

WHAT PEOPLE ARE SAYING ABOUT BRAND AUCKLAND

"Auckland is an important part of New Zealand's international tourism scene as it is often the first place many visitors experience when they arrive. The work being done by Brand Auckland will create more awareness of the Auckland region and add real value to the country's overall marketing efforts."

George Hickton

CEO, Tourism New Zealand

"Tourism Auckland has been a partner in the development of Brand Auckland from the start because we believe the time is right to have a strong destination brand that represents the whole of the Auckland region. We are committed to using this brand to continue to build Auckland's reputation as one of the world's most welcoming destinations for visitors."

Graeme Osborne

CEO, Tourism Auckland

"For an organisation marketing internationally to an industry that is highly creative and big business for Auckland, this brand is great. It's creative, bold and it screams Auckland so will add tremendous value for Film Auckland in our efforts to promote Auckland as a screen production destination."

Michael Brook

Executive Manager, Film Auckland

"With its red colour this brand takes Auckland beyond the New Zealand context and positions us at the very heart of the Asia Pacific region."

Ralph Cooney

Pro Vice Chancellor, University of Auckland

"The international market is looking for a single, well defined entity called Auckland and for the first time we have a brand that reflects that. It is a simple, clear brand identity for the whole of Auckland, designed to connect with key target markets and help attract investment, visitors and talent."

Greg Muir

Executive Chairman, Pumpkin Patch

"Brands are about more than just logos and tag-lines. They are about perception and projecting the values of an organisation - or in this case a region. This does that wonderfully - it is vibrant, edgy, contemporary....it IS Auckland. Its potential is unlimited!"

Bob Harvey

Mayor of Waitakere City

Chair, Auckland Mayoral Forum



“This brand captures the spirit of Auckland and will help give this city a strong and authentic presence in the world. It builds on the progressive message of central government's agenda on the economic and sustainable transformation of Auckland to create an internationally competitive city-region.”

Louise Marra

Director, Government Urban and Economic Development Office, Ministry of Economic Development

“Auckland's future is in positioning itself globally as a centre for innovation. This brand plays a pivotal role in telling Auckland's story, creating recognition, relevance and understanding that this is a place where ideas and new technologies really come to life.”

Helen Robinson

TZ1

“I think Auckland needs a brand like this to make people sit up and take notice of us. It's one thing to have a fantastic product but it another thing to successfully take it to market and get people excited about it. This brand might actually get Auckland out there and start to get people excited about it.”

Andy Hamilton

CEO, The ICEHOUSE

“The logo is strong, simple and memorable. I like the fact that it doesn't have a strap line. It's about Auckland and what we want to say about Auckland should not be limited by a slogan. It's flexible and can be used in a variety of ways. I like it.”

Alasdair Thompson

CEO, Employers and Manufacturers Association

“I have seen and experienced many developments in tourism during the decades I have devoted to the industry.

There was a time when the promotion of New Zealand as the destination was adequate to attract sufficient numbers of visitors to Auckland to satisfy our developing tourism sector. Now, with direct internet bookings and low cost, short haul carriers altering traditional distribution channels, we need to strongly identify Auckland as a destination itself, still within New Zealand, to ensure we achieve the maximum tourism spend and economic benefit for our substantial and fast developing tourism infrastructure.

This new brand will have a big impact on our ability to create a greater awareness of 'Destination Auckland' and will significantly support our marketing strategies in all our target markets”.

Rodney Walshe ONZM.

Chairman, Tourism Auckland



“Brand Auckland embraces Auckland’s new millennium attributes – diverse, expansive and multi-faceted, yet ambitious and collaborative. It’s a bold, imaginative and memorable brand that celebrates Auckland and invites you in.”

Ross Peat

Auckland Broadband Champion

“I like the potential of this. I think it will start a dialogue about Auckland with a wide range of important audiences. It could have a big future.”

Pete Rive

Founder/CEO LaunchSite

“When I look at the logo I see Pacific Island elements in the colours, the shapes and the design. They remind me of movement and migration. They conjure images of woven mats or the beating and shaping of tapa cloth. Tapa is the transformation of raw tree bark into an elegant cloth. Maybe this reflects Auckland’s ongoing transformation.”

Ulu Alono

Chairman, Pacific Island Chamber of Commerce

“A brand isn't just a logo or design indulgence. It needs to capture the essence of the product, service, or place. Probably the last of these is the toughest - capturing the heart and soul of a region as diverse as Auckland. The new expression of our tourism gateway does this brilliantly. It captures our festival nature; the celebrations, the diversity, the energy, and the passion of the people. It is now up to all of us - individuals, businesses, and local government - to ensure we get behind our new Auckland brand and deliver.”

Steve Bayliss

General Manager Marketing, Air New Zealand

“I am a passionate Aucklander who believes that Auckland can be a world-class city. We need to transform Auckland from a gateway to a world class destination. I believe this brand provides the platform to articulate our identity and provide visitors a sense of sophistication and cohesiveness.”

David McConnell

Managing Director, McConnell Group

