

TIME TO SMILE

A key priority of Dubbo City Council's City Image Branch was to develop a comprehensive Marketing Strategy and action plan that would deliver a more united and dynamic approach to the promotion of Dubbo.



THE DRAFT CITY IMAGE MARKETING STRATEGY:

- encourages and supports growth across many sectors of the local economy
- included extensive consultation with local industry and community representatives
- provides a five-year vision with an 18-month action plan
- is available for public comment from 28 July to 15 August 2008

WHAT THE PLAN NEEDS TO ACHIEVE:

- 1) To promote a positive image of Dubbo
- 2) To increase use of Dubbo as a preferred service centre and major investment attraction
- 3) To increase targeted investment including major events, conferences and key tourism markets
- 4) Attract and retain skilled professionals
- 5) Improvement collaboration and engagement with all stakeholders

KEY MARKETS:

- **Visitation:** increasing business, group tourism and visiting friends and relatives
- **Events:** attracting new and capitalising on existing events
- **New residents:** attracting skilled professionals and connecting them with the community
- **Investments:** attracting major developments and increase the spend by Dubbo's catchment area

ü TIME TO UNDERSTAND HOW

MAJOR PROJECTS

SNAPSHOT

City Brand

Launching our City

Developing a dynamic brand, key selling messages and marketing materials to better promote Dubbo city.

ProDubbo

Telling our City's story

Changing perceptions by increasing the positive exposure Dubbo receives in mainstream media.

City Online

Connecting our City

Developing a Dubbo web portal that connects all potential customers with targeted information.

City Information

Providing a 'hub' of information

Developing a one-stop-shop of information, images and research for industry and potential customers.

IndustryLink

Working together to ensure success

Establishing strong partnerships and networks for mutual gain. Includes an annual industry forum, newsletters and strategic, co-operative marketing campaigns.

CommunityLink

Revitalising our love of Dubbo

Supporting community initiatives to promote Dubbo. Includes growing City Ambassador Program and the "I Love Dubbo" weekend.

Consumer 1st

Focusing on customers' needs

Delivering products and services that focus on consumers' needs. Includes online accommodation booking service, newsletters and support for local industry initiatives to promote best-practice.

Experience Dubbo

Showing the breadth of what we have to offer

Promoting the variety of products and services offered by our city. Includes retail promotions in line with major events.

Sustainable Marketing

Realising and achieving funding potential

Introduce more effective ways to work with industry to ensure marketing efforts are effective. Includes a City DVD, funding partnerships, industry buy-ins and investigation into funding streams for City Information Centre.

TIME TO PROMOTE THE STRENGTHS OF OUR CITY

Draft City Marketing Strategy: Objective 1.1:
Develop a brand that engages stakeholders and identifies key marketing messages.



THE DRAFT CITY IMAGE MARKETING STRATEGY:

Dubbo gives you time to do more of the things you want—the things that make

Dubbo

time to grow.
time to explore.
time to love.
time to see the kids.
time to kick your third goal.
time to grab another cold one.
time to smile.

“The Dubbo Time” to brand can be applied to different markets and marketing materials such as signage, drink coasters and advertising. Remember, at this stage they are DRAFT samples only.

The brand reflect nature’s colours with a vibrant twist.

:DUBBO

TIME TO UNDERSTAND

An effective brand is meaningful, memorable and transferable. It must represent the community, stand out and appeal to your target markets. “The Time to” brand aims to be ‘absolutely, unapologetically Dubbo.’ It reflects the city’s humour and aims to trigger feelings of ‘happiness’. Whether you love or loath a brand mark, the main thing is that you remember it! Anyway, who can resist a smile?

TIME TO REFLECT

In July 2007, Dubbo City Council resolved to develop a city brand as part of its Economic Development Strategy. Fast forward to July 2008, with the proposed “Dubbo Time to” brand strategy unveiled to the community as part of the draft City Marketing Strategy which is available for public comment from 25 July to 15 August.

The images below (samples only) demonstrate how the brand strategy can be applied to different markets, new residents, investors and visitors.

Also below, an example of the use of branding in city signage (sample only).

