

Ottawa Place Branding Initiative

The City of Ottawa and Ottawa Tourism, in collaboration with Destination Think!, have been working to define and develop Ottawa's Place DNA™. Understanding what defines Ottawa as a great place to live, work, play, invest, study and visit, creates opportunities to enhance Ottawa's reputation through the sharing of stories and experiences that stem from the city's identity.

Phase I of the project included extensive research and consultation to uncover the attributes that define Ottawa. These findings led to the development of Ottawa's Place DNA™.

Phase II included the development of a Brand Framework and Brand Themes that provide the foundation for all external communication and storytelling about Ottawa. The final Phase II deliverable was the Brand Storybook which provided a detailed roadmap to deploy Ottawa's Place DNA™ to marketers, communicators and storytellers from businesses and organizations across the city.

The focus of **Phase III** is building a community of city brand ambassadors committed to using Ottawa's Place DNA™ to enhance Ottawa's reputation here at home and abroad through compelling communications and storytelling.

If you are interested in learning more about Ottawa's Place DNA™ and how you can begin using the Brand Framework and Brand Themes, please visit CanadaInOneCity.ca. You will find a variety of useful tools to help you become a brand ambassador for the city and enhance Ottawa's reputation as a world-class capital.

THANK YOU TO OUR PARTNERS

