

REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 24TH NOVEMBER 2008

REPORT ON: CITY OF DISCOVERY CAMPAIGN

REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT

REPORT NO: 590-2008

1.0 PURPOSE OF REPORT

1.1 To seek agreement on the re-positioning and re-branding of the City of Discovery Campaign.

2.0 RECOMMENDATIONS

2.1 It is recommended that the Committee:-

- a. Agrees to the appointment of the Leith Agency to work with the council in developing the city's brand, including the future marketing and communications plan and the implementation of the new visual creative.
- b. This report be accepted as the basis for the refreshed City of Discovery Campaign from this date forward.

3.0 FINANCIAL IMPLICATIONS

3.1 The maximum agency cost of £73,087 can be contained within the budget for the City of Discovery Campaign included within the Economic Development Departments revenue budget allocations for 2008/09 and 2009/10.

4.0 MAIN TEXT

4.1 The campaign has completed the final stage of its review as referred to within Article I of the Minute of Meeting of the Economic Development Committee of 27th August 2007. The Strategic Advisory Board has met several times throughout this process. The board consists of the following representatives;- Lord Provost and Convenor of Economic Development (Chair); Iain Lamb, Managing Editor, DC Thomson's; Katherine Garrat-Cox, Alliance Trust; Christina Potter, Dundee College; Professor Bernard King, Abertay University; Sir Alan Langlands, University of Dundee; Tom Shepherd, CXR Biosciences; Chris Van der Kuyl, Tayforth Consulting; Karen Stewart, Overgate; Jill Farrell, Scottish Enterprise; Les Roy, Public Relations; DCC; Alex Stephen, Chief Executive, Dundee City Council.

4.2 At that time the campaign was working with branding consultants to undertake a review of the campaign and determine through research a revised set of aims and targets for a renewed campaign. This work concluded in June of this year and the Strategic Advisory Group accepted the following position statement for informing the revision of the campaign.

4.3 The proposed new campaign is based on a positioning statement that "*dundee ignites a spark in everyone, encouraging them to embrace all life has to offer*". The associated graphic and tagline will reflect this and provide an opportunity through the campaign to evidence this statement and our brand through a variety of media and activities.

4.4 Following that conclusion to the commissioned work a tender was issued for the development of the campaign using the agreed positioning. A tender proposal was sent out to 9 design agencies including 3 from Dundee. All 9 returned proposals. These were sifted by a panel of marketing experts representing the members of the Strategic Advisory Group organisations and 3 proposals which they felt best met the brief were asked to present to the full Strategic Advisory Group. At the last meeting the group received proposal presentations on the

recommendations for the campaign from 3 short-listed agencies. A preferred proposal was selected from these and the Strategic Advisory Group is supportive of the recommendation as presented in this report. The Group also indicated that they are willing to use a revised logotype and key messages that make up the renewed campaign.

- 4.5 Proposals were sought on the basis of a six month programme to re establish the campaign and associated costs for the time involved from the successful agency.
- 4.6 It is recognised from the previous research that the current campaign has become outdated. The new positioning and the new visual identity will allow the campaign to move forward and enable a fresh and updated image to be implemented within the campaign's marketing and communications strategy.
- 4.7 It is recommended that the Leith Agency be appointed to oversee the development of the campaign for a period of six months from January 2009 at a maximum agency cost of £73,087.
- 4.8 Whilst the recommended proposal has contained some draft concepts for the revised campaign these are not yet finalised and the final version will be launched as part of the campaign at a point to be determined in the Spring/early summer of 2009.

4.9 2008/09 Plan

- 4.9.1 The plan for the campaign moving forward will include a focus on creating a sense of pride and ownership of the identity and what it stands for amongst Dundonians; and to create a stir amongst potential residents, workers, students investors and visitors to challenge their perspectives of Dundee.

5.0 POLICY IMPLICATIONS

- 5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environment Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

6.0 CONSULTATIONS

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and Head of Finance.

7.0 BACKGROUND PAPERS

- 7.1 None.

**DOUGLAS A A GRIMMOND
DIRECTOR OF ECONOMIC DEVELOPMENT**

DATE: 17TH NOVEMBER 2008