

Brampton Where? City trying to sell itself with new ad campaign

The Brampton Guardian

Thursday March 5 2009

Pam Douglas

BRAMPTON - All Roads Lead to Brampton no more.

The popular marketing campaign adopted by the City of Brampton some years ago is about to be replaced by a new “professional and provocative” campaign.

Portions of the new campaign, which uses words within words to get the city’s message out, were unveiled to Committee of Council this week by Economic Development Director Don Eastwood.

“Today, we definitely need a bold, fresh campaign,” Eastwood told councillors, referring more than once to the economic climate worldwide.

The city used east coast advertising company m5 Marketing Communications to develop the campaign.

It will be rolled out slowly, with “teasers” to build anticipation, Eastwood said.

Probably the most high-profile representation of the old campaign— the billboard at Pearson International Airport— will be replaced with the new campaign slogan— Brampton Where? The word “here” in “Where” is highlighted in a different colour in the slogan and answers the question, Eastwood said.

Similarly, other slogans can be read two different ways: B(ramp)ton (it up)?; A (work)force to be reckoned with; (Available) L(and) (Waiting); Re(no)unce (red tape); We’ve got (aero)space for you.

“This is very impressive. Absolutely fantastic,” said Councillor Paul Palleschi.

Councillor Grant Gibson said he was impressed, too, and pointed out it fits well with the Brampton Downtown Development Corporation’s new ad campaign theme, “Imagine it here”. He said the colours used in the campaigns are similar, too.

“It’s all very complimentary,” he said.

A different ad agency was used, and the two did not consult, but Gibson said it shows, “We’re all together in the way we’re thinking.”

Eastwood said the city campaign focuses on sending the message that Brampton is a leader and a “brand”. It aims to create a feeling of momentum, exude confidence and attitude, and be different, he said.

“There’s nothing wrong with being a bit edgy, especially in times like this,” he said. Advertisements using the new slogans will appear on Canada’s national television stations, in print ads in the United States, and there will be a Web site set up.

It is all in the name of catching the attention of major businesses around the world in the hope of convincing them to set up shop here or expand their operations here.