

Press release

Branding Greater Montreal

Montréal, June 20, 2007—The Communauté métropolitaine de Montréal (CMM) today launched a process aimed at giving Greater Montreal a brand image. At the end of this process, which should take about a year, the region will have a dynamic visual identity, a standardized graphic image and be well positioned to promote itself on the international scene.

“The desire to give Greater Montreal its own brand image arises from the need for greater cohesion in its international positioning and promotional efforts,” said Robert Charland, member of the city of Longueuil’s executive committee and chair of the CMM’s economic development, metropolitan facilities and funding commission.

This commission, made up exclusively of elected officials from the metropolitan region, was given the assignment of overseeing the entire project. To assist it in this process, the CMM engaged the services of NATIONAL Public Relations, Léger Marketing and Desjardins Design, following a public call for proposals. Throughout the process, a steering committee consisting of various institutional players active on the international scene will comment upon and validate the efforts of these professionals.

The brand image we select must convey a clear, consistent and distinctive message for all stakeholders with activities abroad. It must also reflect a unifying vision in which residents of all the region’s municipalities recognize themselves.

“Positioning and promoting Greater Montreal abroad are issues that affect the entire metropolitan region. That’s why it’s important for all regional stakeholders to have their say,” said Benoît Labonté, borough mayor of Ville-Marie, member of the city of Montreal’s executive committee and member of the economic development, metropolitan facilities and funding commission.

A collective, collaborative process

To ensure the highest level of participation and buy-in possible for this major collective process, the CMM will seek suggestions and comments from the public, elected municipal officials, and socio-economic and cultural stakeholders at every stage of the project.

Starting today, anyone interested in contributing their ideas and suggestions to the project can visit www.brandinggreatermontreal.com or send an e-mail to suggestions@brandinggreatermontreal.com.

Over the summer, the CMM, in cooperation with Léger Marketing, will hold focus groups with municipal officials, opinion leaders active on the international scene and brand image experts, to identify the distinctive features of Greater Montreal’s that could be reflected in its brand image. Web surveys will then be conducted with municipal officials, CMM partners and the population of the region to determine buy-in

for the various features identified. In the fall, individual interviews will be carried out with opinion leaders to validate the results obtained.

During the winter, the design team will tackle the development of brand expressions: logo, slogans, positioning statement, standardized graphic design, and so on. The team will be supervised by Charles Desjardins of Desjardins Design and assisted by Pierre Léonard, president of the Société des designers graphiques du Québec.

Other focus groups will be held in spring 2008 to validate these brand expressions. The final choice will be announced in the summer of 2008.

“Our primary objective is to ensure that the brand image selected will receive buy-in and elicit pride throughout the Greater Montreal community. That’s why we are hoping for the greatest possible input from the public, elected officials and opinion leaders throughout the process,” concluded Mr. Charland.

About the Communauté métropolitaine de Montréal (CMM)

Formed by the territory of 82 municipalities, the CMM has a population of 3.6 million and covers an area of nearly 4,350 square kilometres. The CMM is a planning, coordinating and funding body that is responsible for urban planning, economic development, social housing, facilities, infrastructures, services and activities of a metropolitan nature, public transit, the metropolitan road network and the environment.

Note to journalists: Robert Charland, member of the city of Longueuil's executive committee and chair of the CMM's economic development, metropolitan facilities and funding commission, is available for interviews.

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