

News release

The CMM's 82 municipalities finally adopt a single brand image to promote Greater Montreal on the international scene

Montreal, October 28, 2008. On October 2, the Montreal Metropolitan Community (CMM) unanimously adopted a single brand image to promote Greater Montreal on the international scene. With the slogan "Le Grand Montréal, un espace pour se réaliser," "Greater Montreal: room to make it real," this brand image will enable the CMM's 82 municipalities to speak with a single voice during canvassing efforts abroad.

The development of this brand image was headed by the CMM's economic development commission, which consists of elected officials from the five sectors of the metropolitan region, with input from a steering committee representing the main economic stakeholders in Greater Montreal.

A year of research and consultation with major socioeconomic partners went in to creating the brand image. Some one hundred people representing 70 or so socioeconomic organizations and large corporations took part in the process.

The aim of "Greater Montreal: room to make it real" is to position the 82 municipalities in the Montreal metropolitan region among the world's leading regions, as has been done recently in Toronto, Amsterdam, Barcelona, Lyon and Berlin, for example. When it comes to international promotion, it is much more efficient and less expensive to speak with one voice than to have each major player try to draw attention to Greater Montreal as a place to invest.

The relevance of this approach was confirmed in a study by Zins Beauchesne conducted in 2007, which concluded that, for the purposes of efficacy and to optimize efforts and available resources, Greater Montreal would benefit from speaking with just one voice and adopting an umbrella brand image for its international positioning efforts. The report's conclusions are available at www.brandinggreatermontreal.com.

Greater Montreal's brand image was not designed to replace the existing logos and visual identities of the CMM's 82 member municipalities. Rather, it is aimed at representing all the players in the metropolitan region and clearly and consistently conveying its attributes and its vitality on the international scene. Symbolizing Greater Montreal, the brand image was designed to be easily adapted to the signature colours used by the municipalities, metropolitan clusters, major events and regional partners directly affected. The aim is to present a strong image for all of Greater Montreal.

Created on January 1, 2001, the Communauté métropolitaine de Montréal is a planning, coordination and financing body that comprises 82 municipalities, with 3.6 million people living on more than 4,360 square kilometres. The CMM has jurisdiction in a number of areas, including urban planning, economic development, social housing, public transit and the environment.

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