OTTAWA’S BRAND
At a glance

WE’RE STRONGER TOGETHER

Since 2017, Ottawa Tourism and the City of Ottawa have been collaborating to define and develop a brand strategy for the city based on Ottawa’s Place DNA™. The process has shown us that Ottawa’s reputation doesn’t always align with the identity of our city and its people. Let’s bridge that gap by working together to show the world what it means to be Canada in One City.

Every touchpoint your organization makes with the rest of the world can help reinforce Ottawa’s Place DNA™ and unify our destination. Join us by integrating Ottawa’s identity into your communications and marketing.

Storytelling themes

Research has helped us to identify four themes that define Ottawa’s true brand. Think of these themes as:

- Threads to be woven through content and messaging
- Personality traits that we all share
- Seasoning for your content, not a replacement for what your organization needs to say

The heart and soul of Ottawa’s brand: Canada in One City

Connect with Canada
Ottawa is where you can experience the essence of Canada: the people, streets, culture and history all tell the story of Canadian values. Ottawa is where you can connect with Canada at any moment in time.

- How does your organization embody Canadian values?
- What aspects of your organization are uniquely Canadian?

Joie de Vivre
Ottawans love to enjoy life. We take pleasure in the city’s beauty, enjoy vibrant events and distinct seasons. We make time to explore nature and have meals with friends.

- What are the best things to do in Ottawa during all four seasons?
- How can you showcase the love residents or your customers have for living here?

Canada’s Village
At its core, Ottawa is a village: a place with a familiar kind of comfort, friendliness and accessibility, but on a city scale.

- What are some community-focused activities and cultural pursuits your organization can communicate in your storytelling?
- Tell the story of your neighbourhood and what makes it vibrant.

Ottawa’s Legacy
Ottawa has an enduring legacy: as the capital of Canada, it’s a city that has long been home to changemakers, pioneers and leaders whose visions continue to shape the fabric of Canada.

- How is the future being shaped by Ottawans today?
- What role has your organization had in shaping Ottawa’s past?
## SAMPLE CONTENT CALENDAR

To be successful, it's always best to plan ahead. Locking in set theme days in a communications calendar will give some structure to your content and make it easy to remember to use Ottawa’s storytelling themes. The example below shows how an approach that covers four themes per week could roll out with some topic suggestions. It also leaves space to be nimble for other messages your organization wants to deliver. **Scale this up or down depending on your posting volume.** Depending on your industry, some of the themes might be easier for you to weave through than others. That’s ok! Lean on the themes that are a natural fit for your business needs.

### WEEK 1

<table>
<thead>
<tr>
<th>DAY</th>
<th>THEME</th>
<th>POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON</td>
<td>Canada’s Village</td>
<td>Post about a day in the life of an international student or profile an employee.</td>
</tr>
<tr>
<td>TUES</td>
<td>Ottawa’s legacy</td>
<td>Post news about a tech meetup or other knowledge-sharing event that you’re a part of.</td>
</tr>
<tr>
<td>WED</td>
<td>Connect with Canada</td>
<td>Post about an experience that might transport you to somewhere else in Canada. (maybe Vancouver-style sushi or architecture that reminds one of Quebec City).</td>
</tr>
<tr>
<td>THURS</td>
<td>Organization news</td>
<td></td>
</tr>
<tr>
<td>FRI</td>
<td>Joie de vivre</td>
<td>Post how you will be celebrating the weekend.</td>
</tr>
<tr>
<td>SAT</td>
<td>Organization news</td>
<td></td>
</tr>
<tr>
<td>SUN</td>
<td>Organization news</td>
<td></td>
</tr>
</tbody>
</table>

### WEEK 2

<table>
<thead>
<tr>
<th>DAY</th>
<th>THEME</th>
<th>POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON</td>
<td>Organization news</td>
<td></td>
</tr>
<tr>
<td>TUES</td>
<td>Organization news</td>
<td></td>
</tr>
<tr>
<td>WED</td>
<td>Canada’s village</td>
<td>Profile a staff member who is making a difference in the community through their volunteer work.</td>
</tr>
<tr>
<td>THURS</td>
<td>Ottawa’s legacy</td>
<td>Post about Indigenous heritage and how it has shaped your organization.</td>
</tr>
<tr>
<td>FRI</td>
<td>Organization news</td>
<td></td>
</tr>
<tr>
<td>SAT</td>
<td>Connect with Canada</td>
<td>Include a reference to the nature at your doorstep.</td>
</tr>
<tr>
<td>SUN</td>
<td>Joie de vivre</td>
<td>Post about what your employees love about Ottawa and their jobs.</td>
</tr>
</tbody>
</table>

### Audience segments

- **Students**
- **Business**
- **Citizens**
- **Visitors**

For the breakdown of our core audiences, and tips on how to communicate with them, take a look at the content playbooks.

[CanadaInOneCity.ca](http://CanadaInOneCity.ca)

### Speak to your audience, not at them

**Know your audience**
Create a persona to get to know who you’re speaking to.

**Abandon the generic**
Content should always add value by engaging, informing, or entertaining.

**Stop talking AT people**
Invite your audience into a two-way conversation.

**Catch their attention**
Lead with the most important thing you want to say.

**Don’t be afraid of a longer story**
As long as it’s interesting.

**Source stories from Instagram**
Always ask permission before using content from other accounts.

**Remember to use video**
There are lots of platforms and tools to experiment with.

**Be a concierge**
Answer questions and reply to comments.

**Think before starting a new channel**
Do you have time to manage it?

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Learn more about Ottawa’s brand strategy and background at:
[CanadaInOneCity.ca](http://CanadaInOneCity.ca)