



2020 EDAC

Marketing Canada Awards

Submission for:
Brand Identity / Application

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It's in our nature

Purpose

Quesnel has a population of 23,000 including our surrounding area with a local economy that heavily relies on the forestry industry. With previous and recent mill closures, we're facing a time of economic challenge where resilience, diversification and transformation are paramount.

In 2016, the existing marketing and communication materials were reviewed, demonstrating that we were lacking a cohesive brand and message. The elements that were in place didn't represent our community well, nor did they provide guidance for strategic planning to support a community in transition.

Through grant funding, the City of Quesnel went through an extensive re-branding process in 2017. Our new brand represents who we are as a community and what we strive to become. It gives us the tools to effectively share and connect with our audience and it's front of mind when we're working through our Economic Development Transition Strategy.

Our successes

Each municipal department has made significant progress implementing and infusing our brand into their work, from visitor and resident attraction marketing initiatives and wayfinding signage, to the revitalization of our main street and new multi-use trail development. From these initiatives, we have seen more activity on our trail networks, new residents calling Quesnel home and a consistent and trusted delivery of information to our residents. We've even seen local ambassadors surfacing on social media.

One of the most significant results we've seen with our online marketing was the 400% increase in relocation package requests after the first year of brand implementation.

A hurdle or two along the way

Keeping City staff engaged in our brand and encouraging the use of our Brand Guidelines has been challenging. However, consistency from our Communications and Economic Development departments has been key to overcoming this hurdle.

Target audience

Our brand provides the design elements, tone of voice and messaging to speak to any audience, whether it be our residents, visitors or investors. Our target audience is dependent on the goal of each campaign.

Sustainability

In our Brand Strategy, we identify our four main attributes:

Trailblazing

Accessible

Sustainable

Fun

Links

Brand Guidelines

Brand Strategy (Our Promise)

Official Community Plan

Waterfront Plan

City of Quesnel Website

Tourism Quesnel Website

Resident Attraction Campaign

Mountain Biking Campaign

Tourism Marketing Materials

Pedestrian Wayfinding Signage

Street Banners

Local Ambassadors

Facebook @explorequesnel

@cityofquesnel

Instagram @explorequesnel

YouTube @explorequesnel

Twitter @cityofquesnel