

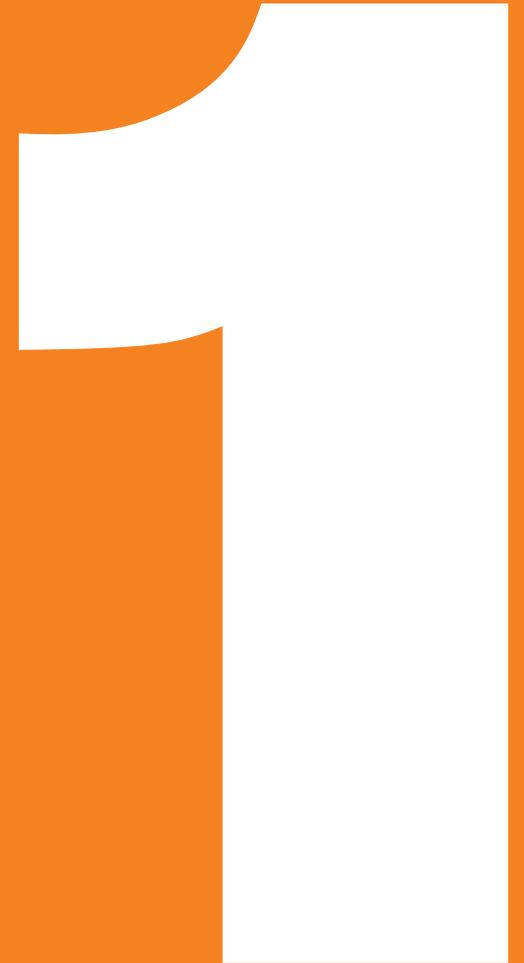
**Redfern Waterloo
Brand Presentation
27 July 2010**

Frost*

Today's presentation

1. Process
2. Discovery overview
3. Brand strategy
4. Next steps

Process



Process



Brand components

Brand strategy

- Gives focus to the organisation, establishes and shapes perceptions and values

Masterbrand

- Principal symbol or sign, usually expressed as a logo

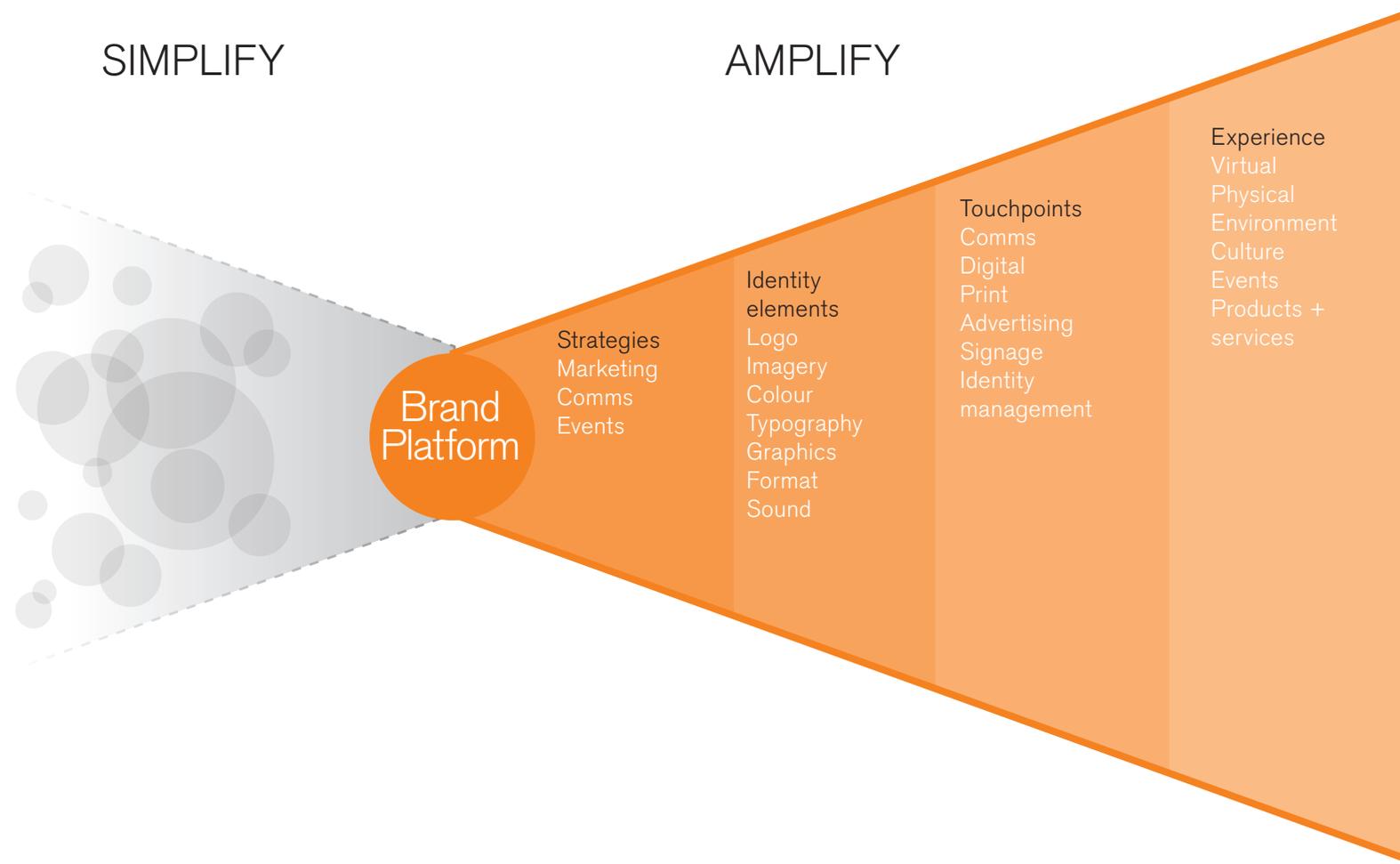
Visual identity or “look and feel”

- System of visual elements to create an integrated image, so items are easily recognised and resonate

Brand strategy



Distilling the brand



Brand Discovery overview



Brand Discovery

Objective

- To measure current perceptions and opportunities for positioning Redfern Waterloo

Methodology

- Desktop analysis
- Visits – accompanied + unaccompanied
- Brand workshop – key stakeholders
- 1-on-1 interviews/visits – Mick Mundine, the Keeping Place
- Telephone survey – 300 people within 10kms of Redfern railway station

Market research

Used to test possible brand territories from the other research stages including:

Usage

Frequency of use
Reasons to visit

Knowledge

Places known
Places visited

Perceptions

Unprompted
Attributes
Statements
Positionings

Key findings – usage

- Two-thirds of people had visited in the past 12 months**
- **Similar to nearby suburbs (Newtown, Oxford Street, Glebe)**
- **Slight emphasis on under 30s**

The brand needs to work for everyone

Better information is needed to explain the offer

Most people currently come to shop/for business (48%), eat (42%) or visit friends/relatives (29%)

- **Cultural offer came second (NB not connected to RW yet)**
- **Discerning audiences = strongest for culture**

The brand needs to work across all types of activity

Unprompted associations with cultural attractions need growing

Key findings – knowledge

There is a major gap between places people associate with Redfern Waterloo and where they visit (%)

	Associated	Visited
Rail Station	93	39
The Block	77	9
Factory Outlet Shops	74	27
Carriageworks	74	35
Rabbitohs	73	11
ATP	71 (45)*	28
Redfern St	70	20
Aboriginal cultural businesses	66	4
Regent St	66	24
Eveleigh Markets	63	27
Danks St	59 (25)*	40
Cafes + Restaurants	57	39
Vintage furniture shops	53	15
Art Galleries	51	24
Hotels + nightclubs	24	12

* significantly drops for non-visitors

Key findings – knowledge

The Railway Station is a key destination

- **The primary gateway and symbol of the area**

A focus for disseminating the brand and information

Must address key negative associations here as a priority

Key attractions are not adequately known or associated with the area, especially for non-visitors

- **Needs more coherent promotion**
- **Issue of fragmentation and creating a precinct rather than isolated offers**

A communications strategy is required to build awareness and unify the precinct

Key findings – perceptions

People were asked to describe good things and drawbacks of the area. This was unprompted. Positive things include



Key findings – perceptions

25% of non-visitors and 14% overall could name no good things

Positive attributes align to many of those identified in brand workshop

Key findings – perceptions

Negative perceptions are still strong



Key findings – perceptions

*Addressing these perceptions is core to the brand
and also requires a targeted communications strategy*

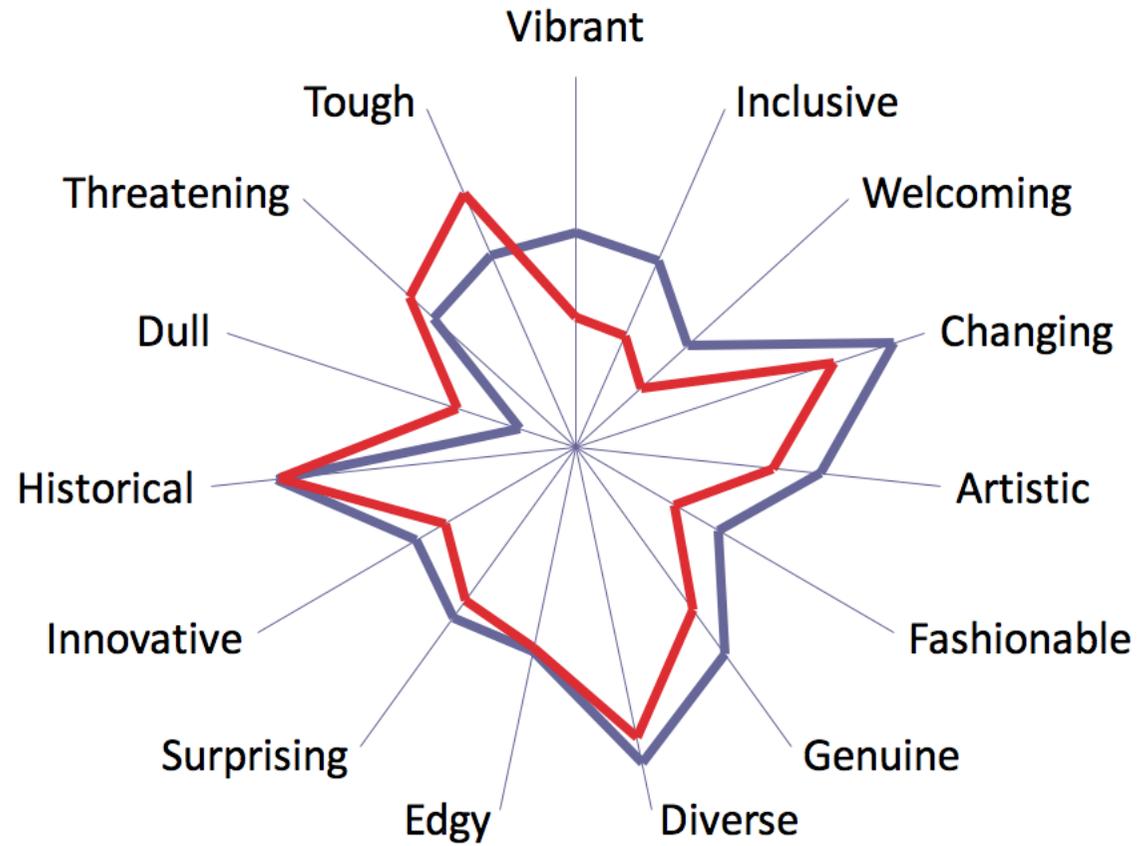
Key findings – perceptions

A series of prompted questions were also asked to measure perceptions

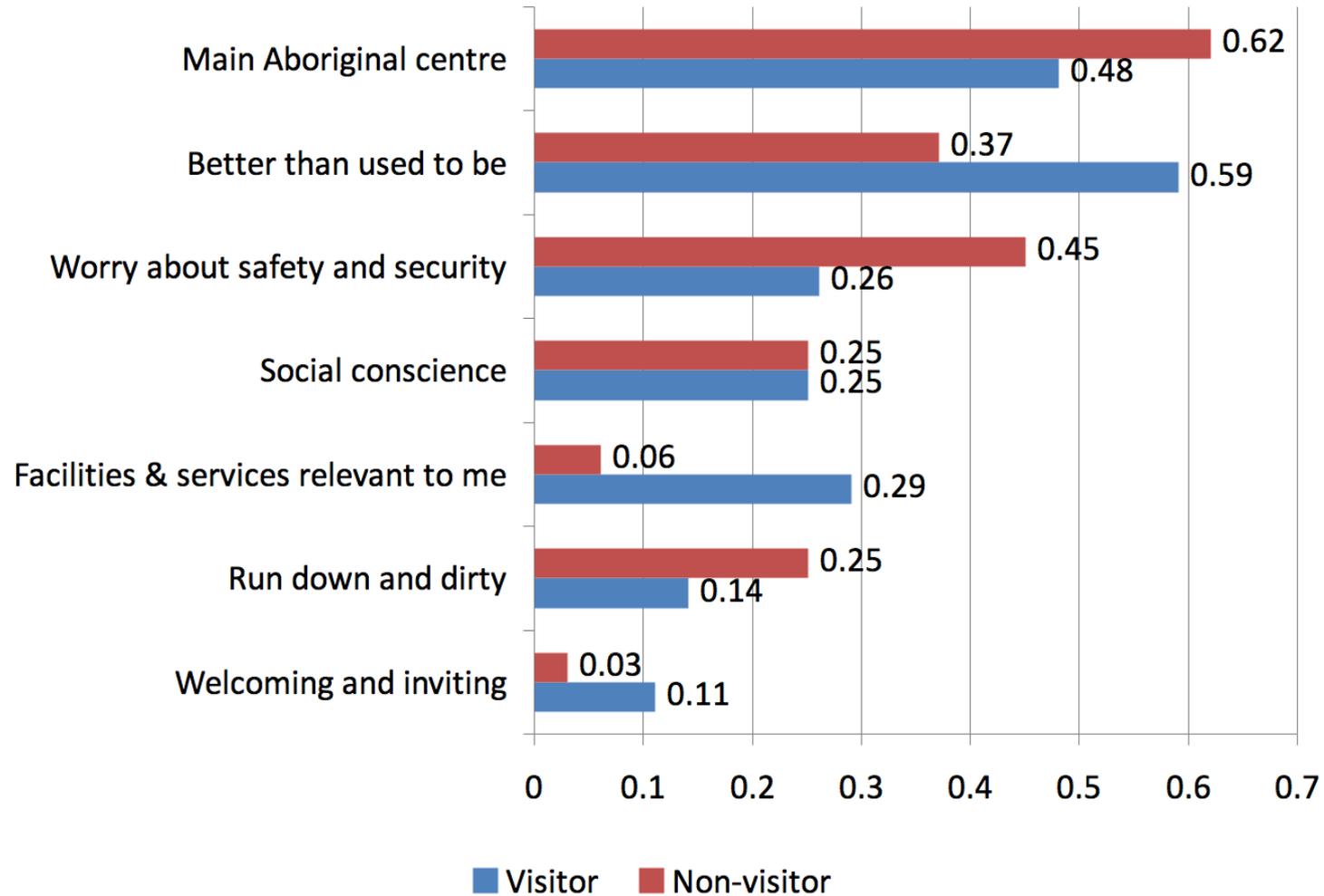
- **A list of 15 positive and negative attributes**
- **A list of 7 descriptions**
- **A list of 6 positions for the offer and how likely these would make people go there.**

The questions were designed to test potential territories for the brand.

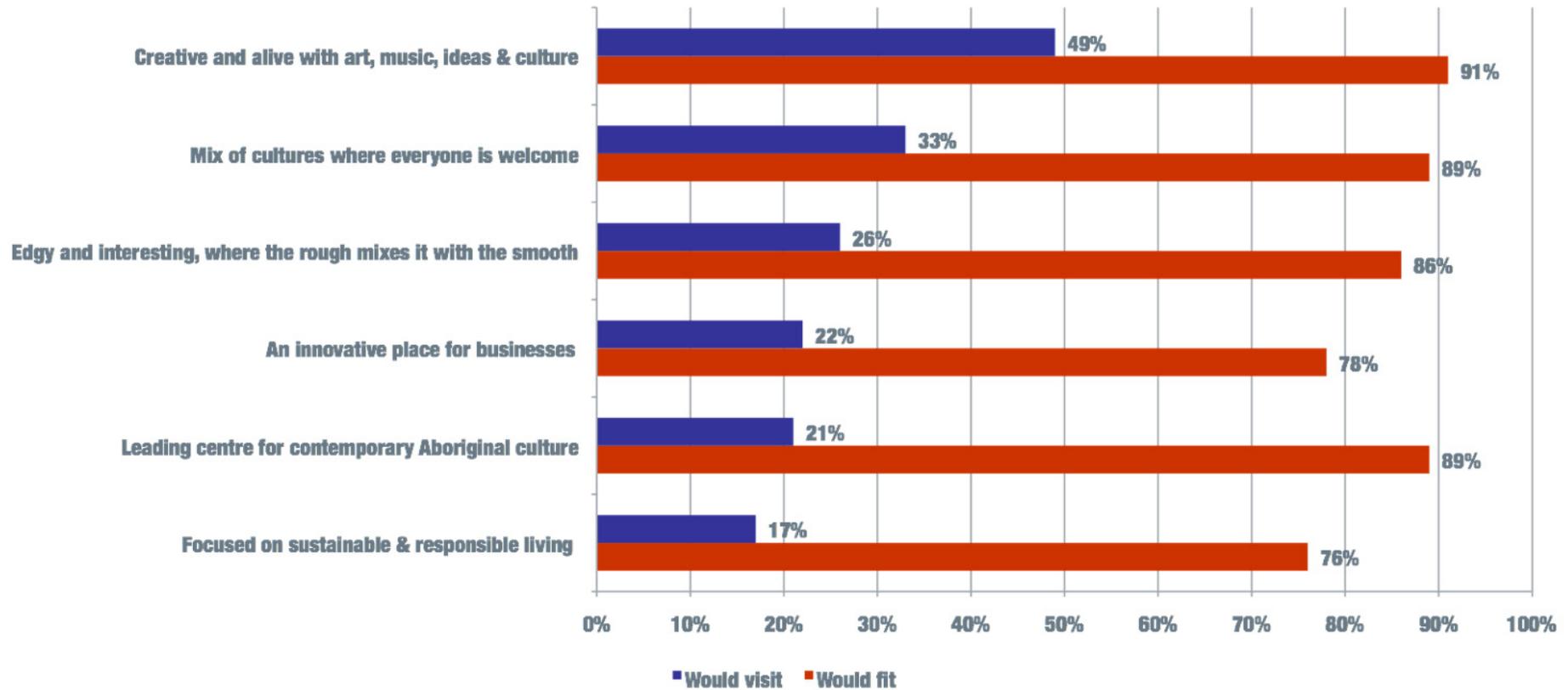
Perceptions



Statements



Positionings

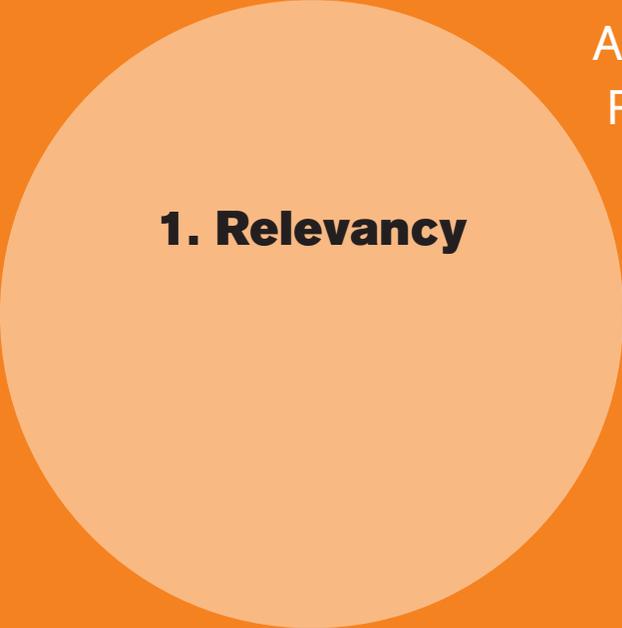


Brand strategy



**What we're
trying to
achieve**

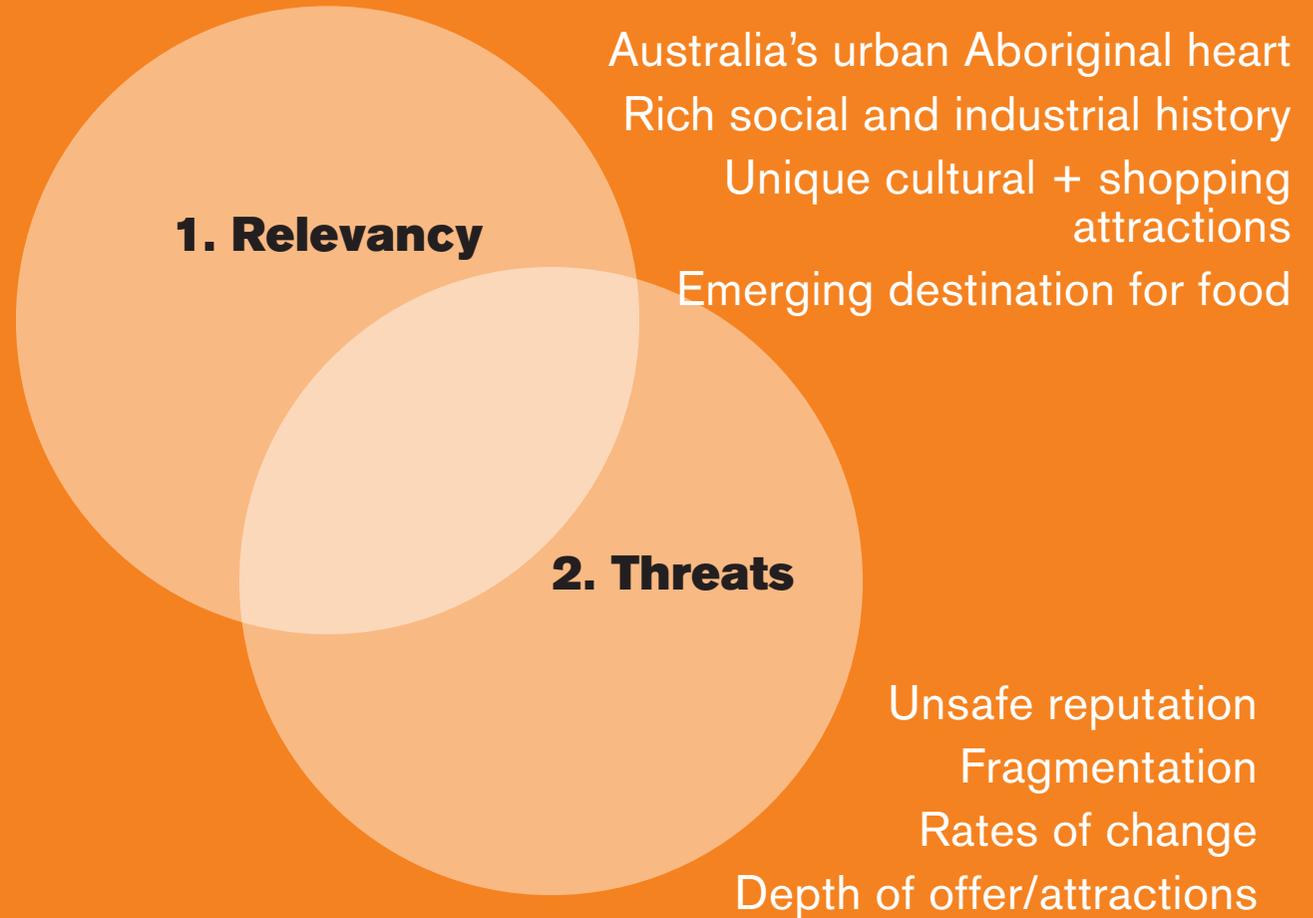
Modelling the Brand opportunity



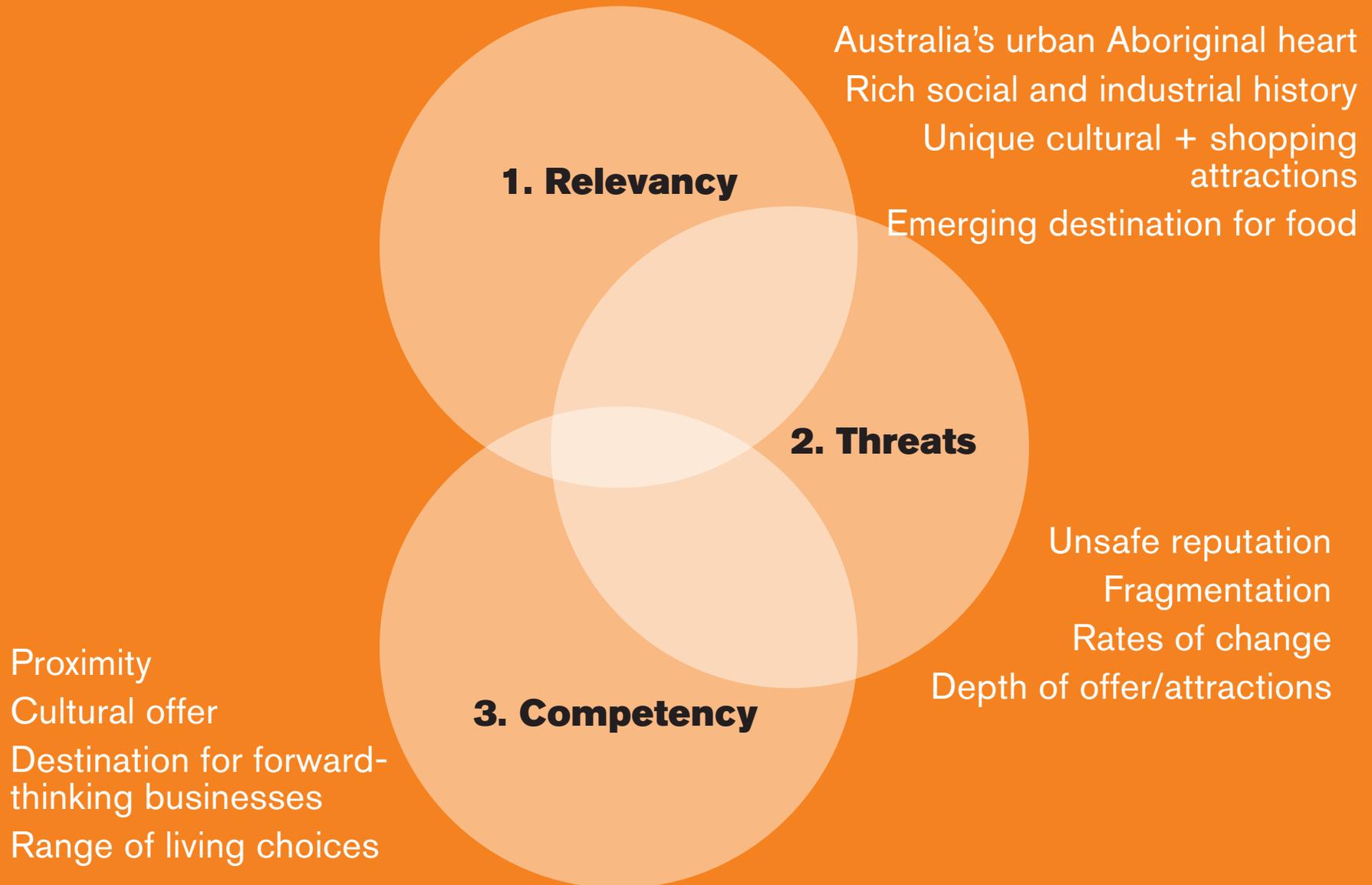
1. Relevancy

Australia's urban Aboriginal heart
Rich social and industrial history
Unique cultural + shopping attractions
Emerging destination for food

Modelling the Brand opportunity

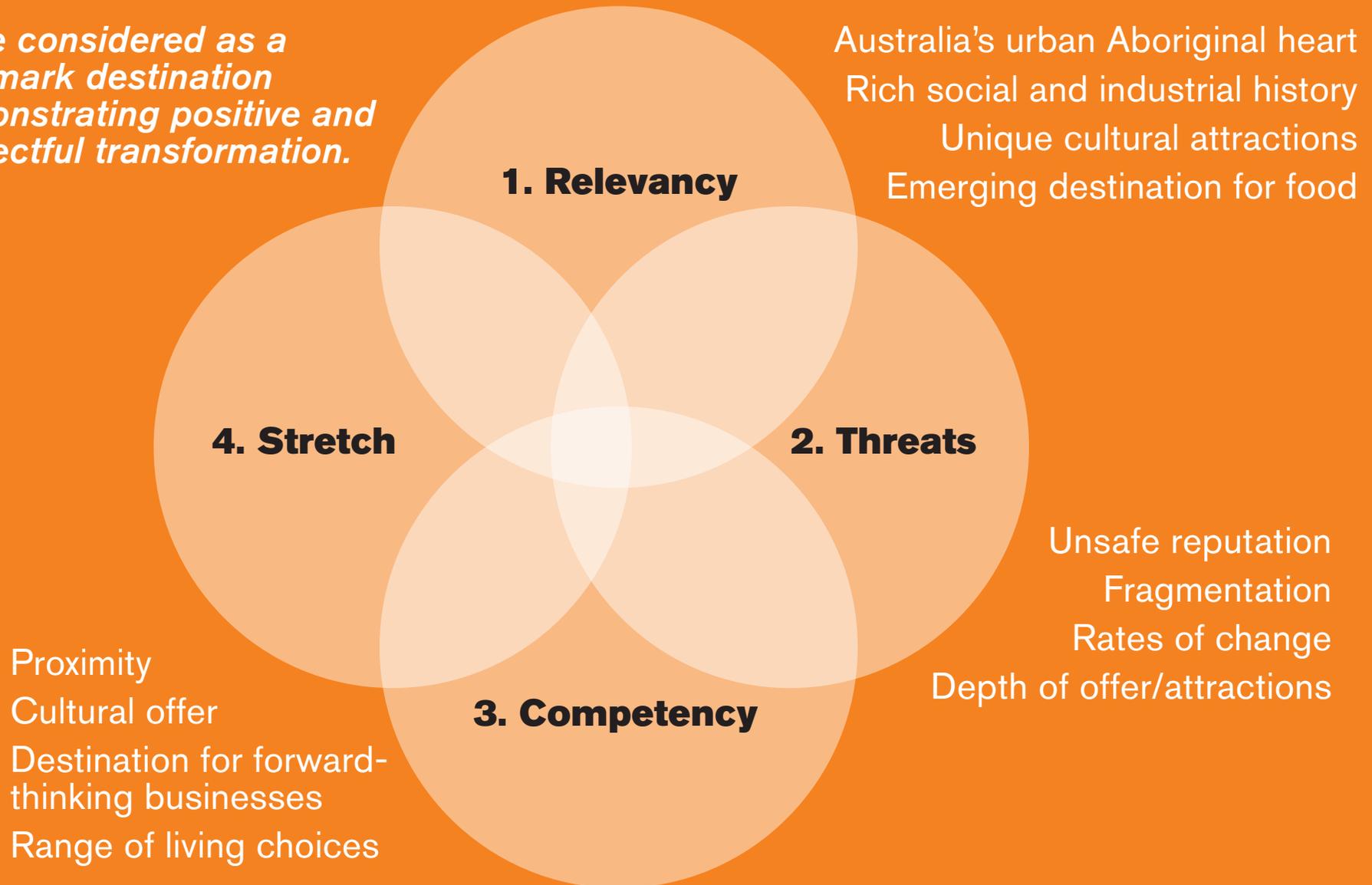


Modelling the Brand opportunity



Modelling the Brand opportunity

To be considered as a landmark destination demonstrating positive and respectful transformation.



Our purpose

To champion Redfern Waterloo as a landmark destination demonstrating respectful and positive transformation

- Unique place to live, work, play and learn
- Open to all – current and future residents
- Embracing the future with an understanding of the past
- Stimulating the local economy
- Attracting innovative businesses
- Addressing fragmentation
- Turning around negative perceptions

**What we
deliver**

What we deliver

Characteristics (credible)

Close to CBD/transport

Railways/industrial heritage

Heritage architecture

Diverse housing mix

Aboriginal leadership, culture & businesses

Sense of community/multiculturalism

ATP/innovative businesses

Vintage shops

Factory Outlets

Performance + arts attractions

Restaurants + cafes

Meeting place/junction

Souths/sporting facilities

Markets

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Markets

Community (motivating)

Appreciation for difference
Respect & tolerance
Social justice
Culturally-aware
Interested in the arts/creative
Community spirited
Valuing and interested in history
Generosity of spirit
Inquisitive
Change
Outward looking perspectives
Eco-valuing

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Culture (visionary)

Interest in contemporary urban Aboriginal culture
Reconciliation
Communitarianism
Political conscience
Rediscovering our own heritage
Authenticity
Responsible eating + living
Support for the “up + coming”

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Category (different)

Embracing of all
Championing many cultures
Connected community
Strong spirit
Respectful
Creativity + originality

Product brilliance

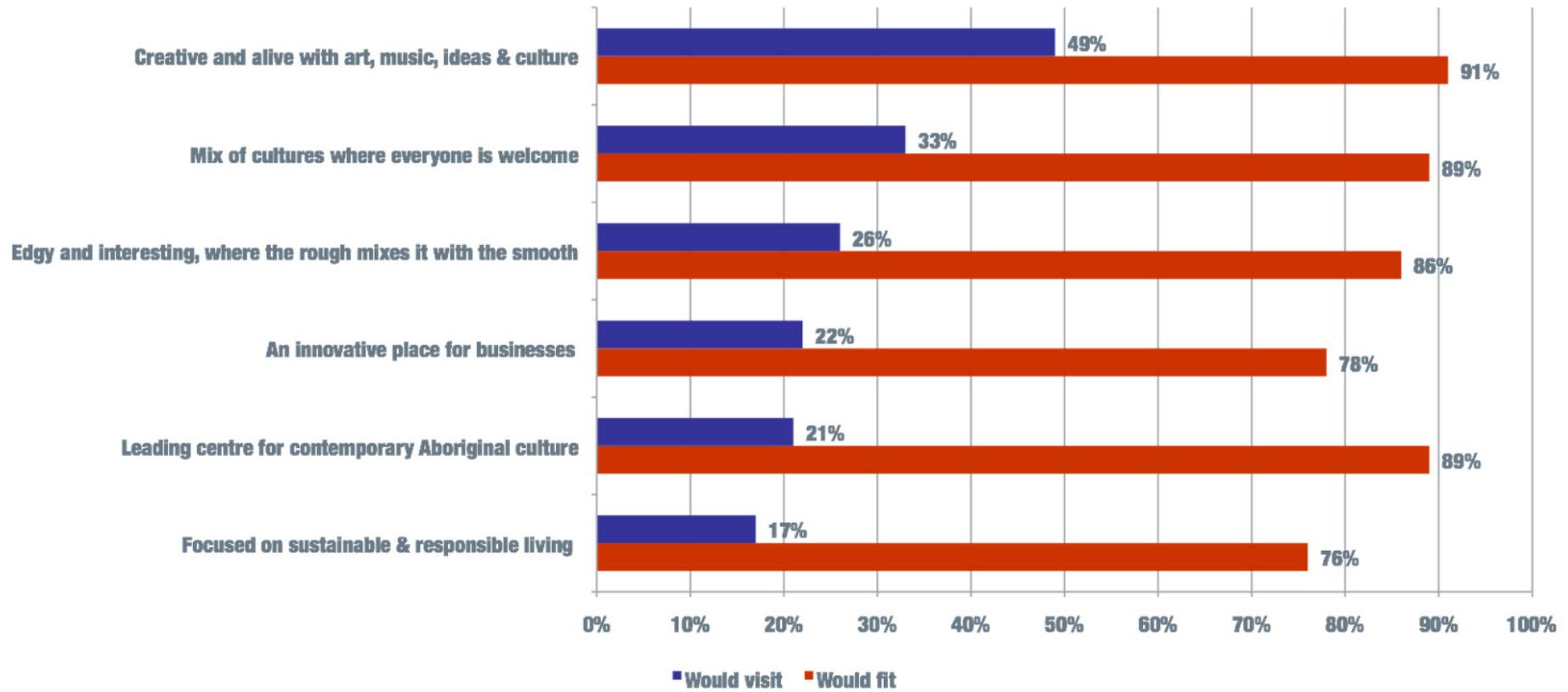
Redfern Waterloo is a special place in Sydney and the world. Building on our foundation as the heart of urban Aboriginal Australia, we are alive with art, music, culture and ideas.

Our social and physical heritage means we have a special story to tell that enriches understanding of what it is to be an Australian.

Our originality, vibrancy and positivity makes us a destination for forward-thinking people and businesses.

Our sense of mutual respect means we have a strong community spirit, welcoming to all.

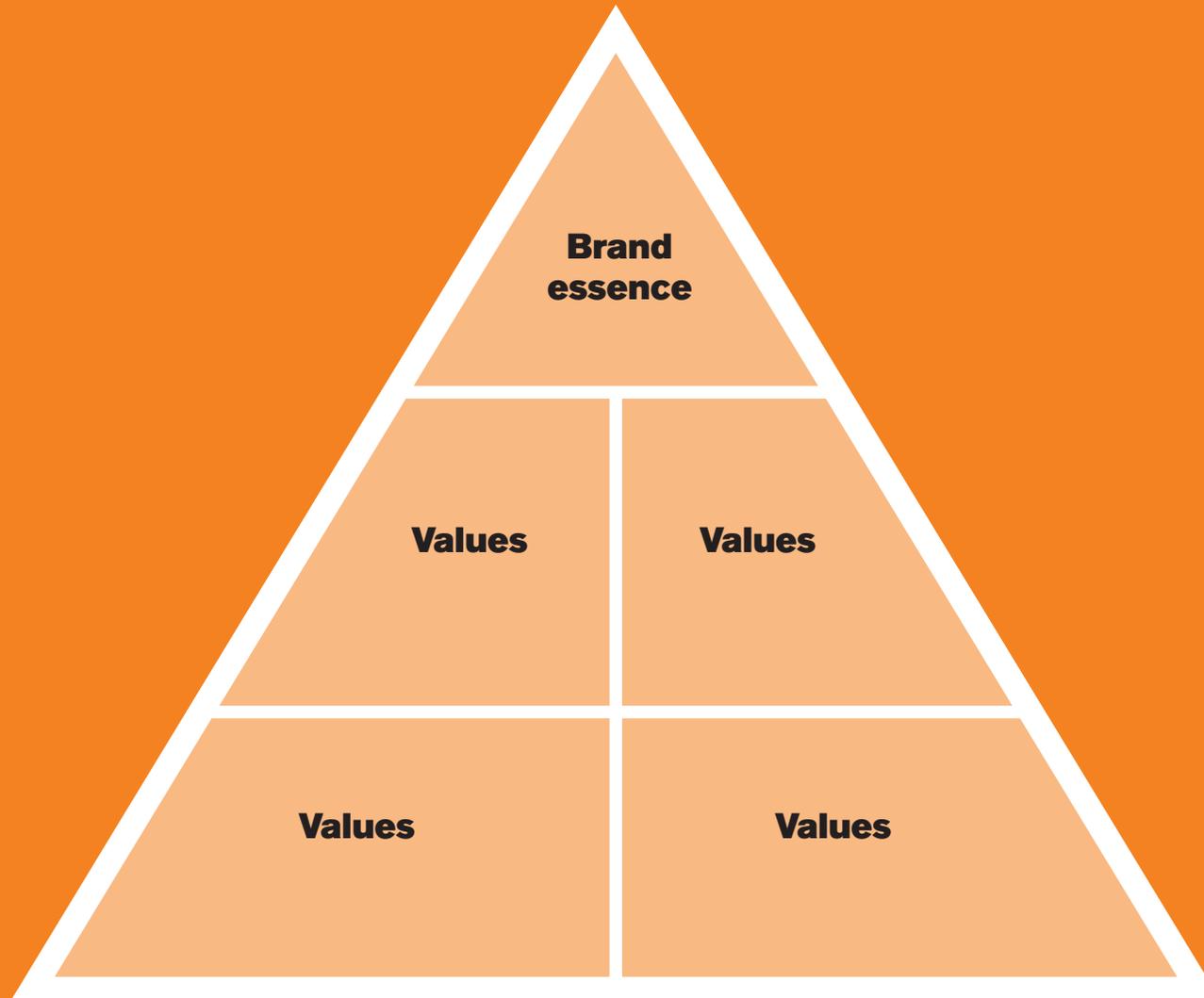
Positionings



**The way we
do things**

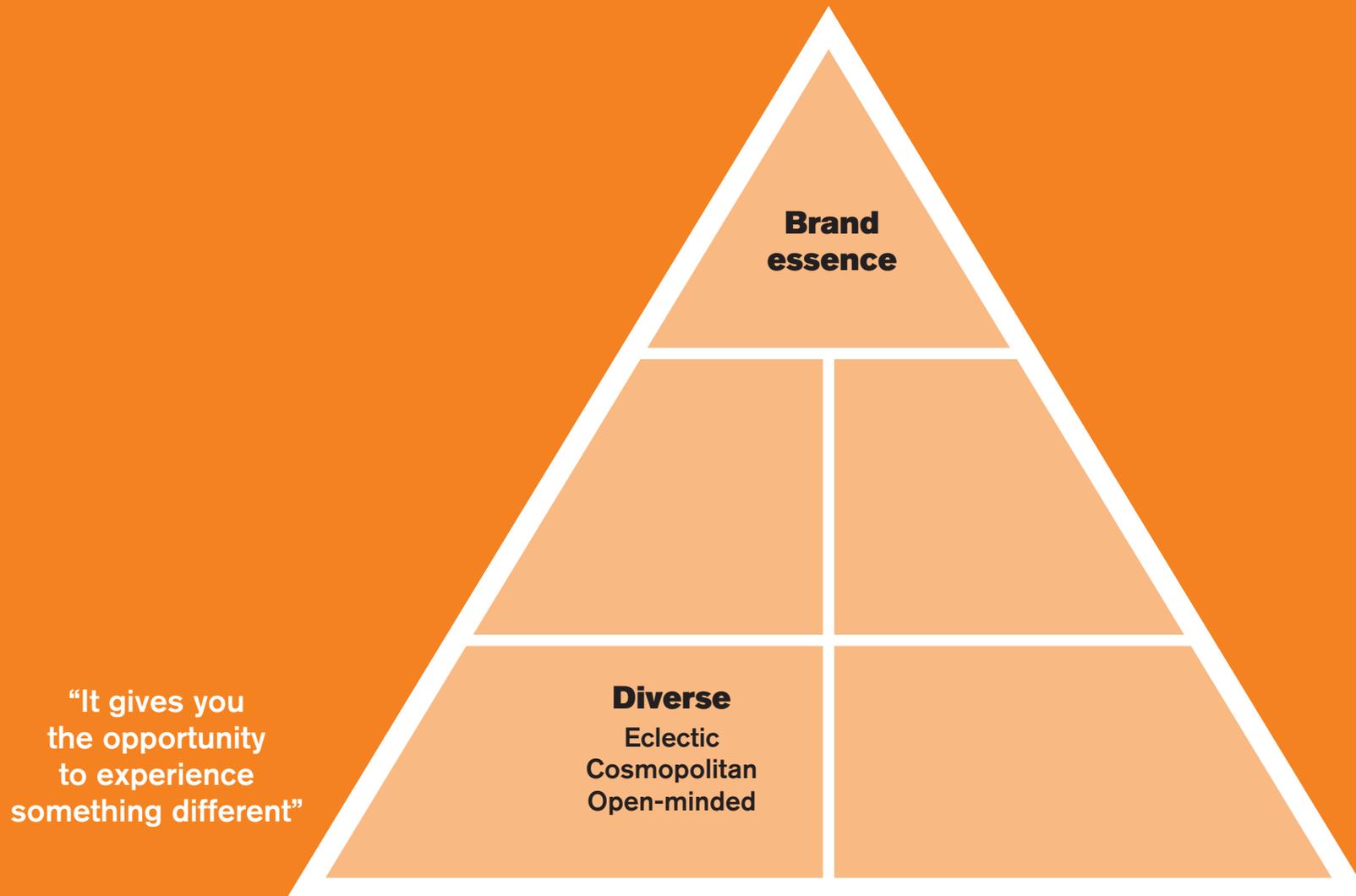
Brand essence

Values people can believe in



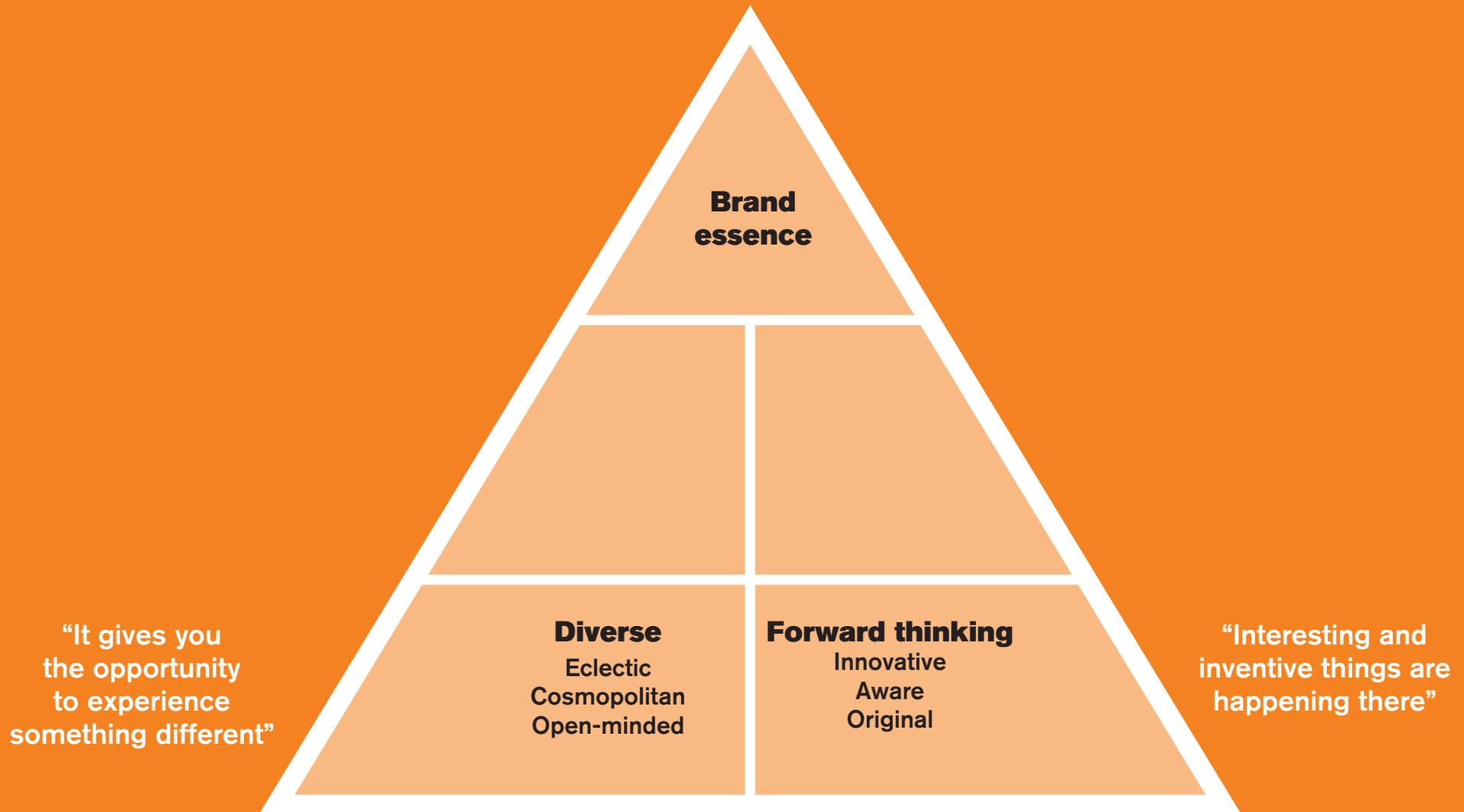
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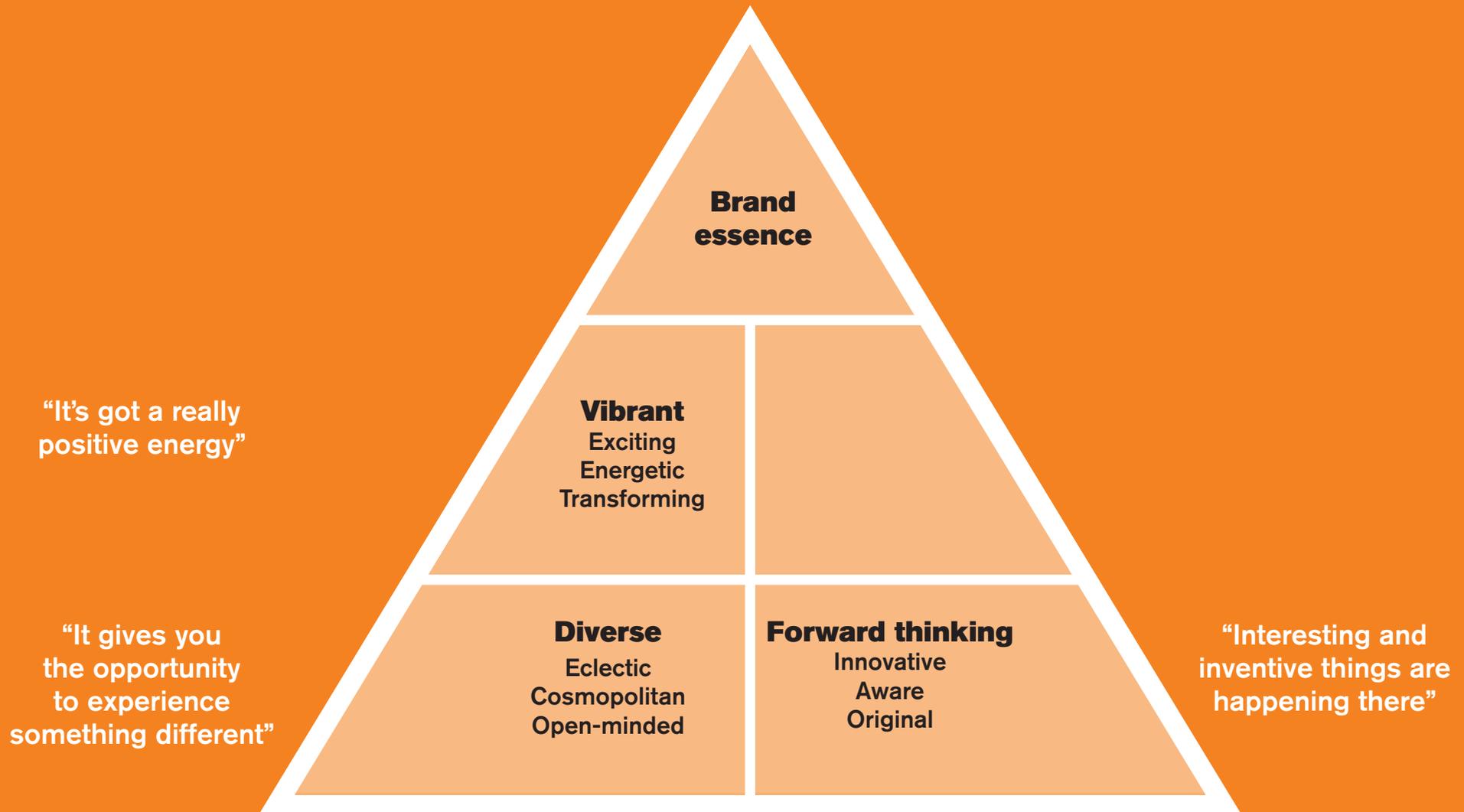
Brand essence

Values people can believe in



Brand essence

Values people can believe in



Brand essence

Values people can believe in



Core brand idea

Welcoming spirit

Brand essence

Welcoming spirit

Welcoming

Receive gladly
Open to all
Approachable
Convenient
Embracing
Responsive
Respect for others
Accessible

Spirit

Boldness
Character, vigor,
Courage, enthusiasm, guts,
Energy, enterprise,
Substance, will, heart, humour,
Liveliness, motivation, zest,
Resolve, sparkle,
Spunk, warmth

Welcoming spirit

“The welcome was warm and genuine. I felt people here were pleased I had come into their community to join their celebration of this special place which is so rich in the truly valuable aspects of life – connected community, strong and generous spirit, long and diverse history, vibrant and energetic present, exciting and promising future, mutual respect, nurturing and protection of the vulnerable, support and encouragement of the young”.

Mary Lynne Pidcock

Welcoming spirit

“It has to be “wow” and to attract people into wanting to go there.

A good spirit flow is what Redfern needs.

We need to show people that if we can do it, everybody can do it”.

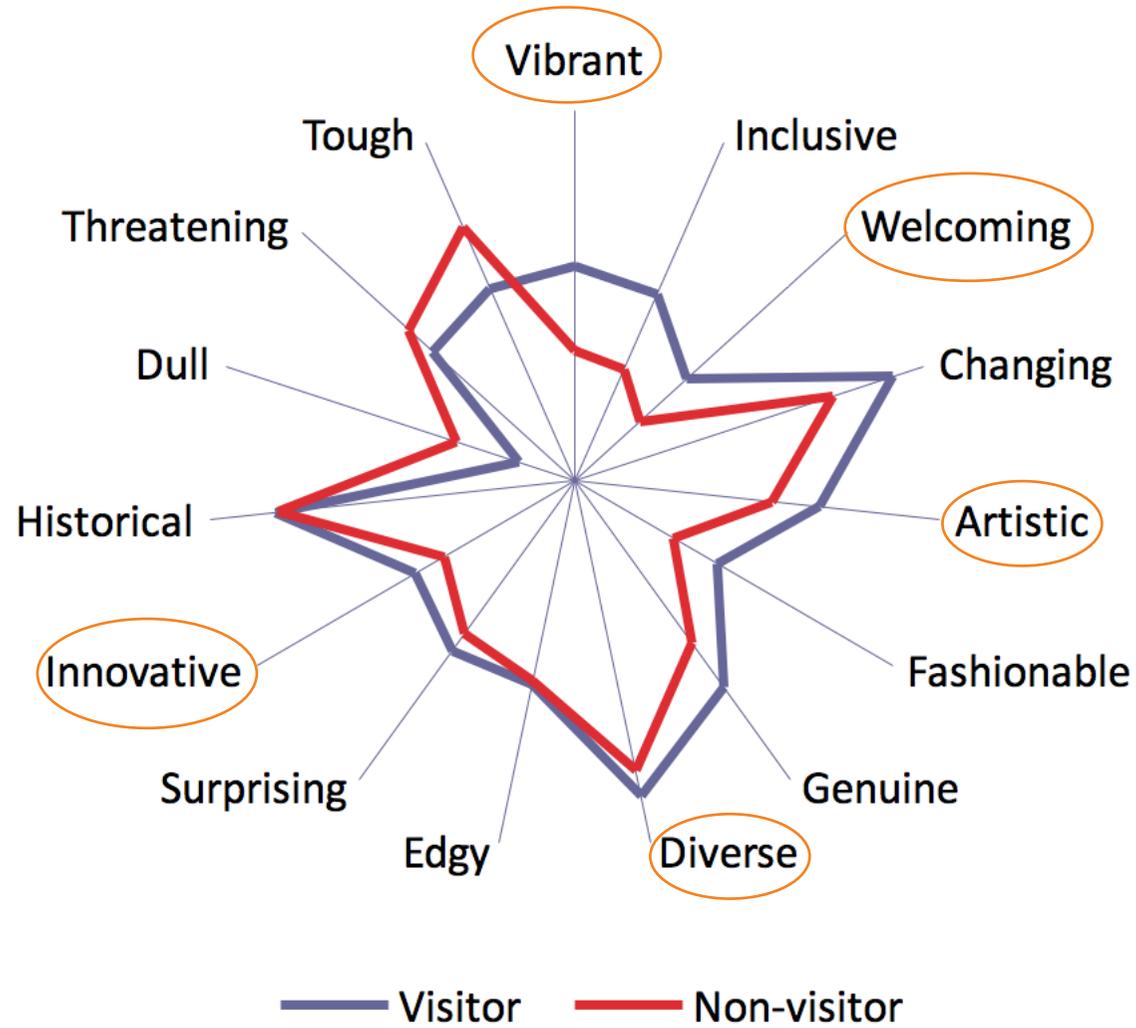
Mick Mundine

Brand essence

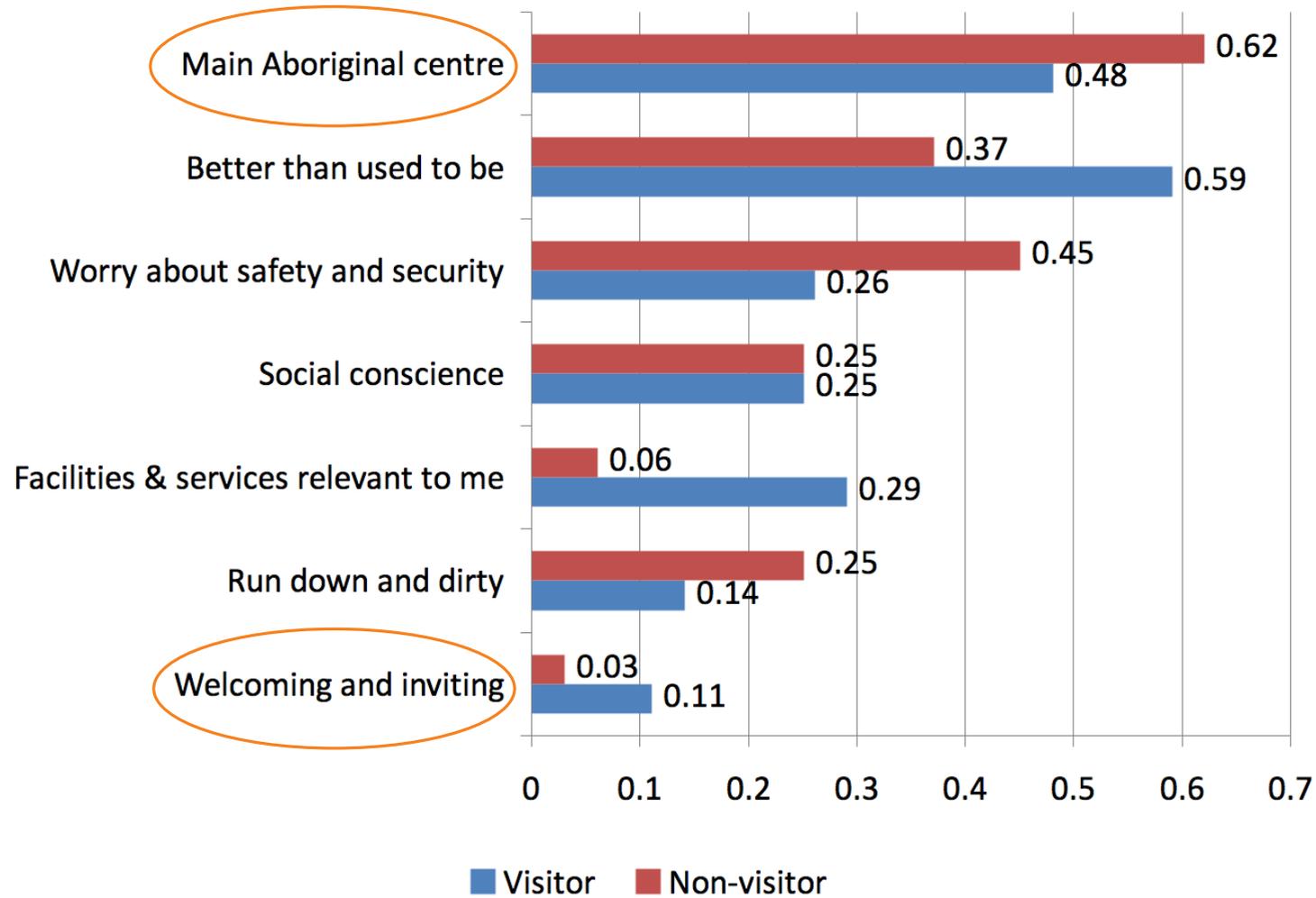
Values people can believe in



Our focus



Our focus



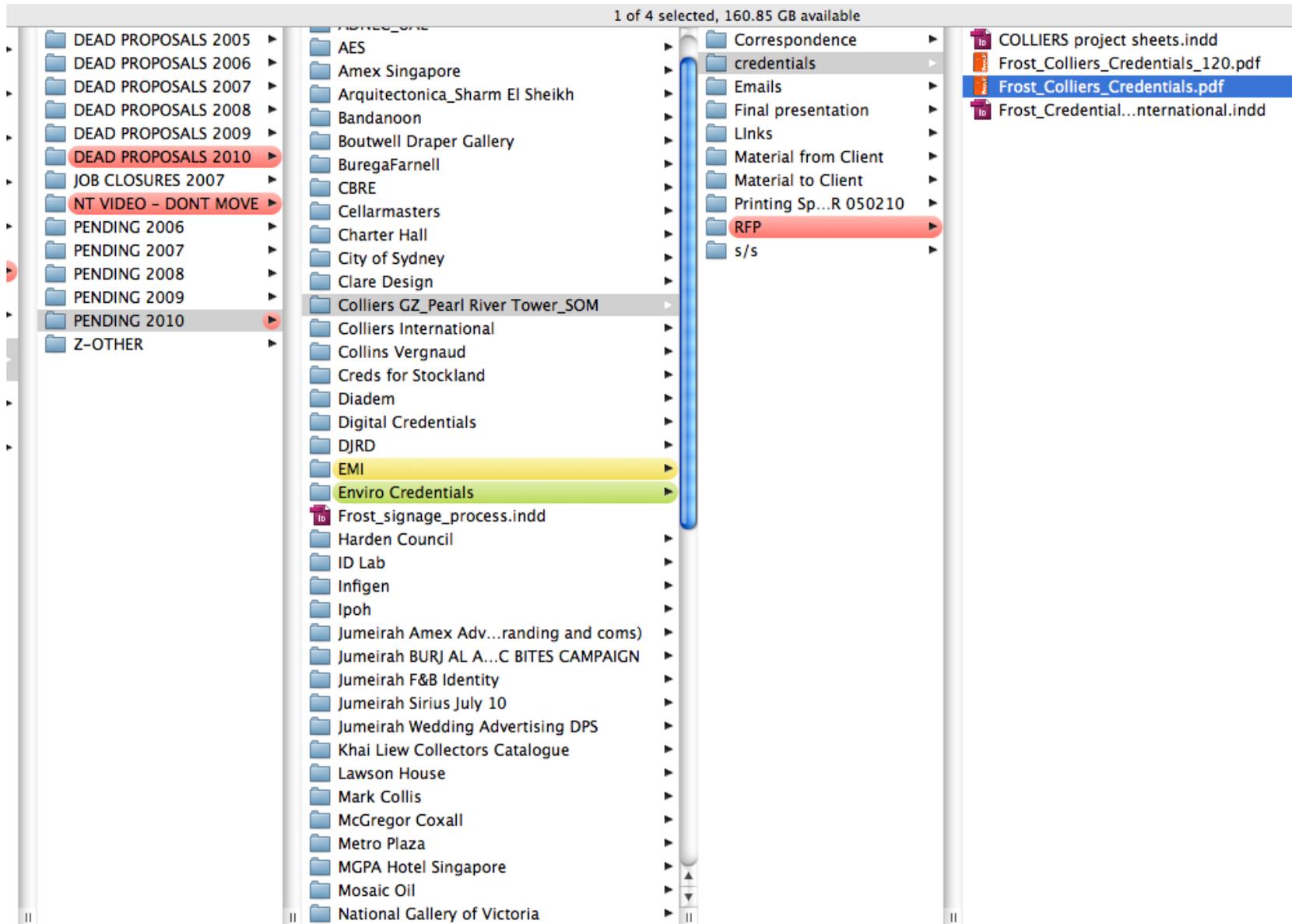
What we're like

Brand archetypes

- a model used in branding for personality types
- based on Jungian psychology
- helps brands to be understood as types of people

Brand archetypes





Your archetype

Magician

Affects transformation

Magician brands often have a strong
psychological
or spiritual component

Often new brands or highly
contemporary brands with the
power to change lives and
transpose mind-sets

Create an alternative world by
offering the promise of change

Brand personality

If the brand was a person, what would they be like?

An
original
thinker

Creative
and
artistic

An
innovator

A
leader

Enthusiastic

Positive

Inspiring

Respectful

Think



Shane Phillips



Liane Rossler

**Putting it
all together**

Summary

Purpose

The purpose is the brand's fundamental reason for being. The role defines how the brand will deliver on its purpose.

To champion Redfern Waterloo as a landmark destination demonstrating respectful and positive transformation

Brand Essence

Welcoming Spirit

Product brilliance

A special place in Australia and the world

The heart of urban Aboriginal Australia. Alive with art, music, culture ideas.

Heritage means we have a special story to tell.

Destination for forward-thinking people and businesses.

Mutual respect means we have a strong community spirit, welcoming to all.

Values

Brand values represent the code by which your brand lives. If a decision doesn't reflect your brand values, then it isn't the right one.

- Diverse
- Forward thinking
- Vibrant
- Living culture

Personality

Personality traits are the human characteristics of your brand. They are expressed through every aspect of your brand's identity.

Magician

- A leader
- Original
- Creative
- Innovative
- Enthusiastic
- Positive
- Inspiring
- Respectful

Next steps

4

Next steps

Strategy

— Feedback and approval 30 July

Creative brief

— Draft to client 3 August

— Client approval 6 August

Concept design

— Creative presentation 25 August

— Client review/feedback 3 September

— Revisions 10 September

— Stakeholder presentation 15 September

Design development

— Development of creative 8 October

Style guide

— Document 29 October

Welcoming spirit

“It has to be “wow” and to attract people into wanting to go there.

A good spirit flow is what Redfern needs.

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Mick Mundine