

instinct™

Leading and inspiring all those who touch the enterprise
to understand, embrace and enhance the power of your brand.

TO many voices, TO many messages!

Yet, everyone was well-intentioned.

What a year it has been for Canada's largest city brand! SARS, West Nile, power failures, currency increases. It seems everything has been thrown at Toronto. And the results have been devastating for the city's all important summer economy.



toronto
you belong here

Good news is...everybody wants to help. Bad bad news is ...everybody wants to help!

"A brand is what people think of you™", it serves as a short-cut in customers' decision-making process. And with hundreds of potential North American city destinations to choose from, having a clear, positive brand for Toronto has never been more important.

Building a brand or, in this case, rebuilding, is all about consistency. Consistency of message and consistency of voice. And in Toronto's case too many well-intentioned people came forward to help – Mayor Mel, Premier Ernie Eves, Rocker Mick, Ex-pats Mike Myers and friends, the cabbies, the hotels – everybody was pitching in...each with their own message. Ouch!

"Time for a little T.O." "We love T.O." Neither of which, given the news, were particularly relevant to what the targets wanted to have clarified. For example, I've never met an American, in fact I've never met anyone from Peterborough, who calls it T.O. – see January's issue of INSTINCT on not using initials.

What would brand coach suggest?

Relax. Channel the energy. Combine the resources.

What the Toronto brand needed was a single, trustworthy orator, espousing a clear, calm, well-researched, well-crafted and targeted message. An informed leader, a CBO [Chief Brand Officer] who could tell this same story over and over again.

Brand building is a process not an event. It works for companies, it works for cities.