

DRAFT BRAND AND MARKETING

APPROACH FOR BELFAST

DRAFT DISCUSSION DOCUMENT

Initial views for discussion / editing and
sign off

THE CONTRACT SET UP

Local authority

BELFAST CITY COUNCIL

Client

ACTIVE BELFAST LIMITED

Operator

GLL

Operate as

BETTER
the feel good place

THE PROPOSAL

- GLL developed a consumer facing brand 'Better' that continues to grow in awareness / appeal. The brand, Better, is used for all products and services within the GLL consumer environment
- Need a balance between letting public know BCC still provides but don't need universal use of BCC logo (e.g. uniforms) – however, drop the 'in partnership with'
- Appropriate use of the city branding 'B' be included in ads and leaflets.
- BCC will have a home page on our website in relation to leisure facilities with a link to GLL and indicating that this leads to an external website, as per other GLL arrangements.



XXXXXXX XXXXXXXX LEISURE CENTRE

BETTER



FOR THAT EXTRA LIFT YOU NEED



Get two hours free with a fitness professional and your first month half price* when you join before XX XXXXX. Now that's better.

Pop in, or visit www.better.org.uk

FIRST MONTH
HALF PRICE

In partnership with



BETTER
the feel good place

CHANGES TO YOUR LOCAL LEISURE CENTRE

Working in partnership

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Introducing Better

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If you'd like to find out more about us, please visit www.better.org.uk

In partnership with

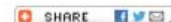


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