

# DOUGLAS **MARKETING** GROUP



January 12, 2021

## **A PRESENTATION TO:** The Town of LaSalle Big Picture Landscape Refresh

**PRESENTED BY:**  
Douglas Marketing Group

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# Creative Objective

- Refresh the Town of LaSalle's existing Big Picture Landscape to reflect the new Strategic Plan to focus on building business and increasing engagement with the Town.
- Bring Living LaSalle to the forefront of communications and revisit previous positioning statements to reflect the Town's renewed vision and focus.
- Develop communication materials that will support Key Performance Indicators as outlined in the Strategic Plan

# Positioning Statements

- Living LaSalle is brought to the forefront of all messaging.
  - Safe
  - Accessible
  - Professional
  - Engaging
  - Vibrant
  - Forward Thinking
  - Community-Driven
  - Responsible
  - Approachable
  - Passionate
  - Sustainable
  - Collaborative
  - Diverse
  - Stewardship
  - Thriving
  - Accountable

# Creative Considerations

- Brand Consistency
- Positive Messaging
- Engaging Photography
- Informative
- Simple & Clear
- Accessible

# Creative Elements



## Colour Palette

Develop a colour palette that complements the current brand but stands out as a unique campaign.



## Wave Element



# Our Approach

- Establishing Signature Icons
- Using Living LaSalle as a value proposition in messaging
- Providing tools that support user generated content or are collaborative in nature
- Leverage the online space and digital capabilities to connect regardless of the current situation
- Establishing consistency by department that can easily be adapted for different uses
- Provide tools that engage staff in each department and clearly community goals.
- Celebrate 30 years and a rich history.

# Integration of Living LaSalle

WELCOME  
BACK

let's get **MOVING**

let's get **TOGETHER**

let's get **PLAYING**

let's get **TO BUSINESS**

Let's get back to  
**LIVING** *LaSalle*

# 30<sup>th</sup> Anniversary Celebration

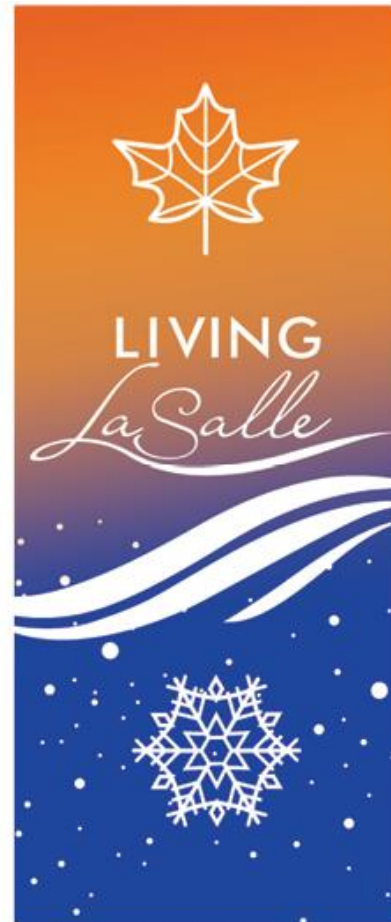




# Standardized Event Graphics



# Seasonal Light Post Banners



# Where we are



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DOUGLAS  
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GROUP

MISSION & BRAND POSITIONING

**MISSION:**  
The Town of LaSalle is committed to providing its residents, businesses and visitors with high quality programs and services in a prompt, open, accessible, transparent and fiscally responsible manner.

**HEALTHY  
VIBRANT  
CARING**

**POSITIONING:**

- Responsible
- Active & Healthy
- Safe
- Accessible
- Professional
- High Quality
- Consistent
- Engaging
- Vibrant
- Transparent
- Community-Driven
- Cultural

**COMMUNICATION OBJECTIVE:**  
To create consistent, timely and accessible information to the Town and its various audiences using traditional and non-traditional forms. Increase transparency and improve with engaging content and visuals while recognizing the use of technology social media and other media channels.

**LIVING LaSalle**

"Living LaSalle" will become synonymous with positive, sustainable and vibrant living—a place proud for continuous opportunity, growth and advancement.

CORPORATE & INTERNAL COMMUNICATIONS

**INTERNAL COMMUNICATIONS OBJECTIVE:**  
Increase employee understanding and commitment to the Town's vision, and provide effective and consistent communication channels to increase transparency, trust and maintain open communication across all departments. Strengthen engagement from staff by providing opportunities for involvement and feedback. Encourage, appreciate and promote employee contribution.

CELEBRATING LASALLE

**CELEBRATING LASALLE OBJECTIVE:**  
Relevant and inspire the community regarding LaSalle's history, the symbolism of the Crest and the award given for the Town. Inspire and engage the community around LaSalle's 25th Anniversary. Celebrate the pride in the past and a strong commitment to the Town's future.

WELL-BEING – QUALITY OF LIFE

**WELL-BEING – QUALITY OF LIFE OBJECTIVE:**  
Create communication to residents that will demonstrate the Town's commitment to addressing their needs and wants. Highlight the delivery of high quality services while offering opportunities for leisure, learning and culture. Encourage activities such as early neighborhood trails, waterfront and green spaces will position the Town of LaSalle as "the place" to live and play.

ARTS, CULTURE & HISTORY

**ARTS, CULTURE & HISTORY OBJECTIVE:**  
Communicate the key offerings, opportunities and events for cultural and artistic inspiration within the Town of LaSalle. Reinforce the "Story of LaSalle" while generating interest for residents to engage in art, dance, history and music.

ACTIVE LIVING

**ACTIVE LIVING OBJECTIVE:**  
Promote an active lifestyle through communications and marketing materials that will showcase the parks, trails and sporting facilities available. Provide visually appealing assets that will enhance LaSalle's residents and visitors on the indoor and outdoor activities.

LIVABLE NEIGHBOURHOODS

**LIVABLE NEIGHBOURHOODS OBJECTIVE:**  
Provide a shared community vision for neighborhoods, streets and green spaces throughout LaSalle, which adhere to community design principles. Help to establish a sense of place for residents and a desirable location for projects.

ENVIRONMENTAL RESPONSIBILITY

**PRESERVE AND PROTECT – ENVIRONMENTAL RESPONSIBILITY OBJECTIVE:**  
Communicate LaSalle's commitment to sustainable development and its ability to focus on the present without compromising the future. Communicate "think globally, act locally" philosophy demonstrating LaSalle's efforts to create a healthy, responsible and adaptable environment.

ECONOMIC DEVELOPMENT

**ECONOMIC DEVELOPMENT – LOCAL AND GLOBAL BUSINESS MIX OBJECTIVE:**  
Communicate LaSalle's economic development and its ability to focus on the present without compromising the future. Communicate "think globally, act locally" philosophy demonstrating LaSalle's efforts to create a healthy, responsible and adaptable environment.

HIGH QUALITY SERVICES

**HIGH QUALITY SERVICES OBJECTIVE:**  
Promote LaSalle's commitment to service delivery and its value to residents. Highlight policies, fees and other community services as well as programs around water supply and distribution, sewage disposal, storm drainage, transportation and landscaping.

Where we are going

Thank You