

TIMELINE

2002 October: The Auckland Regional Economic Development Strategy (AREDS) identified the development of a regional brand for Auckland as a key initiative.

2006 May: An international team of experts, led by UK based Greg Clark, provides a global perspective on Auckland's strengths and weaknesses as part of the Metro Auckland Project. One of the team's 15 recommendations is "substantially enhanced regional identity and promotion is required in order to better communicate Auckland's distinctive appeal and to differential Auckland from other regions."

October: The Metro Project Action Plan to deliver key initiatives of AREDS is launched. The plan outlines 31 actions to transform Auckland's economy. Objective 3 of the plan 'Transform Auckland into a world-class destination' includes the development of a consistent and compelling regional brand identity.

December: Funding from New Zealand Trade & Enterprise confirmed for the development of a regional brand for Auckland. Brand agency (Designworks Enterprise IG) appointed following Request for Proposal process and selection by regional panel. Regional steering group established including representatives from Tourism Auckland, AucklandPlus, Ministry of Economic Development, Air New Zealand, Auckland Regional Council.

2007 February – June: Extensive primary and secondary research on the current positioning of Auckland domestically and internationally.

July – October: Research findings are analysed to identify Auckland's reputation and how it can be articulated clearly and simply. Focus groups give their opinion on the 'picture' of Auckland so far; how it's been defined and how it will be presented.

November: The building blocks underpinning the brand (the values and story) are signed off by regional steering group and a plan for bringing it alive approved.

2008 January – April: The brand is visually brought to life using a flexible design that shouts 'Auckland' loud and clear.

July: Brand visuals finalised and presented to the Regional Economic Development Forum

September: Regional brand scheduled for roll out using the regional tourism campaign platform featuring printed media, online and other supporting activities.

