

FACTS ABOUT Alberta's brand campaign

*"We must tell the **world** about the promise of Alberta."*

— PREMIER ED STELMACH

What is Alberta's brand campaign?

The Alberta brand campaign will tell the story of our province at home and abroad. It will relay to others what we already know — that Alberta is a great place to live, work, visit and invest in. This isn't simply an advertising campaign. We will incorporate our story in everything we do.

Why does Alberta need a brand?

The perception of Alberta at home and abroad has a profound impact on the success of our province. It affects exports to world markets, sways investment load and influences our tourism and immigration draw.

How much will the brand development cost?

The Alberta government has set aside \$25 million over three years for brand development and implementation. The budget for year one is \$5 million while funding for years two and three is projected at \$10 million per year. The budget is based on similar branding projects of this scope and size. We have reviewed other provincial/municipal branding initiatives and this budget is in line with our objectives.

Who will develop the brand?

Calder Bateman Communications /Identica has been selected to work with internal and external advisory groups to research, create and implement the brand. The agency was selected through an open, fair and transparent competition process that complies with government's established purchasing procedures.

What input will be provided into the brand's development?

A 20-member advisory committee will bring a wide variety of perspectives into the brand development. Members represent the economic development, tourism, culture, communications, energy, agriculture, business and education sectors as well as various geographical areas of the province. Internally, a provincial deputy ministers' advisory committee will help ensure the brand meets the needs of all sectors of Alberta.

When will the brand be unveiled?

Brand research and creative development will take place in summer and fall of 2008. The brand will be launched early in 2009 when the focus will be on implementation in local, national and international markets.

For more information on Alberta's brand campaign contact:

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