



Belfast City Council

Report to:	Development Committee
Subject:	Branding Belfast
Date:	14 May 2008
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Relevant Background Information

Members are aware that a process to re-brand Belfast commenced in June 2007 with the appointment of Lloyd Northover International brand consultants. The Smiley face logo developed in 1997 had become redundant and it was agreed that it was time for Belfast to have a new brand.

From June until December, the crucial “visioning” stage took place, which included primary research, the establishment of a reference group/focus group sessions and produced the central proposition or central message to be conveyed through the brand (**see Appendix 1**). The process then moved to Phase 2, the production of the visual expression of the brand.

Key Issues

At a meeting of the Reference Group on 26 February, 2008 the visuals were unveiled. A lively debate took place, which endorsed the general concept presented, but the meeting asked for work to be undertaken to sharpen the image. This delayed the process and meant the original launch date of April had to be reassessed. The consultants prepared new designs based on the comments received and undertook further focus group research, as agreed. A further reference group was held on 8 April, 2008 where the new design was shown and received the unanimous agreement for recommendation. In addition, a series of Party briefings have taken place to update Members on the new image. A presentation of this image will take place at Committee for formal approval.

Members have already agreed a budget of £250K for the launch of the brand, including the production of new “ads” for the City. It is important that the brand, if approved, should be launched as quickly as possible to maximise its value, especially in relation to tourism campaigns. It is suggested that this should happen in the early part of June at the Waterfront Hall.

Resource Implications

£250K already agreed and in budget.

Recommendations

Members are asked to approve the design for the logo and the launch of the new brand for Belfast in June 2008.
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Documents Attached

Appendix 1 – The Brand Proposition.
