



MAKING SPACE FOR GREAT SERVICE

You are more than the space you occupy.

MUNICIPAL SERVICES

EVENT HOSTING

CITY PROMOTIONS

Brand Positioning

Rebranding

Marketing

Advertising

Internal Training

Building Signage



The Challenge

Operating in one of the most competitive event markets in Canada, the Calgary TELUS Convention Centre (CTCC) needed to redefine how it was perceived.

Despite 122,000 square feet of premium convention space and more than 45 years of history, CTCC was often seen as just another venue — four walls and a roof, rather than a true partner in creating the most memorable world-class experiences possible.

Their leadership team sought clarity: What do our markets value most? And why us?

With distinct audiences, local planners in Calgary, national clients across Canada, and international event organizers, CTCC required a unified brand story that differentiated its brand and resonated across all three.

The Approach

Rebox began by distilling the brand through research and stakeholder interviews across CTCC’s local, national, and international markets. We uncovered that while CTCC offered exceptional facilities, its true strength lay in a customer-centric service model — helping clients plan, coordinate, and deliver events with care and precision.

We applied the **Rebox Brand Positioning Pyramid™** to align internal perception with market realities and uncover CTCC’s authentic differentiator: they were not just a space, but a partner in creating the memorable experiences that organizations desire.

The Rebox Impact

45 years of legacy.

Helped reposition CTCC from a space provider to a strategic experience partner.

122,000 sq. ft. Transformed from physical space to a hub of human connection and service.

Unified story, global reach

Developed a narrative that connected local pride with international appeal.



calgary TELUS convention centre
be part of the energy™

The Activation

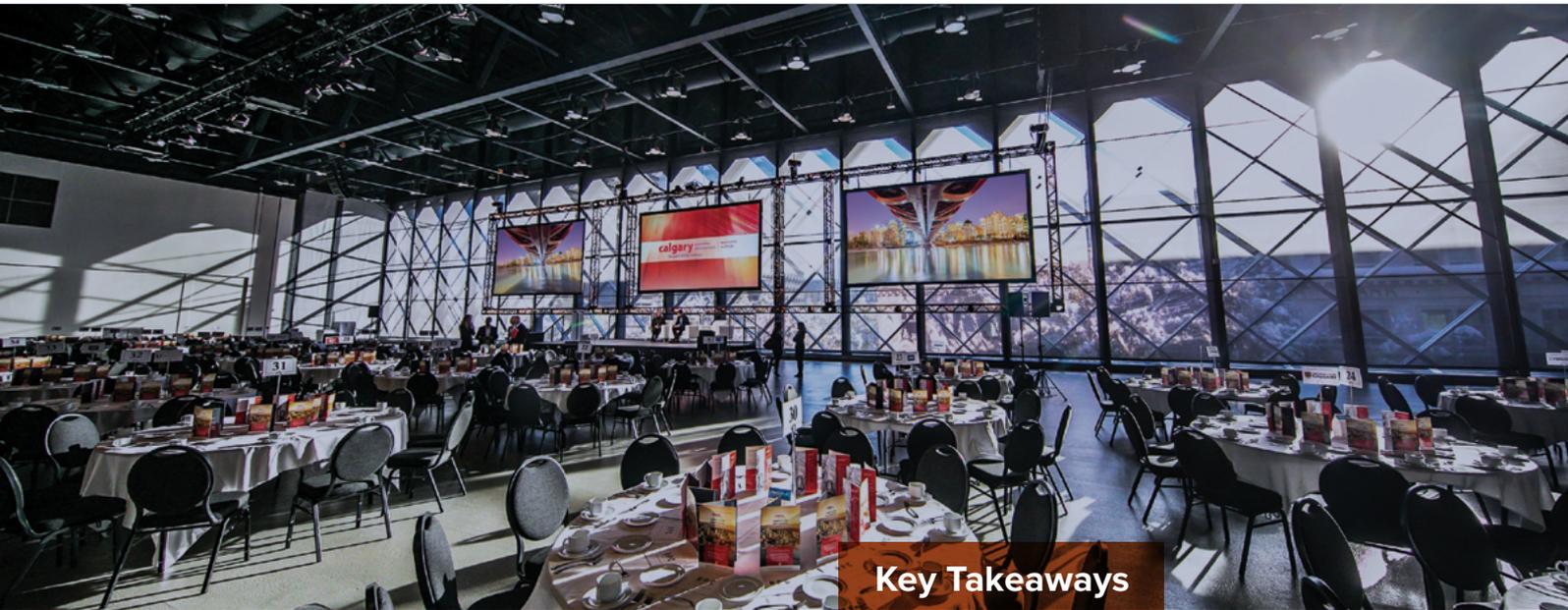
Our audit revealed two key issues: visuals focused heavily on architecture over people and services, and the existing arrow symbol was perceived as overly corporate, highly masculine and unwelcoming. CTCC needed a refined brand and a friendlier, more human visual presence.

Rebox refreshed their communication materials to match their refined brand, replacing cold structure with warm storytelling, infographics, new advertising messages, improved annual reports, and brand-aligned photography.

The new creative direction emphasized people, service, and emotion rather than size or scale.

A rollout included two experiential activations to showcase the services beyond the buildings:

- The Garden Party, highlighting CTCC planning expertise in corporate themed events.
- Calgary Luvs London, an international showcase held at Canada House in Trafalgar Square, inviting U.K. planners to experience the refined CTCC brand and their planning expertise firsthand.



Key Takeaways

Your brand is more than the sum of your parts. Look beyond products to find a unique value within your service.

Tell your story with emotion. Avoid generic claims and make audiences feel who you are.

B2B doesn't mean boring. Be bold and earn the attention your brand deserves.

The Impact

The refined brand elevated CTCC's presence locally and internationally. Staff engagement increased, client perception improved, and CTCC was no longer seen as simply a venue, but a trusted partner in crafting world-class memorable experiences.



Need help distilling your brand's true essence?

At Rebox, we help businesses uncover what makes them unique and valued. Crafting a brand worth remembering takes clarity, courage, and collaboration, and we're here to guide you through every step.

REBOX
A B2B BRAND DISTILLERY

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