



c a n a d a ' s  
l o n d o n



VISUAL IDENTITY

canada's  
lowdown  
alive



ALIVE WITH  
COLOUR



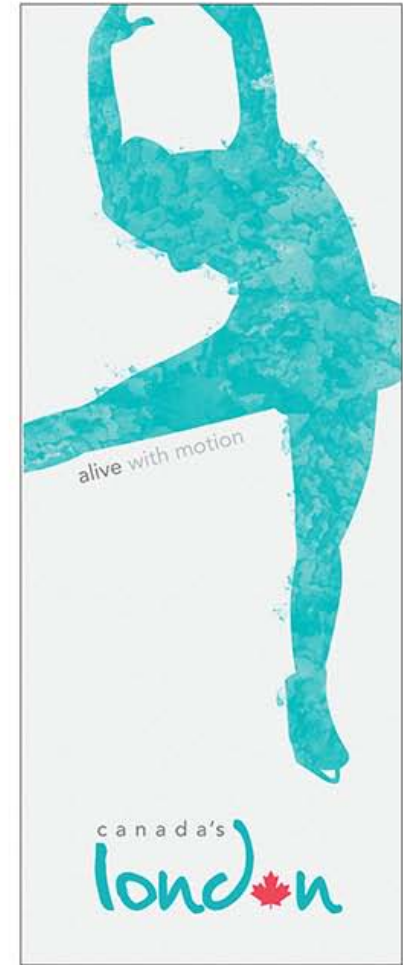
ALIVE WITH  
FLAVOUR



ALIVE WITH  
SOUND

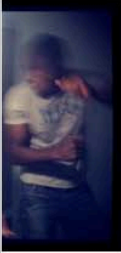


ALIVE WITH  
MOVEMENT



CAMPAIGN CONCEPT

# canada's london alive



**f** /CanadasLondon

Kevin Smith is an average person, pretty like yours truly... always a great...  
Honest Lawyer Toronto...  
Global Partners Network...  
The president's campaign...  
Katie McLean...  
London's...  
London's...

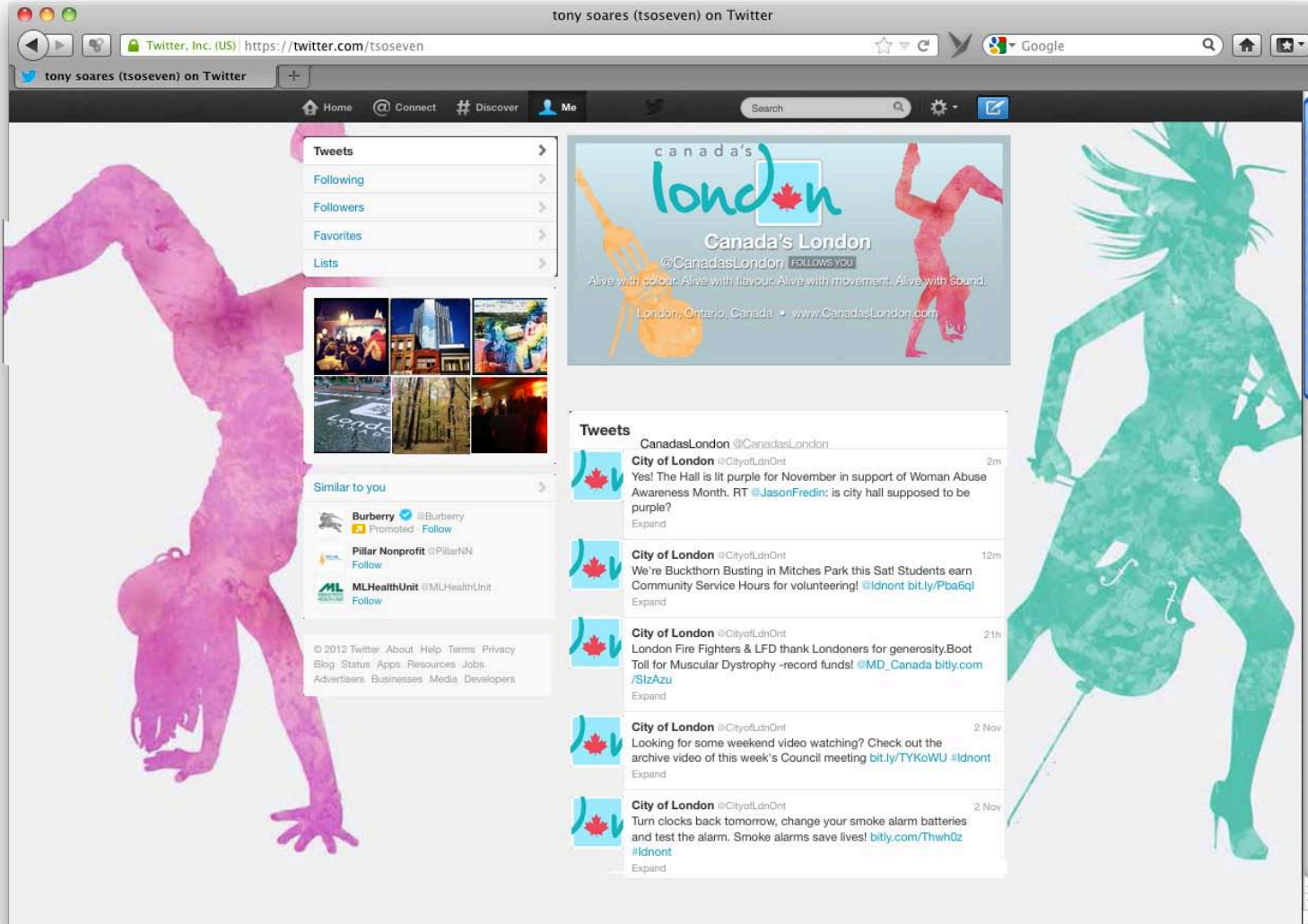
**t** @CanadasLondon

Steve...  
The first movie my father and I bonded over when I was...  
Pete...  
Sergey...  
Ryan...  
Paul...

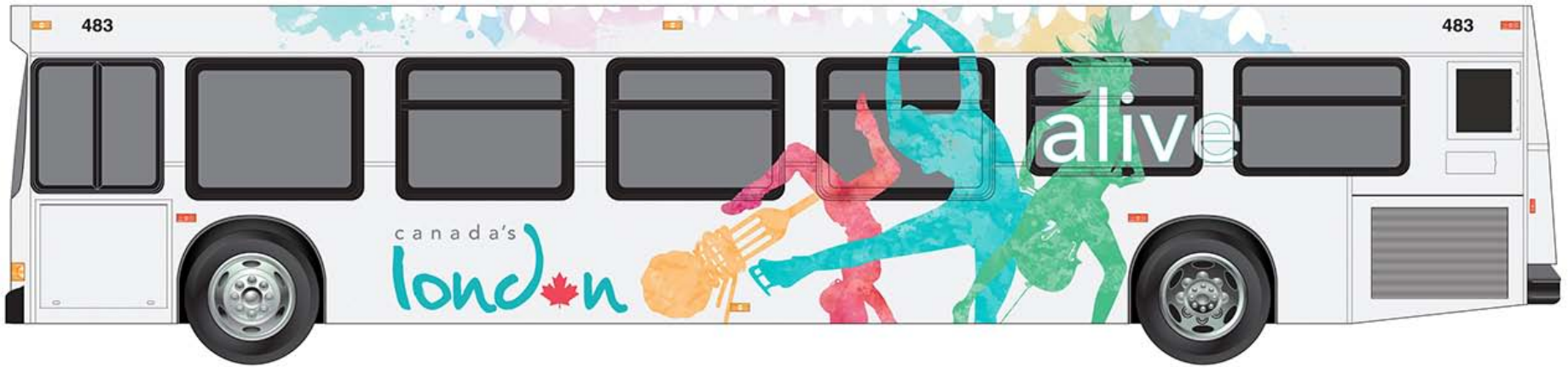
Find out more about London

TOURISM LONDON  
DOWNTOWN LONDON  
London CANADA  
LONDON ECONOMIC DEVELOPMENT CORPORATION  
London Arts Council  
London Heritage Council





SOCIAL MEDIA ENGAGEMENT



TRANSIT AD CONCEPT



BRANDED MERCHANDISE



- Quantitative
  - # of website visitors, interactions on social media
  - # of brand impressions and reach
- Qualitative
  - online survey during and after the campaign (visitors and Londoners)
  - In person surveys on the street (visitors)
  - Digital postcard to visitors after the campaign (video, survey)
  - Focus group after the campaign to evaluate the use of the logo as a community brand