

INITIATIVE: BRAND BUILDING FOR COMMUNITIES

OEDIT is proud to partner with Development Counsellors International (DCI) a leader in place-based marketing with exceptional expertise in economic development marketing, to assist selected communities in the development of a concise and distinctive brand.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

In a two-month marketing bootcamp facilitated by DCI, selected communities will assess their challenges and opportunities while analyzing local themes integral to identifying Value Proposition, Brand Promise and Key Messaging, the results of which will be presented to the community by OEDIT during an unveiling of the brand to discuss the development process, outcomes, and implementation.

Access will also be provided to OEDIT's in-house graphic artist for initial ideas on Logo development, with all artwork and art files provided to community, subject to one round of revisions.

Additionally, a webinar series will be available to participants on the following topics:

- ▶ Six Mistakes in Economic Development Marketing (and how not to make them)
- ▶ Marketing Ideas for Rural Communities
- ▶ Social Media Best practices
- ▶ Business Retention & Expansion

POTENTIAL OUTCOMES:

At the end of this program, the community will have developed a Clear, Unique Brand and Positioning, Initial Target Audience, Key Messages and Visual identification (logo), exclusive to the community.

REQUIREMENTS:

The community/region needs to demonstrate any previous branding work and identify a marketing budget for implementation. Community must demonstrate key personnel, preferably with a marketing background, who will be responsible for implementation of the marketing plan.

APPLY HERE

