



# Branding Alberta – Online Brand Test Research Results



# Methodology

Sample size	
Total	250
Regions	86 Calgary 82 Edmonton 82 Rest of AB
Field dates	February 2 to February 6, 2009

# Objectives

- The purpose of the study was to confirm the indications from the qualitative research phase, using a larger, more robust sample.
- Several options for a brand icon were tested along with a variety of images
- The recommended brand icon, strap line and images were assessed for fit with the objectives of the branding strategy
- The study also allowed us to observe whether there would be important subgroup differences or cleavages in terms of reactions to this branding approach.
- The methodology selected was online interviews, in order to allow respondents to view illustrations of the icons and images.



# Icon Options

- Three different icons were tested, in each case, respondents were asked to indicate whether they had a positive or negative reaction, using a scale of -5 to +5
- The results were very positive for the icon that emerged as the recommended choice based on the focus group work.
  - 34% gave this icon a +5 rating and another 46% gave a positive rating
  - This was a significantly stronger result than the other two options tested
- When asked which of the three options were preferred, 68% chose the recommended option, compared to 29% for the next highest choice.
- The recommended brand icon achieved highly favourable responses across all demographic groups. Those who were most positively inclined were:
  - Women
  - Those under 55 and especially those under 35
  - Those who tend to think change is good for Alberta
- Results were virtually identical among those who have consider themselves Albertans first and those who consider themselves Canadians first.

The logo for the province of Alberta, featuring the word "Alberta" in a black, cursive script font. To the right of the word is a small orange square.

# Reaction to Brand Options

For each of the following, please indicate if you have a positive or negative reaction to the way the word Alberta is presented, using a scale of -5 to +5.



Mean +2.6



Mean +1.2



Mean -2.8

Preferred Brand Option

68%

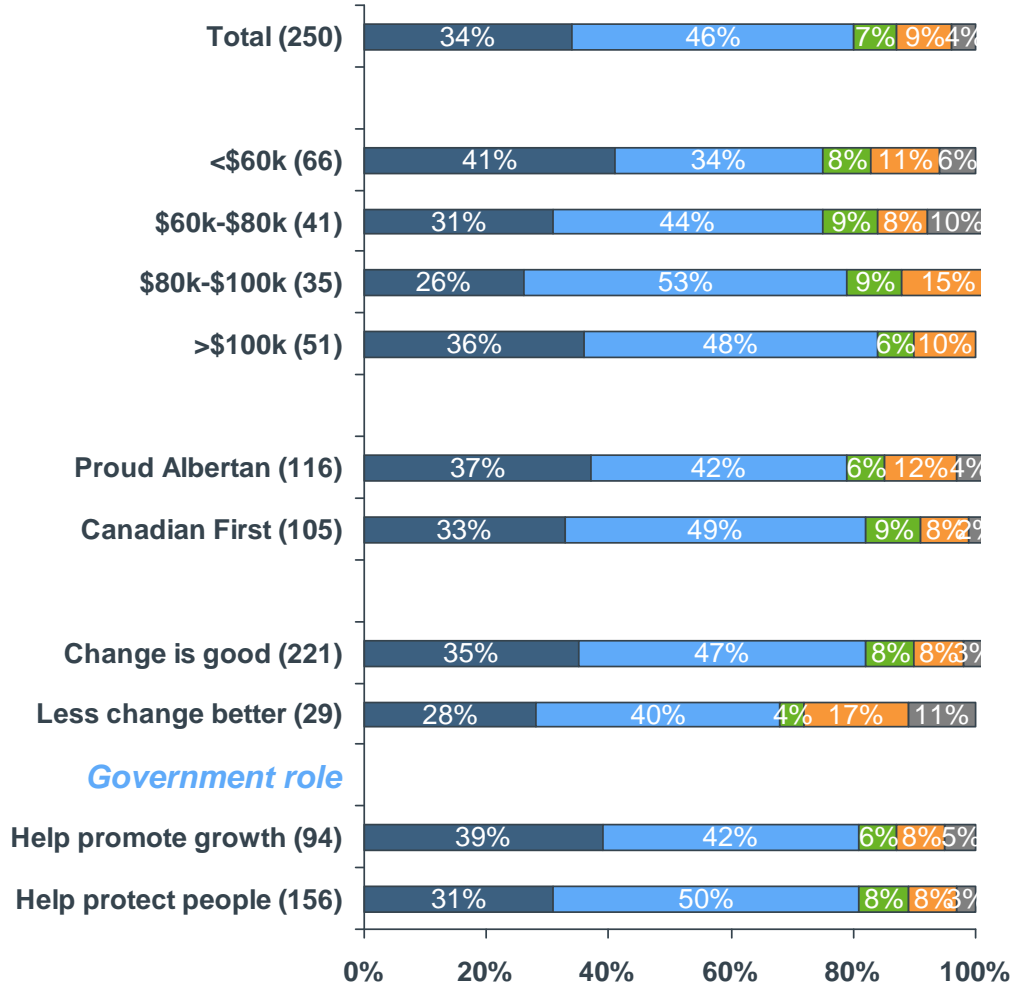
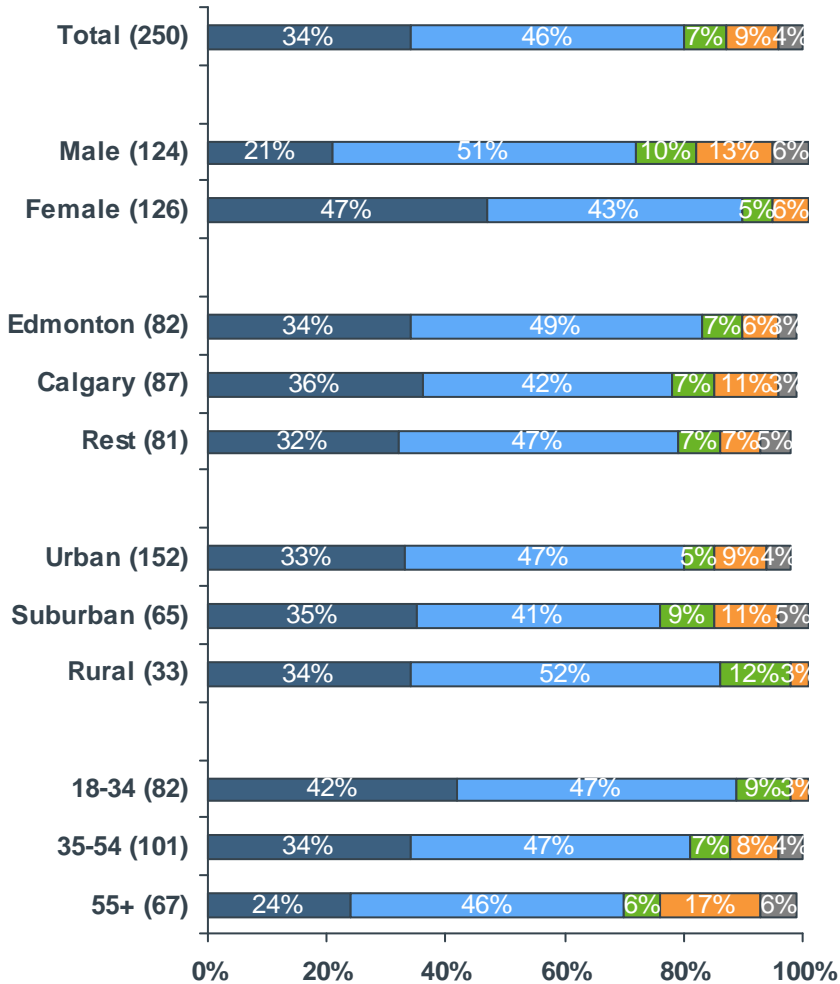
29%

3%

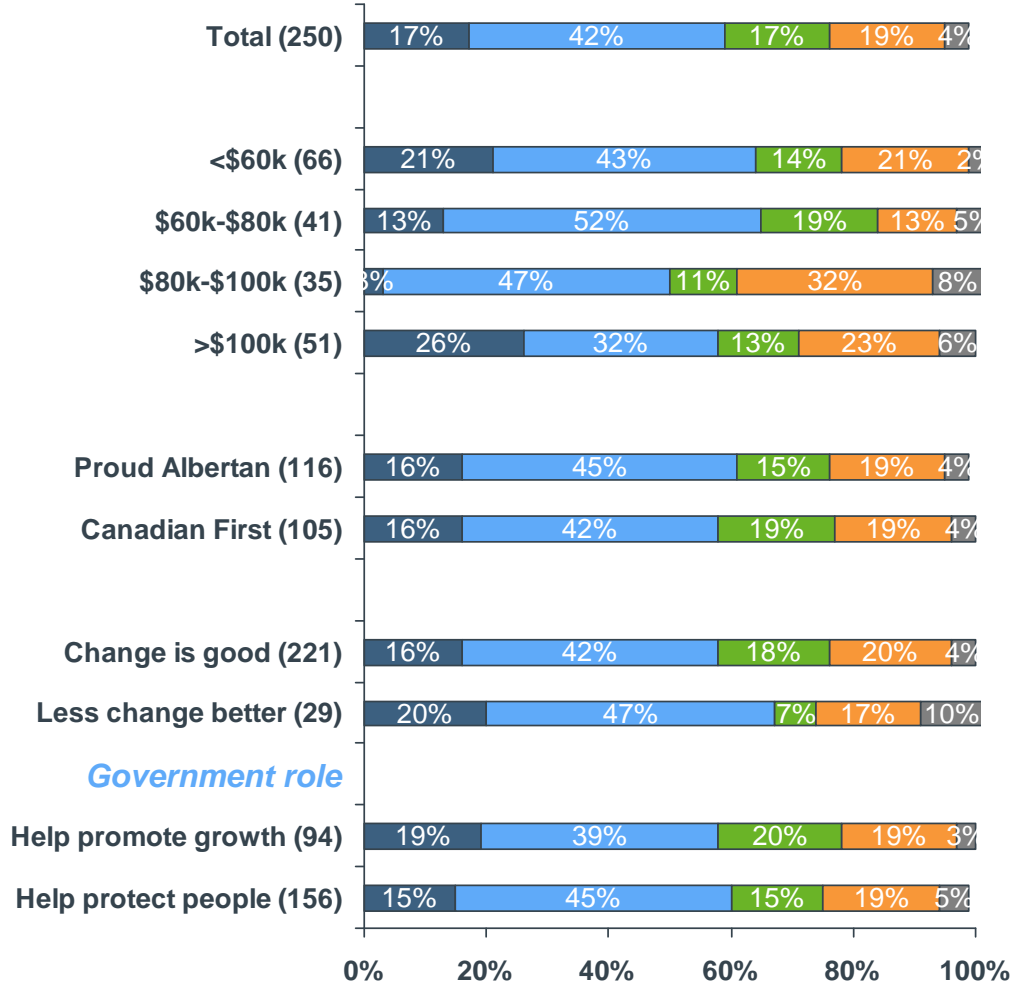
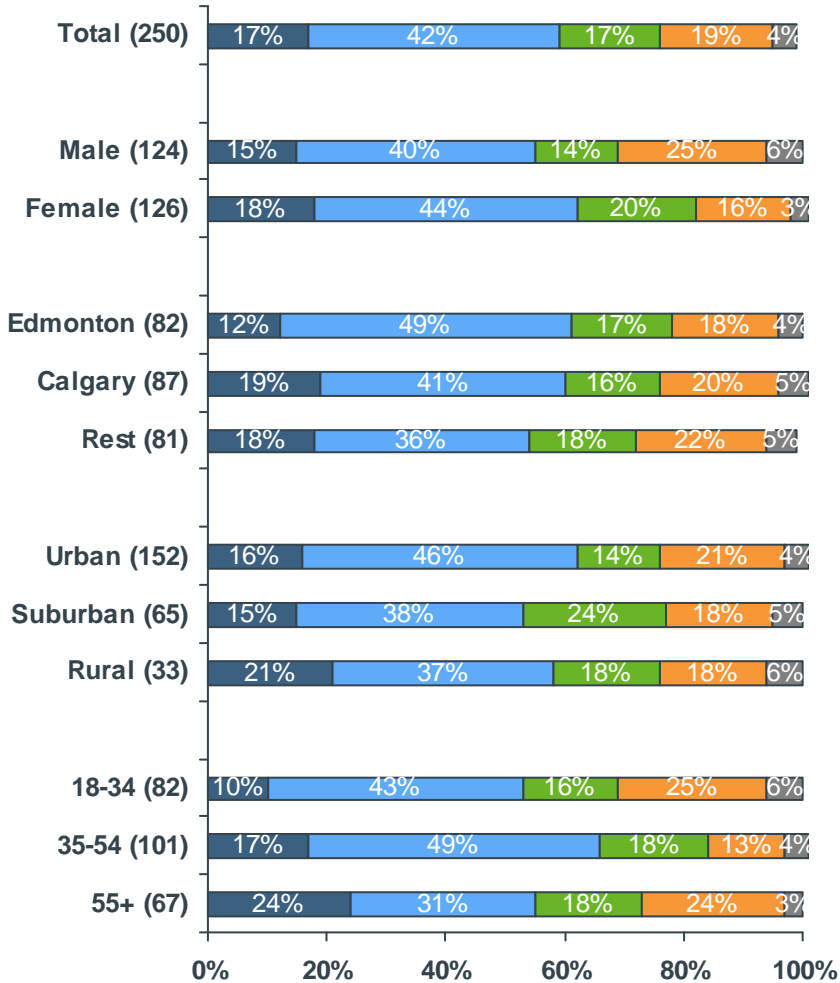
Very positive (+5) Positive (+1 to +4) Neither (0) Negative (-1 to -4) Very negative (-5)



■ Very positive (+5) 
 ■ Positive (+1 to +4) 
 ■ Neither (0) 
 ■ Negative (-1 to -4) 
 ■ Very negative (-5)

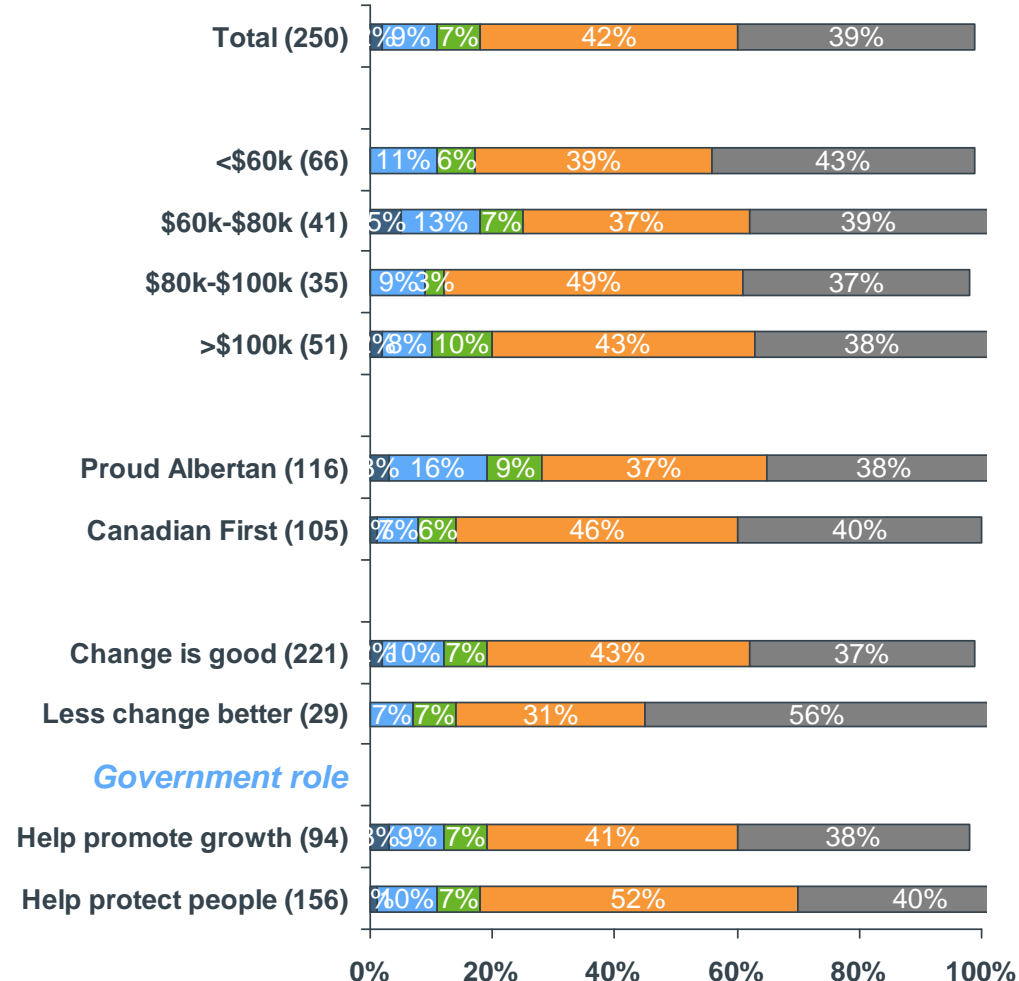
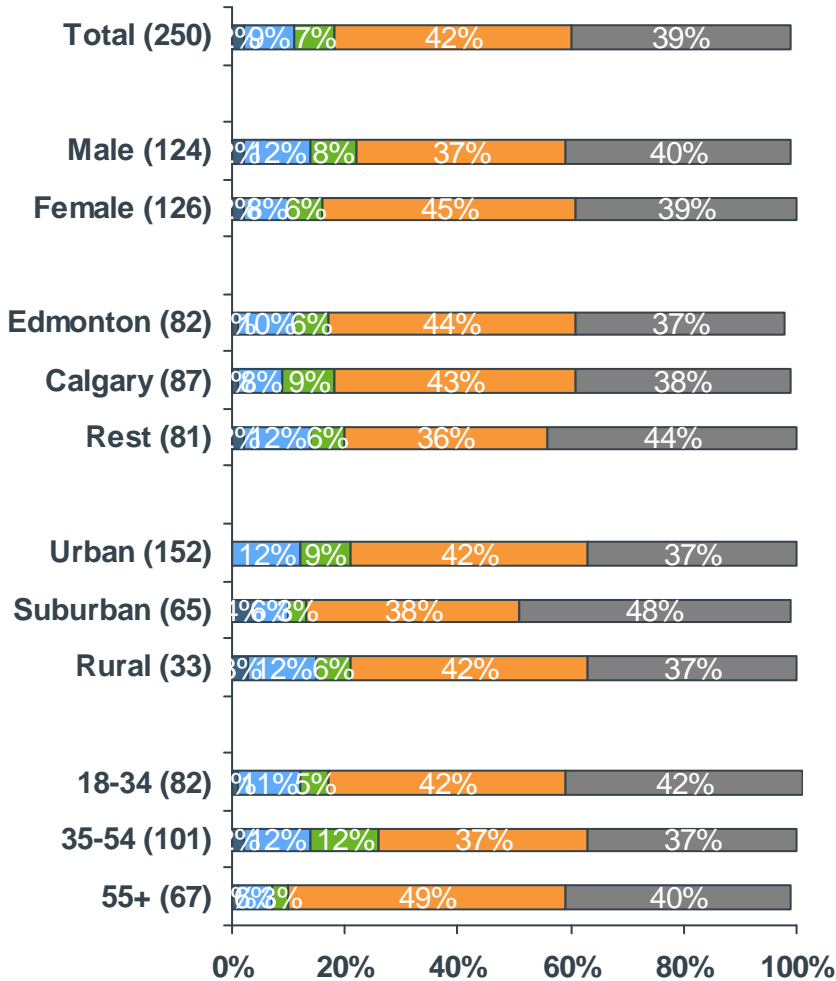


■ Very positive (+5) ■ Positive (+1 to +4) ■ Neither (0) ■ Negative (-1 to -4) ■ Very negative (-5)



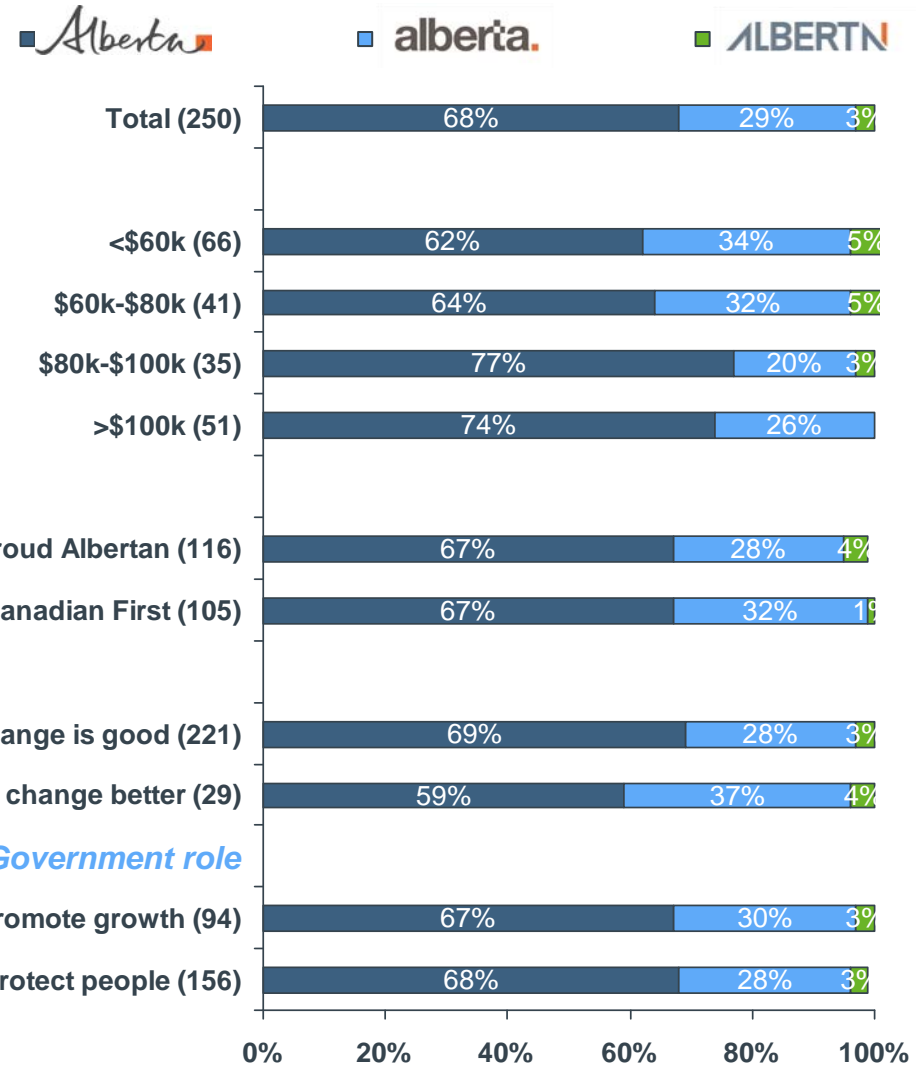
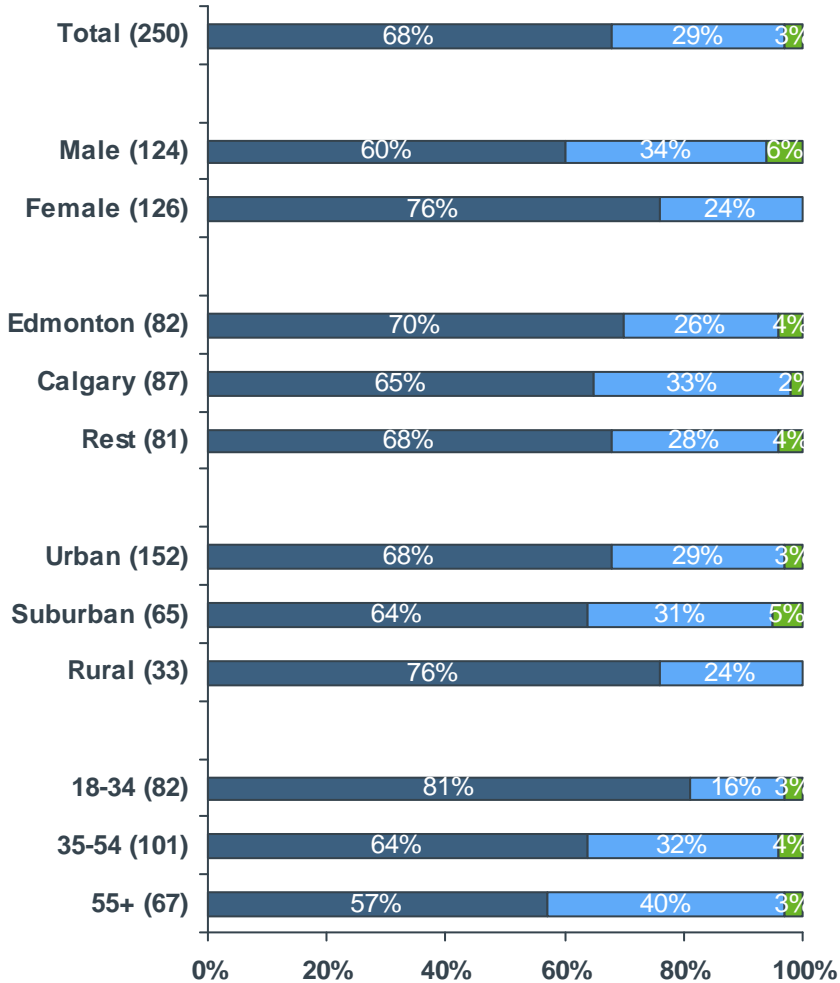


■ Very positive (+5) 
 ■ Positive (+1 to +4) 
 ■ Neither (0) 
 ■ Negative (-1 to -4) 
 ■ Very negative (-5)



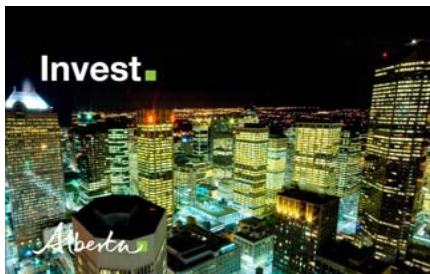


# Preferred Brand Option



# Icon with Themed Images

- The next step in the study was to reveal the icon with a series of images over which were superimposed the words ENJOY, INVEST, BUY, and SUCCEED
- The purpose was to test the comfort level/sense of fit with the main objectives of the branding initiative. Respondents were asked “overall, how do you feel about this approach to representing Alberta, on a scale of -5 to +5.
- The results were very positive:
  - 29% offered a +5 response
  - Another 65% offered a positive response for a total of 94% positive
- The comfort level was generally high across all demographic groups
- The only group among which support was below 90%, was the small subset who consider that the less Alberta changes, the better they like it. Even among this group, support was above 85%.



# Reaction to Icon with Themed Images

Overall, how do you feel about this approach to representing Alberta, on a scale of -5 to +5?



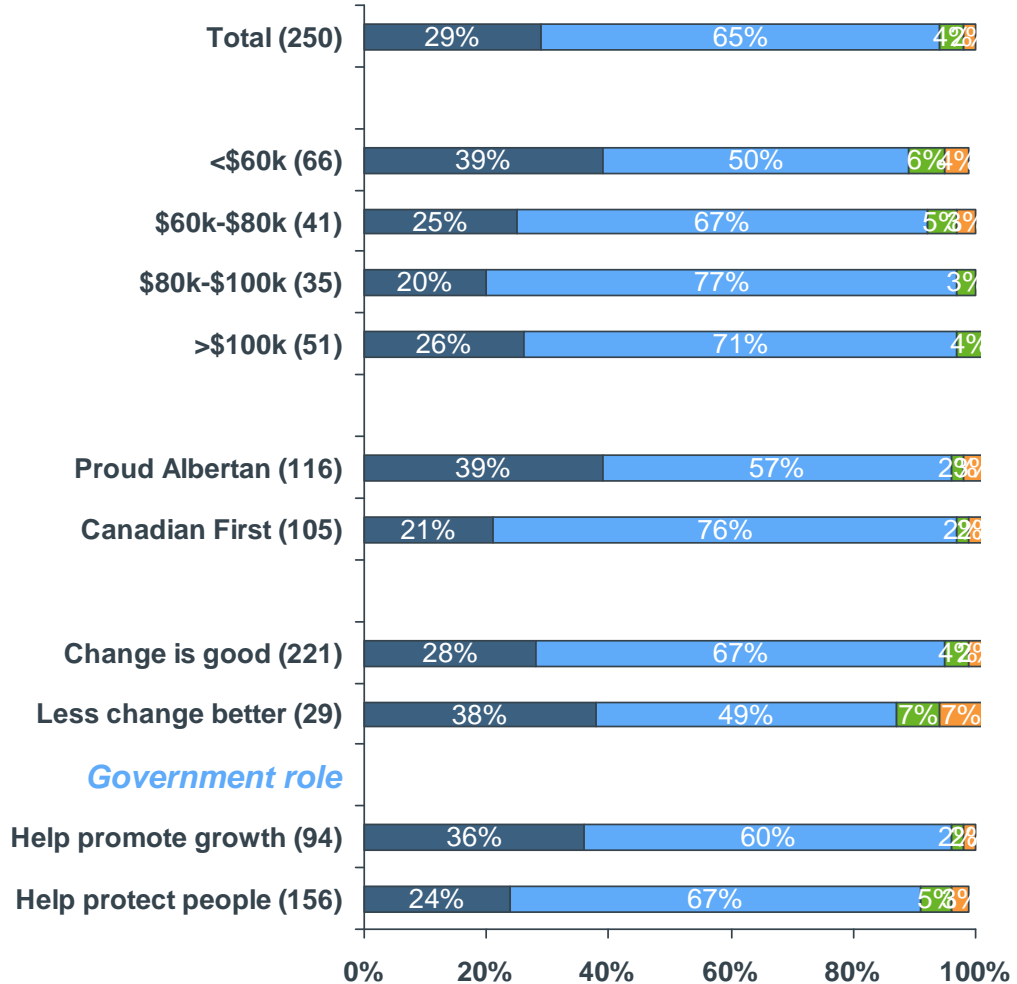
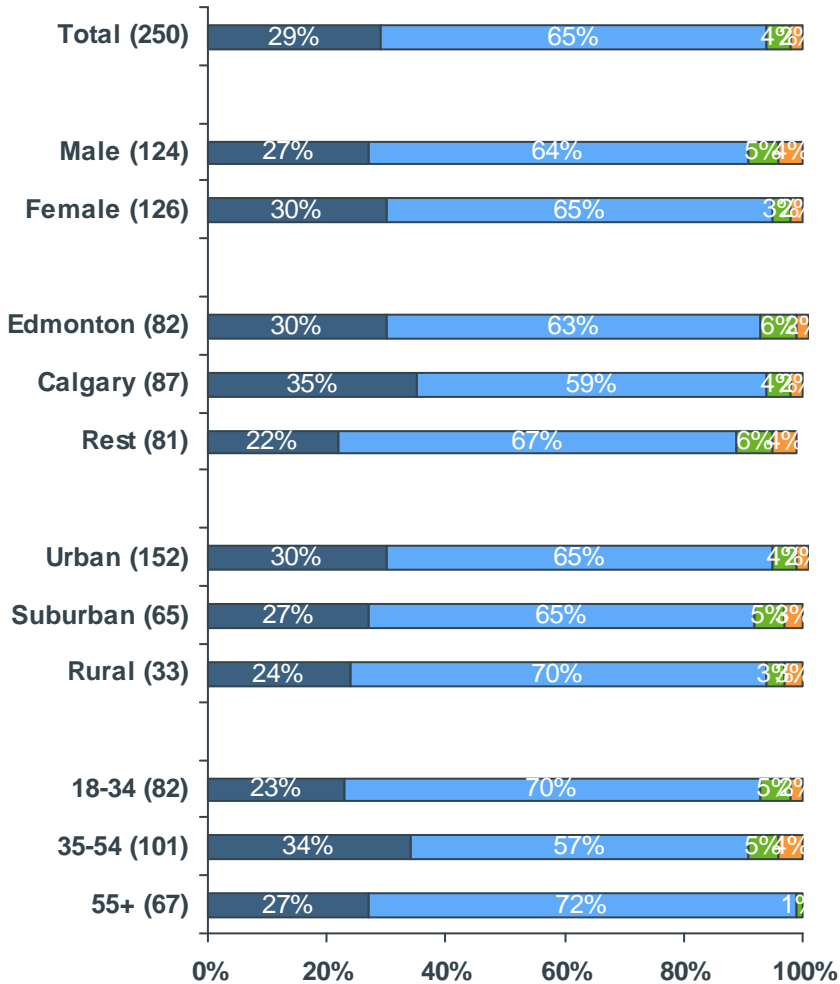
■ Very positive (+5) ■ Positive (+1 to +4) ■ Neither (0) ■ Negative (-1 to -4) ■ Very negative (-5)



Mean +3.4

# Reaction to Branding Approach

■ Very positive (+5) 
 ■ Positive (+1 to +4) 
 ■ Neither (0) 
 ■ Negative (-1 to -4) 
 ■ Very negative (-5)



# Reaction to Strap Line

- The next stage was to test the icon in association with the strap line or brand positioning language that emerged from the testing to date: “Freedom to Create. Spirit to Achieve.”
- In this case, respondents were asked to indicate how well they feel these two phrases represent Alberta, using an identical scale (-5 to +5)
- Again the results were highly positive, with 23% indicating a plus five and a total of 82% indicating a positive reaction.
- In our estimation, based on the qualitative results found in the past, the reason why this number is slightly lower with the strap line has to do with the fact that this is a statement of aspiration for Alberta, while some people might feel that this represents Alberta as they see it today, others might disagree, while feeling it is an ideal that Alberta should strive for.

Alberta 

Freedom To Create. Spirit To Achieve.



# Reaction to Strap Line

How do you feel about the way these two phrases “Freedom to Create. Spirit to Achieve.” represents Alberta, on a scale of -5 to +5?

Alberta

Freedom To Create. Spirit To Achieve.

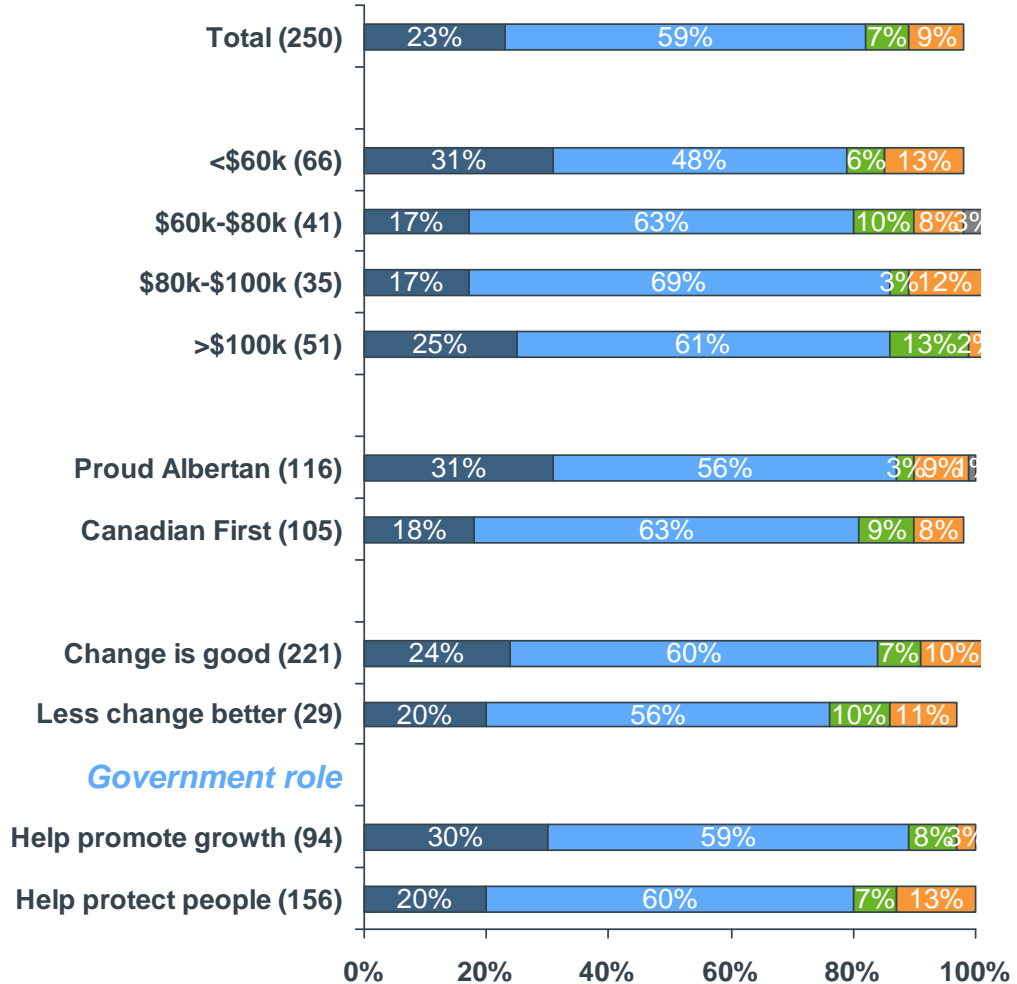
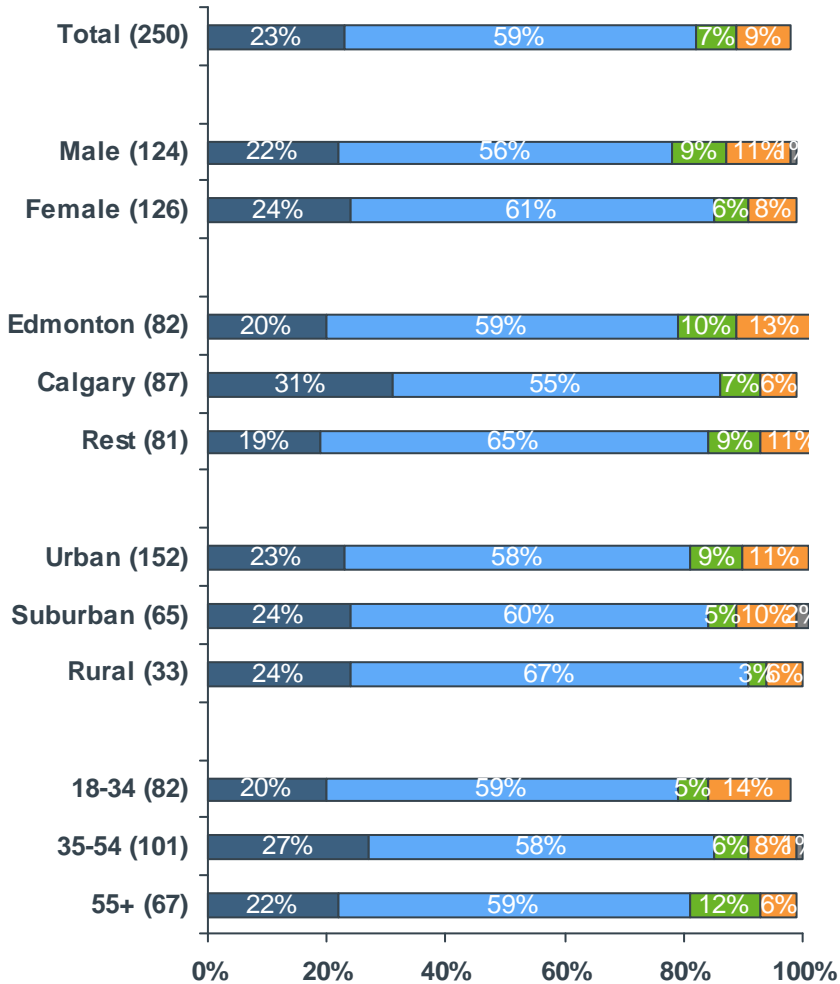
■ Very positive (+5) ■ Positive (+1 to +4) ■ Neither (0) ■ Negative (-1 to -4) ■ Very negative (-5)



Mean +2.7

# Reaction to Strap Line

■ Very positive (+5) 
 ■ Positive (+1 to +4) 
 ■ Neither (0) 
 ■ Negative (-1 to -4) 
 ■ Very negative (-5)





# Reaction to Icon and Strap Line with Images

- The next stage was to test the icon in association with the strap line and a series of 18 different images of Alberta and Albertans, selected based on the output of the focus group work that preceded this online study.
- In this case, respondents were asked to indicate if their reaction to this way of branding Alberta is positive or not, using a scale of 1-10.
- Results were positive for all 18 image associations, with some hierarchy.
- The five most positively rated associations included:
  - One of a majestic mountain
  - A stand of wind power generators
  - A road in the foothills
  - A cityscape of Calgary at night
  - A scene of a rancher in the prairie
- This confirms that the icon and strap line have plenty of flexibility to apply to different situations, people and circumstances
- In general, there were no important differences in the sub group responses, aside from the natural tendency of people to react more positively to images that reflect themselves



# Top 5 Most Positive Associations

Now please look at a series of images and in each case, please tell me if your reaction to this way of branding Alberta is positive or not, using a scale of 1-10.



Mean +7.8



Mean +7.4



Mean +7.3



Mean +7.2



Mean +7.2



# All Images (in order or most positive to least positive ratings)

## Landscapes



## Create/Achieve



## Activities



## People





# All Images – Proud Albertan

## Landscapes



## Create/Achieve



## Activities



## People



# All Images – Canadian First

## Landscapes



## Create/Achieve



## Activities



## People



# Overall Reaction to Branding Approach

- The next to final stage of the study involved asking respondents to provide a summary assessment of this way of representing Alberta, using the -5 to +5 scale.
- The result, after people had been exposed to the icon, the strap line and a variety of images was the most positive assessment, confirming that the approach gathers even more support when people see clearly some of the ways in which it might be used to achieve objectives for the province.
- 37% rated the approach a +5 the highest score possible.
- Another 59% rated the approach positively, for a total of 96% approval.
- Support levels were above 90% for all demographic groups.





# Reaction to Branding Approach

Overall, how did you react to this way of representing Alberta, on a scale of -5 to +5, now that you have seen a number of different illustrations?



Very positive (+5)   Positive (+1 to +4)   Neither (0)   Negative (-1 to -4)   Very negative (-5)

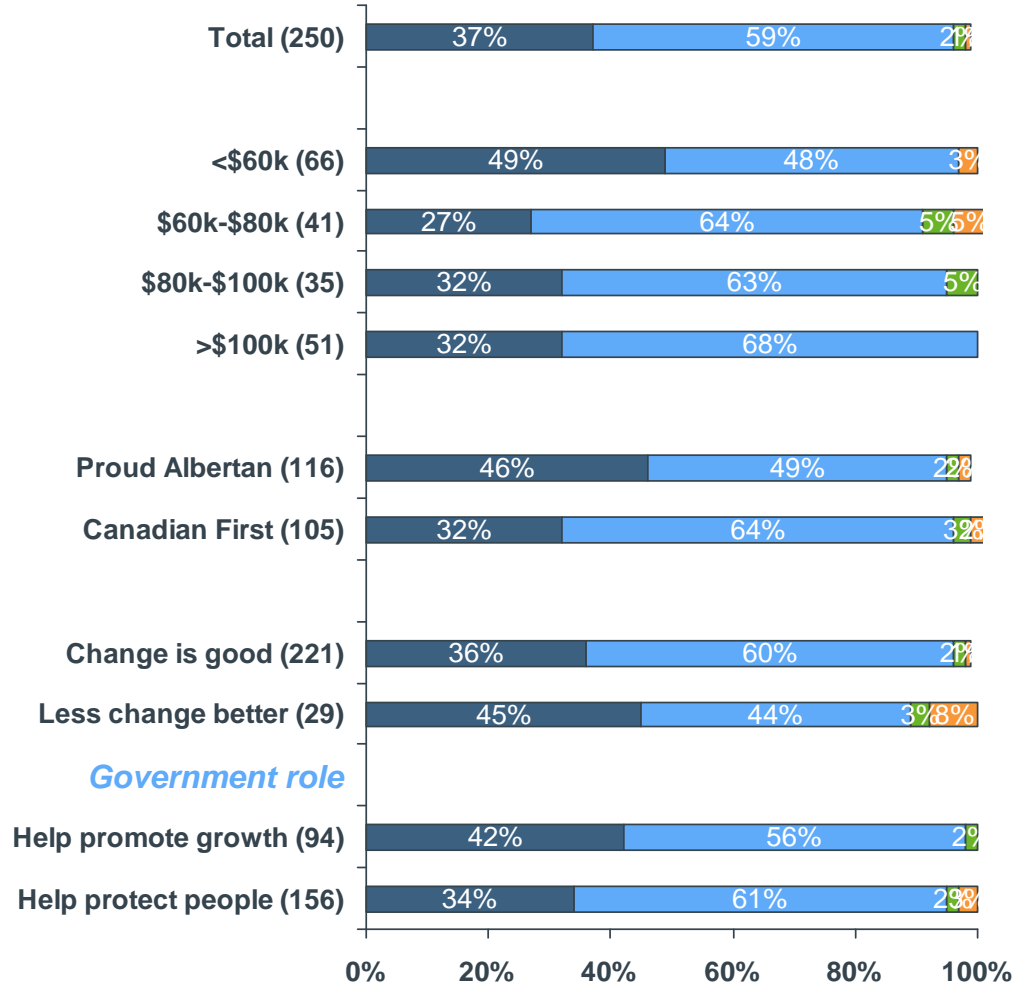
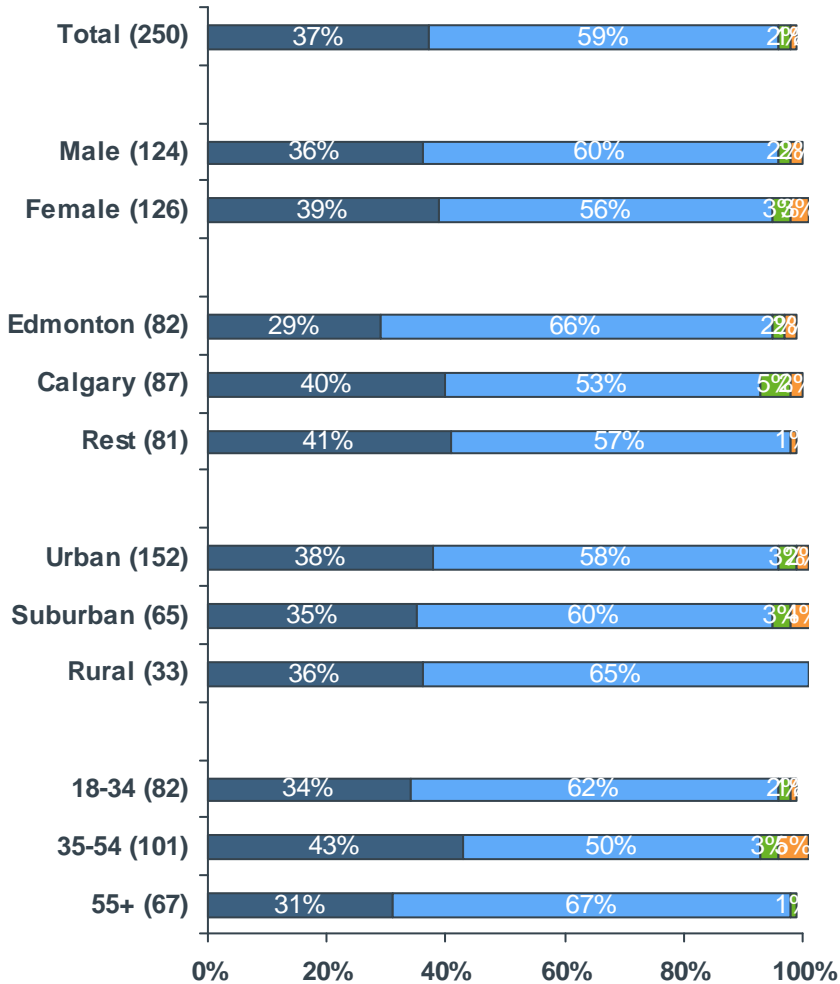


Mean +3.7



# Reaction to Branding Approach

■ Very positive (+5) ■ Positive (+1 to +4) ■ Neither (0) ■ Negative (-1 to -4) ■ Very negative (-5)



# Fit of Branding Approach with Alberta

- The final stage of the study involved asking respondents to indicate how well they felt that the branding approach fit with Alberta in a number of respects.
- The strongest fits were for:
  - Alberta as a great place to live (81% very good fit, or better).
  - Alberta that is strong
  - Alberta that is proud of its history
  - Alberta that is open and welcoming
  - Alberta that is genuine (76% very good or better)
- Fully 80% to 91% think the branding approach will be helpful in achieving its goals of helping support investment, attract tourists, help export sales, attract workers, and give the province a good reputation in markets that are important to the province.



# Branding Fit

How well would you say that this approach to branding Alberta fits with your view of how Alberta should be presented?

	Perfect	Excellent	Very good	Good	Not good	Bad/ Terrible
Alberta as a great place to live	31%	34%	16%	13%	6%	–
An Alberta that is strong	25%	35%	16%	18%	4%	1%
An Alberta that is proud of its history	23%	29%	20%	20%	6%	2%
An Alberta that is open and welcoming	22%	32%	19%	19%	6%	2%
An Alberta that is genuine	22%	30%	15%	18%	12%	3%
Alberta as a great place to work	21%	37%	18%	18%	4%	2%
Alberta, the way you experience it	20%	33%	20%	14%	11%	2%
An Alberta that is dynamic and changing	20%	33%	22%	18%	5%	3%
Alberta as a great place to invest	19%	37%	22%	15%	6%	2%
Alberta as a vibrant diverse economy	18%	32%	23%	17%	9%	1%
An Alberta that is culturally diverse	18%	26%	23%	21%	8%	4%
An Alberta that is compassionate	14%	15%	22%	25%	17%	7%
Alberta as you would like it in 20 years	13%	22%	21%	19%	16%	9%
An Alberta that is env. responsible	12%	22%	20%	20%	15%	11%

# Branding Approach

Over time, do you think this approach to branding Alberta will be very helpful, helpful, not very helpful or not at all helpful in each of the following ways?

	Very helpful	Helpful	Not very helpful	Not at all helpful
Attract tourists to Alberta	44%	47%	9%	1%
Ensure Alberta has a good reputation in markets that are important to the province	35%	53%	10%	1%
Attract the workers Alberta will need for the long term	33%	53%	13%	1%
Support investment into the province of Alberta	29%	60%	11%	—
Support sales of Alberta products	28%	53%	18%	1%

# Conclusions

- The branding approach that has emerged from the research path is robust and is well received by a broad cross section of people among whom it has been tested.
- Independently, people react well to the icon, to the strap line, and to the association of the approach with important economic and social goals for the province.
- The results show that the branding approach has considerable flexibility to be applied across a range of scenarios and in support of different segments of the province and the provincial economy.
- Helpfully, this approach appears to be a unifying rather than polarizing effect. While within the province there can occasionally be some tension about whether the past should be the model for the future, and whether change is a good thing for Alberta, this approach appears to resonate across those lines.

