

QUESTIONS AND ANSWERS

What is a destination brand?

It is a set of tools designed to build the reputation of a place. It can include a logo, other visual tools, a slogan, a story or all of these things. Successful examples of destination brands include London, Melbourne, Amsterdam and New York City. Countries also have destination brands and New Zealand and Australia are two successful examples.

Whose idea was this?

It came out of the Auckland Regional Economic Development Strategy in 2002 and was strongly recommended again by a team of international experts when they reviewed Auckland's economic progress in 2006. It was one of the actions in the Metro Project Action Plan developed by the Auckland Regional Economic Development Forum and launched by the Prime Minister in 2006.

What is the Metro Project Action Plan?

The Metro Project Action Plan is a plan containing 31 actions designed to boost Auckland's economy. It was developed by the Auckland Regional Economic Development Forum following recommendations from an international team of experts and input from a wide cross section of Auckland leaders.

Why does Auckland need a destination brand?

The rest of the world see the Auckland region as one entity but there has never been a single coherent, consistent brand that represents the whole of the Auckland region. Such a brand is necessary for Auckland to compete with other cities for investment, talent, visitors and business.

Why does Auckland need yet another logo?

This brand is not just about a logo. Before this, Auckland has never had a brand that is for the whole of the Auckland region that promotes Auckland as a destination to live, work, visit or invest. As well as a logo this brand has a story which talks about Auckland and all it has to offer. This story will be used to build Auckland's reputation throughout the world. Other cities like London, Melbourne, Amsterdam and New York City have developed brands for the same reason and it has been very successful for them.

What is this destination brand about?

It's about presenting a consistent and coherent image of Auckland and using that to build Auckland's reputation to Aucklanders, around New Zealand and throughout the world. The brand will be used to promote Auckland as a destination to live, work, visit, invest, study and do business.

What is wrong with the city of sails?

The city of sails will always be a part of Auckland but it was never intended to be, and has never been, a brand for the whole of the Auckland region. The Auckland brand is designed to be able to talk about the vast array of things Auckland has to offer including the city of sails. For some people Auckland will always be the city of sails but it has much more to offer and that is what this brand is about.



Will existing brands like “The Eco City” and “City of Sails” disappear?

No. Brand Auckland has been designed to use as an umbrella brand for the region and so it can still be used with these other successful brands. It has been deliberately developed without a strap line so that it fits seamlessly with other brands. It is designed to add value to other brands and campaigns.

Who chose what the brand looks like?

The development of the brand was team effort between Tourism Auckland, AucklandPlus, Ministry of Economic Development, New Zealand Trade and Enterprise, Air New Zealand and Auckland Regional Council. Brand specialists Designworks actually did the design work for the logo and other visuals.

Was there any public consultation?

A huge part of the work done to develop the brand was research and consultation. This included interviews, workshops and surveys done as part of the brand project. We also drew on a whole raft of reports, surveys and material about Auckland that already existed. So a very wide range of views from Aucklanders and beyond was taken into account.

Isn't this just a new logo and nothing else?

The logo is only a part of the brand. It has its own visual style and a strong, compelling story that talks about Auckland's many attributes. If people want to get a real feel for the brand visit www.brandauckland.com and read the story or listen to Oscar Kightley tell it. The brand is a vehicle for telling all of Auckland's stories and more stories will be added over time.

What is behind the design of the logo?

The character of the brand was the result of input from a wide range of Aucklanders (including people from the arts sector, local government, sportspeople, business people and community groups). Their input shaped how this brand talks about Auckland and from there the logo was designed. It is intended to express Auckland's spirited, energetic character and the fusion of cultures here.

Why is it red and orange – not blue?

When we talked to people about what colours best represent Auckland, the discussion quickly moved from the traditional blue to these type of colours – red / orange / yellow. People saw them as representing the spirit, culture and dynamism of Auckland that has developed as a result of our rich cultural mix. There are actually a range of colours for the logo including a rich oceanic blue.

What good will this brand do?

People will see a consistent and memorable visual representation of Auckland and be told a consistent and compelling story about what Auckland offers. These are both critical components of the brand. This strong consistent image of Auckland will help Auckland to gain recognition and enhance its reputation. This in turn will be good for tourism and business in Auckland. For example, the brand will help position Auckland as a major events destination and boost our ability to win major events for the region.



Who will benefit?

If we attract more tourists to Auckland, bring in more investors and increase our exports all of Auckland benefits through employment, through improved amenities for residents, a bigger range of events and other things for people to enjoy. Auckland is a big part of New Zealand's economy so if our economy improves that's good for the whole country.

Do other cities around the world have brands like this?

Successful examples of destination brands are London, Melbourne, Amsterdam and New York City. Sydney has just announced they are commencing a Brand Sydney project so we are a step ahead of them.

How will this brand be promoted worldwide and who will pay?

There are a number of organisations whose job it is to promote Auckland. For example, Tourism Auckland promotes Auckland as a destination for visitors; AucklandPlus promotes Auckland as a destination for investors; Film Auckland promotes Auckland as a destination for screen production. There are many others who are in the business of promoting Auckland and they will use the brand in the promotions they have planned.

Where will it be seen?

As well as the current Tourism Auckland domestic marketing campaign the new brand will be seen initially in

- Tourism Auckland promotional material (e.g. www.aucklandnz.com, The Auckland Guide)
- Film Auckland promotional material (Australia and Korea, October)
- The New Zealand Opportunities Expo in London (October)
- Tourism New Zealand rugby ball pavilion in London (November)
- International Netball tests at Vector Arena (September, October)
- LA Galaxy vs Oceania (Mt Smart Stadium, December)
- AucklandPlus promotional material for potential investors; www.aucklandplus.com
- www.auckland2011.com

What difference will it make for the rest of the country?

Auckland's success is New Zealand's success. Auckland is such a large part of the country's economy that if this helps Auckland to be more competitive it will be good for the whole country.

What about the Royal Commission? Isn't Auckland all going to change soon anyway?

The Royal Commission is about Auckland's governance. This brand is about Auckland, the place. Regardless of what the commissioners recommend and how many councils we end up with as a result Auckland will still be here as a place. It will still be called Auckland and will still need to compete with other city-regions around the world. This brand will be just as relevant after the Royal Commission as it is now.

The Royal Commission's office has been briefed on the Brand Auckland and the process done to develop it.

Will councils or anyone else have to use this brand?

Nobody will have to use it but already a number of organisations have agreed to use it and others are very keen to do so.



What if people don't want to use it?

The idea behind Brand Auckland is for people to see it working in tourism, major events and other areas and want to use it as they see the value of it. This way its use will spread. But nobody will be forced to use it.

Have all the councils bought into this brand?

Representatives from all of Auckland's councils have been briefed on Brand Auckland and we are working with them on how they can best incorporate the brand in a way that will add value to their activities and promotions. The response from councils has been positive and many of them are keen to start using the brand as soon as possible.

Who will manage the brand?

AucklandPlus will manage the brand.

What is AucklandPlus?

AucklandPlus is the regional economic development agency and is a business unit of the Auckland Regional Council. It has a mandate to promote Auckland as a destination for investment and undertake initiatives across the region to boost Auckland's business and export strength.

How will we know if this brand works for Auckland or not?

AucklandPlus will be managing the brand and will monitor its usage. A research programme will measure the impacts of the brand people's awareness of Auckland.

