustainable



Emotional and
differentiating



Rational and
threshold

Their needs, our attributes

From needs

Exploration



Community



Accessibility



Adaptability



To attributes

Trailblazing

Fun

Accessible

Sustainable



A reputation that
builds **confidence**,
reinforces **trust** and
inspires **progress**
and **community**

Our attributes

We are... **trailblazing**

First Nations settled where the Fraser and Quesnel rivers meet, and ever since these forks have supported and nurtured a trailblazing spirit. From the Dakelh/Carrier people developing the Grease Trail for trade, to Simon Fraser and Jules-Maurice Quesnel coming down the river, to gold rush prospectors staking their claims, and a forest industry reinventing itself, this is a place to explore nature and to explore your own hopes and dreams. This is a place where entrepreneurs and business leaders, individuals and families, students and seniors make their future happen.

Quesnel is **trailblazing**.

Our attributes

We are... **sustainable**

Sustainable isn't easy. It takes vision and hard work. It takes a commitment to the land and to the community. Our sustainability is rooted in our region's First Nation's heritage of deep connection to the land. It is fostered through ongoing rehabilitation of that natural land base, and proliferated through meaningful social innovation across generations. Quesnel is a place that has the perspective, the versatility and the tenacity to thrive through transition and ensure our ongoing success.

Quesnel is **sustainable**.

Our attributes

We are... **accessible**

In Quesnel, everything is close. Work to home. Home to nature. Possibility to opportunity. Your life, not just your house, is affordable. Affording you both time and means to reap reward and recreation. This is a place that is self-reliant and remarkably approachable. A community that is not just open, but eye-opening. Where commitment to the land and community heralds a willingness to make opportunities accessible to all.

Quesnel makes life **accessible**.

Our attributes

We are... fun

Safe, caring and kind, of course. Family and community centered. Passionate and accepting. This is a place that is connected to the lakes and the land, even when we are at home and at work. We invest in the facilities and the community spirit to make play a touchstone in our lives.

Quesnel is **fun**.

Attributes that allow confidence with character

Don't move to Quesnel!

Our highest in the province internet speed might slow down with more people.

Our 10 minute rush hour might get worse.

If you move here our average housing price might go over \$175,000 (with acreage).

There is no room for a second canoe on my favourite lake.

We don't want a line up at our ski lift.

One mountain bike per trail is enough.

Our new rink won't be finished until next year.

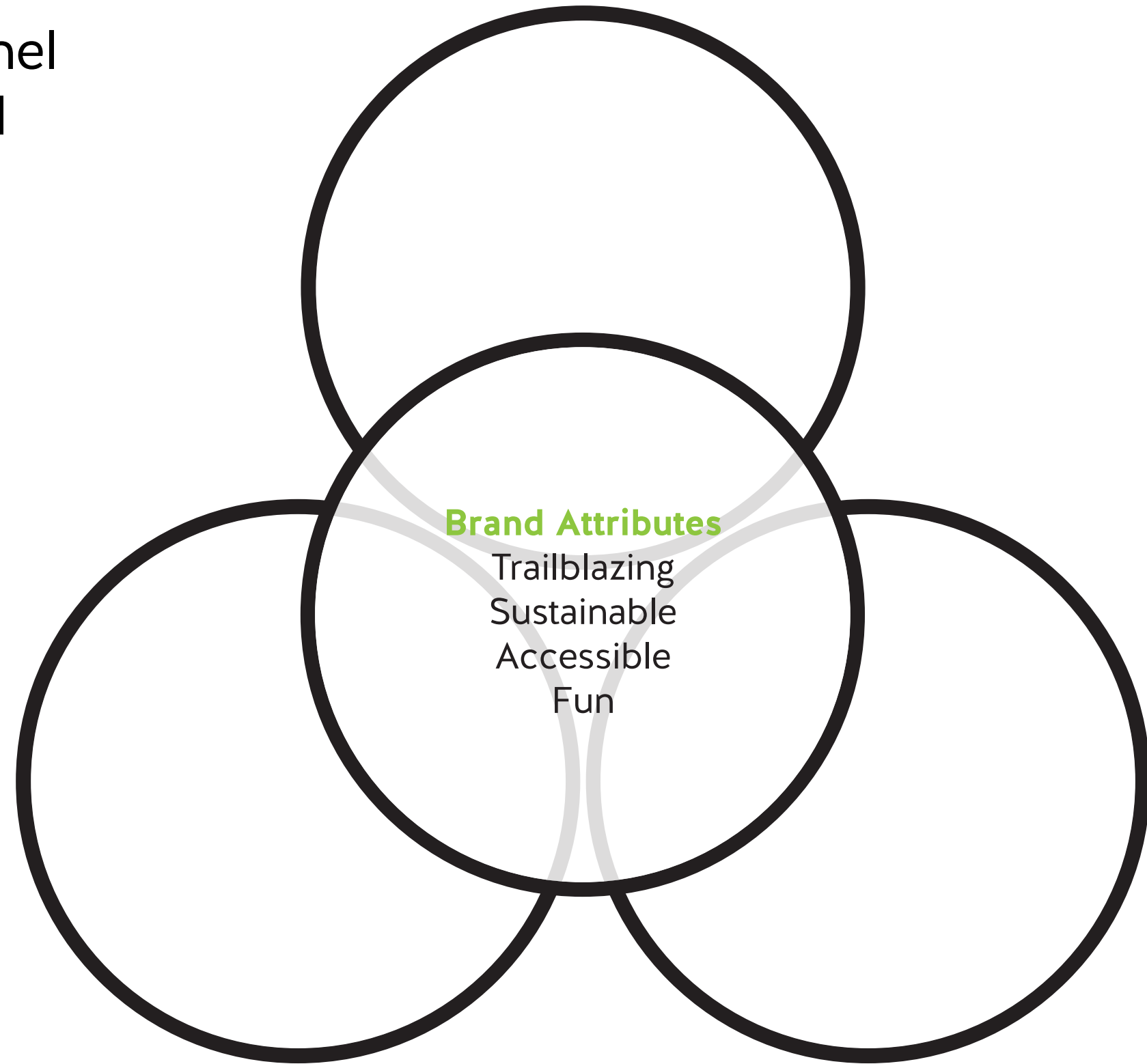
We don't want our 10 minute tee time to go up.

You'll have to learn the name of your immediate neighbours.

Stay where you are!

Ok. Go on, join us.

City of Quesnel Brand Model



Our purpose

Why does our brand do what it does?

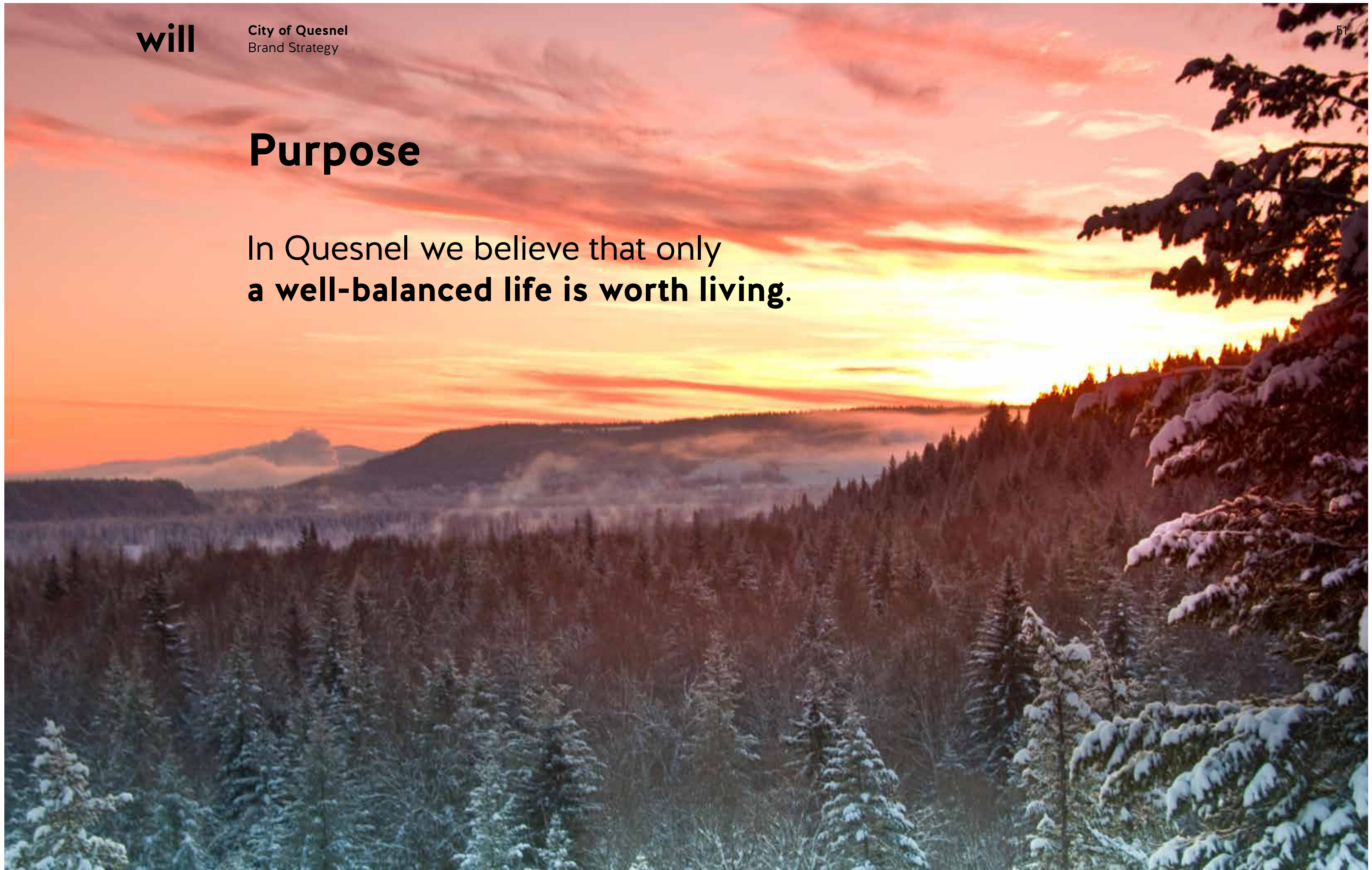
Our purpose gives meaning to why we exist for our internal and external audiences alike.

It defines our reason for being that galvanizes all of our stakeholders to be our greatest believers and to remain unwaveringly committed and engaged.

It is our emotional point of reference.

Purpose

In Quesnel we believe that only
a well-balanced life is worth living.



Purpose

Where we **relish the balance** between...

Work and life

City and nature

Energy and calm

Forest and rivers

Lake and land

Local and global

New and old

Tradition and innovation

History and future

Giving and accepting

Community and individual

Family and friends

Young and old

Small and big

Purpose

Quesnel is an open community that both **respects the old, and invites the new.** People and ways.

Quesnel balances a small town culture with bigger city ambitions. And we recognize that this balance enables life in Quesnel to be deeply fulfilling.

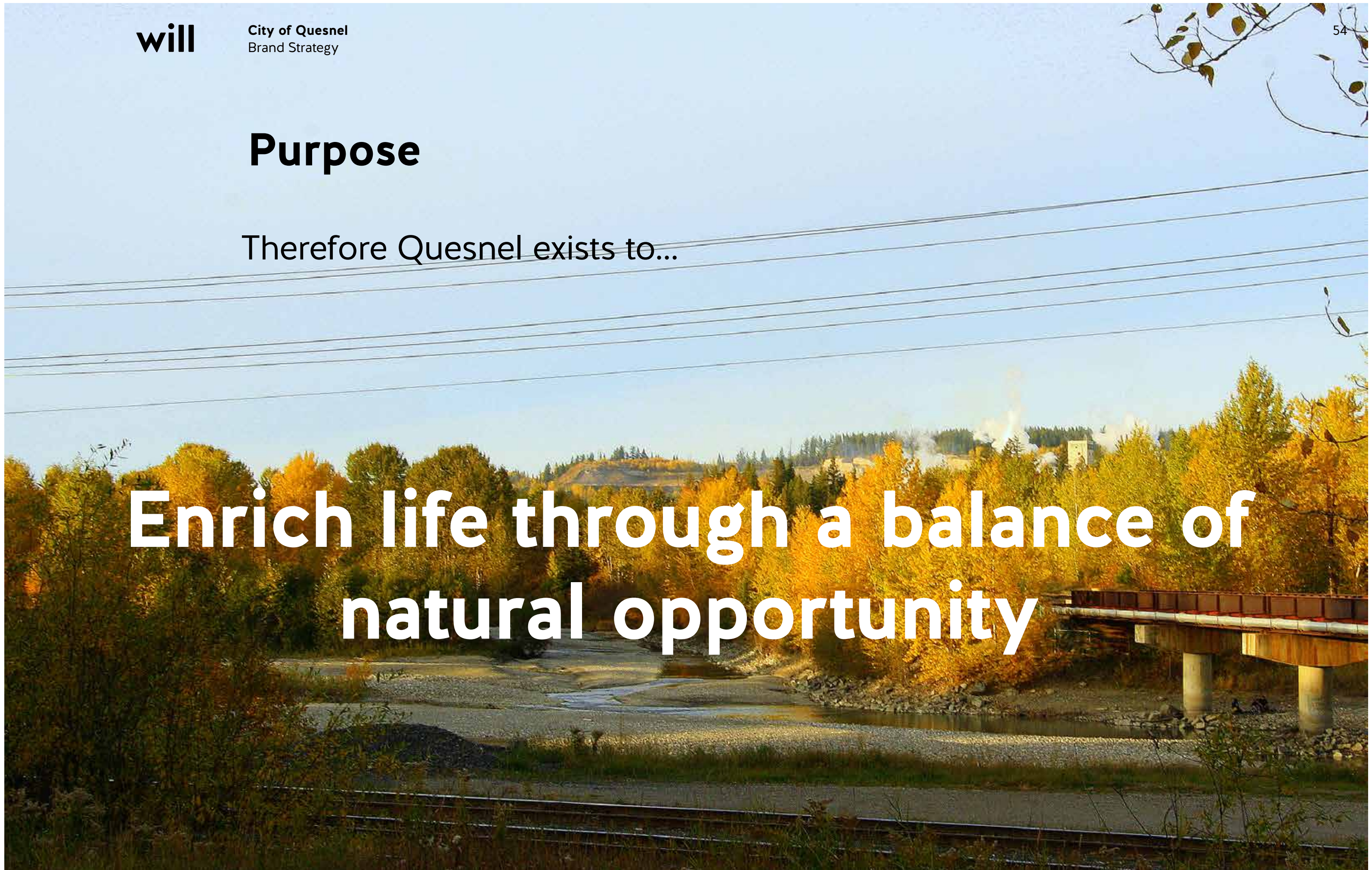
Life is enriched through diverse and intrinsic connections to family, community and the land - all **natural opportunities** that offer meaningful balance to enrich our lives.

Natural opportunities that are equally connected to the land around us, as they are obvious and integral to the lives we lead.

Purpose

Therefore Quesnel exists to...

**Enrich life through a balance of
natural opportunity**



Purpose

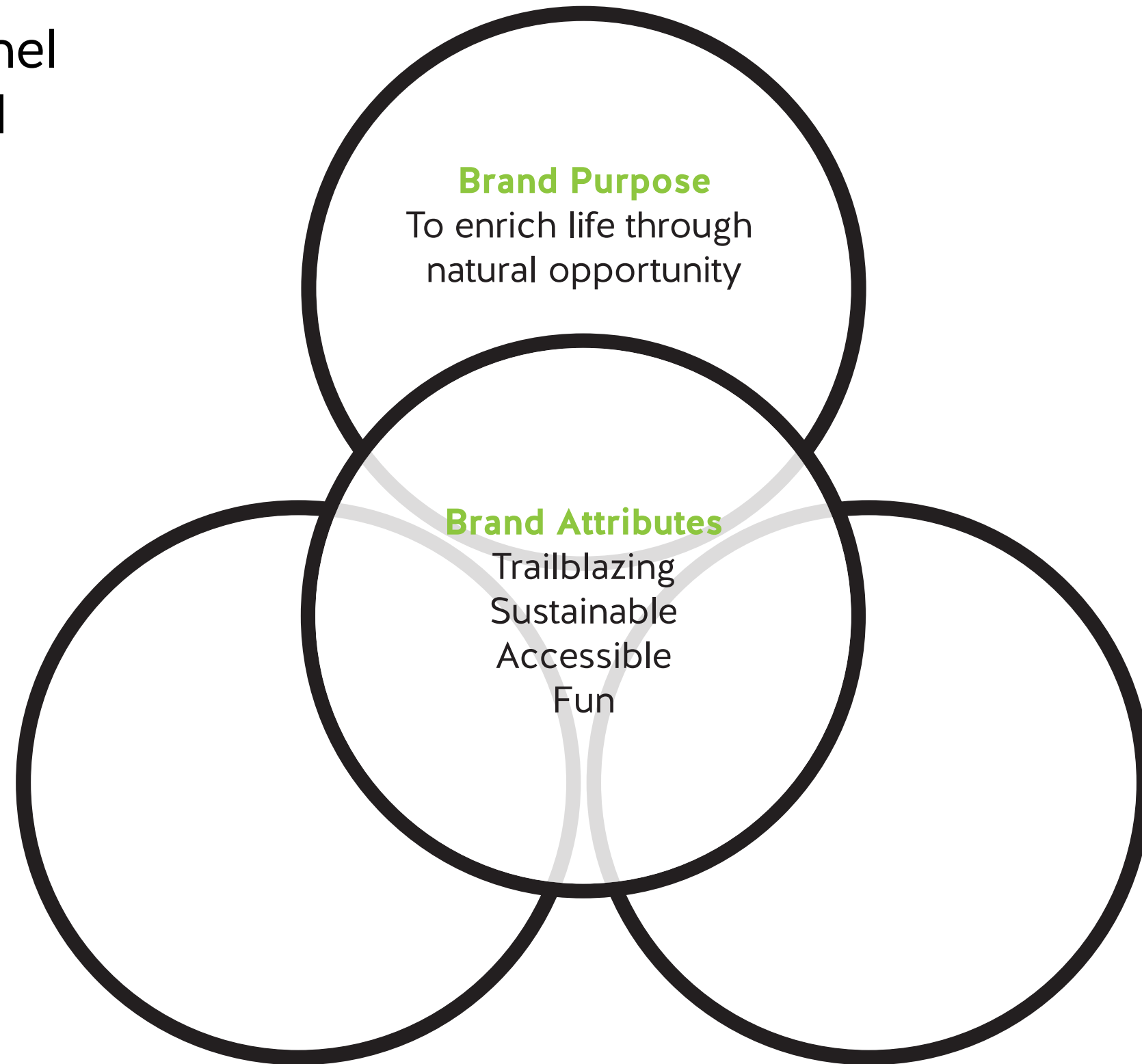
In short, Quesnel exists to...

Enrich life through natural opportunity

A purpose that resonates with those:

- living in a naturally fulfilling community (live)
- visiting for a diverse and natural experience (visit)
- seeking a rewarding work/life balance (work)
- wanting to invest in a place with sustaining opportunity (invest)

City of Quesnel Brand Model



Our promise

What unique, defining end-benefit does our brand deliver?

The promise lies at the heart of our audience proposition.

It is supported by facts and assets as reasons to believe.

Our strategic point of reference.

Promise

If Quesnel exists to enrich life through natural opportunity, we have to promise and deliver upon the **possibility for these opportunities.**

Promise

The Forks in Quesnel is not the intersection of the Fraser and Quesnel rivers, but **the intersection of community and possibility.**

The possibilities offered by nature are fulfilled by the ingenuity of our community. Ingenuity that has always run through those who first lived on and off this land, and those who do so now. And therefore in Quesnel, possibilities convert into real opportunities.

Promise

We have land that is valuable, available and importantly affordable. This land, whether for commercial, industrial or personal use, **enables opportunities for our community to realize their potential and thrive.**

The opportunity of owning and connecting with land, coupled with our trailblazing spirit of ingenuity, enables opportunities to live a self-reliant, self-sufficient and sustainable life.

And this viability is continually reinforced through industrial and social innovation, as we reinvent our forestry industry and fuel our diverse community.

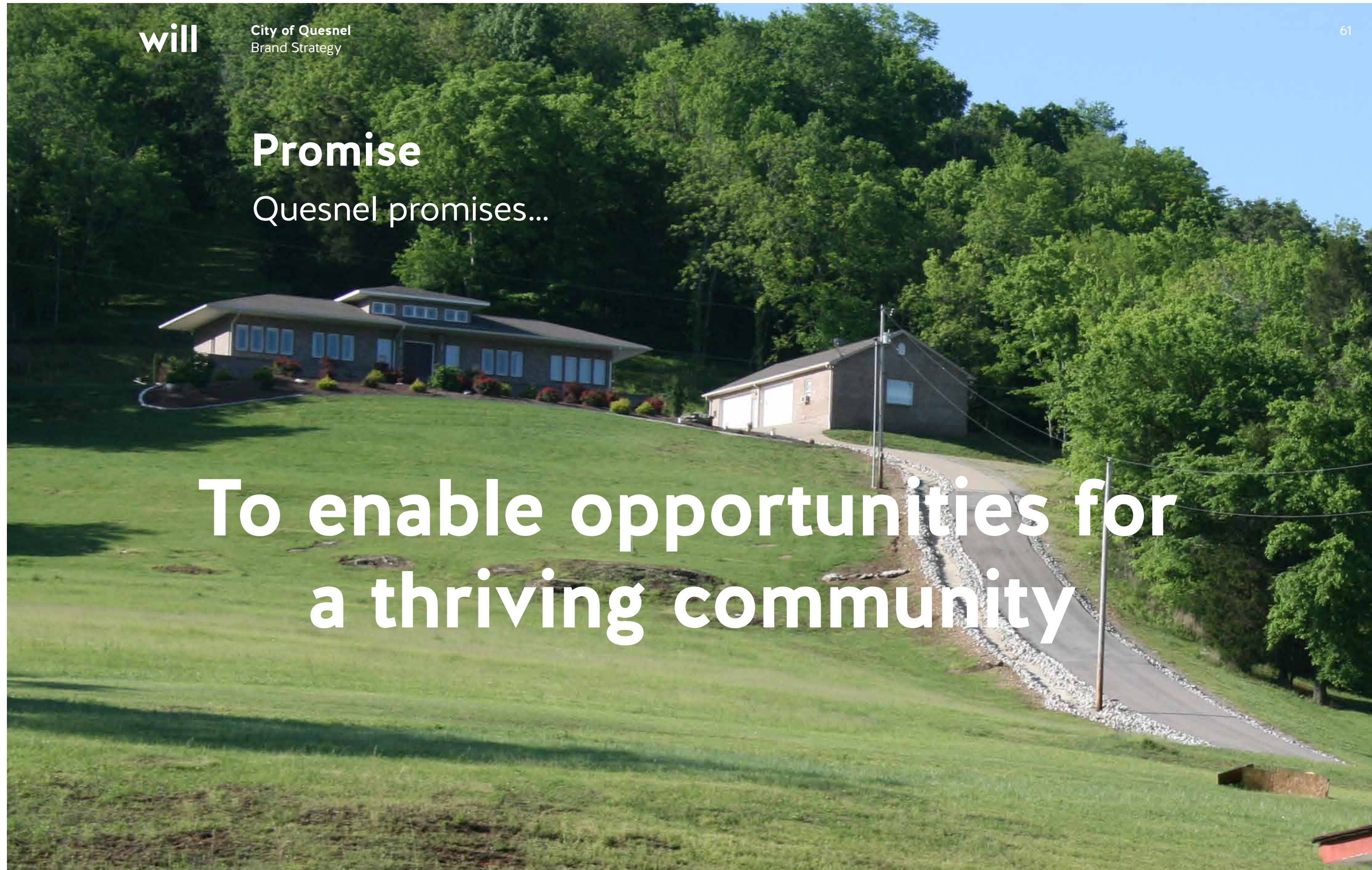
Quesnel offers the opportunity to feel secure and to thrive - where you can both afford and grow your own business, home, food, family and community.

Combine our connection to the land, with our trailblazing spirit, and...

Promise

Quesnel promises...

To enable opportunities for
a thriving community



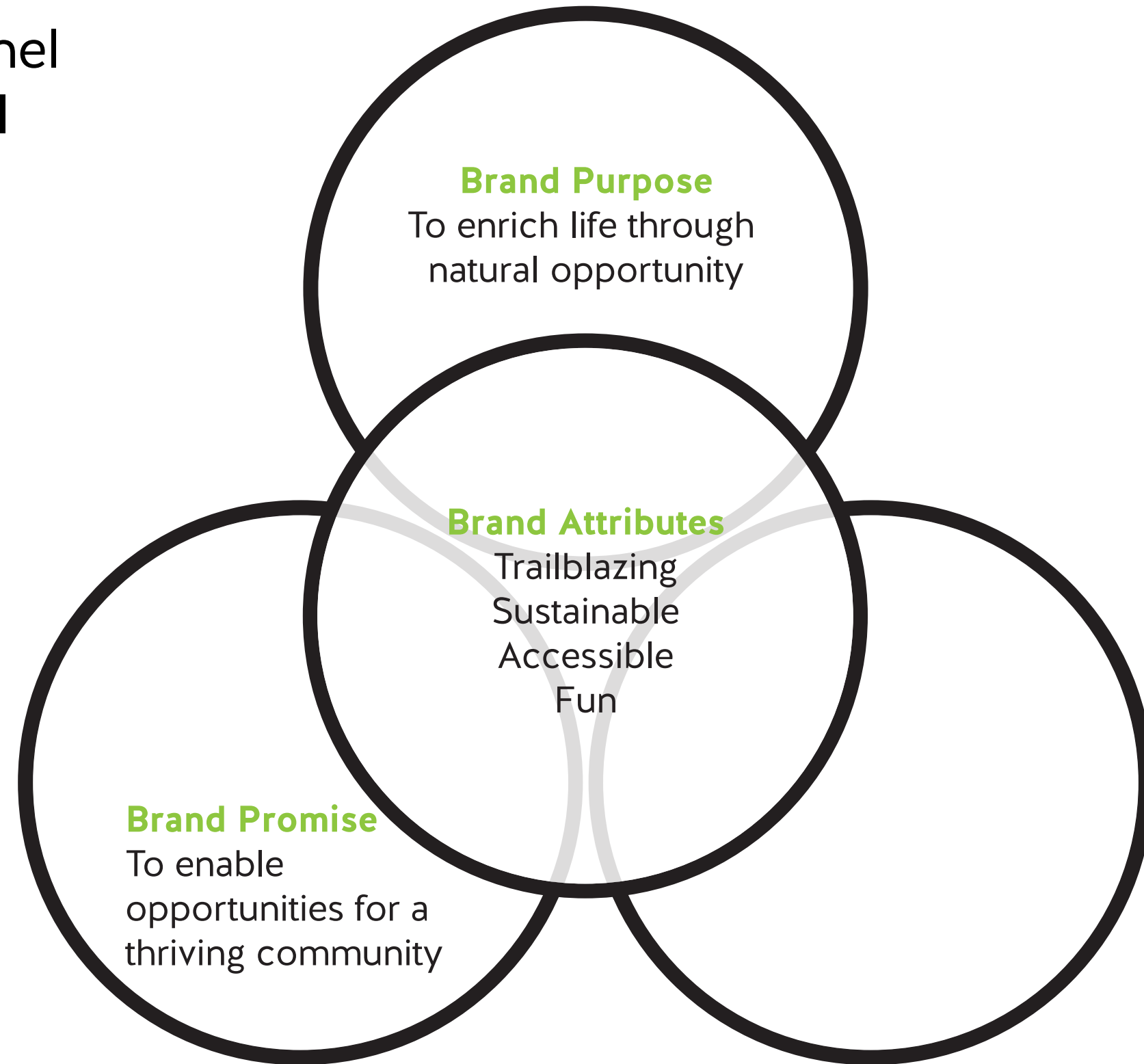
Promise

Quesnel promises...

**To enable opportunities for
a thriving community**

A thriving community, built by those from before the days of Quesnel, to those new to Quesnel - working together in fostering industry, recreation and community alike.

City of Quesnel Brand Model



Our essence

We don't normally change our terminology, we normally call the answer to 'how we do things' our 'essence'. But for the City of Quesnel, we have to call it 'our spirit'.

Because Quesnel and its people, have a tangible, visceral spirit that runs through everything we do.

Our spirit

Everything we do is informed and inspired by our natural resources and surroundings. We recognize and respect that, we are...



Our spirit

Nourished by Nature

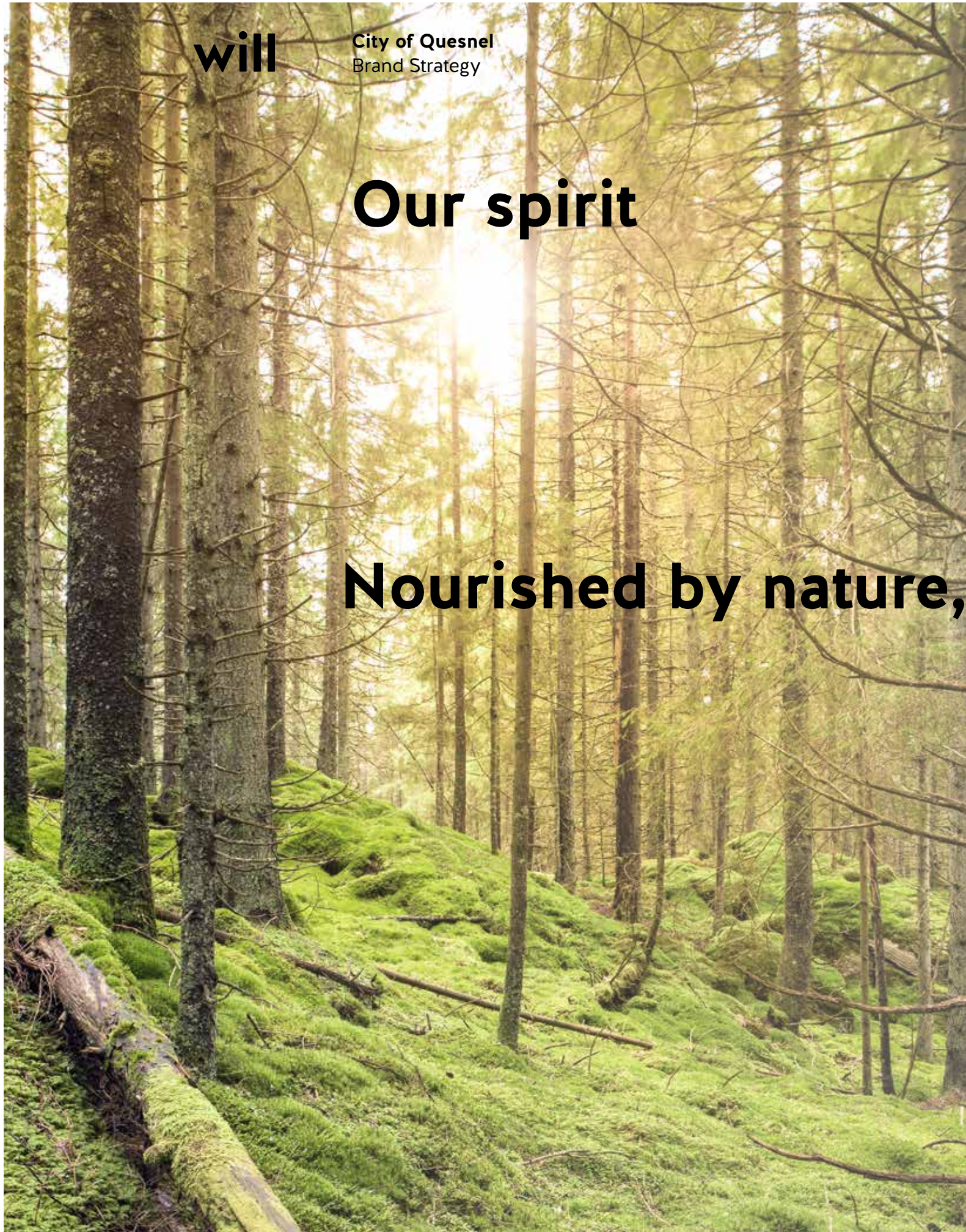


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Brand Strategy

Our spirit

Nourished by nature, fuelled by courage



Our spirit

Economic development

Nourished by nature, fuelled by courage



From the gold pan days, to the forest industry of today, we respect our natural resources as the foundation for our economy.



Our trailblazing spirit is the foundation for innovating, diversifying and growing a sustainable future for all.

Our spirit

Balanced with lifestyle

Nourished by nature, fuelled by courage



We cherish and enjoy our lakes, trails, and greenspaces. Whether canoeing, skiing, hiking, biking, fishing, all seasons and days are filled with fun.



A way of life that doesn't shy away from contributing and supporting a community with real substance and strength.

Our spirit balances our attributes

Nourished by nature, fuelled by courage



Our **sustainable** and **fun**
connection to the land



Our **trailblazing** attitude
unafraid of being **accessible**

Our spirit balances our attributes

Nourished by nature, fuelled by courage



Our **sustainable** and **fun**
connection to the land



Our **trailblazing** attitude
unafraid of being **accessible**

The combination of the land that surrounds us, and our intrinsic spirit that drives us, creates **natural opportunities** for Quesnel to **enable the lives** for businesses, locals and visitors to thrive.

**In short, our spirit
is one of being...**

Naturally Courageous



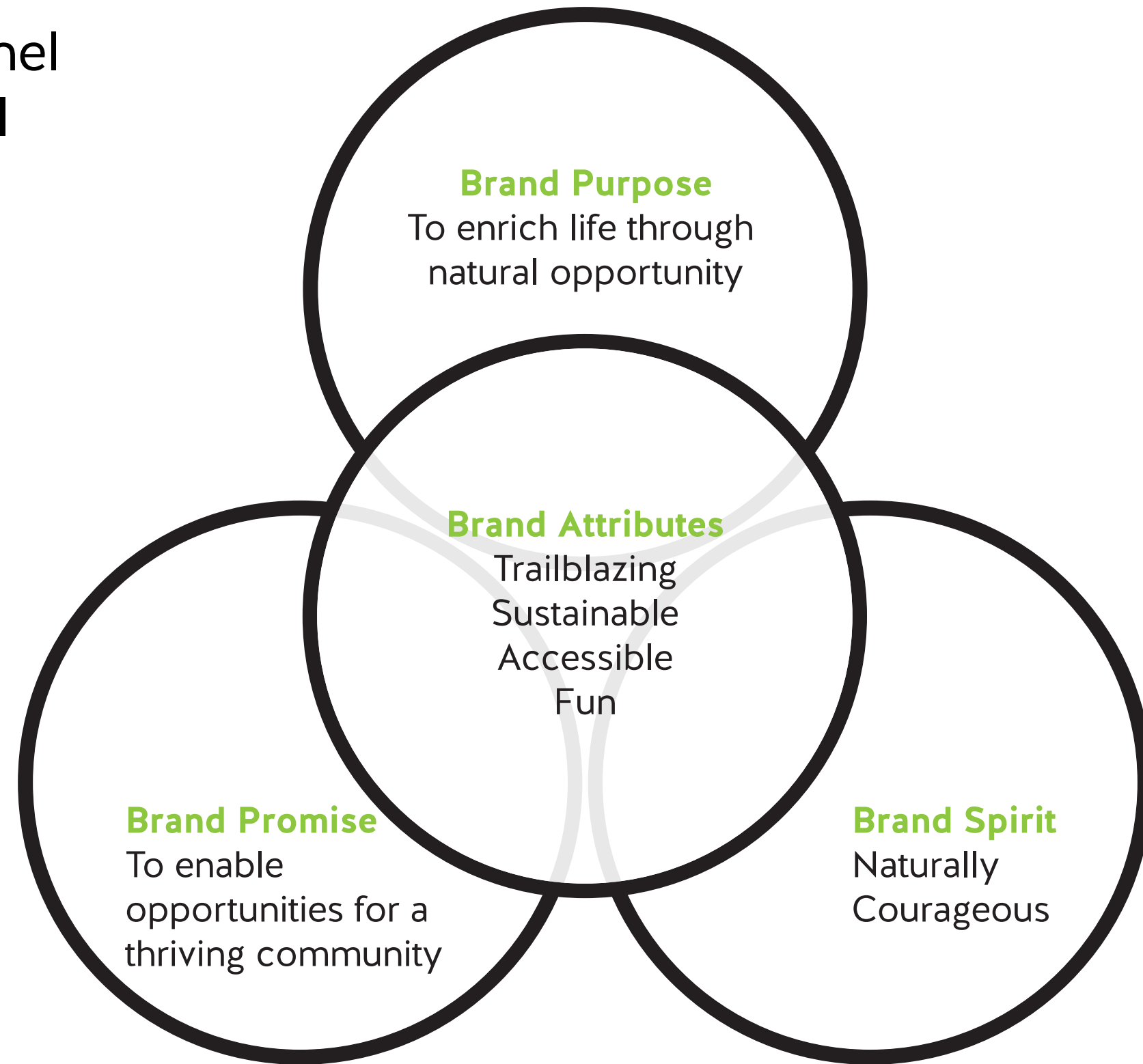
**In short, our spirit
is one of being...**

Naturally Courageous

As we move from apprehension into anticipation,
and fulfill opportunities that guarantee
sustainability for a thriving community.



City of Quesnel Brand Model



Brand in one paragraph

The City of Quesnel exists to enrich life through natural opportunity, and therefore promises to enable opportunities for a thriving community. In everything we do, we are naturally courageous, and as a result we will be described as trailblazing, sustainable, accessible and fun.

Brand checklist

Evaluate every
action by
questioning:

Does it fuel our purpose

To enrich life through natural opportunity ✓

Does it deliver on our promise of

**Enabling opportunities
for a thriving community ✓**

Is this action delivered through our spirit of being

Naturally courageous ✓

Will this action result in the

City of Quesnel being described as

Trailblazing ✓

Sustainable ✓

Accessible ✓

Fun ✓

An aerial photograph of the city of Quesnel, British Columbia, Canada. The city is situated along the Bulkley River, which flows through the center of the town. The surrounding landscape is a mix of green fields, forests, and distant mountains under a cloudy sky. The text "So, as of today, let's enable opportunities to thrive through our transition." is overlaid in large, bold, black font across the middle of the image.

So, as of today, let's enable opportunities to thrive through our transition.

Thanks!

