

Background to brand design



Dubbo City Council appointed Elmwood to create a new brand to represent everything Dubbo has to offer.

The aim of this new brand is to:

- Create a memorable and meaningful brand that is not zoo reliant
- Create a brand that appeals to all target markets
- Reduce negative associations with Dubbo
- Make Dubbo the preferred, regional NSW destination

Barriers and attractions that came through the research were:



Barriers

- Unsafe
- Boring
- Nothing to do – nothing ever open
- Too far from Sydney
- Slow
- Isolated
- Not enough career opportunity



Attractions

- Romanticism of the bush
- Shopping
- Great weather
- Affordable housing
- Sporting facilities
- Zoo
- Old Gaol
- Cultural Centre
- Education
- Take leap in your career
- Open spaces
- Friendly people

What people had to say

“Large enough to matter,
small enough to care”

Long-term resident

“When the chips are down
people rally together”

Long-term resident

“Far enough to get away,
but close enough to connect”

Visitor

“Last frontier of this
type of lifestyle”

Recent business owner

“Not a sea change,
a tree change”

Recent resident

“Only place families
can really achieve the
Australian dream”

Recent resident

“Very best of both worlds -
country home, thriving business”

Long-term business owner

“Supplies everyone with everything
they need to live an ideal lifestyle”

Long-term resident

Dubbo brand essence

Personality	Provider.
Values	Family, community, environment, adventure, democracy, freedom.
Feelings	Fulfilled, relaxed, content, inspired, complete, in touch with nature, well-rounded, less guilty.
Rewards	More time, less stress, activities to experience something new on holiday, richness of life, don't have to sacrifice anything, affordable housing, live the Australian dream.
Attributes	Sporting facilities, zoo, retail, services, affordable housing, cultural centre, gaol, wineries, cattle farms, quality restaurants, farmers market

From these points Elmwood
developed the insight:

**Dubbo provides
the best Australia
has to offer.**

Proof points for this insight are:

- Affordable housing that allows you to have a dream home and a big backyard
- The rural experience of wide open spaces, farming, cattle, and living off the land.
- Western Plains Zoo, which concentrates on conserving animals.
- Relaxed, friendly and welcoming people who really mean it when they ask you how you are.
- Multi-cultural community, including a large Aboriginal population.
- World-class restaurants, wineries, B&Bs, markets, fashion retailers, parks and facilities
- Sporting community that is all about having a go and team spirit.
- Cattle farms and cafes all within minutes of each other.
- Live close to work so you can have a fulfilling career and have time to spend on yourself and your family.
- Unparalleled infrastructure.