

## New look for Brampton Downtown Development Corporation

Wednesday April 1 2009

By PETER CRISCIONE

The Brampton Downtown Development Corporation (BDDC) has embarked on a new marketing campaign officials hope will inspire people's imagination.

"Imagine it here" is the centerpiece of a new vision set out by the BDDC, an organization geared, in part, to attracting new investment to the city's downtown core.

Karen Campbell, BDDC president, said up until the official launch of the new brand there really wasn't a "consistent image" the organization could build a promotional strategy around.

The tag line and new logo (four multi-coloured horizontal bars topped with a swirling ribbon) represents all the elements that make downtown Brampton unique, Campbell said.

"I saw this really as a first step in developing our new marketing strategy, our marketing campaign," Campbell told The Guardian.

The new look for the BDDC was driven by the idea downtown Brampton is a dynamic place worth celebrating. In developing the new look, Campbell said a survey was circulated asking businesses and residents what their perception of the downtown is.

Most people who responded to the survey (75 per cent) believed downtown Brampton is a place for special events and celebrations, and a centre for arts and culture for the city.

Based on that feedback, the organization began work on building a brand that captured those themes.

The BDDC used marketing company Interkom out of Burlington to help develop the campaign.

The firm has done work for William Osler Health Centre Foundation, Brampton Library, Rose Theatre and the city's Economic Development Office.

"We picked up those two themes and (decided) that is what we are going to build our brand around: the downtown as a centre for arts, culture, entertainment and special events," said Campbell noting the colourful banners in the new logo reflect this.

Each colour (orange, blue, yellow and green) symbolizes the elements that make downtown Brampton distinctive: arts and culture, heritage, business and community.

The white ribbon featured in the design is supposed to reflect how these elements combine to make a great city centre, she said.

The colours and tag line 'Imagine it here' also reflect the positive image for the future of downtown Brampton.

"The downtown is evolving and it has a lot of potential that still hasn't been realized yet. It's certainly on its way with the new condominium development, and of course the Rose Theatre, and those are all great things that are happening," Campbell said. "But we also recognize we haven't made it yet. So 'Imagine it here' is more about trying to visualize the future potential of the downtown."

Campbell said the response to the new BDDC "look" has been positive.

The BDDC has so far spent \$15,000 toward rebranding efforts.