

Alphabet®

Brand Storytelling for Cities:

*Understanding the challenges and opportunities
of engaging all stakeholders*

A photograph taken from the deck of a sailboat, looking out over a vast blue ocean under a clear sky. A person's legs and feet are visible, standing on the wooden deck. A large white circular graphic is overlaid on the center of the image, containing the word "Kingston" in a black serif font. The background shows the horizon line, distant land with trees, and a few clouds on the horizon.

Kingston



An aerial photograph of a waterfront city. In the foreground, several modern high-rise apartment buildings with glass and concrete facades are clustered together. To their left, a street with cars and older buildings is visible. A large marina with many sailboats is situated between the buildings and the water. A long, curved stone breakwater extends from the shore into the water. In the background, a large body of water surrounds a peninsula with various buildings and greenery. A small white boat is visible in the water on the right side.


Less than 2 hours from Toronto and Ottawa



Charming, historic downtown



Culture indexes above size of the city

A group of people are seated at a long wooden table in a restaurant or bar. The table is set with various glasses, including wine and beer glasses, and bottles of water and beer. A red drink with a blue straw is prominent in the foreground. The background features a large mural of a dinosaur skeleton, possibly a T-Rex, mounted on a wall. The lighting is dim and warm, with several pendant lights hanging from the ceiling. The overall atmosphere is casual and social.

Thriving dining & nightlife scene

THE KITCHEN GARDEN
Locally Grown. Wilton

Heirloom
Lettuce 5.00

MIX
GR

High Quality of Life

THE KITCHEN GARDEN
SEASONAL SALES



No alignment between tourism,
economic development,
and cultural industries

Brand Timeline



Hotel Association Leads Destination Brand Project

Led by Kingston Accommodation Partners

Kingston Economic Development Corporation & Tourism Kingston

City of Kingston

Brand Developed & Launched

Led by Kingston Accommodation Partners and DMP

Ec Dev & Tourism split into separate organizations

City of Kingston

Integration of Brand to EcDev Strategy

Inspiration at CityNation

Introduction of MAT and City funding model

Alignment of Audience & Messaging

One Voice Approach

IDS development

Digital asset development

Market support

Shared projects

Legacy Positioning



Canada's
First Capital



Military
History



Academic

Kingston Stakeholders

Municipal Government

Economic Development Office

Tourism DMO

Hotel Association

Museum/Attraction Association

Provincial Government

Situational Analysis: 2015

No singular brand nor positioning for Kingston

No opportunity to galvanize or align Kingston to tourism

Very strong product foundation and key tourism resources

Consultations

Mayor's Office

Economic Development

Tourism Kingston

Kingston Creative Community

Chamber of Commerce

Downtown BIA

K-Rock Centre (Downtown Arena)

Tourism Industry Partners

St. Lawrence Parks Commission (Provincial government)

*Almost all consultations began with
a backward-looking view of
Kingston's tourism assets and key
strengths; Fort Henry, 1000 Islands,
"Steeped in History"*

Key Learnings

*Lots of product but
not market ready or
tourism-oriented*

*“Skim Milk”
positioning of
Kingston—too
diluted; no plan*

*Industry is ready
to align under a
common brand
position*

Emerging Themes

- Great authentic product
- Political/Mayoral support
- Incubator for the creative arts community
- Smart city
- Live theatre, orchestra in exceptional surroundings
- Could be a Charleston or Savannah?
- City is open, accepting, progressive
- Amazing, untapped culinary scene
- Central Town Square
- Small town with a great vibe
- Great sports town
- Close to Prince Edward County—emerging wine region
- Accommodation centre within an hour in every direction
- Great place to live, great place to visit
- College Town (Canada's Ivy League)



*Core
Truths*

A man with a beard and glasses, wearing a grey t-shirt and blue denim overalls, is holding a large white sign. The sign has the text 'THIS CITY IS DOPE' printed in large, bold, black letters. The background is a workshop or garage with shelves containing various items like paint cans and boxes. A white circle is overlaid on the sign, containing the word 'Authentic' in a cursive font.

**THIS
CITY
IS
DOPE**

Authentic

A group of people are seated around a long wooden table in a restaurant or bar. The scene is dimly lit with warm, ambient lighting from pendant lamps. In the foreground, several glasses and plates are visible on the table, including a tall glass of red juice with a straw and a small glass with a drink and a lime wedge. In the background, a man in a white shirt is looking at a small object in his hands, and another man in a blue shirt is looking towards the camera. A large white circle is overlaid in the center of the image, containing the word "Youthful" in a black serif font.

Youthful

The image shows the interior of a large Gothic cathedral. The architecture features high, pointed arches supported by tall, slender columns. The ceiling is a complex network of ribbed vaults. Large windows with stained glass are visible on the sides. In the center, there is an altar area with a statue and a person walking down the aisle. A white circular overlay is centered in the image, containing the text "Smart + Discerning".

*Smart +
Discerning*



Creative



*Blend of
Old and
New*

A photograph of a bar shelf filled with various liquor bottles. The bottles are arranged on wooden shelves and are illuminated by warm, yellow light. A white circle is overlaid in the center of the image, containing the text "Always Changing" in a black, cursive font. The background is dark, and the overall atmosphere is cozy and inviting.

*Always
Changing*

Brand Positioning

*Align with
Youth-Oriented
Culture*


*Reflect the
Creative Energy
of the City*

*More edgy,
disruptive
approach aligned
with millennials*



*Not a demographic
it's a psychographic*






artistic



creative



A collection of vintage hand tools is arranged on a dark wooden surface. The tools include a large pair of metal pliers on the left, an axe with a wooden handle in the upper center, a claw hammer with a wooden handle in the center, a utility knife below the hammer, a pair of worn leather gloves on the right, and a metal cup in the bottom right corner. The text "maker movement" is overlaid in the center in a white, italicized font.

maker movement




curated




crafted

something old





something new

A close-up photograph of a wooden desk. On the desk, there is a small, square, light-brown notebook with a subtle embossed logo on its cover. Two black rulers are placed on the desk, one horizontally and one vertically, framing the notebook. A white pen with a black tip lies on the desk to the right of the notebook. In the background, an orange chair with a white metal base is visible. The desk is made of light-colored wood with a visible grain. The floor is also made of light-colored wood.

hand-made



tactile



authentic

A close-up photograph of a hand holding a smartphone. The phone's screen displays a high-angle view of a city with a large body of water, possibly a bay or harbor, under a clear sky. The word "connected" is written in a white, italicized serif font across the middle of the screen. On the right side of the phone's bezel, there are several status icons: a lightning bolt with "off" below it, "HDR" with "off" below it, and a camera icon at the bottom right. The background is a soft, out-of-focus blue and white gradient.

connected



fashionable



A young child with light brown hair and a patterned scarf is seen from behind, looking out over a busy city street. In the foreground, a person wearing a blue helmet and a light blue shirt is also seen from behind. The background is filled with a large bus, several motorcycles, and other pedestrians, all slightly out of focus. The word "worldly" is written in a white, cursive font across the child's head.

worldly



expressive

KINGSTON

— *fresh made daily* —

KINGSTON
1000 Islands
**FRESH
MADE
DAILY**



“We built a competitive positioning for Kingston that is rooted in a forward-thinking marketing approach in a voice that is non-commercial, experiential, authentic and shaped by local Curators and Creators.”

ERS 'N SHAKERS!

#YQK
Greg Klassen
Twenty31



Steeped in history yet always changing. Where culinary, culture and creators meet.

Your journey starts here.



The Opportunity

Tourism

- Product development
- Festival development
- Infrastructure

Economic Development

- Creative industries thrive
- Entrepreneurs, investors & employees move to Kingston

Community Development

- Creative programs thrive; residents engaged
- Build pride in community - a great place to live & work

The Strategy

- Understanding the audience and their values
- Uncovering the truth about Kingston
- Enabling our story to be shared
- Delivering on the brand promise
- Consistent, focused messaging
- Cohesive strategy; product development, promotion, experience

Engaging the Creative Community

*Vince Perez
Everlovin' press*



*Food
&
Drink*

Music

Museums

Art

*Crafts &
Artisans*





A guide (and love letter) to Kingston's creative scene by its resident makers

The MAKER's GUIDE to Kingston



visitkingston 4h



We're here at the [@ramadakingston](#) making beautiful bound notebooks with [@studiopetabooks](#)

WOLFE ISLAND MUSIC FESTIVAL



BACK TO THE FARM

JUST A BIG OL' FIELD PARTY
WITH LIVE MUSIC,

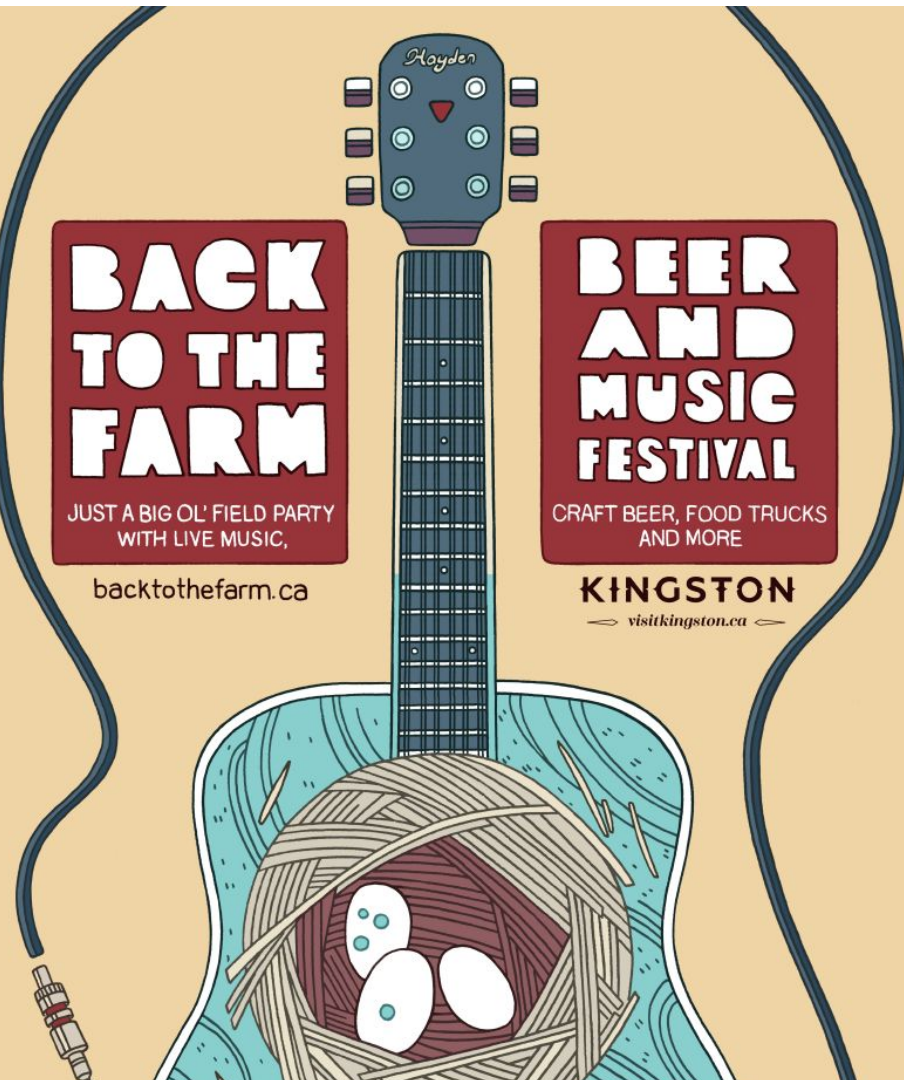
backtothefarm.ca

BEER AND MUSIC FESTIVAL

CRAFT BEER, FOOD TRUCKS
AND MORE

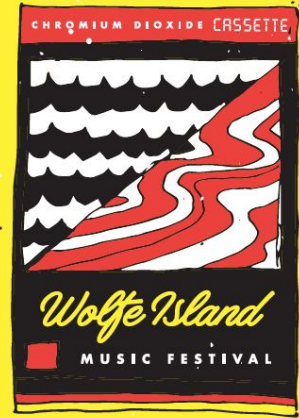
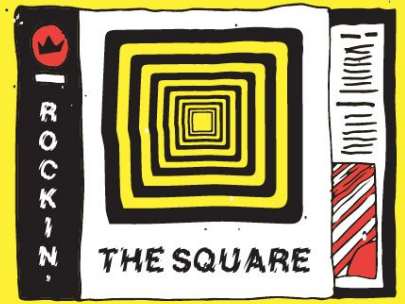
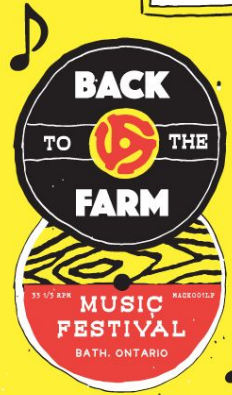
KINGSTON

— visitkingston.ca —



ELECTRIC CIRCUITS MUSIC FESTIVAL

electriccircuits.org





5 Local Music Festivals That Define Kingston

By Nick Pearce



Kingston Live, Episode 5: A Summary

By Tianna Edwards



KINGSTON LIVE PODCAST: 2019 SUMMER MUSIC FESTIVAL ROUNDUP

While Kingston is arguably the best city in Canada for live music year-round, in the summertime, Kingston plays host to a multitude of world-class live music festivals that draw people from across the province – and even across the border – out to celebrate the season. From jazz and blues to buskers and beer, if ...



Insider Itineraries: Abroad @ Queen's Dakota Kenwood

By Kingston Accommodation Partners

Local Voices

Makers of Kingston Video Series

- Marnie McDiarmid, Ceramist
- Nick Allinson, Woodworker
- Tom Schmidt, Spearhead Brewery
- Ian Wong, Pianist
- Ryan Lewis, Music Producer
- Whitney Haynes, Jewellery Designer
- Vince Perez & Julian , Graphic Artists
- Smitty of Kingston, Musician
- Audrey Brown, Chocolate Maker
- John Clark, Kingston Sail Loft
- Eric Brennan, Otter Creek Farms



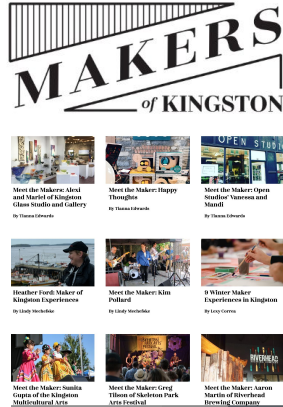
Marney McDiarmid

Makers of Kingston

Videos &
Stories



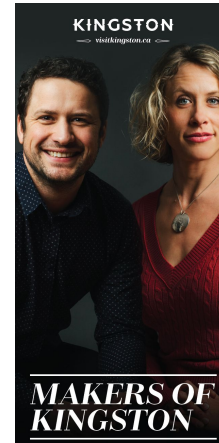
Micro Site
&
Campaign



Maker
Events,
Maps &
Guides



Industry
Events &
Promotion





Kingston Sail Loft

Leveraging Brand Position
for Tourism & Economic
Development



*“There's real
possibilities in
Kingston Makers
Kingston for
things to
happen.”*

Tourism & Economic Development Alignment



Audience
Profiles

Content
Strategy

Creative
Thematic

KINGSTON

— Ontario, Canada —

**VISIT
KINGSTON**

**LIVE
AND WORK**

**DO
BUSINESS**

KINGSTON MUSIC
What's Your Gig?
[See What's On](#) →

KINGSTON
← fresh made daily →

MAKERS OF KINGSTON
Hand-made and bespoke
[Meet the Makers](#) →

Eat + Drink See + Do Events Stay Packages Plan The Insiders Q

MAY
06

[What's Happening](#) → Monday Night Jazz @ Musiikki Cafe 7:00pm



EVENTS + HAPPENINGS

10 Can't-Miss Concerts in Kingston This May

Jordan Whitehouse



SPORTS + OUTDOORS

Athletes of Kingston: Selena O'Hanlon

Ian MacAlpine



ARTS + CULTURE

Insider Itineraries: Rosalyn Gambhir

Kingston Accommodation Partners



Meet the Maker: Happy Thoughts

By Tianna Edwards



AquaTerra's Afternoon Tea

By Lexy Correa



A GUIDE TO MUSEUMS IN KINGSTON

With more than 20 museums, it's safe to say Kingston packs the

Athletes of Kingston:
Robert Davis



All of the Tragically
Hip's Albums:
Ranked



Athletes of Kingston:
The Rez Girls



8 Festivals to Hit
This May in Kingston



COST OF LIVING
Compare the costs of living
[View Tool](#) →

KINGSTON

← Ontario, Canada →

FIND YOUR CAREER
Discover your perfect job in Kingston.
[View Tool](#) →

Living Working Learning Experiencing



Find Your Dream Career



Find Your Neighbourhood



Map of Amenities



Walking Kingston
By Michelle McShane



Top 6 Places To Go Kayaking in Kingston



WHERE TO BRUNCH IN THE YGK

Oh, brunch. That glorious meal enjoyed on a lazy weekend morning when calories don't count and mimosas and Caesars are mandatory. When I was assigned to write about Kingston's best brunch spots I think I let out a faint squeal in anticipation of eating all the eggs benny and

MEET THE MAKER:
HEATHER FORD



Meet the Maker: Nick Allinson



Meet the Maker:
Jenny Perkin



Meet the Maker:
Audrey Brown

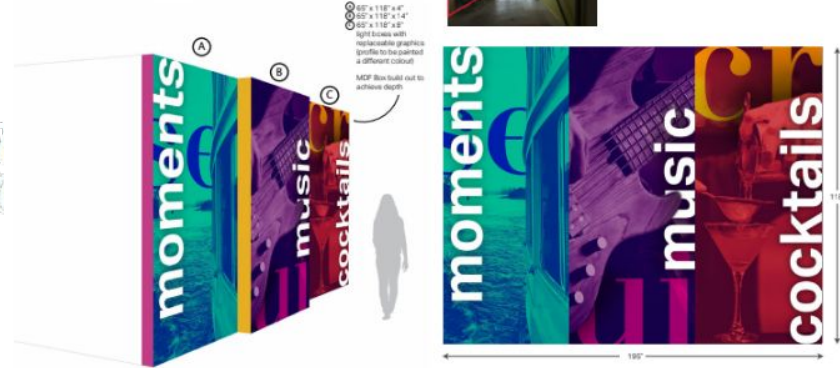


Shared Projects





7 CONCOURSE TO DEPARTURE LOUNGE
 COST: \$23,815





Challenges & Opportunities

Challenges

- Municipal brand initiative
- Stakeholders are always changing
- Internal communication, varying opinions
- Community branding versus destination marketing

Opportunities

- Building community pride
- Research - key to validating brand resonance
- Queen's University collaboration
- IDS alignment with municipal priorities
- Downtown Retail - Business Retention & Expansion Survey
- Manufacturing industry as a tourism asset
- International Markets



thanks!

Alphabet®