



Canada in One City: sharing Ottawa's stories with the world

Brand content playbooks now available for local marketers, communicators, and storytellers

OTTAWA, June 14, 2019—Following an event today hosted by Ottawa Mayor Jim Watson to announce that Ottawa has reached the milestone of one million residents, Ottawa Tourism launched CanadaInOneCity.ca to share a new approach toward presenting Ottawa on the world stage, and to encourage people to enter a photo contest showcasing Ottawa's dynamism. Since 2017, Ottawa Tourism and the City of Ottawa have worked with international consultants Destination Think! to uncover Ottawa's unique attributes—our Place DNA™—and develop Ottawa's brand identity.

On the website, marketers, communicators, and storytellers in Canada's capital can find resources including a presentation slide deck, video, copy for newsletters, and social media content playbooks that reflect the results of this research. The goal is to align communication from local stakeholders to create the strongest message possible and build Ottawa's reputation with external audiences through storytelling. This research summarizes Ottawa's place brand as **Canada in One City**, which fulfils the promise that "Ottawa is where you can connect with Canada's soul."

"This is an exciting time for Ottawa, as we unveil this new place brand," says Michael Crockatt, President and CEO of Ottawa Tourism. "Announcing this new approach in conjunction with Ottawa reaching 1 million residents underscores the correlation between Ottawa's visitor economy and the residents who benefit from the spending of tourism dollars in our destination. In fact, visitors spend more than \$2.2 billion each year in our community."

The new place brand includes four broad themes which combine to create the idea of **Canada in One City**. The brand themes are explored at CanadaInOneCity.ca and can be found with excerpts below:

- **Canada's Village:** *"Whether it is your first time visiting, or where you have spent the last semester, or the last 10 years of your life living here, Ottawa welcomes you with a friendliness and accessibility unique to G7 capital cities that wield a similar level of economic and political might."*
- **Connect with Canada:** *"All Canadian cities are part of the fabric of the country, but not all cities are an embodiment of the country itself. In this regard, Ottawa is distinct. This is where you can connect with Canada at any moment in time. You can see beyond the present moment into what has been and what is yet to come."*
- **Joie de vivre:** *"It can be found in the joy of conversation, eating, travel, or celebration; it is the joy of living. Ottawans love to enjoy life, to live better, to find and pursue happiness in the place they call home and in its people."*
- **Ottawa's Legacy:** *"Both our physical and social cityscapes reflect Ottawa's many coexisting legacies. Each generation adds a new layer to our history. This city has long been home to changemakers, pioneers and those who can see beyond what is, to what can be... From policy, economy, and trade to culture, education, healthcare and the environment, fundamental Canadian values become reality in Ottawa."*

PHOTO CONTEST

The photography contest runs between Friday, June 14 and Friday, July 19. Canadians are encouraged to share photographs that showcase how they view Ottawa through the lens of the four brand themes above. Photographs can be submitted by tagging #MyOttawa and #CanadaInOneCity on Instagram or Twitter, or through a submission form at CanadaInOneCity.ca. A weekly winner will be chosen and awarded a \$50 gift card from local photography

store Henry's. At the end of the contest, four runner-up prizes of a \$250 gift card from Henry's will be awarded, along with a grand prize winner in each of the four categories, who will win a \$1,000 gift card from Henry's.



Michael Crockatt, President and CEO of Ottawa Tourism, and Ottawa Mayor Jim Watson with new population signage.

About Ottawa Tourism

[Ottawa Tourism](#) provides destination development and marketing, strategic direction, and leadership in cooperation with its members and partners, welcoming leisure travellers, business travellers, group tours, and conventions to Ottawa and Canada's Capital Region. Its goal is to support the local tourism economy, fueled by an estimated 11 million visitors per year and with \$3 billion in economic output for Ottawa, generating community wealth through tourism. Ottawa Tourism's vision is to offer the complete capital experience, tell the story of Canada, and get people talking.

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