

**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

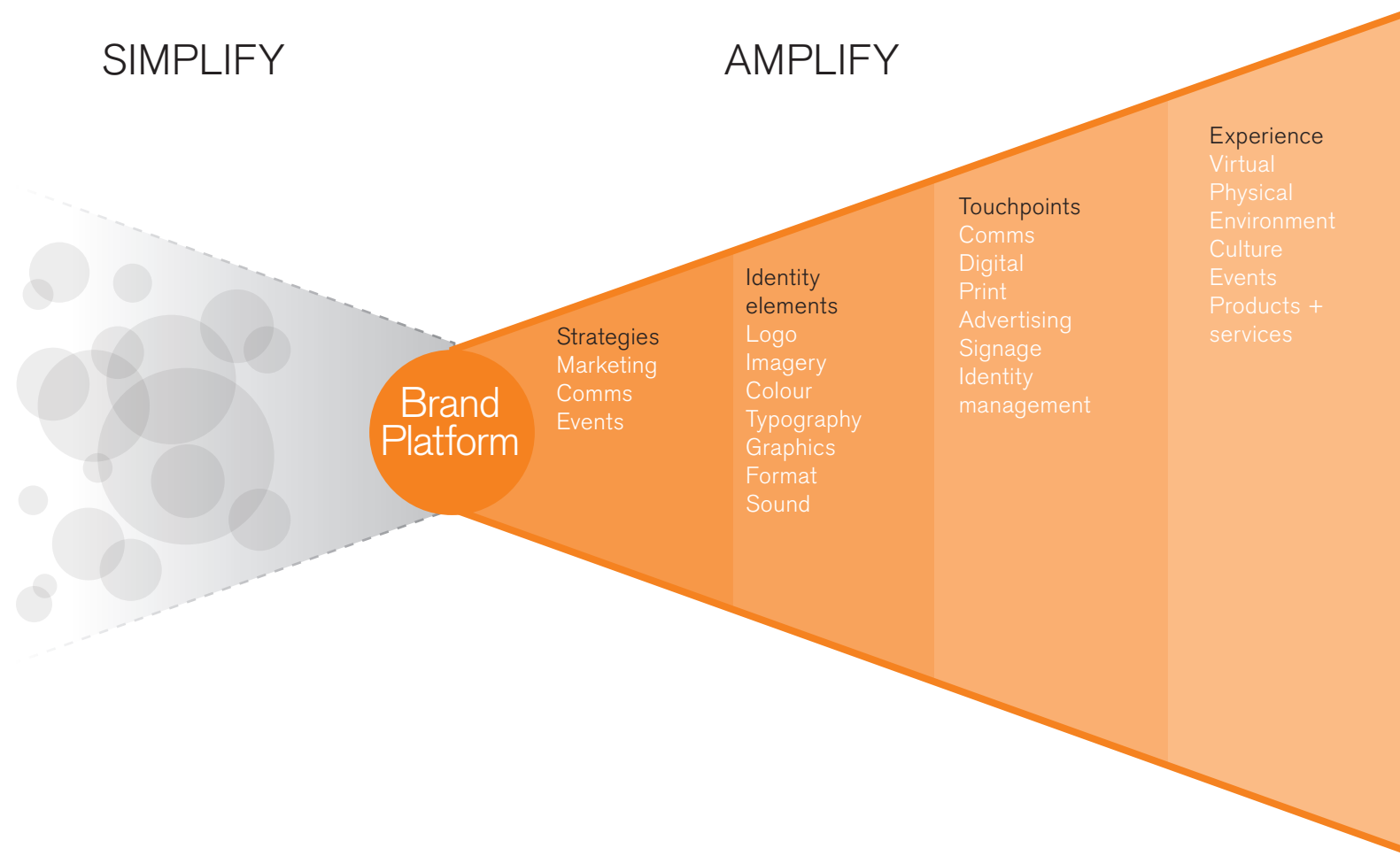
## Visual identity or “look and feel”

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

# Brand strategy



# Distilling the brand



# **Brand Discovery overview**

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# 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
<b>Rail Station</b>	<b>93</b>	<b>39</b>
The Block	77	9
Factory Outlet Shops	74	27
<b>Carriageworks</b>	<b>74</b>	<b>35</b>
Rabbitohs	73	11
<b>ATP</b>	<b>71 (45)*</b>	<b>28</b>
Redfern St	70	20
Aboriginal cultural businesses	66	4
Regent St	66	24
Eveleigh Markets	63	27
<b>Danks St</b>	<b>59 (25)*</b>	<b>40</b>
<b>Cafes + Restaurants</b>	<b>57</b>	<b>39</b>
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 targetted communications strategy*

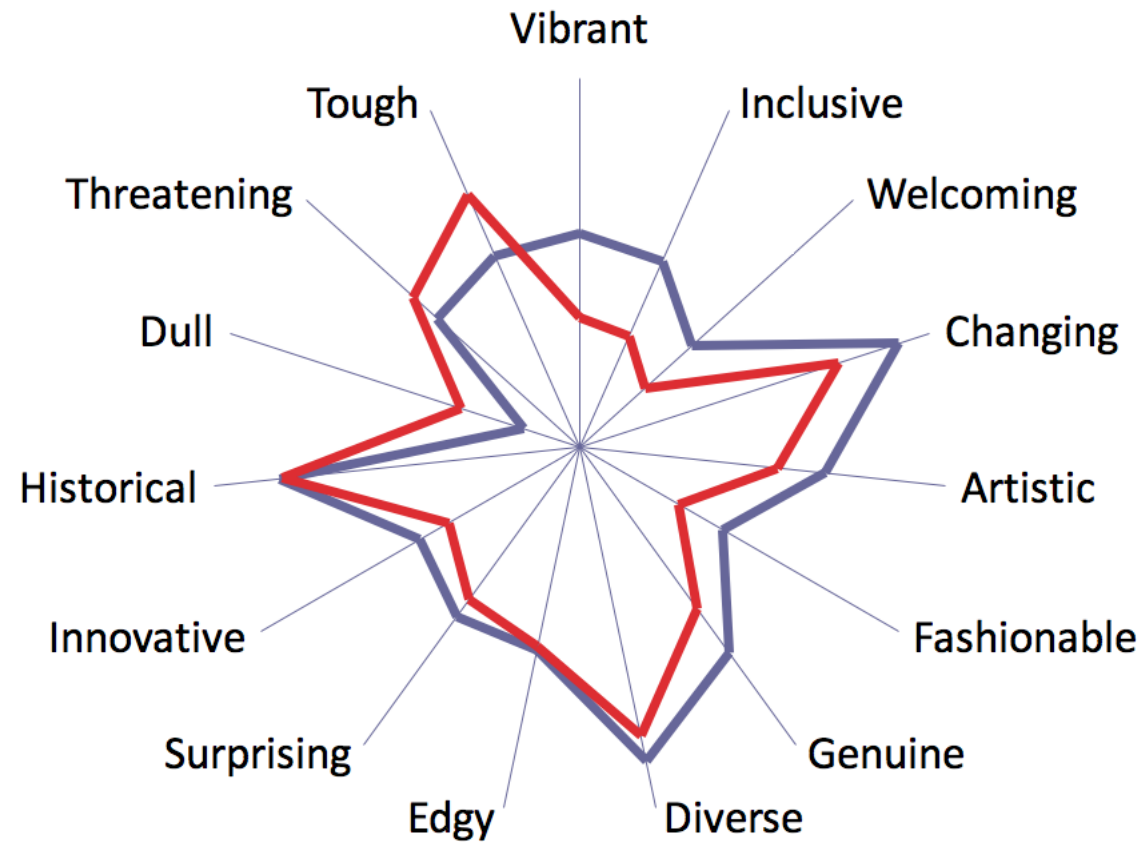
# **Key findings – perceptions**

**A series of prompted questions were also asked to measure perceptions**

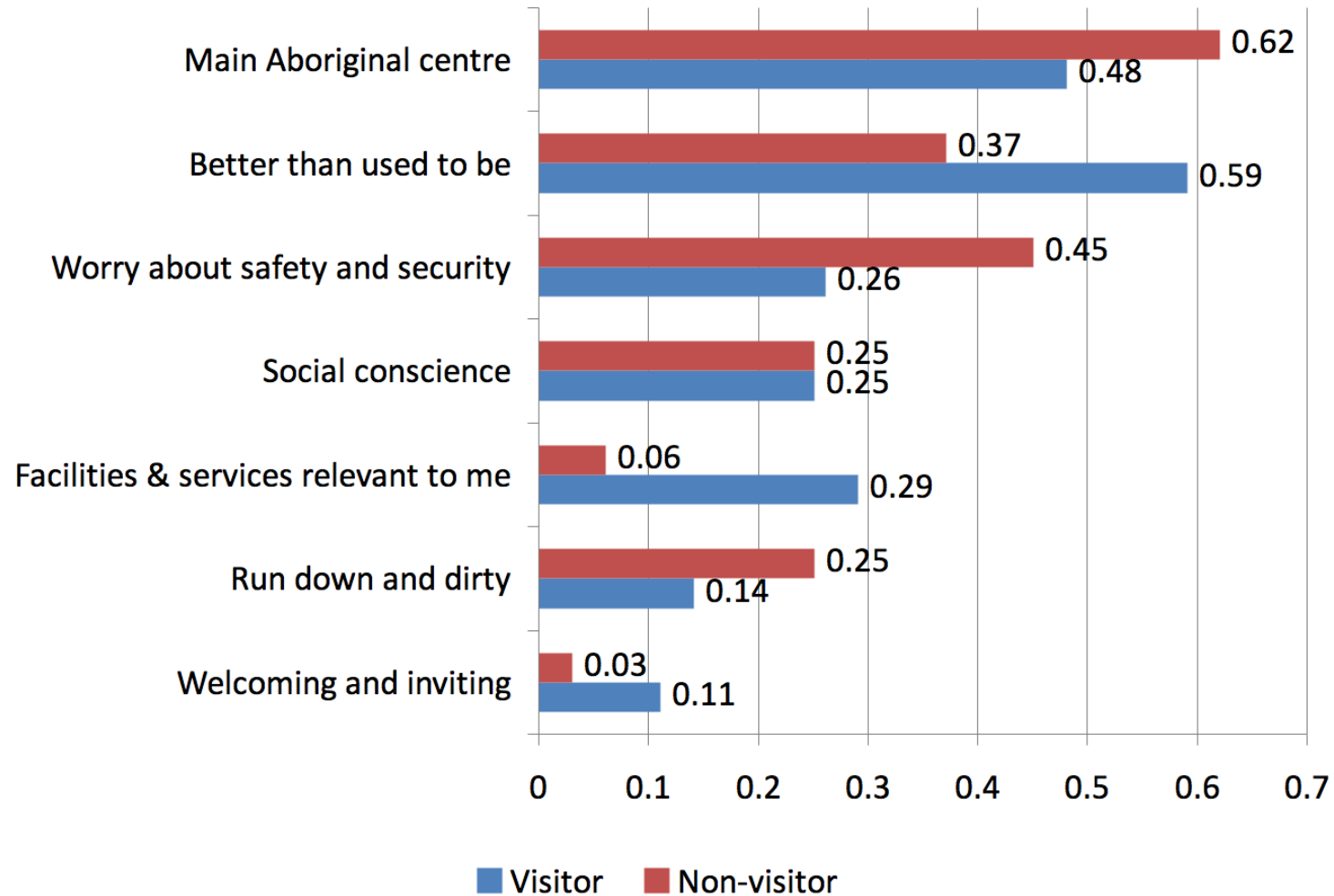
- A list of 15 positive and negative attributes**
- A list of 7 descriptions**
- A list of 6 positions for the offer and how likely these would make people go there.**

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

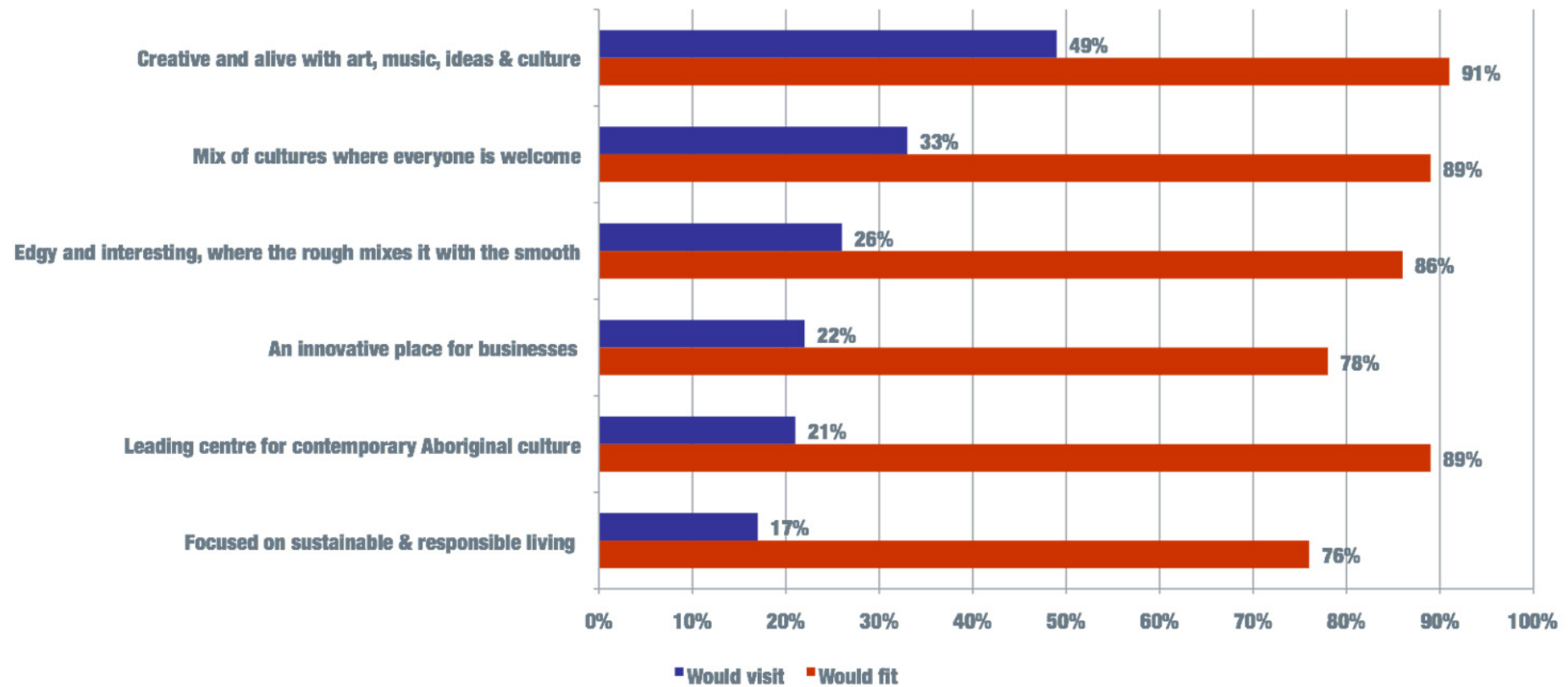
# Perceptions



# Statements



# Positionings



**Brand strategy**

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**What we're  
trying to  
achieve**

# Modelling the Brand opportunity

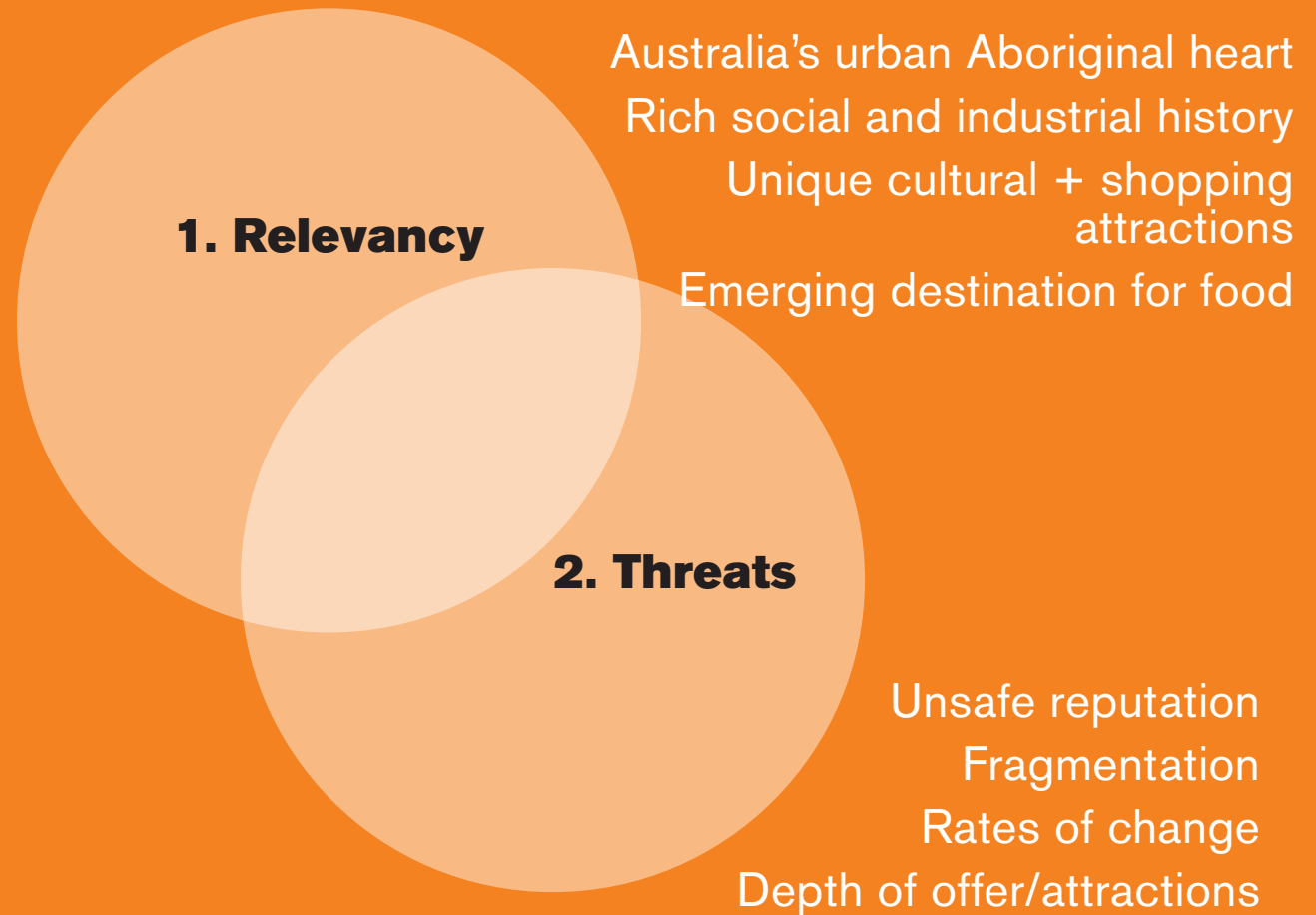


## 1. Relevancy

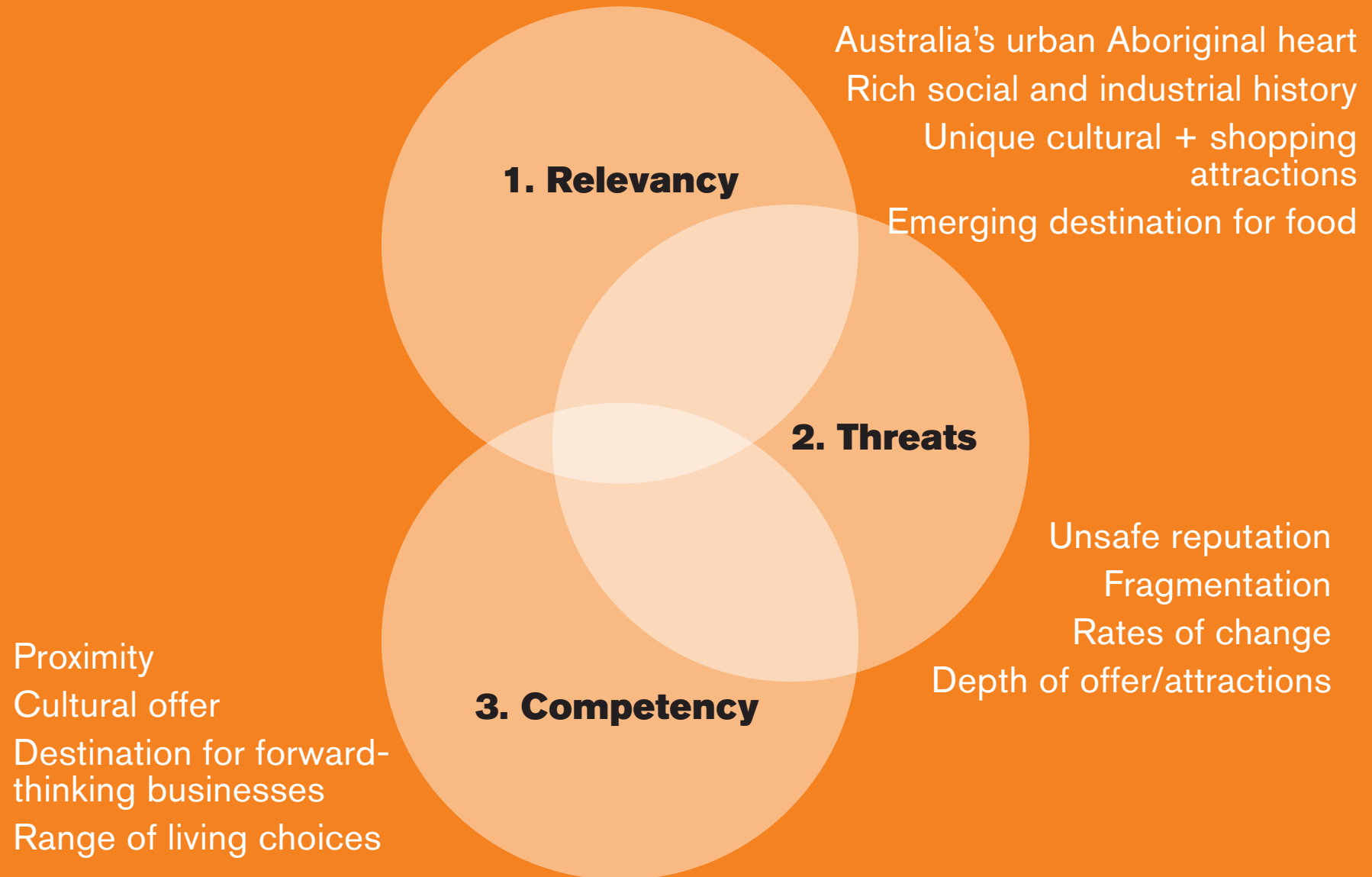
Australia's urban Aboriginal heart  
Rich social and industrial history  
Unique cultural + shopping attractions  
Emerging destination for food



# Modelling the Brand opportunity

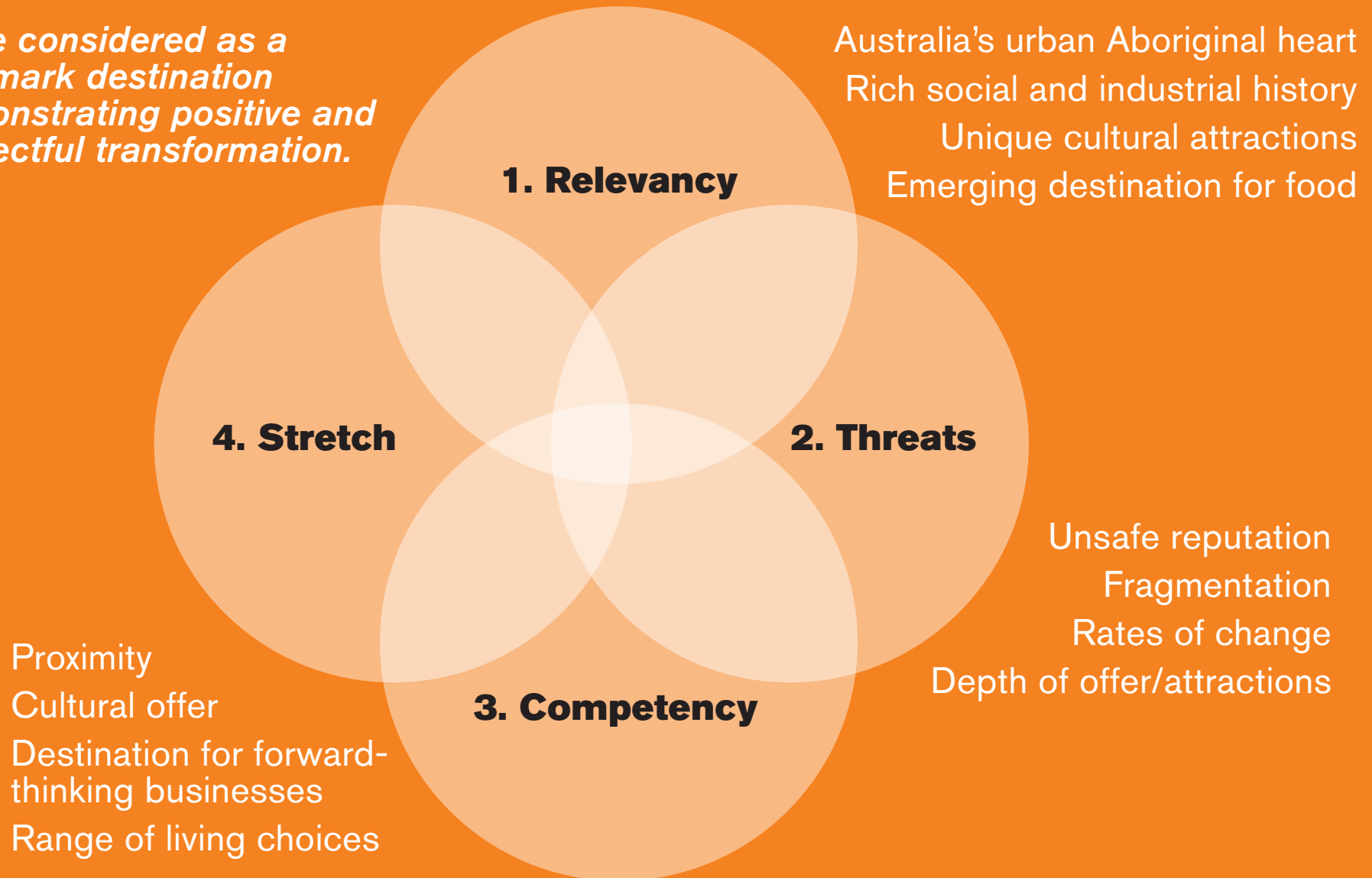


# Modelling the Brand opportunity



# 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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## 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

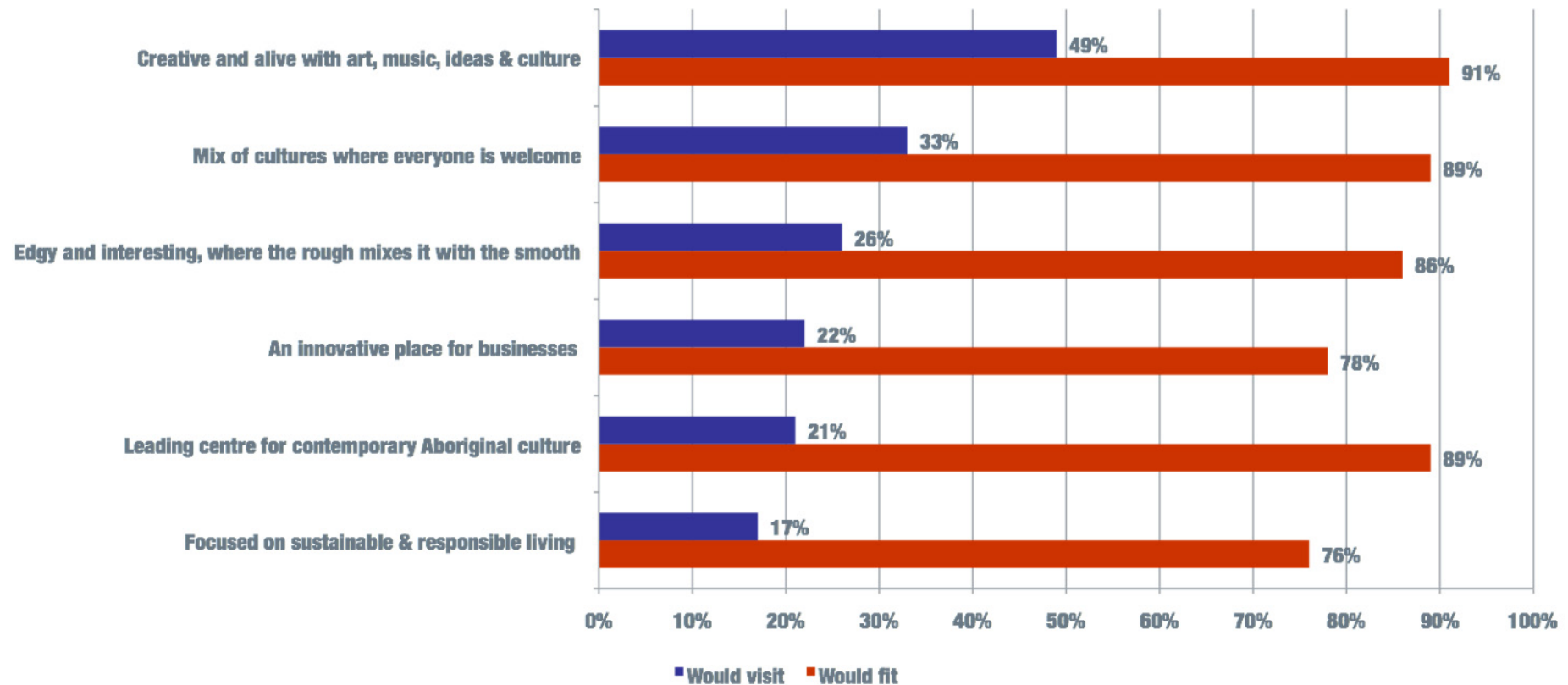
**Redfern Waterloo is a special place in Sydney and the world. Building on our foundation as the heart of urban Aboriginal Australia, we are alive with art, music, culture and ideas.**

**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.**

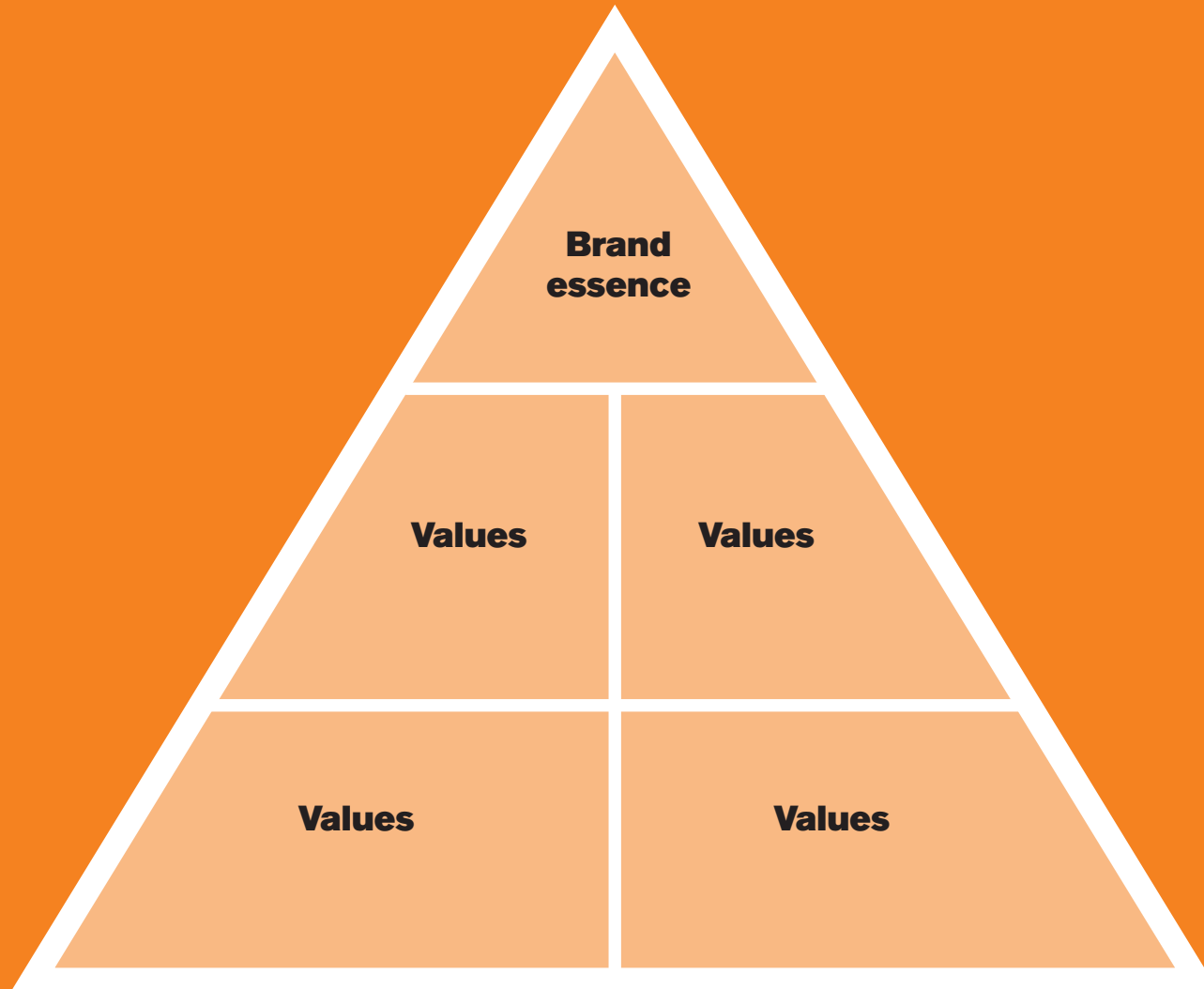
# Positionings



**The way we  
do things**

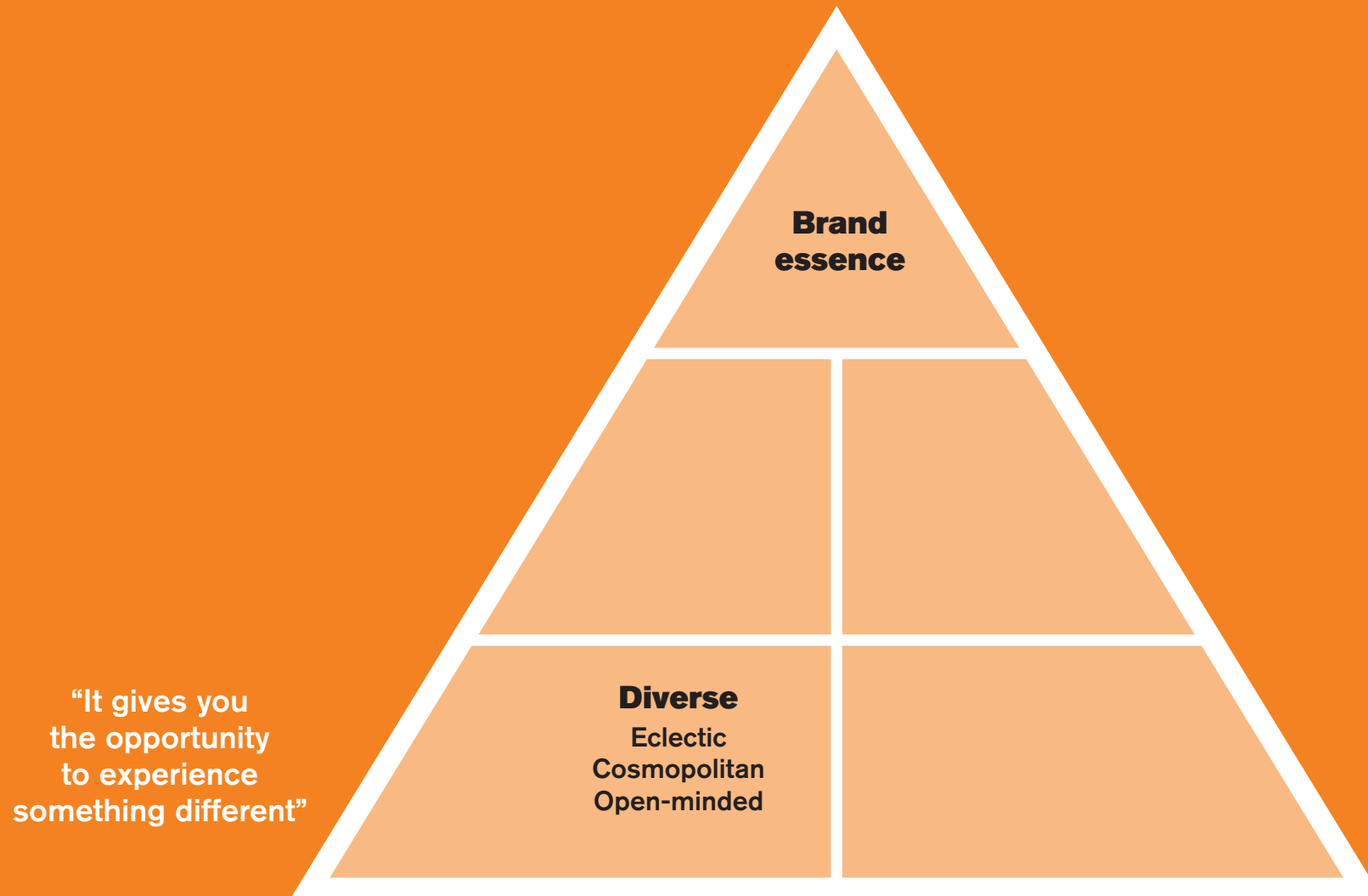
# **Brand essence**

## **Values people can believe in**



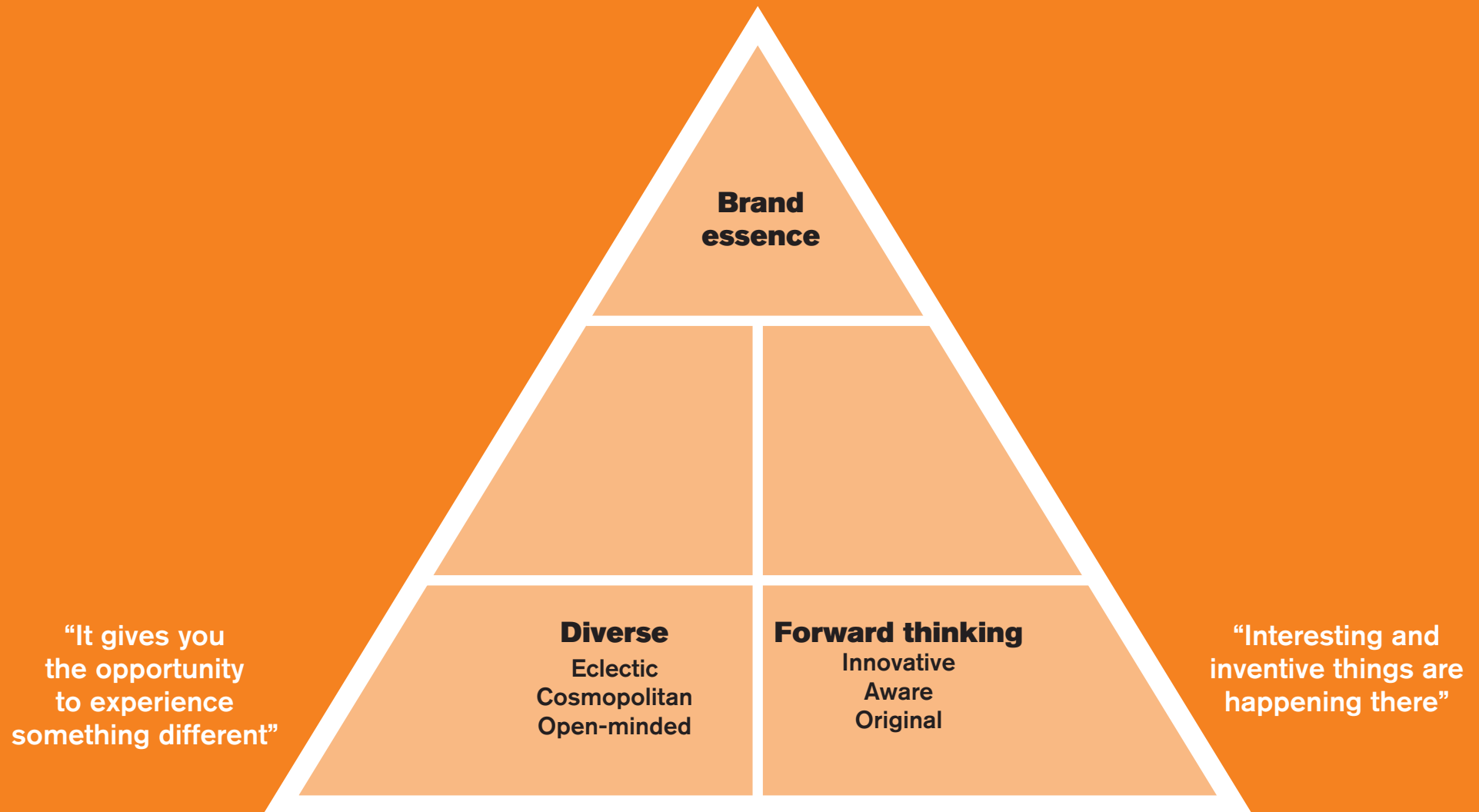
# Brand essence

## Values people can believe in



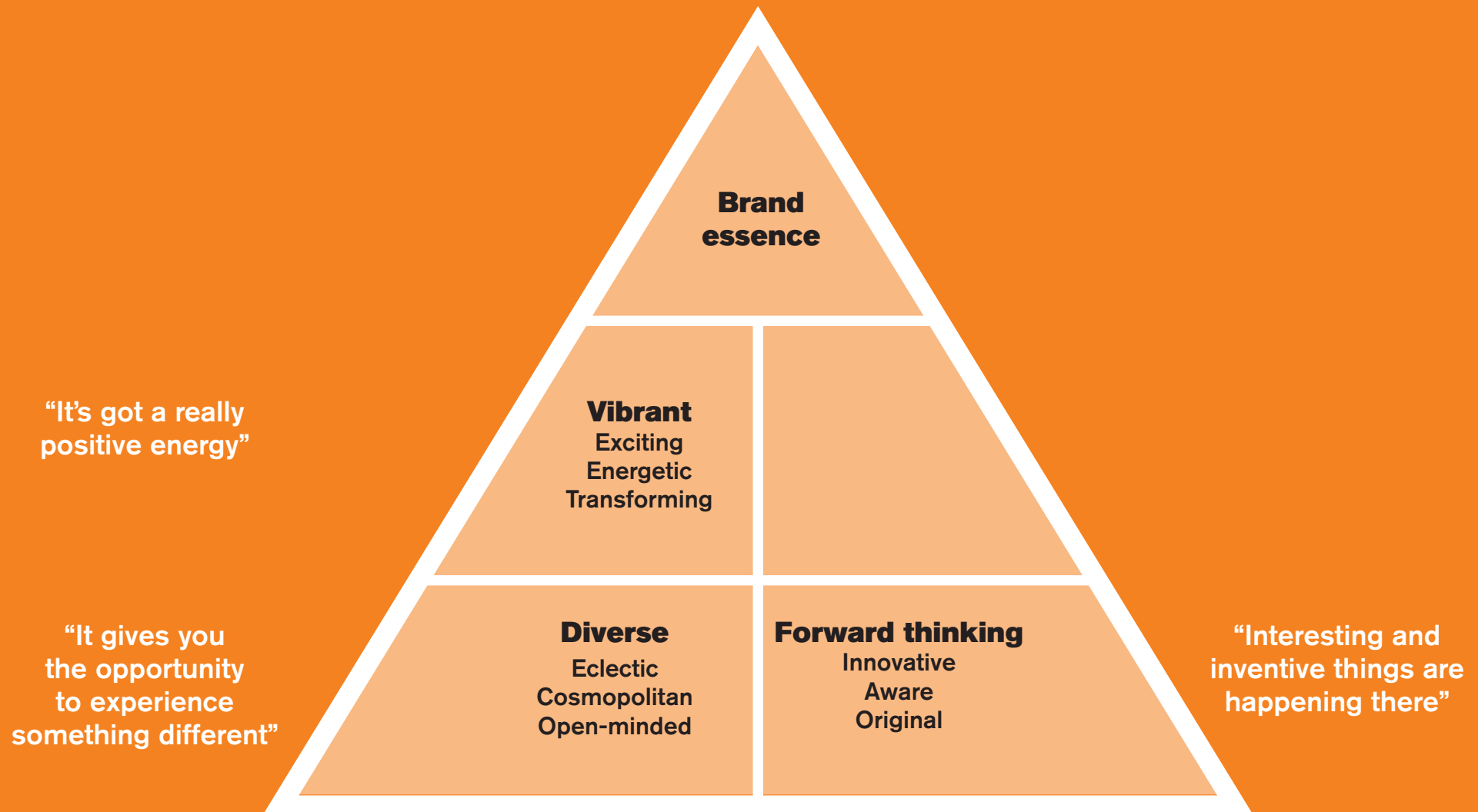
# Brand essence

## Values people can believe in



# Brand essence

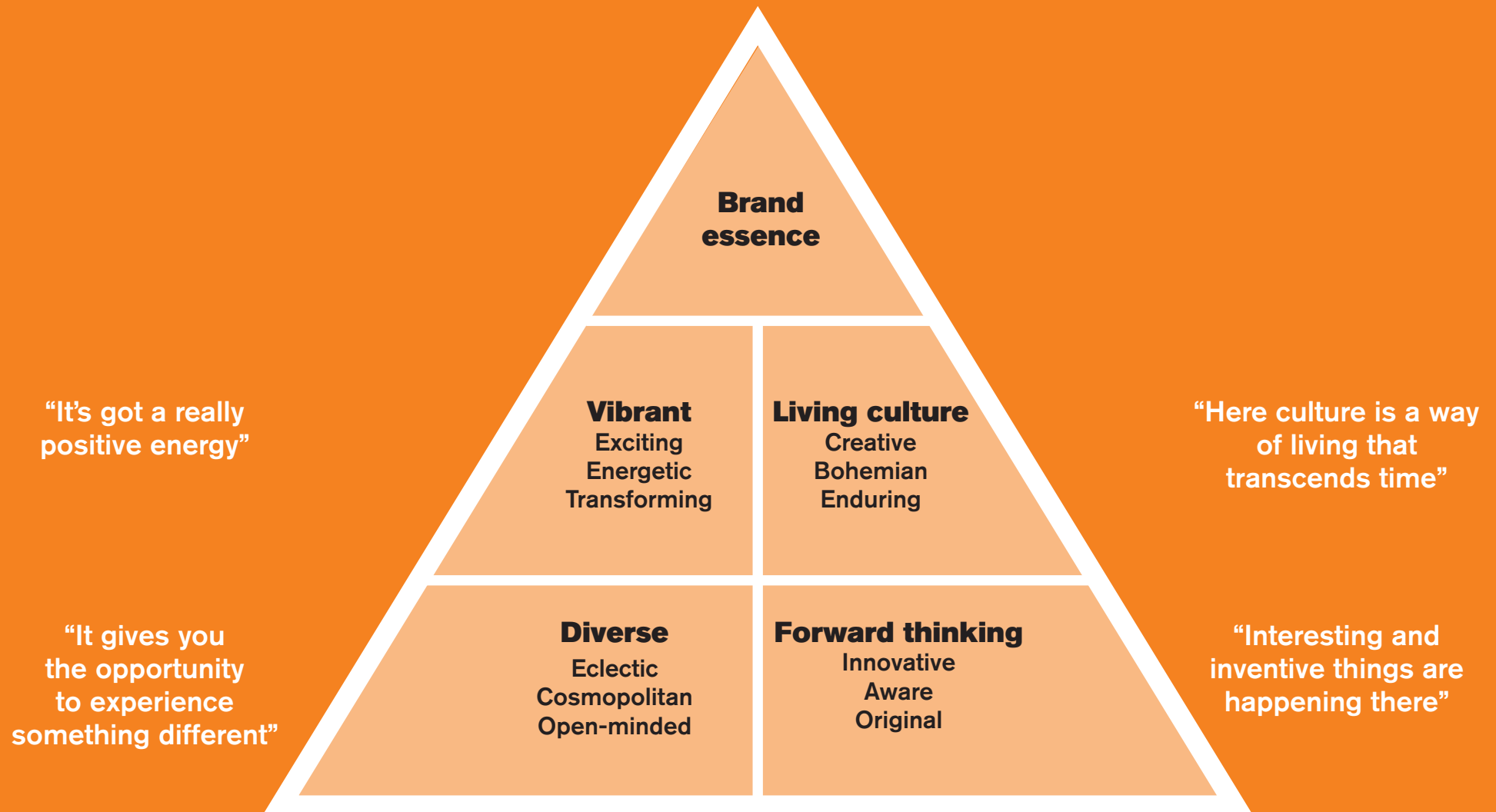
## Values people can believe in





# 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”.

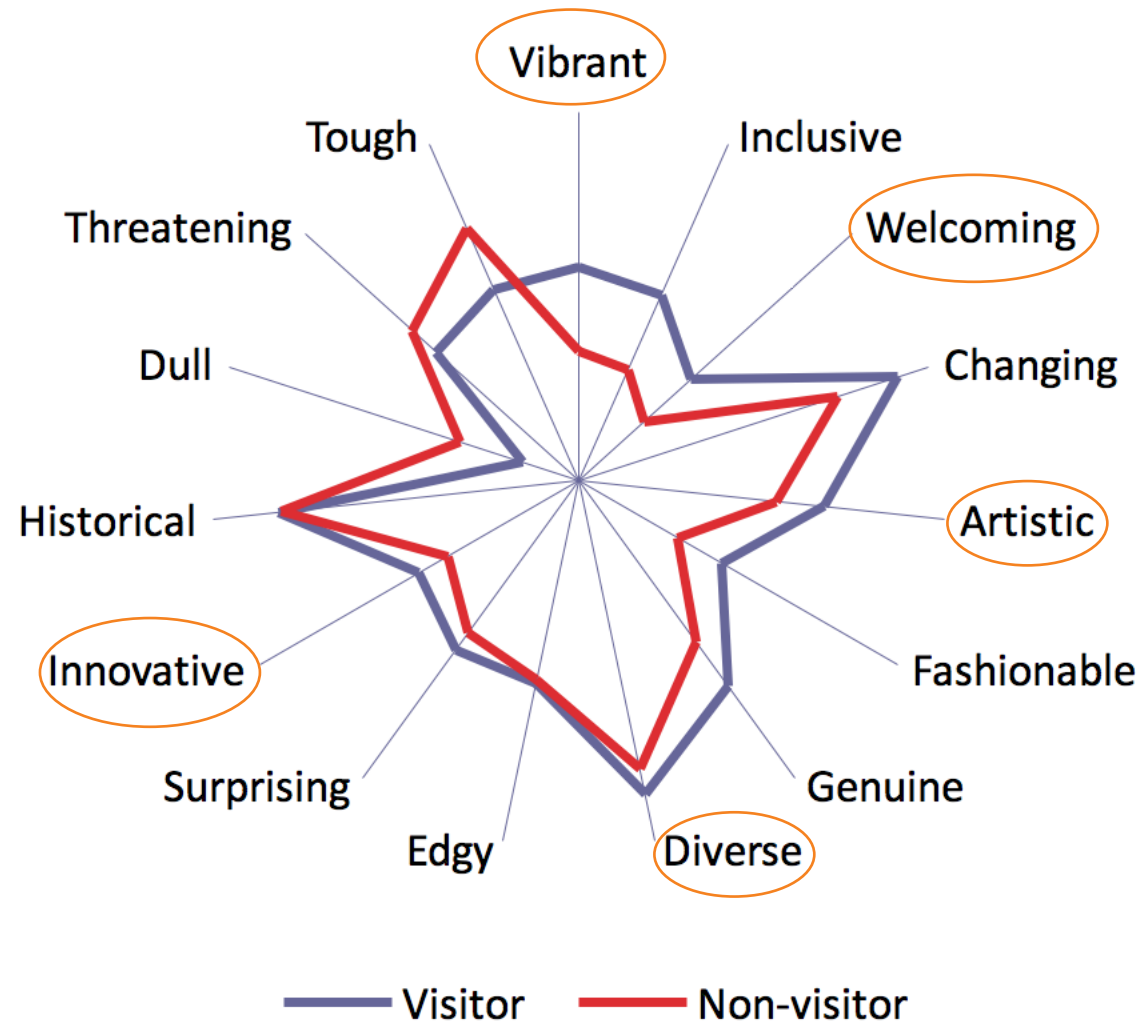
**Mick Mundine**

# Brand essence

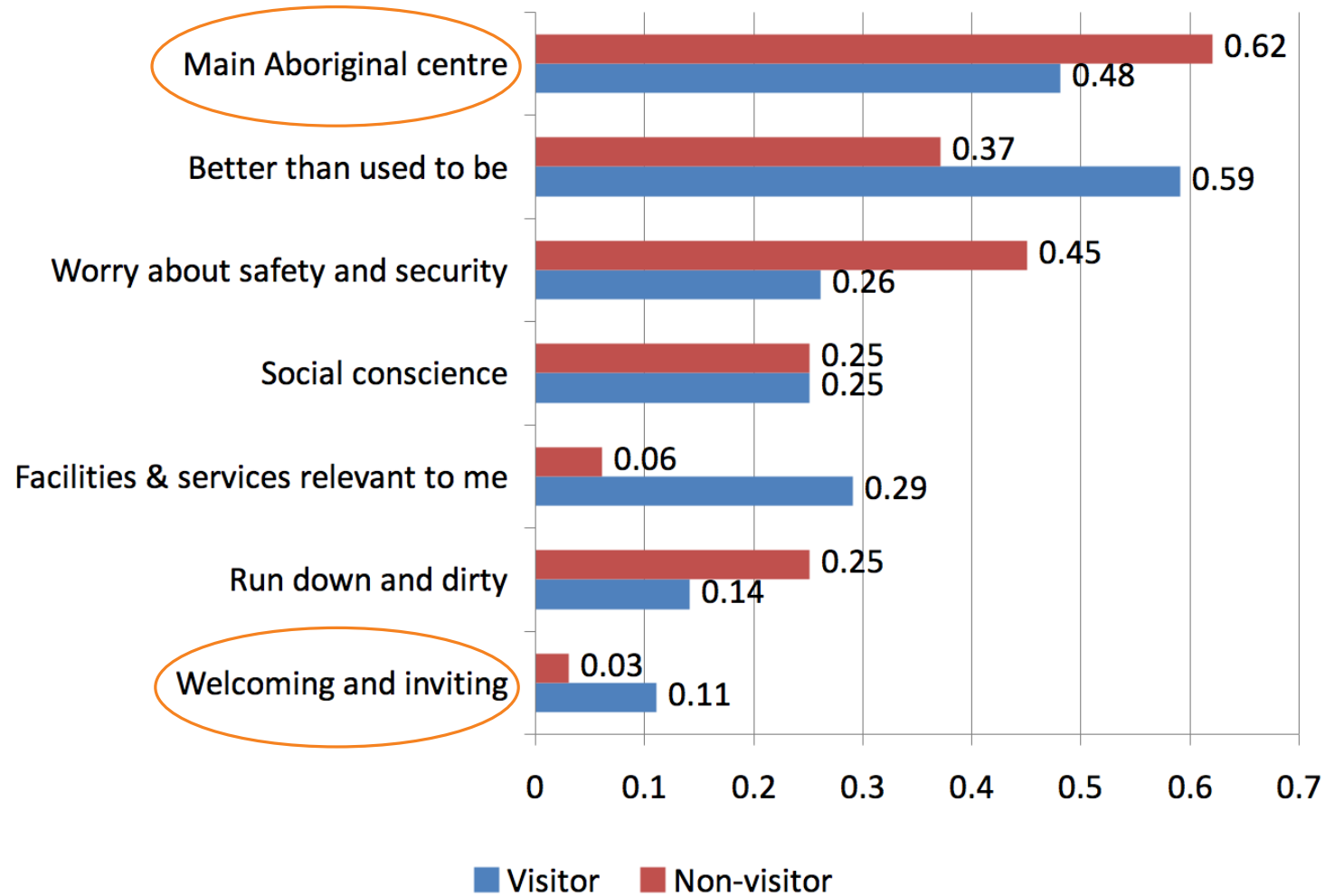
## Values people can believe in



# Our focus



# Our focus





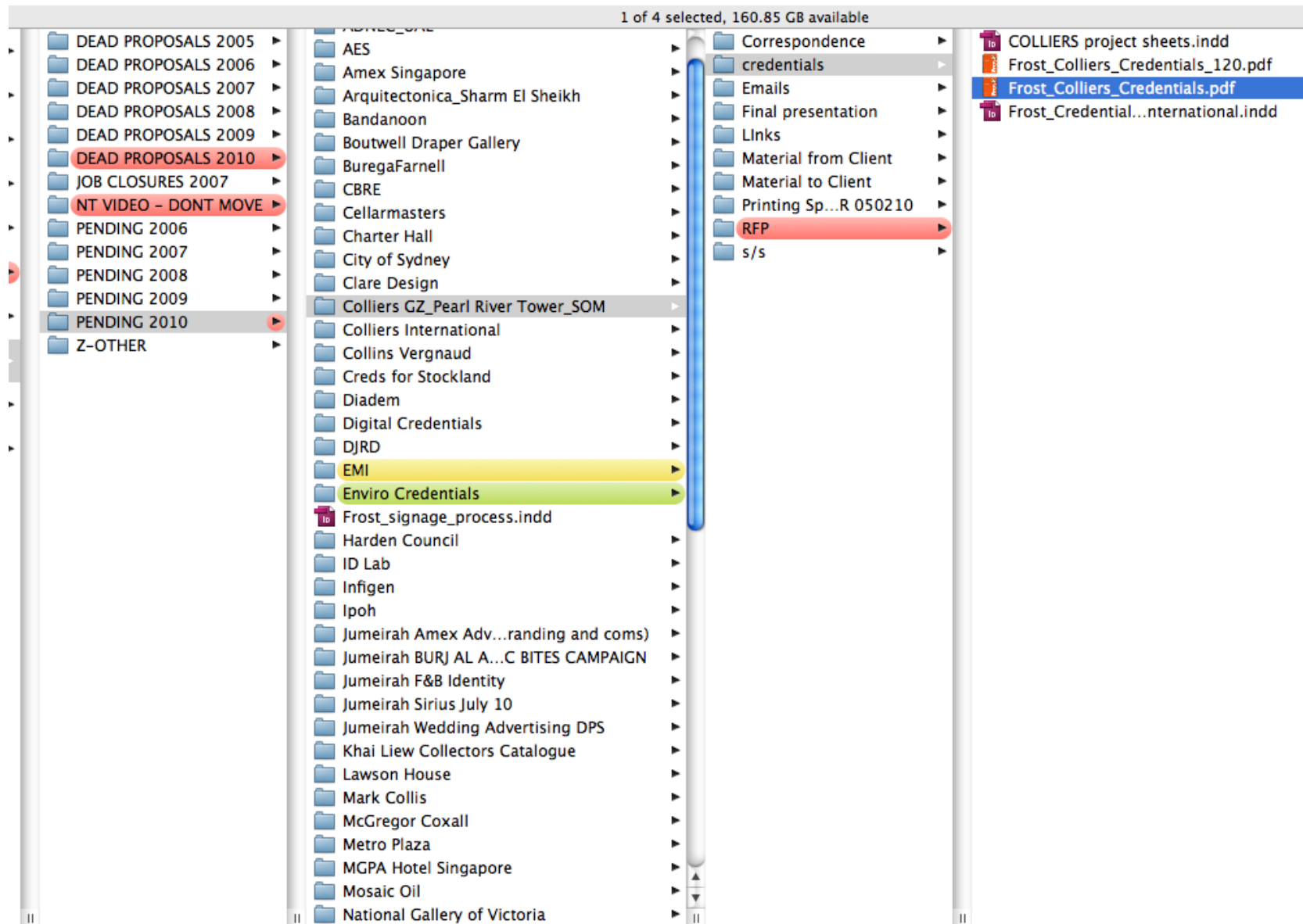
# What we're like

# 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



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**Mick Mundine**