

Pillar	Key Target Audience	Objective	Key Messaging	On Brand Messaging	Brand Messaging Alternatives
Live	Lower Mainland/ Okanagan Residents	Attract to move to Quesnel	Live a more balanced and affordable life.	Here, we have a well-rounded lifestyle, where the cost of living never interferes with life's pleasures.	
	Existing Local Community	Retain in Quesnel - FOREVER	Quesnel offers more amenities (recreation, healthcare, etc.) for less cost.	Home is where everything's within reach, for less.	Here, we live life to the fullest, for less.
	People with a connection to Quesnel (current and past visitors, past residents)	Return to Quesnel	Quesnel is better and more vibrant than you remember.	We've breathed new life into the Quesnel you remember.	Evolving: we come by it honestly. So don't be surprised when you see the Quesnel you once knew, isn't the Quesnel you once knew.
Work	Professionals to fill high paying jobs	Attract to move to Quesnel	Quesnel has extensive and affordable amenities for you and your family (education, entertainment, recreation, healthcare).	Your family will be among friends here; education, healthcare, recreation and, of course, a work-life balance, are all important to us, too.	If education, healthcare, relaxation, and fun are high on your priority list, then planting roots here will be an easy move for the whole family.
	Skilled trades to work in Quesnel or to work in camps and live in Quesnel	Attract to move to Quesnel	Your hard-earned money goes further in Quesnel. Own a home and your toys, and have time to use them.	If you want a life with a work hard, play hard balance, living here will give you the time to enjoy one.	We don't believe in working hard for a life you can't enjoy.  Here, we work hard and play harder, with the time and means to enjoy life.
	Work from anywhere entrepreneurs	Attract to move to Quesnel	Quesnel is a creative community, that celebrates innovation.	Our community is well-connected, filled with opportunity for innovative thinkers.	Our community is an entrepreneur's inspiration; built on innovation.
Invest	Existing small business owners	Existing business retention and expansion	Quesnel values our business community.	When local businesses are as deeply rooted in community as ours, they can't be replaced.	Our business community is part of who we are; strong, prosperous and connected.
	Regional residents, considering starting a business	New small business start ups	Quesnel has many resources and supports for small business.	With our strong support system, this is where small businesses thrive.	
	Sector specific investment	New major investment	Quesnel has affordable, available land, a skilled workforce, and well-connected transportation networks to get your product to market.	Quesnel is ripe for investment. We're able, accessible and affordable.	Quesnel has all the essentials you need to succeed; we're accessible, affordable, and able to adapt to meet your investment needs.
Visit	Weekend travellers (Northern BC, Okanagan, other Cariboo)	Make Quesnel a vacation destination	Quesnel has year round activities that make it a great weekend destination.	Here, short stays in any season become lifelong memories.	
	Long haul travellers (Alaska Highway, Circle Route - Gold Rush Trail, Jasper/Banff)	Make Quesnel a stopping point	For those who like to explore, Quesnel has much to offer in both history and wildlife.	Quesnel is a rich and diverse place to explore - our wilderness and our history.	
	National and international visitors to BC	Make Quesnel a sub-destination	BC is known for its wilderness, but areas like Quesnel also boast history.	There's BC, and then there's BC. Visit Quesnel, where our province's wilderness comes with real history.	Wilderness and time: both our forefathers, and the purveyors of your next great adventure.