



SQUAMISH BRAND ENHANCEMENT PROJECT

Presenters.

SQUAMISH BRAND ENHANCEMENT PROJECT

Lesley Weeks - Executive Director, Tourism Squamish

Jeff Cooke - Board Member, Squamish Chamber;
President, SORCA; & business owner

Glenn Davies - President, Downtown Squamish BIA; and
business owner

Tsawaysia Spukwus - Squamish Nation Educator

Brand team.

SQUAMISH BRAND ENHANCEMENT PROJECT



Brand team.

SQUAMISH BRAND ENHANCEMENT PROJECT

320+ years of marketing experience

270+ years in Squamish

550+ hours of volunteer hours...& counting

Why did we do this?

SQUAMISH BRAND ENHANCEMENT PROJECT

Accelerate economic development

Enhance community pride

What did we do?

SQUAMISH BRAND ENHANCEMENT PROJECT

1143 Survey responses

300+ Pages of survey data

We heard from you!

What we learned?

SQUAMISH BRAND ENHANCEMENT PROJECT

Outdoor Lifestyle

Youthful, active, vibrant & creative

Natural surroundings

Unscripted

Entrepreneurial

Proud & respectful of our heritage

Brand strategy.

SQUAMISH BRAND ENHANCEMENT PROJECT

What makes a great brand strategy?



What's compelling about Squamish?

SQUAMISH BRAND ENHANCEMENT PROJECT

3500 Routes & problems.

ROCK CLIMBING



200 Trails.

MOUNTAIN BIKING



Prime wind conditions.

KITE BOARDING



Provincial parks, lakes & rivers.

WORLD CLASS SCENERY



Bald eagle viewing.

NATURE AT YOUR DOOR STEP



What's unique about Squamish?

SQUAMISH BRAND ENHANCEMENT PROJECT



This.

ACTIVITIES WITHIN 10 MINUTES OF EACH OTHER

FISHING

WHITEWATER
RAFTING

HORSEBACK
RIDING

MOUNTAIN
BIKING

KITE
BOARDING

TRAIL
RUNNING

KAYAKING

MOUNTAIN
CLIMBING



Our brand position.

SQUAMISH BRAND ENHANCEMENT PROJECT

To youthful, intelligent, and active people who highly value outdoor activity and their connection with their natural surroundings, Squamish is the community that has, within 10 minutes, more breathtaking outdoor adventure opportunities than any other community in Canada.

Our brand position.

SQUAMISH BRAND ENHANCEMENT PROJECT

To youthful, intelligent, and active people who highly value outdoor activity and their connection with their natural surroundings, Squamish is the community that has, within 10 minutes, more breathtaking outdoor adventure opportunities than any other community in Canada.

Our brand position.

SQUAMISH BRAND ENHANCEMENT PROJECT

To youthful, intelligent, and active people who highly value outdoor activity and their connection with their natural surroundings, **Squamish is the community** that has, within 10 minutes, more breathtaking outdoor adventure opportunities than any other community in Canada.

Our brand position.

SQUAMISH BRAND ENHANCEMENT PROJECT

To youthful, intelligent, and active people who highly value outdoor activity and their connection with their natural surroundings, Squamish is the community **that has, within 10 minutes, more breathtaking outdoor adventure opportunities than any other community in Canada.**

Our brand promise.

SQUAMISH BRAND ENHANCEMENT PROJECT

You can experience the world's most epic outdoor adventures — from sea to sky — all within 10 minutes of one another.

Key challenges.

SQUAMISH BRAND ENHANCEMENT PROJECT

- Be clear on who we are
- Where is everything?
- Fix downtown and waterfront access
- Protect and improve our outdoor activities
- More things to do at night
- Well paid local jobs
- Highway sprawl
- Disconnected neighbourhoods

What we have done!

SQUAMISH BRAND ENHANCEMENT PROJECT

- We have surveyed our community
- We learned a lot about who we are...
- ...And what's truly unique about Squamish
- This all led us to our Brand Strategy



SQUAMISH

BRITISH COLUMBIA



SQUAMISH

HARDWIRED FOR ADVENTURE

HARD
WIRED
FOR
ADVENTURE



SQUAMISH
BRITISH COLUMBIA

A group of people are white-water rafting down a river. They are wearing helmets and life jackets, and are splashing water. The scene is dynamic and energetic.

Hardwired for Adventure



SQUAMISH

BRITISH COLUMBIA



Hardwired for Adventure



SQUAMISH

BRITISH COLUMBIA

A group of four people, two women and two men, are participating in a water activity. They are wearing rain gear: a yellow jacket with a colorful striped hood, a red jacket, a grey jacket with a black cap that says "BLUE WATER SYSTEMS", and a dark blue jacket with a baseball cap. They are holding black and green plastic pans and are pouring water from them into a large wooden trough. The background shows a wooden structure with beams and a building with windows.

Hardwired for Adventure



SQUAMISH

BRITISH COLUMBIA

HARDWIRED FOR ADVENTURE



SQUAMISH

BRITISH COLUMBIA

HARDWIRED FOR ADVENTURE



SQUAMISH

BRITISH COLUMBIA

The action plan.

SQUAMISH BRAND ENHANCEMENT PROJECT

- Built by the community for the community
- 55 recommendations
- Chronological order
- e.g. comprehensive wayfinding system... includes gateway signs, highway banners, connecting hubs via trails, downtown business signage, and more

Wayfinding & Signage.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN



CONCEPTS ONLY.

Wayfinding & Signage.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN

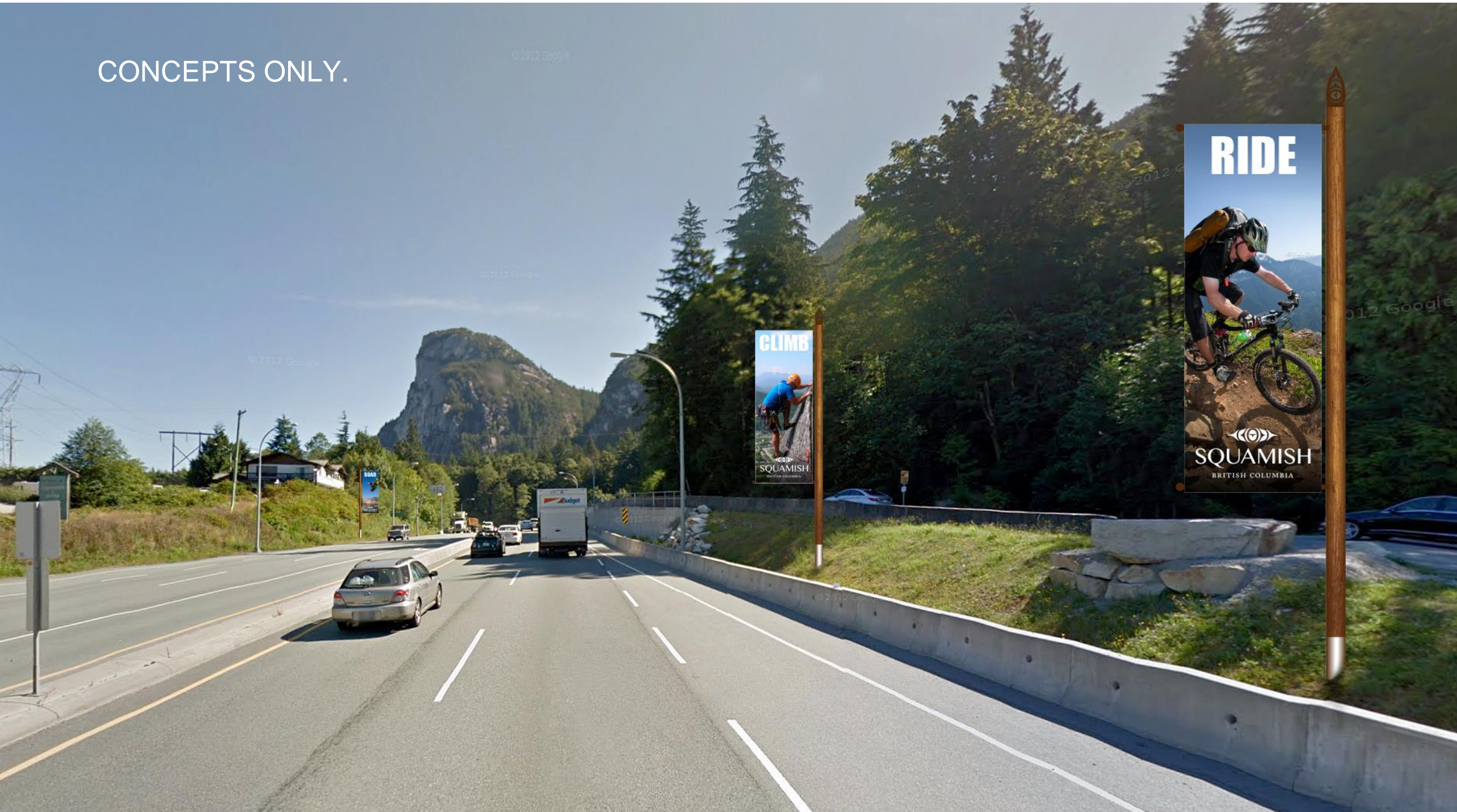


CONCEPTS ONLY.

Wayfinding & Signage.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN

CONCEPTS ONLY.



Make downtown awesome.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN



Better support our outdoor product.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN

Better waterfront access, parking, restrooms, continued support trail maintenance for example, balance the development and harvesting of forested lands to protect our recreation assets.

Focus and align marketing.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN

Manage transition to the new brand

Utilize creative and cost effective ideas

i.e. Social media, guerrilla marketing, APPS

Let's make it happen.

BRANDING, DEVELOPMENT & MARKETING ACTION PLAN

Recruiting new businesses and organizations that align
with our Brand Promise and identity—
Hardwired For Adventure!



SQUAMISH

One mind. One body. One spirit. One Squamish.



SQUAMISH

BRITISH COLUMBIA