



Making Space for Great Service

122,000
square feet of premium
convention space

45 years
of history hosting Calgary's
premier events

distilled into
1
cohesive and unifying brand

Operating in a Competitive Space

It's hard to picture a venue of 100,000+ sq. ft. operating in a crowded space, but that was where the Calgary TELUS Convention Centre (CTCC) found itself. Wanting to gain a better understanding of what their domestic and international markets valued, and what those markets were looking for in an event partner, CTCC reached out to Rebox to answer the critical question of "Why Us?"

Complicating the process was the fact that CTCC had three identifiable geographic markets: i) meeting planners and executive assistants seeking a venue locally in Calgary, ii) planners considering a venue nationally across Canada, and iii) planners looking to host an event Internationally, anywhere in the world. Careful consideration was given to all three, as CTCC had already shifted well into their focus of building their brand beyond Calgary's borders, while maintaining a strong presence on Canadian soil.

More Than Four Walls

Opened in 1974, CTCC has had one primary purpose: to provide a world-class space for conventions, exhibitions and conferences. But is that all they were famous for among their clients and guests? Four walls and a roof? From our research, we found that they were much more than just a great space.

Having trouble standing out within their highly competitive local, national and international markets was an ongoing concern for the new executive leadership team. They knew what the problem was, but not how to solve it, and in turn reached out to Rebox to learn more about distilling their brand.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Visual Identity / Logo Development
- ~ Creative Marketing Communications
- ~ Advertising Programs
- ~ Internal Training

INDUSTRIES SERVED

- ~ Municipal Services
- ~ Event Hosting
- ~ City Promotions



Serving the Refined Brand

Having created a new look to their local presence, we then focused on communicating the different ways that CTCC works with those responsible for coordinating and planning events. By highlighting the new service-oriented direction, their markets were more informed of the depth of CTCC's offering beyond four walls. Demonstrating how CTCC works with their clients would result in a boost to their presence locally and beyond.

As part of our role as brand distillers and custodians of their brand, we were also engaged to contribute our expertise to two promotional events rolling out the new brand position. *The Garden Party* focused on their local presence and was met with resounding success. The *Calgary Luv's London* event, held at Canada House in Trafalgar Square, invited UK planners to learn more about the refined CTCC and how hosting international events in Calgary would boost their reputation with delegates.

Distilling the Brand

With their target market spanning the globe, we needed to know what was most valued in CTCC's offering by those responsible for planning and executing on conferences, conventions and exhibitions. After a number of conversations with their local, national and international audience, we learned that CTCC was seen as much more than the space they provided. For discerning planners, CTCC was perceived as a service provider who focused a customer-centric model to help plan, coordinate, and in some cases produce, memorable events and experiences. Now knowing their real value, we began further distilling their real value proposition from among a very crowded space.

Packaging the Brand Story

A quick audit of the existing CTCC marketing materials revealed a couple surprises. Images lacked a focus on people and the personable services they provided, and all marketing materials presented an overbearing arrow, which was negatively perceived by many as negatively masculine and domineering.

CTCC counted on Rebox to create and replace their marketing materials and present a more personable and human brand, one aligned with their core values and their customer-centric service offering. This included designing a new group of advertising spots in a local business magazine, developing their Annual Report, designing infographics that would highlight the brand to all three geographic audiences, reviewing and contributing to written communications and conducting initial explorations into an updated visual identity.

The Result

Not only have local, national and international planners taken greater notice of CTCC, but internally, there is a greater sense of engagement and excitement among CTCC's staff towards their distilled brand. People are excited with the new brand direction and are actively living it daily.

KEY TAKEAWAYS

- ~ *You are often more than the sum of your parts. Look beyond your products to see value in your service.*
- ~ *Tell your own story in a way that evokes emotion. Avoid platitudes like the plague. Anyone can say they are world-class or industry-leading, stand out and inspire your audience to know who you are in their minds and their hearts.*
- ~ *Be bold. B2B doesn't mean boring to boring. Stand out and get the attention you deserve.*

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We're honoured to play a significant part in that process and would love to see if we're the right fit for you.

