

# instincts

Instincts is a monthly publication on branding for clients, associates and friends.

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

## Toronto what?

Toronto: a place where alcohol is sold only in a Liquor Control Board, where 'clean' was our strongest feature and where the people are known as nice.

Unlimited! - the only thing unlimited about Toronto has been the number of position statements that the city has adopted for its supposed Brand. Toronto the good, Time for a little TO, You belong here and now the just announced 'Toronto unlimited'.

The whole world is open for tourism, and today just about anybody can go just about anywhere, so the need for a powerful branding campaign to attract our share of tourists has become much more acute. And Toronto, with its string of bad luck news stories over the past few years, is in particular need of some powerful persuasion.



Brands are built with consistency, consistency, consistency and, sadly, Toronto's brand isn't consistent and it isn't being built!

Now, let's look at the former Mayor's son and his Bad Boy chain of appliance stores. There isn't a person in earshot of his advertising who doesn't know where "Noooooobody" is coming from! This positioning, his point of difference, has been pounded 'till he owned a piece of our heads' - the ultimate goal of a Brand. In fact, it started way back with his dad and they have never deviated from their original message. And I am fairly certain it wasn't created by the BIG BRANDING BOYZ in New York, but it's working.

And while we would never go to his place for a vacation, when the time comes to replace a busted washer, we just might travel his way.

## What would brand coach suggest?

*Noooooobody loves a clever piece of creative more than the coach. But, if a strong brand is what you want, chances are sticking with what you've had is the best route nine times out of ten. Understand this: creative people get their kicks and get rewarded when they produce 'ideas' - the definition of which is 'new', the exact opposite of consistent. And then when these new ideas get presented to the people, who have been living closest to the old idea, guess what they think? They crave change, they were bored with the old. But the people they were trying so hard to talk to with the old message are now just starting to notice.*

*Really creative people, the best ones, take on the tougher challenge to come up with ideas that build on the current positioning, keeping it fresh and relevant.*

*So, if Toronto took the four million dollars we spent looking for the new Toronto 'Brand' yet again and pushed our old one harder and sooner (haven't people made their travel plans by the end of June?) we'd start to actually build the good, clean, nice TO Brand. Unbelievable.*