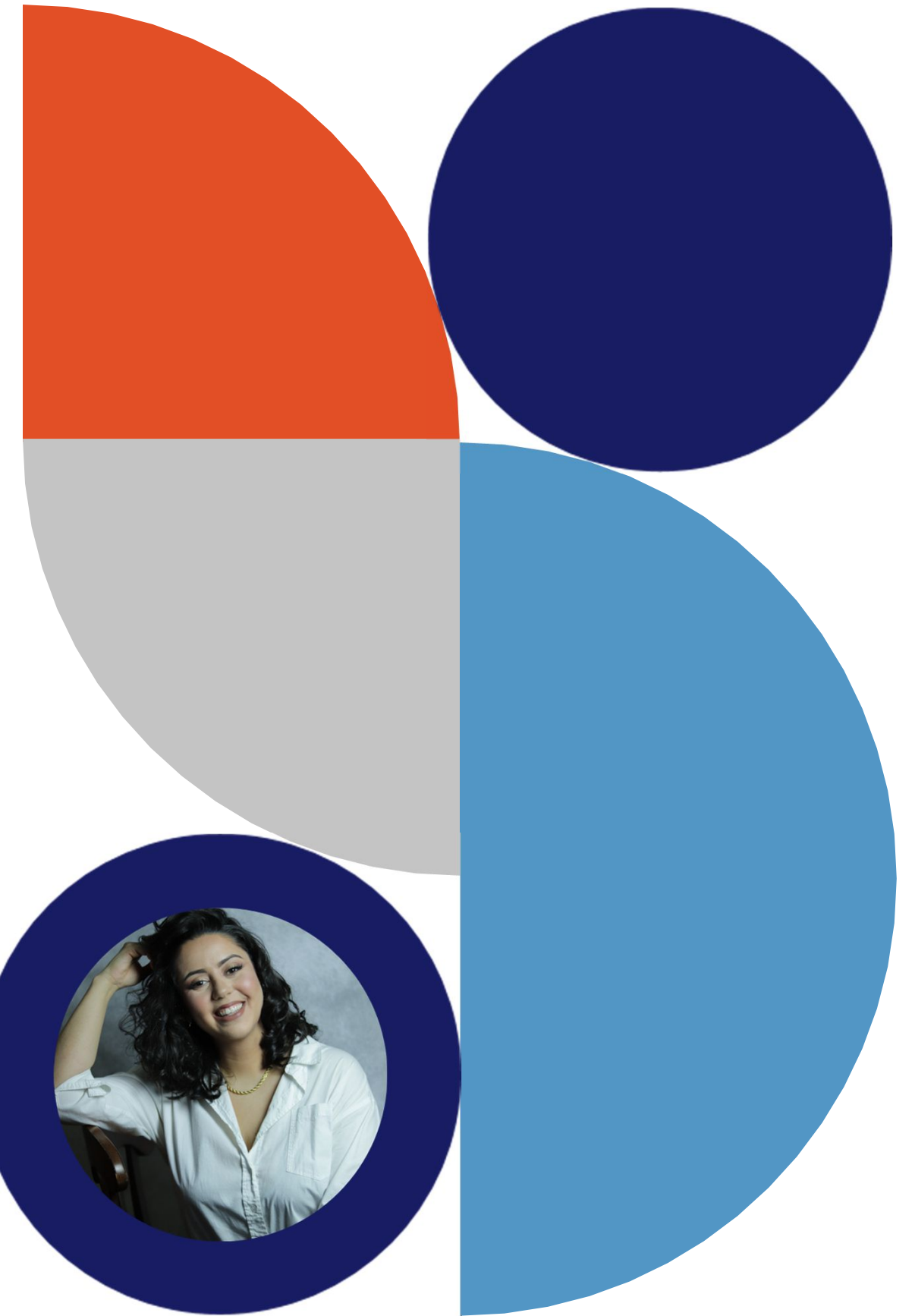


Elevating Community Pride through Strategic Branding

The MYBIA Success Story



Pam Cambuy
Business and Branding strategist
Midtown Yonge Executive Director



What makes a person choose one neighbourhood over another to live, work, and shop?

What makes them talk about that neighbourhood with pride?

Why should BIA's care?



LITTLE
JAMAICA



THE
DANFORTH



HILLCREST
VILLAGE



YONGE +
ST. CLAIR



MIDTOWN
YONGE



What is a BIA?

Am I the only person who's never
heard about it?



BIA's PRIORITIES



BUILD REPUTATION

Getting the community to understand the role BIA's

provided



DEEPEN RELATIONSHIPS

Connecting with members to help their business thrive, find

network with one another



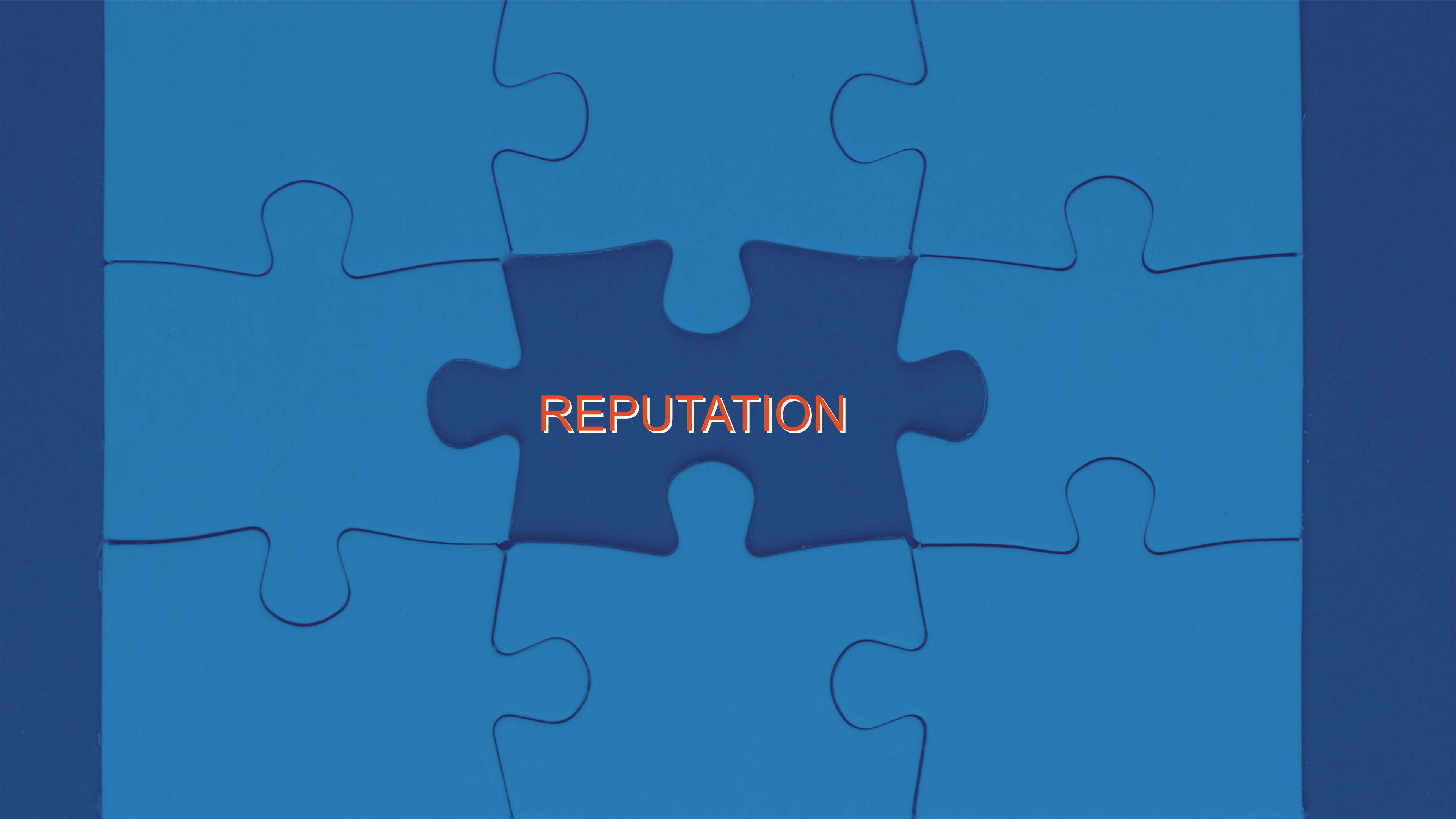
EFFICIENT USE OF RESOURCES

Different budgets require understanding of needs to



MIDTOWN YONGE BIA

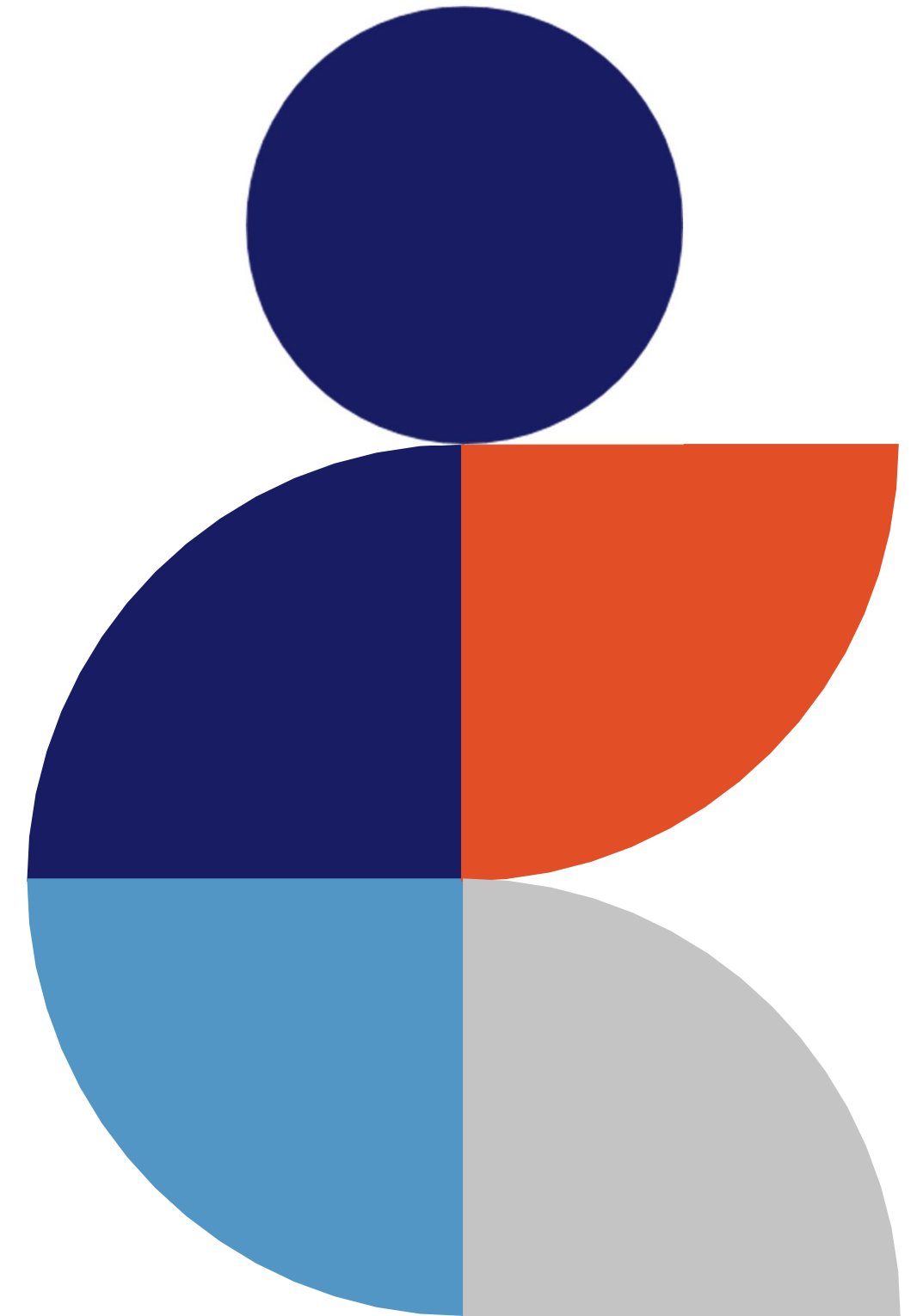


The image features a central puzzle piece, slightly darker in shade than the surrounding ones, which are arranged in a grid. The word "REPUTATION" is printed in a bold, sans-serif font across the center of this piece. The letters are white with a thin orange outline. The background is a solid, medium blue color.

REPUTATION

How can we turn Midtown Yonge into
a top of mind destination?

BRANDING



What a Brand ISN'T



a Logo



a corporate identity
system



a product or a service



A person wearing a red t-shirt and dark jeans is shown from the side, holding their stomach with both hands. The background is a solid blue color.

What exactly **IS**

A brand is a person's gut feeling about a product, service, or company. It's a **GUT FEELING** because we're all emotional, intuitive beings, despite our best efforts to be rational. It's a PERSON'S gut

individuals, not by companies, markets, or the so-called general public.

“a brand is not what YOU say it is.
It’s what THEY say it is.”

Marty Neumeier. The Brand Gap.

value system

commitment

mission

trust

respect

sincerity

relationship



Guess the brand



Guess the brand



WHAT
NEIGHBOURHOOD
IS THIS?



WHAT ABOUT
THIS ONE?



LAST ONE



From mass production



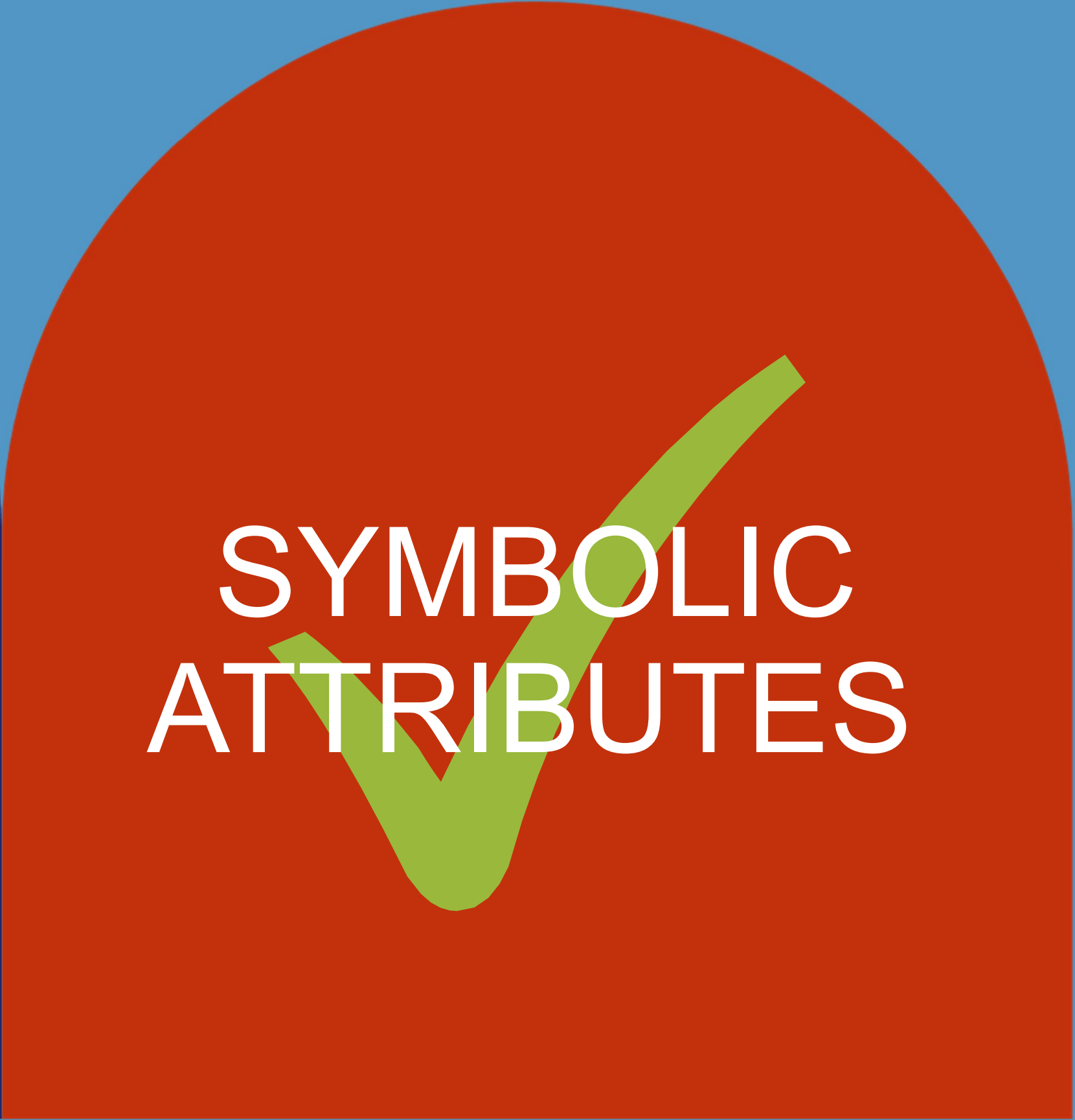
To mass customization



Our Purchasing Choices have Multiplied



FEATURES
AND
BENEFITS



SYMBOLIC
ATTRIBUTES

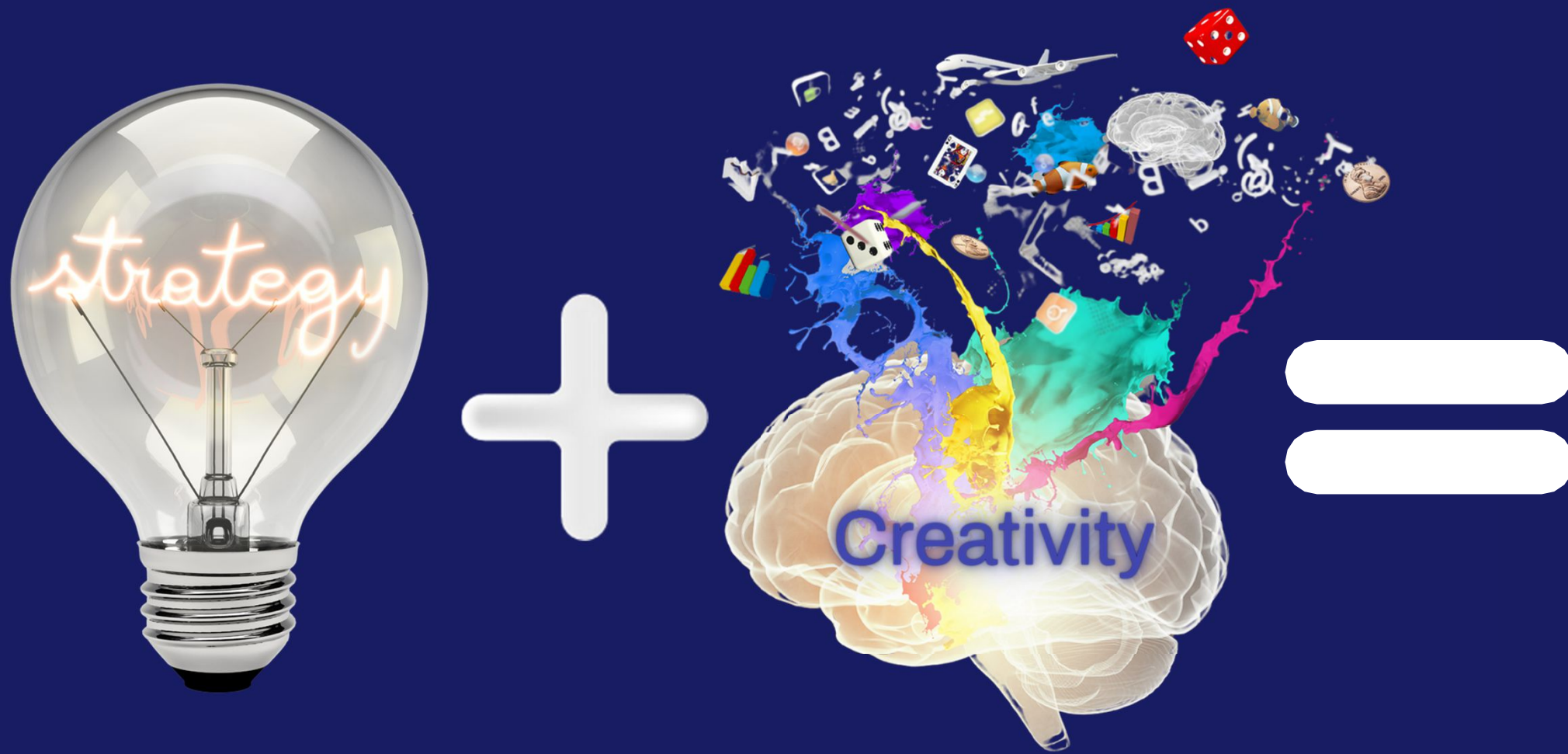


- What does the neighbourhood look like?
- Which “tribe” will I be joining if I go?
- How desirable is it?
- What are other people saying about it?

Unless your BIA has a clear and cohesive identity, you don't have a

A clear and cohesive identity helps communicate the brand's symbolic attributes, which in turn builds **TRUST.**

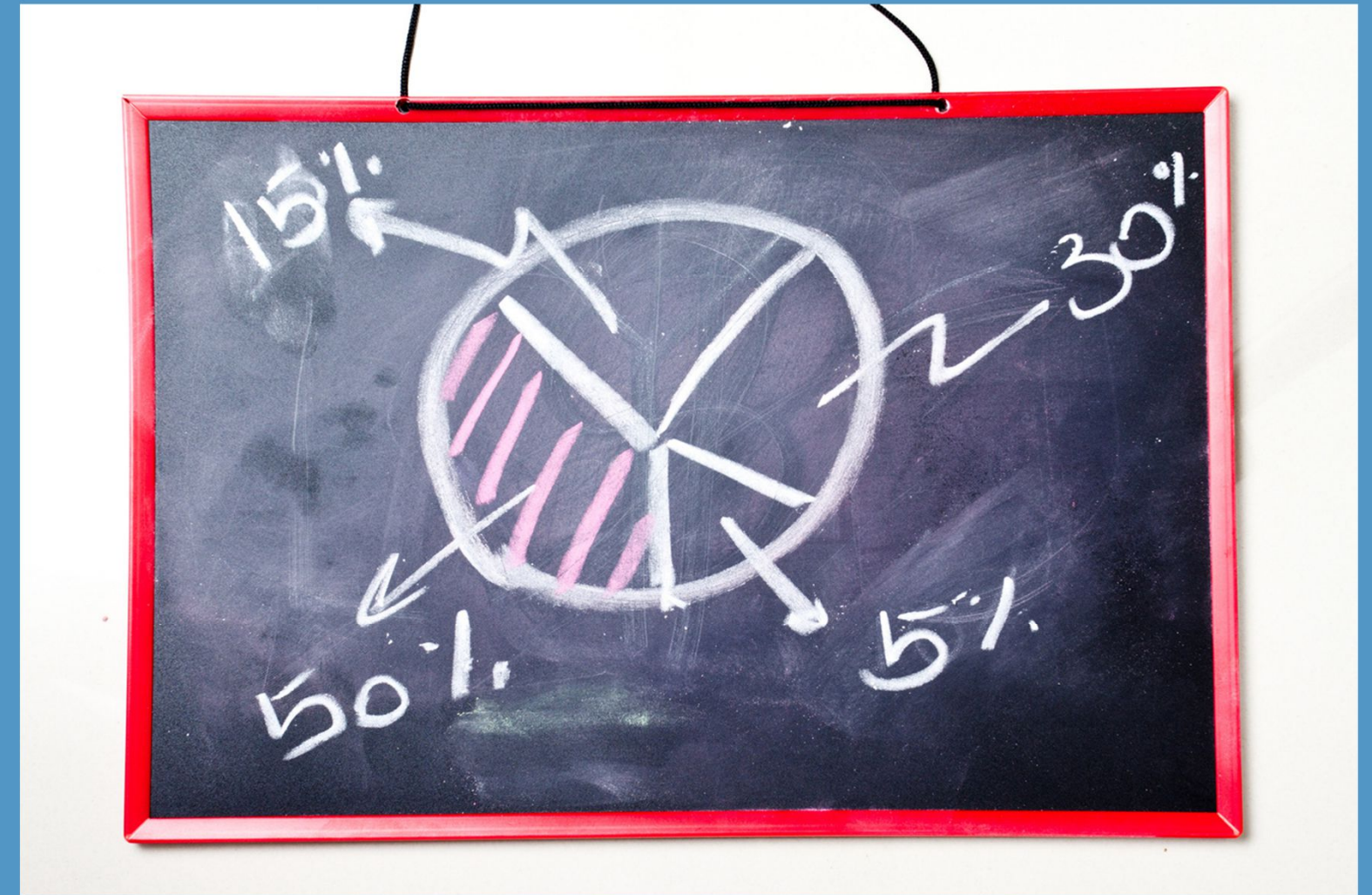
And how you do this?



A **charismatic brand** is one that people believe can't be replaced. These brands

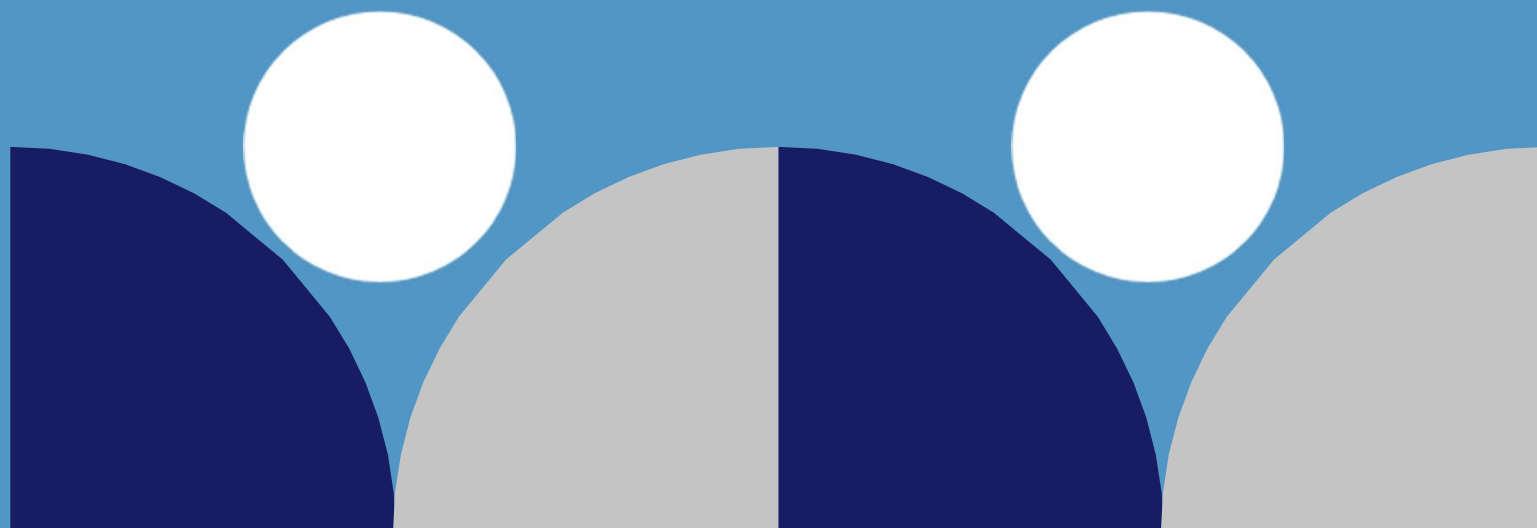
50%

or higher.



There are no dull products, only dull brands. Any brand, backed by enough courage and imagination, can become a charismatic brand. But first you need to master the five disciplines of branding.

Marty Neumeier. The Brand Gap



5 Disciplines of Branding

1 DIFFERENTIATE

While features, benefits, and price are still

experiences and personal identity are even more important.

2 COLLABORATE

The community of a

space it fits. It takes a village!

3 INNOVATE

Make sure the name of your brief,

easy to pronounce, likable, extendible, and protectable.

4 VALIDATE

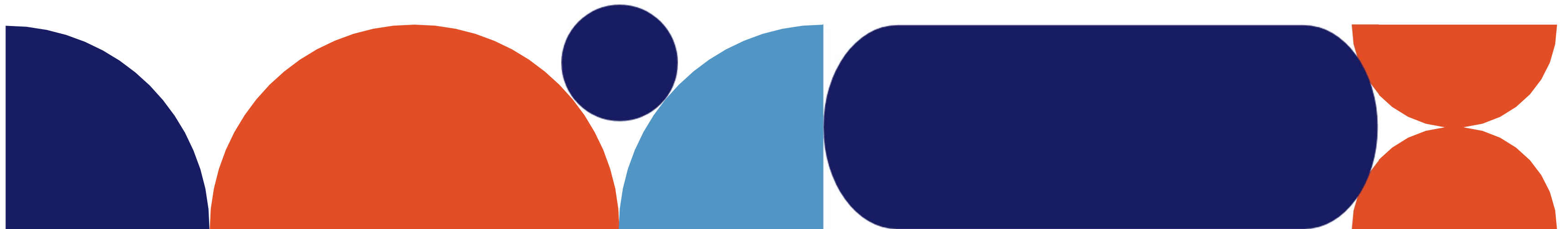
Transform your brand

monologue to a dialogue by getting feedback.

5 CULTIVATE

Your brand is not an

organism. Alignment, not is the basis of a living brand.





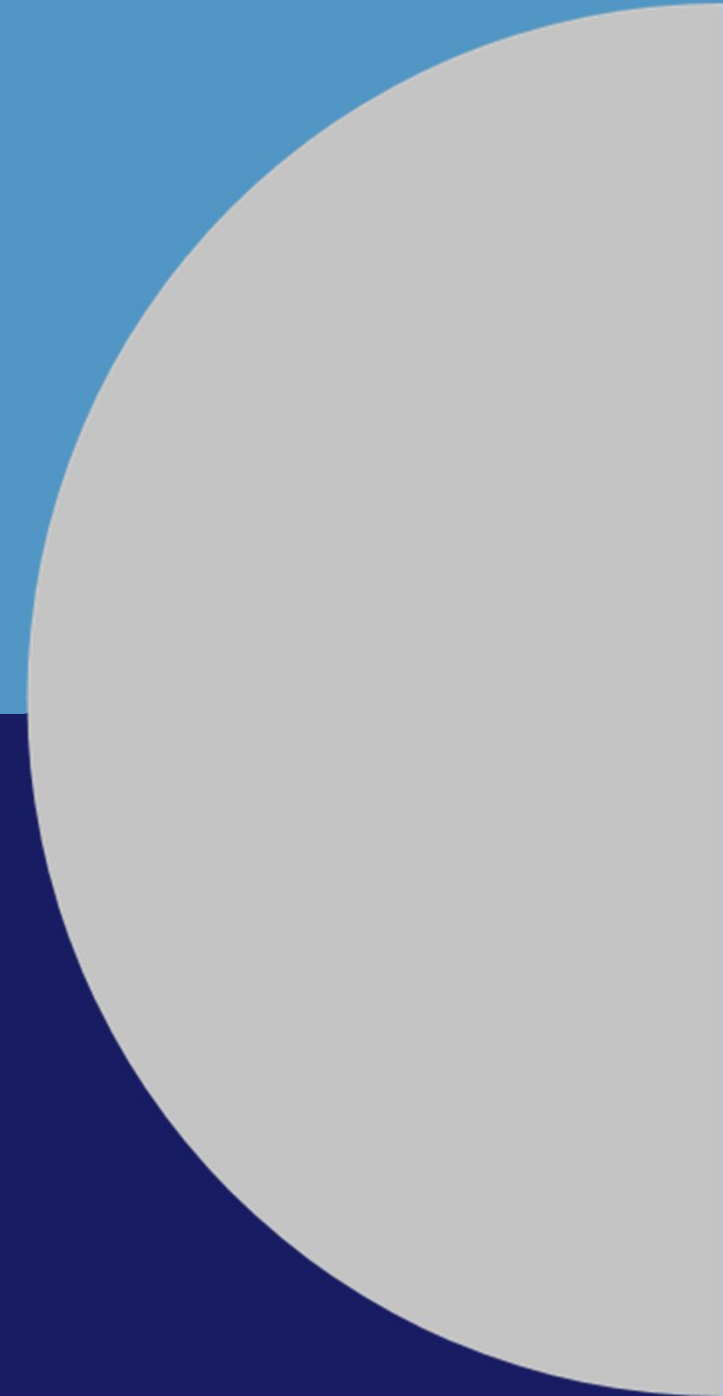
Creating MYBIA

STEP 1: NAMING

MIDTOWN YONGE
BUSINESS IMPROVEMENT
AREA



M + Y + B I A =
M Y B I A



STEP 2: DESIGN

Given the user
personas and goals

with a new logo, it's
secondary uses, new

follows:



Orange: invokes feelings of
optimism, confidence, enthusiasm,

represents the BIA's soul

Blue: invokes feelings of trust, loyalty,
sincerity, wisdom, stability, and

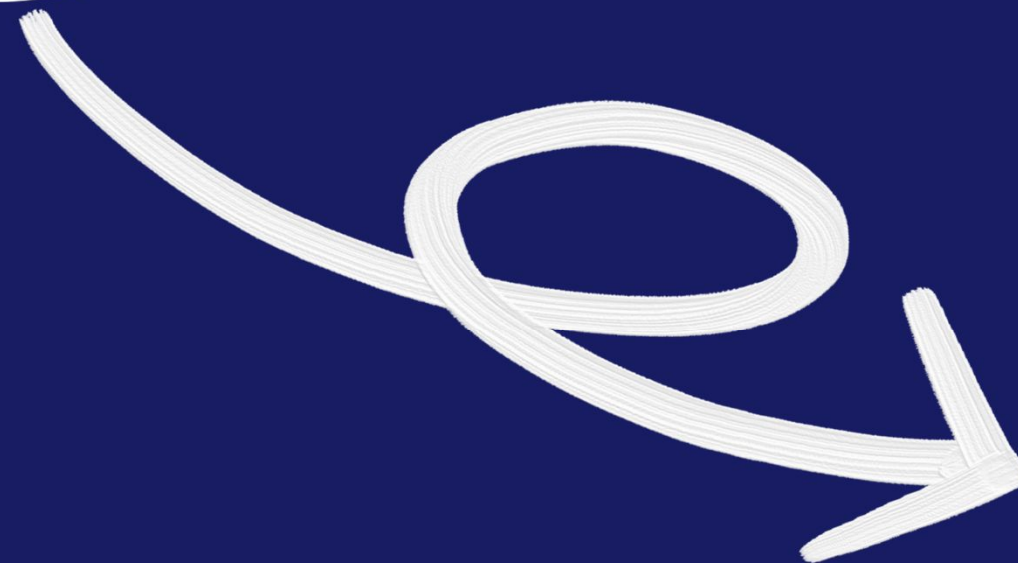
promises and mission

Shapes: bold and solid to represent the
many businesses that were established for

diversity of businesses and the openness
to the transformations and development

From this

M I D ÷ O W N



To this





STEP 3: EXPERIENCE

It was time to validate the strategy

We developed a series of activities, including merchadising design, events and marketing efforts that could express our mission to make a positive impact for the community and business members and create a sense of belonging for all.

SYMBOLIC ELEMENTS



water bottles



Tote Bags



Caps



Selfie Cutouts



Insulated mugs



Stickers

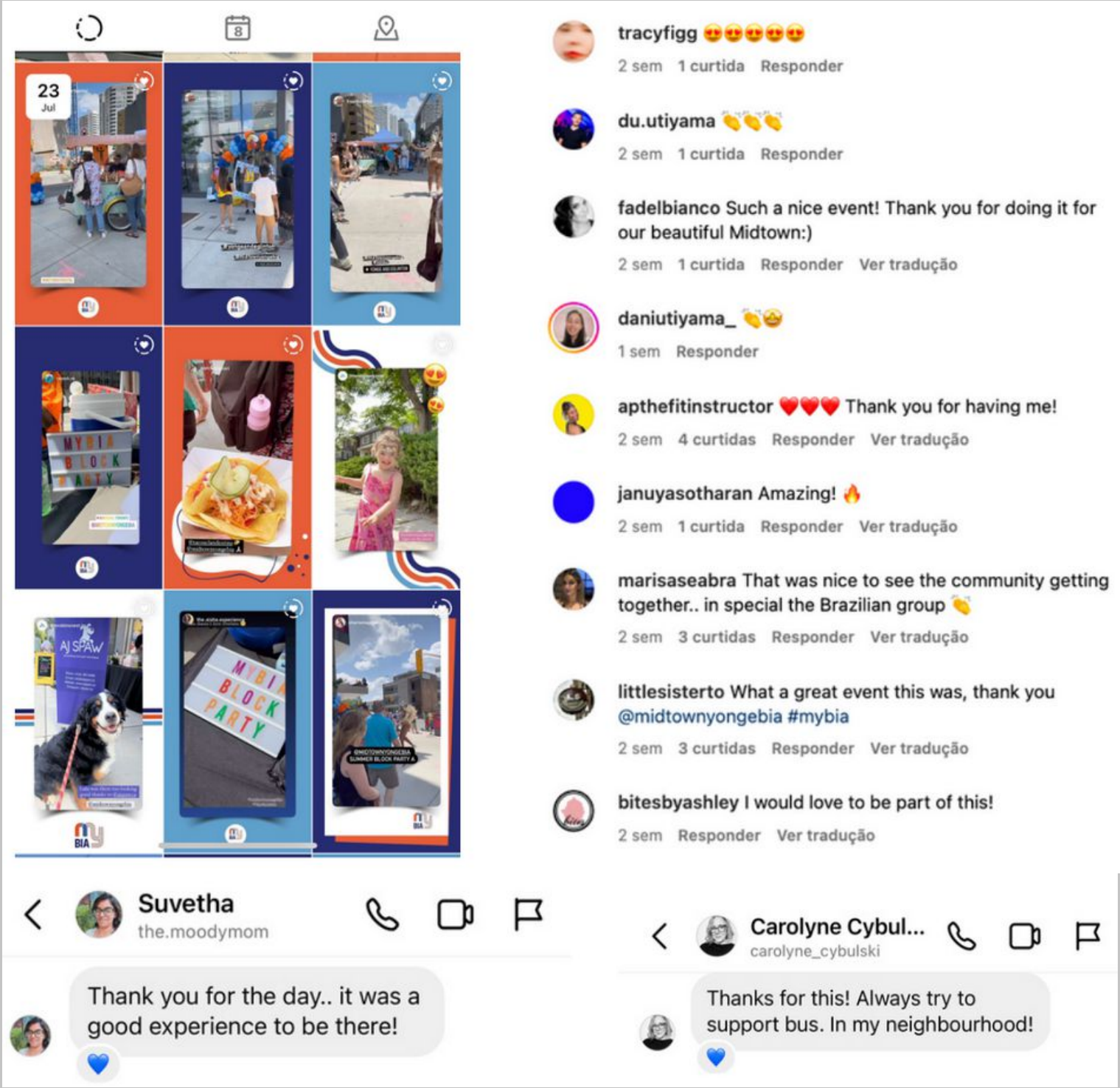
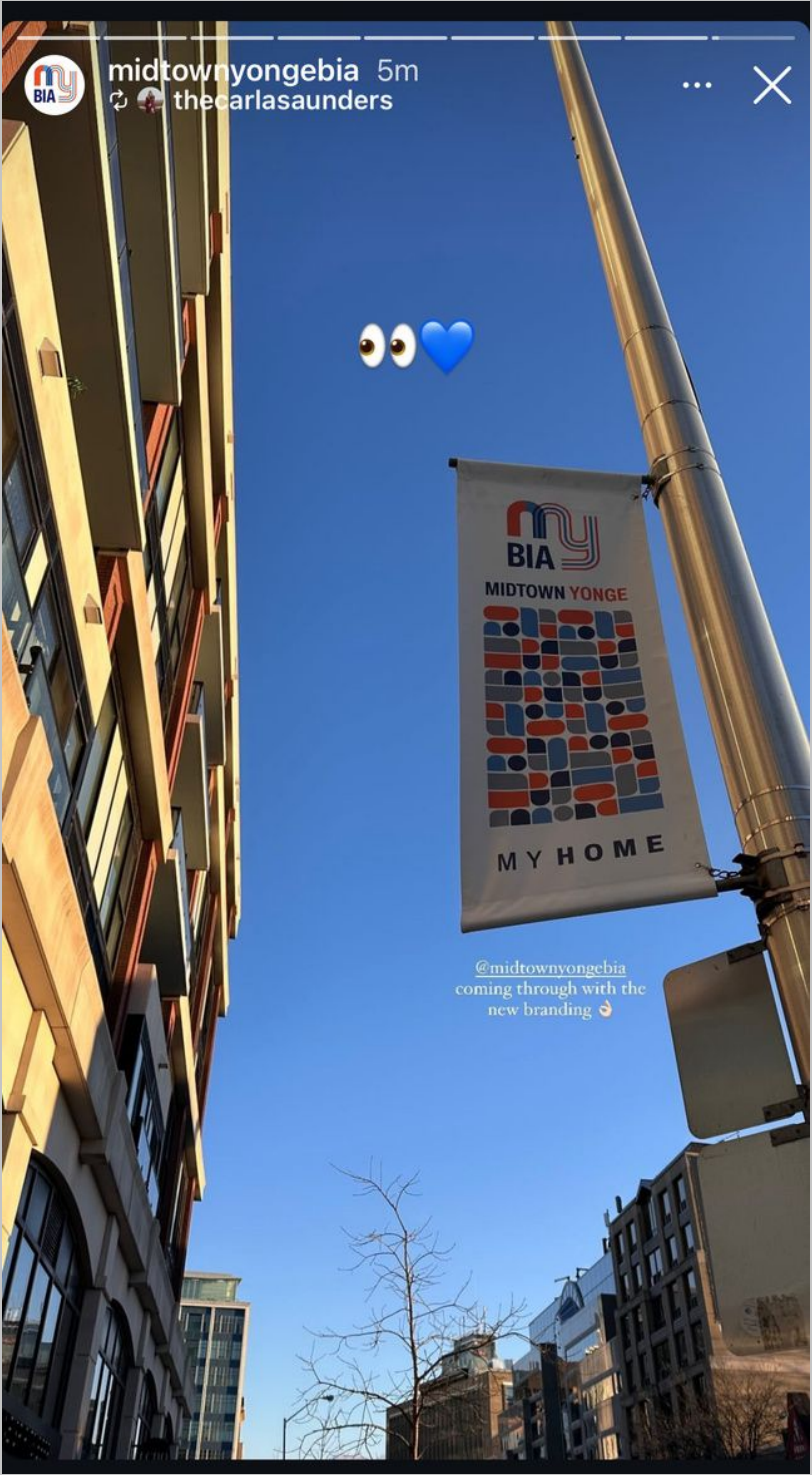


POle wraps and Banners

A SERIES OF 4 EVENTS IN 2023



Community Feedback



On Mon, Apr 1, 2024 at 10:33 AM <bob@bobcollins.ca> wrote:
You're welcome. And I really DO hope you are acknowledged all the time. Nothing else to suggest. I saw one of your banners last week on a light standard and they look great.

REMEMBER

- A brand is not a logo. A brand is not a corporate identity system. It's a service, or company.
- Because it depends on others for its existence, it must become a guarantee of trustworthy behavior.
- The long-term success of any brand depends on the constant regeneration of memory.



**Branding is a process, not an entity.
Successful brands are those that
continually adapt to changes in the
marketplace, the industry, the
economy, and the culture.**

**Let the brand live, breathe,
make mistakes,**





Thank you!

Feel free to contact me if you have any questions

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