



Client: Calgary TELUS Convention Centre (CTCC)

# When Space Takes Over the Narrative

## Reframing value beyond infrastructure

MUNICIPAL SERVICES

EVENT HOSTING

CITY PROMOTIONS

Brand Positioning

Rebranding

Marketing

Advertising

Internal Training

Building Signage

In a competitive event market, CTCC was seen as square footage instead of experience. The brand was being defined by its space. Reframing that narrative repositioned the brand as a strategic partner in delivering world-class events.

### The Situation

Operating in one of Canada’s most competitive event markets, CTCC served a diverse set of audiences, from local planners to national and international organizations.

With over four decades of history and significant infrastructure, the brand was well established.

But as expectations evolved, the narrative became harder to sustain. The market increasingly compared venues based on space, scale, and specifications, placing CTCC in a category defined by infrastructure.

### The Discovery

What appeared to be a differentiation challenge was not a positioning issue alone. The brand was being defined by its physical space.

While CTCC offered premium facilities, its true strength lay in how it enabled and delivered experiences, supporting clients and coordinating complexity.

This value existed in practice, but was not reflected in how the brand communicated.

### THE IMPACT

#### FROM VENUE TO PARTNER

Repositioned CTCC as a strategic collaborator in delivering world-class experiences.

#### STRONGER DIFFERENTIATION IN A COMPETITIVE MARKET

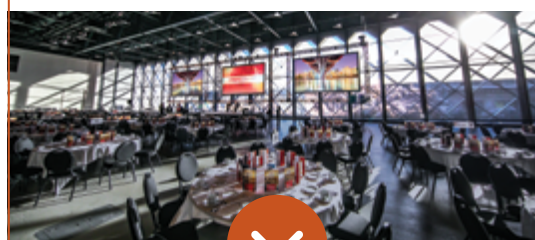
Shifted perception from infrastructure to service and expertise.

#### A UNIFIED NARRATIVE

Aligned local, national, and international positioning under one coherent story.

#### A BRAND BUILT BEYOND PHYSICAL SPACE

A system designed to evolve without being defined by infrastructure.



## The Realignment

The challenge shifted from positioning the venue to redefining its role:

### What does this organization actually enable?

A clear positioning emerged, one that moved beyond infrastructure and reframed CTCC as a partner in delivering memorable, high-quality experiences. This repositioning placed service, collaboration, and expertise at the center.

The brand was restructured to express:

- A service-first approach to event delivery
- Expertise in planning, coordination, and execution
- A human-centered experience beyond the physical environment

A system that could scale across audiences and markets, without being reduced to space alone.

## The Activation

The repositioned brand was translated into a more human and experience-led expression.

Visual communication shifted from architecture to people, service, and interaction.

Messaging moved from specifications to outcomes and experience.

The rollout included targeted activations designed to demonstrate CTCC's role beyond the venue:

- **The Garden Party**, showcasing planning expertise through curated event experiences
- **Calgary Luvs London**, an international activation positioning CTCC as a global partner

Across touchpoints, the brand aligned around one idea: enabling experiences, not just hosting them.



When space takes over the narrative,  
the story must be reframed.

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