

TELLING REGINA'S STORY



THE COMMUNICATOR'S PLAYBOOK
Bringing our Homegrown Brand to Life

POWERFUL STORIES NEED STORYTELLERS



Welcome to our Brand Playbook, a simple guide for everyone who's engaged in promoting Regina as a great destination. Whether you're attracting business, entrepreneurs, talent and investment, organizing major events, publicizing special tourism and hospitality experiences, or simply celebrating our homegrown pride – this is for you.

As the lead agency for economic development for the Greater Regina Area (GRA), Economic Development Regina (EDR) sparked this brand initiative to grow awareness of all that our region has to offer. But the content came from you, our community, through numerous interviews, roundtables and workshops. What we heard, loud and clear, is that Regina needs a collective story that captures our strengths, ambitions, and one-of-a-kind spirit.

Land Acknowledgement

In the spirit of reconciliation, Economic Development Regina is proud to acknowledge that the land on which we gather is Treaty 4 territory and the traditional territory of the Anihšīnābēk, Nēhiyawak, Dakota, Lakota, and Nakota peoples, and the original homeland of the Métis/Michif Nation. We recognize that both Indigenous and Métis people are the spiritual and cultural keepers of their traditional lands and still to this day, continue to practice their values, languages, beliefs and knowledge.

COMMUNITY INSIGHTS

Our community consultations highlighted a number of themes that have helped shape the Regina brand strategy:

- **Agriculture – how we feed the world – is widely accepted as a centerpiece of Regina's story.** Let's help people understand the scope of the opportunity.
- **We're a top tier host city for Events, Conventions, and Tradeshows –** it's the primary driver of our tourism. Let's embrace it.
- **The region's Indigenous communities and our collective stories –** past, present, and future – are worth showcasing. Let's share those stories.
- Create new, high-demand tourism experiences: culinary, cultural, historical, Indigenous, sport and more.
- I Love Regina! Embracing civic pride is an important element of building Regina's brand.
- Continue to broaden the reach of Regina's entrepreneurship and start-up community.
- Celebrate our unique advantages as a provincial capital.
- Amplify the creativity and energy of our young community leaders. They are optimistic and ambitious for Regina.
- Integrate our post-secondary institutions into the Regina experience. They enrich our community's knowledge, energy and diversity.
- Showcase the city's diversity even more.
- Tap into our creative arts and culture strengths.



OUR BRAND: THE BIG PICTURE

The core idea of our brand is built up from brand pillars – the centerpiece elements of our story that, as a set, truly distinguish Regina. Our pillars are backed up with supporting proof points that add credibility and context. Our positioning

shapes those pillars into a story of where we're going and why it matters. Our character is about how we connect with audiences – the authentic values and personality that should be infused throughout all the experiences we create.

BRAND PROMISE

Grow your world here.

BRAND POSITIONING

Regina is a global ag and food powerhouse and a premiere host city. We're home to a thriving entrepreneurial community and strong Indigenous culture.

BRAND PILLAR

1

THE HEARTBEAT OF THE NEW PRAIRIE ECONOMY

A global ag and food powerhouse, home to a critical mass of major companies.

Home to a broad range of strategic assets including world-class infrastructure, rapidly growing ag-tech sector and surrounded by 80% of Canada's farmland.

BRAND PILLAR

2

GROWING NEXT-GENERATION ENERGY

A premiere host city for major sport and must-see events and festivals, with the largest integrated event facilities in Canada.

A vibrant, diverse population fueled by Indigenous communities, whose cultural and economic growth are supported by First Nations University of Canada and other vital assets.

BRAND PILLAR

3

HOME OF DO-ERS AND TRANSFORMERS

From companies and producers who revolutionized dryland farming, to creating a United Nations Tree City of the world, our people have, and continue to, transform the city and contribute to feeding a growing global population.

A thriving community of business, social and creative entrepreneurs who built our city and our economy. From small businesses to global players – we create new opportunities for our city and its people.

BRAND CHARACTER

Visionary
Welcoming
Resilient
Audacious
Connected
Humble

THE HEARTBEAT OF THE NEW PRAIRIE ECONOMY

We're a place for growers in every sense. Already a global powerhouse in ag and food, our homegrown innovation in end uses for crops – including biofuels – and integrated, sustainable supply chains are drawing investment of all types, from well-established companies to venture capital and high potential

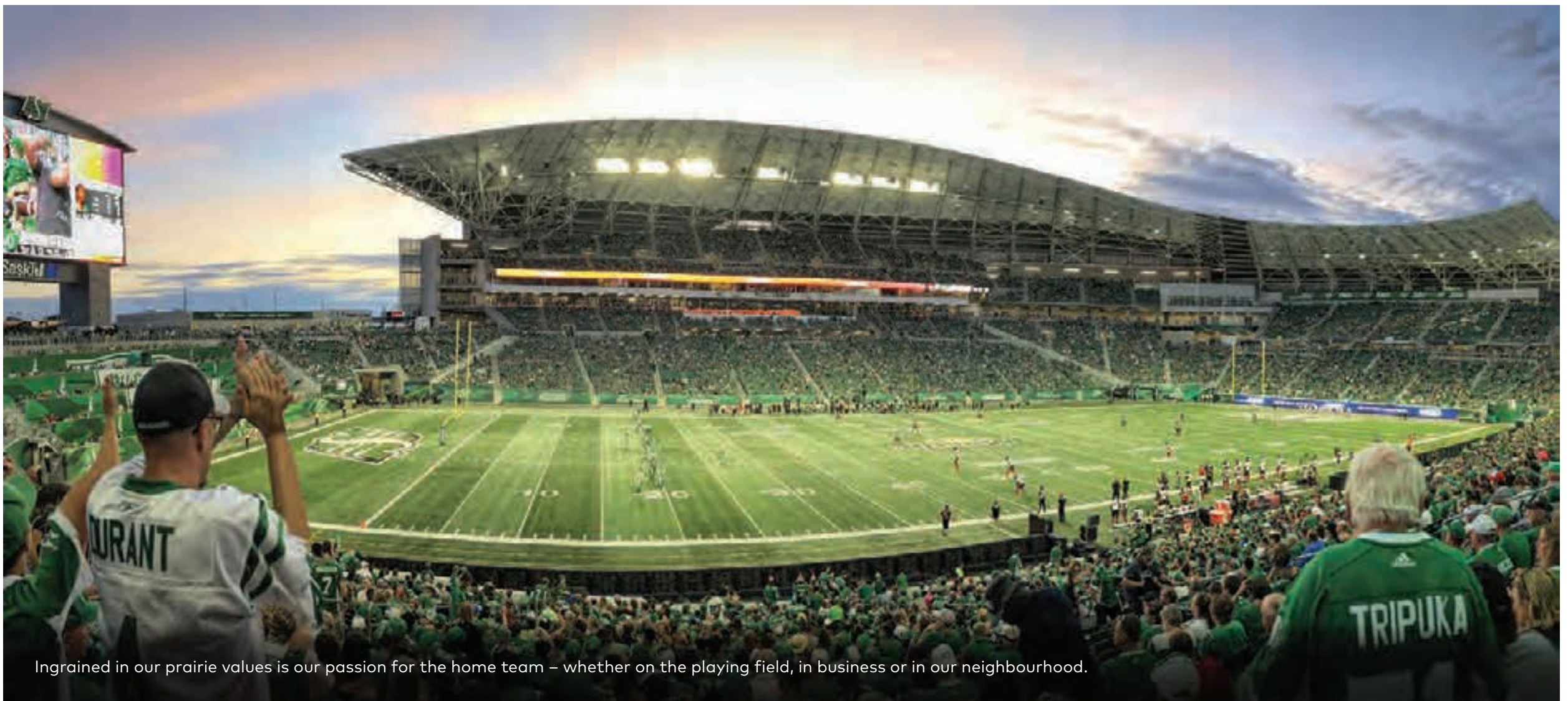
start-ups. Surrounded by 80% of Canada's farmland, Regina is at the centre of North America's new prairie economy, fueled by our world-class transportation and logistics infrastructure, Canada's first venture-backed agtech sector, and international business networks.



GROWING NEXT-GENERATION ENERGY

Our population – one of the fastest growing in Canada – is young, diverse and ambitious. Located on Treaty 4 lands, the vitality of the region's Indigenous communities enriches our shared *wîtaskêwin* values of *living together on the land*. From the time of our First Peoples, this has been a vital meeting place – a hub for

trade, culture and community. All of this energy makes us a premiere host city for sport and must-see events, and a place where visitors and residents alike can truly enjoy life.



Ingrained in our prairie values is our passion for the home team – whether on the playing field, in business or in our neighbourhood.



Home to First Nations University of Canada, a unique institution that specializes in Indigenous knowledge, Regina is proud of its Indigenous heritage.

HOME FOR DO-ERS AND TRANSFORMERS

Here, people don't boast. We just get on with great things – Upstart ideas, transformational solutions, game-changing impact – all in our own quietly audacious way. What we grow best is people – passionate “doers” ready to change the world, together. Our people are having an impact. Agricultural producers –

and the companies that serve them – have revolutionized dryland farming, shouldering the awesome responsibility of feeding the world. Visionary citizens have created a United Nations Tree City of the World – a place of peace and beauty for all.



OUR CHARACTER

In our communications and interactions we want to demonstrate these character traits and celebrate stories that embody these attributes.

VISIONARY

WELCOMING

RESILIENT

AUDACIOUS

CONNECTED

HUMBLE



OUR PROMISE

Our promise is not a tagline. It's the essence of our positioning and story – Regina is a place where businesses and people are finding ingenious ways to grow sustainable futures.

GROW

YOUR

WORLD

HERE

AD SAMPLES



GROW YOUR CAREER HERE

Where do-ers and transformers thrive

homegrownregina.com

GROW YOUR HISTORY HERE

homegrownregina.com

GROW YOUR BUSINESS HERE

Where game changers are the norm

homegrownregina.com

GROW YOUR HOME HERE

The heartbeat of the new prairie economy

homegrownregina.com

GROW YOUR VISION HERE

The heartbeat of the new prairie economy

homegrownregina.com

GROW YOUR ENERGY HERE

Where events come to life

homegrownregina.com

GROW YOUR WORLD HERE

Where events come to life

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GROWN
REGINA**

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#HomegrownRegina

**HOME GROWN
OPPORTUNITY**

#HomegrownRegina

**HOME GROWN
INNOVATION**

#HomegrownRegina

**HOME GROWN
REGINA**

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HOW TO GET INVOLVED

This is a community brand. It speaks authentically to who we are and what makes us special. It came from our community and it will take our community to sustain it. The brand is about telling our story as clearly and consistently as possible – and we all have an important role to play.

Our ask is simple

Help us tell the story. There's an old saying that reads "a rising tide lifts all boats." By working together to tell Regina's story, our entire community wins – citizens, visitors, businesses, and investors alike.

Here are a few ways to help:

- **Core partners** are highly visible members of the community who lead the advancement of the brand by using their financial and/or human resources to share Regina's story. While each organization has its own objectives, a critical opportunity exists for these partners to use the brand as a vehicle to meet those objectives.
- **Collaborators** contribute directly to the success of the brand by helping provide a platform to tell our story. They show their support for the brand and our community by providing goods and/or services that help advance the brand.
- **Champions** do the heavy lifting for the brand. They are the individual citizens and businesses who support the brand and tell Regina's story on an everyday basis. Whether it's through in-person or online conversations, using the brand as a recruiting or business tool, or visibly supporting the brand however possible, our story is best told by the people who live it every day.

To help all our partners share a powerful, consistent story, we've created a broad range of resources to help along the way. Let's jump in!



SAMPLE MESSAGING AND VOICE

The following matrix highlights how the Regina brand messaging can be adapted to suit various audiences, all based on our three brand pillars.

Key Idea	Regina is the heartbeat of the new Prairie economy			
Rationale	Position the GRA as the centre of North America's new ag economy – a major business, political and transport hub. For entrepreneurs and start-ups, Regina offers a range of growth supports with access to decision-makers, financial resources and influencers. It also supports growth in complementary tech sectors including agtech, cybersecurity and others. Our population – one of the fastest growing in Canada – is young, diverse and ambitious. Regina is a great host city with world-class facilities, authentic hospitality and strong cultural assets.			
Audience	Ag-Tech / B2B	ECT	Entrepreneurs	Indigenous Communities
Why Choose Here	Regina is... a rapidly growing economic, transportation and political hub of North America's new prairie economy, attracting global investment in sustainable, high-growth agriculture and tech sectors, fueled by purposeful, innovative collaboration across the community.	Regina is... a premiere host city for major sport and must-see events and festivals, with the largest integrated event facilities in Canada. For attendees, it is a cultural and leisure capital . An all-season capital with a rich mix of cultural, sport, recreation, festivals and hospitality offerings.	Regina is... a thriving home for business, social and creative entrepreneurs . Built on sheer audacity and innovation, our ambitious, energetic culture creates opportunities for those inside our community and attracts global investment. Large or small, we come together to grow our community and our economy.	Regina is... home to strong Indigenous cultures situated on Treaty 4 territory. Vital assets including First Nations University of Canada and others support Indigenous culture and economic growth. A vibrant, young Indigenous population and growing Indigenous entrepreneurial community create energy in the region.
Audience	Ag-Tech / B2B	ECT	Entrepreneurs	Indigenous Communities
Why Work With Us	Regina's branding initiative is... <ul style="list-style-type: none"> → An outreach platform for showcasing business success stories, positive momentum and investment attraction → A collective approach to talent recruitment → A platform for collaborating to promote equitable and inclusive growth 	Regina's branding initiative is... <ul style="list-style-type: none"> → An outreach platform for showcasing tourism success stories and capabilities → A platform for collaborating to promote equitable and inclusive growth 	Regina's branding initiative is... <ul style="list-style-type: none"> → An outreach platform for showcasing business success stories and positive momentum → A collective approach to supporting entrepreneurship → A platform for collaborating to promote equitable and inclusive growth 	Regina's branding initiative is... <ul style="list-style-type: none"> → An outreach platform for showcasing Indigenous success stories, business acumen and investment attraction → A collective approach to supporting Indigenous entrepreneurship → A platform for collaborating to promote equitable and inclusive growth
Our Story Sample copy	Regina is a place for growers of all types. Our "homegrown" ingenuity has made us a global powerhouse in agtech and food production – the heartbeat of North America's new prairie economy. It's also a thriving centre for business, social and creative entrepreneurs. Our population – one of the fastest growing in Canada – is young, diverse and ambitious. Here, people don't boast. We just get on with things in our own quietly audacious way. What we grow best are people – passionate "doers," ready to solve some of the worlds biggest challenges, together. Whether you've been here a day, a decade or your entire life, we want you to be part of our "homegrown" experience and energy.			

MESSAGING: COMMUNITY-FOCUSED

Community-focused marketing can help build local pride and confidence by celebrating Regina's successes and "homegrown" ingenuity. "Homegrown" reflects Regina's pride of place.

Key Idea	Celebrate Regina's ingenious people and "homegrown" successes.			
Rationale	Build local pride by promoting the city's "homegrown" hospitality, arts and culture, experiences, and success stories.			
Audience	Residents	Visitors	Youth / Entrepreneurs	Indigenous Communities
Why Choose Here	<p>Homegrown Regina... We're a place for "growers" of all types. Whether you're looking for a high-growth career, building a business or growing a family, this is the ideal place to put down roots.</p> <p>Our population – one of the fastest growing in Canada – is young, diverse and ambitious.</p>	<p>Homegrown Regina... Discover the "homegrown" taste and energy of Regina's all-season experiences – major sports, festivals, arts and culture, entertainment and hospitality.</p>	<p>Homegrown Regina... We celebrate the ingenuity of our thriving business, social and creative entrepreneurs.</p>	<p>Homegrown Regina... Situated on Treaty 4 territory, Regina is home to vibrant Indigenous communities and cultures. Our fast-growing Indigenous population and their entrepreneurial strengths create exciting energy in the region. First Nations University of Canada and others support Indigenous culture and economic growth.</p>
Our Story Sample copy	Regina is a place for growers of all types. Our "homegrown" ingenuity has made us a global powerhouse in agtech and food production – the heartbeat of North America's new prairie economy. It's also a thriving centre for business, social and creative entrepreneurs. Our population – one of the fastest growing in Canada – is young, diverse and ambitious. Here, people don't boast. We just get on with things in our own quietly audacious way. What we grow best are people – passionate "doers," ready to solve some of the worlds biggest challenges, together. Whether you've been here a day, a decade or your entire life, we want you to be part of our "homegrown" experience and energy.			

#HOMEGROWN REGINA



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ECONOMIC
DEVELOPMENT

REGINA

TOURISM

REGINA

AUDACITY
CHANGEMAKERS THRIVE HERE.