



What's our story?

A BRAND REVEAL | DECEMBER 3, 2019


calgary
be part of the energy™

Why are we here?

**Calgary needs a genuine,
emotionally compelling and
ownable destination story.**

Two years in the making, here's what we did

Workshops

5 sessions 114 attendees

Interviews

23 interviews with community leaders
and brand advocates

Surveys

818 responses

Channel observation

6 community channels analyzed

Online listening

9,864,204 conversations analyzed
from over 500,000 sources

Undeniable and remarkable

Community Spirit



**Community
spirit**



**Brand
management**



Citizens



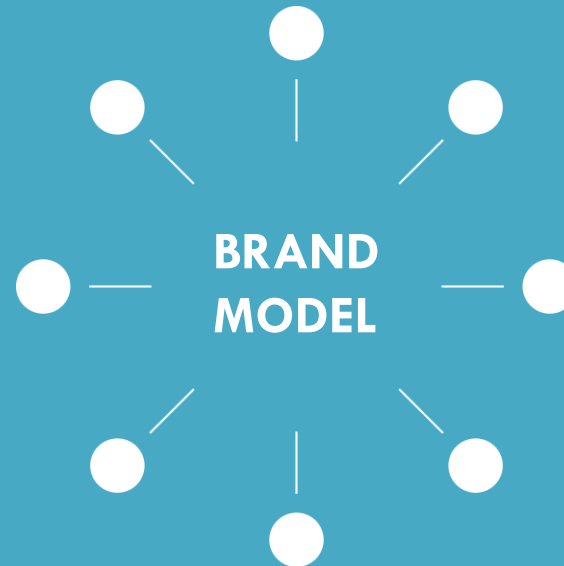
Urban

How the brand model will be used

Target audience



Brand model



Applications

- Events
- Experiences
- Advertising
- Social media

PERSONALITY

*How we express
ourselves.*

**Daring &
Undaunted**

ATTRIBUTES

Energetic

Intimate

Kind

Confident

Engaging

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How we express ourselves.

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UNIQUE SELLING PROPOSITION

What we are.

We are driven by big dreams. We are inspired by big change. And we are determined to make a contribution.

We have undeniable and remarkable community spirit.

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CUSTOMER

Who we are selling it to.

Travellers & locals

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PROMISE

What we are selling.

**Extraordinary
Invitations**

Eager
Out to
Share



People know Calgary, Alberta as a Western city with **rural roots**, and a jumping off point for mountain adventure. But there's **a lot more** going on in Calgary than most would imagine. We're a place on the fringe — familiar, but largely undiscovered. From our bustling downtown to our character-filled neighbourhoods, along our winding rivers and inside every welcoming venue, Calgary is full of secrets, surprises, and stories — and we're **eager to share** those experiences with the world.

Eager
Eye to
Share
thrills



Eager On to Share

celebration



Eager On to Share

surprises



Eager
to
Share
culture



Eager
On to
Share
knowledge



Eager
to
Share
heart



Partners

“...unique and distinct experiences that we’re eager to share...”

Calgarians

“...a community spirit that we’re eager to share...”

Meetings & Conventions

“...a delegate experience that we’re eager to share...”

Travellers

“...Calgary delivered in so many unexpected ways that I’m eager to share...”

Media

“...unique stories that we’re eager to share with the world...”

Sport Tourism

“...premier sport facilities and hosting expertise that we’re eager to share...”

**Eager
to
Share**

Overall look and feel







Marvel at
big glowing
bunnies and a
fire-breathing
snake

Have a blast at the
annual Beakerhead festival
of art and science.







Soar above the midway
while crowds cheer for riders
on bucking broncos.

Get adventurous every July at the Calgary Stampede.



Go surfing on a river in the middle of the prairies.

Surf on the Bow River, 800 miles from the nearest ocean.


Get knocked off your feet by a French synth-pop duo's bass line at 2am.

Watch 250 live bands play small venues during Sled Island in June.

Explore seven stages at an island music festival in the heart of downtown.

Soak up sunshine and sounds during the Calgary Folk Music Festival.

Colour combinations



Eager to Share
thrills

Go surfing on a river in the middle of the prairies.

Surf on the Bow River, 800 miles from the nearest ocean.

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Eager to Share
festivals

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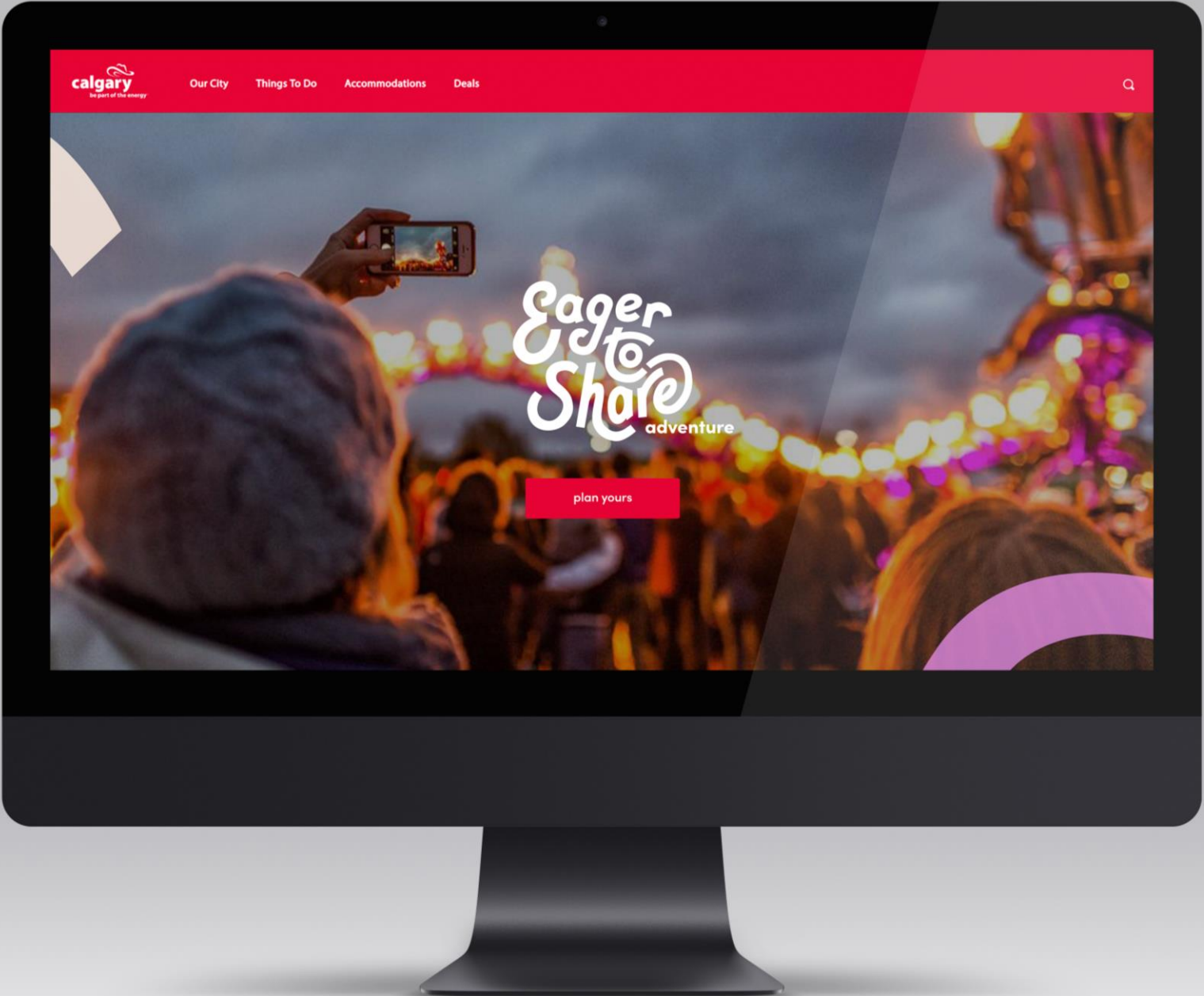
Eager to Share
art

Throwing, painting, firing, glazing, firing, and sanding a true original.

Craft your own souvenir at Workshop Studios pottery class.

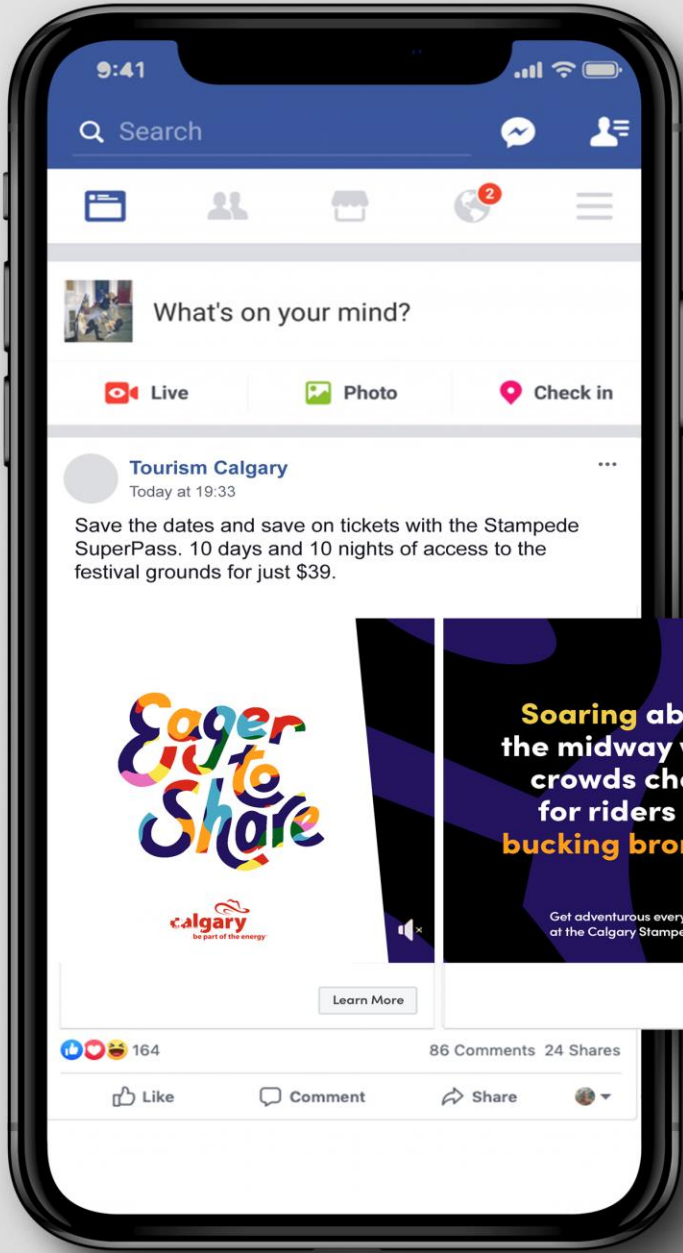
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Website



Future digital
application





What's on your mind?



Live



Photo



Check in



Tourism Calgary

Today at 19:33

Save the dates and save on tickets with the Stampede SuperPass. 10 days and 10 nights of access to the festival grounds for just \$39.

Eager
to
Share



Learn More

Soaring above
the midway while
crowds cheer
for riders on
bucking broncos.

Get adventurous every July
at the Calgary Stampede.

Learn More



Learn More



July 5-14 2020
visitcalgary.com

Stampede SUPERPASS
All 10 days! All 10 nights! \$39

Learn More

164

86 Comments 24 Shares



Like



Comment



Share



Collateral



Advertising





Audience testing

Brand platform effectiveness

Stronger brand trait alignment


Strong association with traits like energetic, friendly and inviting. Will need to develop stronger linkages to engaging, confident and intimate.

Grow uniqueness

Focus on subjects that are only available in Calgary. Uniqueness of the destination is helpful for growing impressions, but it's table stakes for shifting intentions.

Imagery is vital to the execution

Simplicity of design is a strong feature because audiences can quickly get the message, but the images have to work very hard for the campaign to be truly effective.



How can you be a part of the

Calgary story?





Infuse the brand story through

Experiences

Promotions

Community

EVENT

FORT CALGARY PRESENTS

BLACK & WHITE MOVIE NIGHT

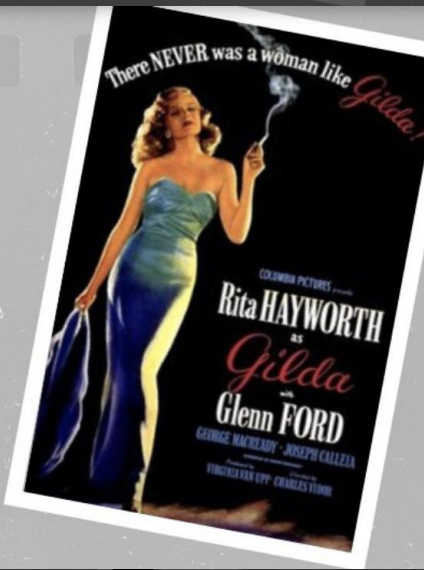
NOVEMBER 23 *Gilda*



FORT CALGARY PRESENTS

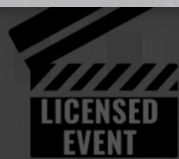
BLACK & WHITE MOVIE NIGHT

NOVEMBER 23 *Gilda*



FORT CALGARY PRESENTS

BLACK & WHITE MOVIE NIGHT



Partner support

Invite your guests
to enjoy something
extraordinary,
unexpected or
surprising.



Partner support

Bring to life what is remarkable about your experience through unique storytelling.

Heritage Park surprises guests with live western shoot out performance



Photo by @fiascogelato

brunch & galleries

#LoveYYC Day

Enjoy a day of celebration
and deals **Nov 2**

visitcalgary.com/loveyyc



Photo by @fiascogelato

pandas & gelato

#LoveYYC Day

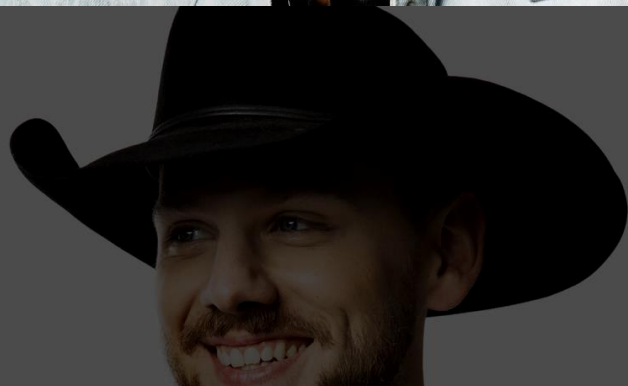
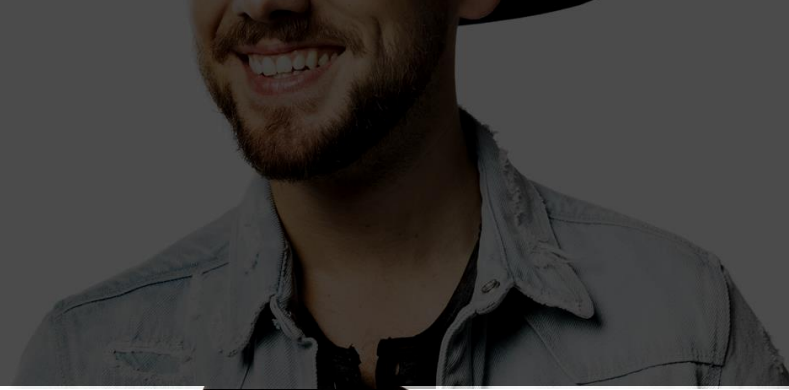
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visitcalgary.com/loveyyc



Partner support

#LoveYYC



Partner support

Instagram takeover on Grey Cup Sunday with Brett Kissel



Eager
to
Share

Next steps

January

Eager to Share
overview of support

March – June

- Orientations
- Lunch & learns
- Toolkits

Stay tuned, more to come.