

For Immediate Release

Municipality of Brockton Wins International Marketing Award for New Brand Strategy

Brockton, ON, October 24, 2018 – The Municipality of Brockton has won an international award for its new brand strategy, entered in the 2018 MarCom Awards program recognizing outstanding achievement in marketing and communications.

Brockton has earned a gold award for its promotional campaign, “Brockton Branding Celebrates Roots while looking to a Bright Future.”

The Municipality launched its new branding strategy, which includes a redesigned website, new logo, and key messaging for the community in June 2018. Its old logo had been in place for 20 years, and the Municipality sought a more sophisticated, contemporary brand that was forward-thinking yet authentic to Brockton’s roots.

Brockton staff worked with eSolutions Group Inc. to develop a plan that ensured the new Brockton brand would be a product of extensive community feedback, including six focus groups, two rounds of online and print surveys, and a community vote on logos. The feedback collected through this process went into creating Brockton’s new brand, logo and tagline: “Come Home to Community.”

“I am very pleased with the community participation in this project and the messaging created as a result of that,” said Sonya Watson, Chief Administrative Officer for the Municipality of Brockton. “This is creating a pathway for a very progressive future, enabling us to help drive tourism, relocation, and investment.”

The Municipality is implementing its new brand through its social media platforms, municipal website, publications, videos, signage and other marketing vehicles.

“The new Brockton brand is very deserving of this award,” said Gary Williams, Chief Communications Officer for eSolutions. “The project involved collaboration with the entire community and lots of hard work by Brockton staff. The brand tells the community's story in a way that captures all the voices we heard during many hours of public consultations. It's a big accomplishment for the municipality and we're so happy we got to be partners on this project.”

The international MarCom Awards program, administered by the Association of Marketing and Communication Professionals, receives about 6,000 entries a year. Brockton won a gold in the category of Strategic Communications – Marketing.

For more information, please contact:

Sonya Watson, CAO

swatson@brockton.ca

519-881-2223, Ext. 126

Brockton.ca/Branding