



our community
our brand

brand overview

In the spring of 2017, Mackenzie unveiled its new community brand. Below are the key highlights of the brand (refer to the full Brand Book for deeper explanations). It will paint a picture of who we are, what we do best, and what we strive to be in the not-too-distant future. Our brand is the face we present to the outside world, a preview of what one might expect when experiencing Mackenzie.

mackenzie's brand story | *Wild & Free*

'Our story' is defined through our **core experiences** {we wouldn't be Mackenzie without them}, **who we are** {our personality traits & values}, **our tangible benefits** {differentiators}, and **our vision for the future** {what we'd like to become}. Underlying everything is our **brand essence** - the simple defining truth at the core of our brand. It's the glue that binds the elements of our brand together.



the brand essence

At the heart of the brand, is the simple truth that represents the nature of Mackenzie. **Wild & Free**. It isn't necessarily a tagline, but something that helps pull together the brand in a clear, defining, soundbite. When someone asks you to describe Mackenzie in three words or less, this is what should easily come to mind!

core experiences

Our core brand experiences are the lifeblood of the brand. Our story would be incomplete without the combination of these elements – they define and differentiate us from other places. Together, they form our unique offer. What makes these experiences compelling, are the emotional benefits that they elicit. On the following page are the three core experiences that make Mackenzie shine.

lakes & beaches | core experience #1

Morfee Lake and its beaches serve as a natural social and recreational hub. For recreationalists and adventurers, the energy and feeling of invigoration by being active in the outdoors is the reward. For nature lovers, being in tune with nature's intricacies and observing the watery ecosystem is the draw. Socially, the sense of connection people get by spending quality time with family and friends on the lakes is the stuff of life. However people enjoy the lakes and beaches, it is clear that Mackenzie would not be Mackenzie without them.

EMOTIONAL BENEFITS

Awe and invigoration (with natural setting) | Sense of peace, serenity, solitude (soulful moments) | Closeness with family & friends (creating memories)

the path less travelled | core experience #2

"Two roads diverged in a wood, and I — I took the one less travelled by, and that has made all the difference." ~Robert Frost

Robert Frost would have loved Mackenzie. This legendary writer placed great importance on living his life close to nature, and off the beaten path. Those who cherish the soulful empowerment that comes from immersing themselves in "wilderness", find this place a natural fit. No matter your method of travel – be it on a bike, skis, snowmobile, or your own two feet – you can be sure that in 5 minutes flat... you'll be on your own, uncrowded path. And we have lots of them!

EMOTIONAL BENEFITS

Awe and invigoration (with natural setting) | Feeling "alive" and connected | Sense of adventure, exhilaration | Sense of peace, serenity, solitude (introspective moments)

free-range living | core experience #3

There's a freedom that comes from living away from the hustle and bustle of city life and masses of people. We're free to let our guard down, and still feel safe. We're free to own our home, and not have a crippling mortgage. We're free to choose the pace of life we want, and still have a thriving career. We have the freedom of time – time not spent in traffic or line ups.

Our kids are free to play outside in fresh air without a worried parent watching their every move. They're free to run down the street to their friend's house. They're free to scratch a knee or fall off a bike. They're free to be kids.

Visitors also share our freedom. They're free to choose their own adventure. Free to explore the forests, mountains, and lakes without throngs of tourists. Free to experience solitude. And they feel what it's like to receive the warm hospitality of a small northern Canadian town... where people look up, smile, and say 'hello'.

EMOTIONAL BENEFITS

Sense of safety (small town, away from major travel routes) | Peace of mind (of being financially secure, relatively-speaking) | Fulfillment & personal wellbeing (work/life balance, quality time to spend with family and friends, ability to choose a relaxed pace of life)

* A WORD ABOUT CORE EXPERIENCES

Generally, people's **actions and motivations are mostly driven by an emotional need**. In other words, how people feel determines how they act and make decisions. Logical reasoning is used as well, but it is often to rationalize a decision that is rooted in emotion.

What makes a place brand compelling are the underlying emotional benefits the audience can relate to. **Our core experiences are powerful due to the emotional benefits they provide.**

who we are | our vibe

*Our spirit and personality is one of the most important elements of our brand. **Our character allows people to connect personally with Mackenzie** – and this connection is what will make the brand meaningful to our audience.*

OUR PERSONALITY

We are 'salt-of-the-earth' people. We have an easy-going friendliness that masks our resilience and determination. We're sincere, honest, and open. We'll look you in the eye when you pass us on the street, and we'll likely flash you a smile and a nod.

Our resourcefulness and enduring strength of character are hallmarks of our community spirit.

We're described as:

- › Friendly, warm-hearted, easy-going, unassuming
- › Hardworking, resourceful, tough, determined, and enduring
- › Sincere, authentic, honest, straight shooters
- › Quiet, reserved

OUR VALUES

The things we value most are:

- › Having a healthy and active lifestyle that includes outdoor recreation and an appreciation for nature and the environment. We value our clean air and water.
- › Safe environment to live and raise a family
- › The freedom and peace of mind that comes from having a reliable job, coupled with an affordable cost of living
- › Having time – usually to play and connect with family & friends
- › "Deliberate Living" – defined by a relaxed pace-of-life

Behaviours we value most are:

- › Respect for the environment and other people
- › Open-mindedness
- › Being engaged, being a "doer"
- › Having a progressive and positive attitude

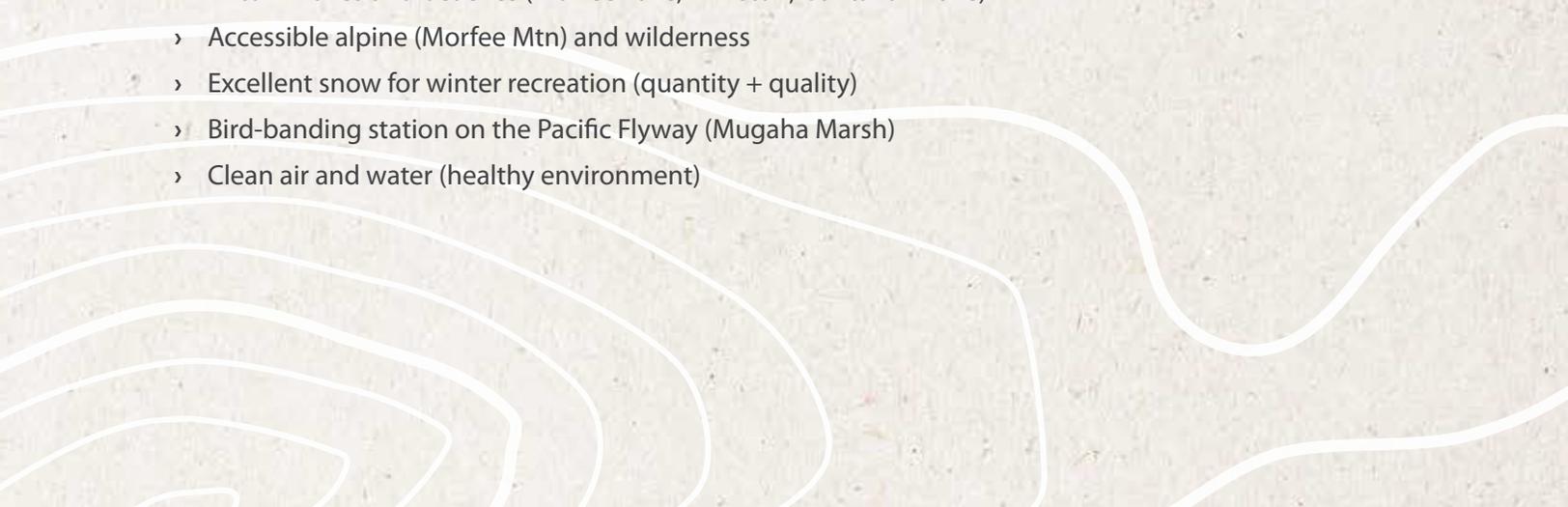
tangible benefits | things we can 'own'

Tangible benefits form an important part of any brand platform. They may not be as powerful as emotional benefits when it comes to attracting people to a place, but a brand cannot exist without them!

Tangible benefits are physical attributes that you can see or touch.

The focus is on tangible benefits that Mackenzie can "own" when compared to other competing communities.

Our most distinguishable tangible benefits include:

- › In-town lakes and beaches (Morfee Lake, Williston, Gantahaz Lake)
 - › Accessible alpine (Morfee Mtn) and wilderness
 - › Excellent snow for winter recreation (quantity + quality)
 - › Bird-banding station on the Pacific Flyway (Mugaha Marsh)
 - › Clean air and water (healthy environment)
- 



community vision | our ideal future

CLOSE YOUR EYES AND PICTURE...

In the near future, Mackenzie has a reputation of offering a healthy, active lifestyle in which recreation enthusiasts thrive. In addition to unparalleled clean air and water, we have an abundance of affordable, accessible, year-round outdoor activities and trails. Wilderness and solitude is literally just outside our doorstep. Our recreational facilities are well maintained and modern.

We have a vibrant arts community and a wide variety of thriving businesses. Opportunities abound for personal and professional growth.

Mackenzie has involved and active community members who continue to enjoy affordable living, and the freedom to pursue their ideal lifestyle.

next steps in branding process

BRINGING THE BRAND TO LIFE

The first phase of the branding initiative was focused on the most important and challenging part of branding: articulating the brand. Defining who we are as a community and figuring out what sets us apart from the rest is the foundation that everything else rests on - be it a billboard on the highway, an ad in an economic development magazine, town signage, or the website. Every visual communication piece will stem from our brand.

Currently, we are in the process of re-branding our communications materials and planning for a new website.

Branding is an ongoing process. A brand story needs to be told, and retold over time to stay relevant. We're at the beginning of an exciting journey!

stay in the loop

To download a copy of the full Brand Book, and for further information on branding, check the District's website periodically. You can also contact the District if you have any questions.



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