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Cinnamon Toast × Township of Hornepayne



Creative Brief

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What is a Creative Brief?

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A creative brief is a document that establishes the most important elements to consider during the development of creative projects or campaigns. It guides the creative team in the conceptualization and design of strategic deliverables – and upon approval from the client – becomes the key asset to justify their necessity.



Project Overview

Surrounded by abundant lakes, rivers, and scenic natural landscapes, the Township of Hornepayne is a proverbial outdoor playground located in the geographic centre of Ontario.

With a close-knit community of approximately 1,000 residents, the “Home of the Three Bears” is a peaceful municipality, offering exceptional work opportunities and a high quality of life.

Hornepayne has long been a hidden gem in Ontario, with boundless potential for investment, growth, and development. With its current branding no longer reflecting the municipality’s desired future outlook, Hornepayne is embarking on a journey with Cinnamon Toast (CT) to reinvent itself with an all-new brand identity.



Project Challenges

- ✖ Hornepayne's brand identity lacks consistency across the board, making the municipality challenging to market and requiring a comprehensive overhaul.
- ✖ Community members in Hornepayne have become attached to the "Home of the Three Bears" slogan with related symbolism scattered throughout the town.
- ✖ The bear symbolism in Hornepayne is a staple to community members, although a backstory has never been developed.
- ✖ Hornepayne's small Council contains strong voices and opinions, necessitating a data-driven approach to rationalize proposed branding decisions.

Project Goals

- ✖ Leverage a data-driven and community-informed approach by conducting robust stakeholder engagement sessions.
- ✖ Conceptualize and design a modernized brand identity for Hornepayne that:
 - Showcases the region's welcoming and kind ambiance and scenic natural landscapes.
 - Is welcoming and inclusive as the community grows in diversity.
 - Highlights the municipality as the geographic centre of Ontario.
 - Celebrates Hornepayne's high quality of life, high median income range, outdoor amenities, and availability of key services.
 - Entices investors, business owners, and developers to explore Hornepayne's potential.
 - Positions the municipality as an ideal destination with long-term residence and investment potential.
- ✖ Deliver a cohesive brand guidelines document that builds brand continuity and consistency by outlining rules and best practices for the updated brand identity's usage.
- ✖ Develop a destination marketing plan, including specific strategies for travel, tourism, and hospitality marketing.



Key Performance Indicators

The brand is embraced by staff and council first and foremost

The brand is stimulating a sense of community pride — seen by people wearing branded swag, sharing the brand's story, etc.

The brand is being embraced by businesses; incorporated into signage, promotional materials, social media templates, etc.

Competitive Advantages & Threats

Advantages

- × Hornepayne has one of the highest median incomes in the province, while its central position makes it a strategic hub for transportation and logistics.
- × As a close-knit and inclusive community committed to integrity and work-life balance, Hornepayne appeals to individuals and families seeking a higher quality of life.

Threats

- × Hornepayne lacks the breadth of services and facilities individuals seek in a community, causing them to travel to and from Hearst for routine doctor's visits, hair styling, shopping, etc.
- × Resistance to change among community members may limit Hornepayne's ability to attract new investment and opportunities.



Target Audiences

Audiences

Municipal Staff & Members of Council

DESCRIBED AS:

Municipal staff members, including office, admin, and operational staff, as well as Mayor, Council Members, Clerks, Committee Members, etc.

Residents

DESCRIBED AS:

Males and females skewing both older and younger in age who live in Hornepayne.

Local Businesses & Entrepreneurs

DESCRIBED AS:

Unique, independent, family-owned and operated, and/or entrepreneurial business owners who operate in Hornepayne.



Target Audiences Cont'd

Audiences

Investors & Site Selectors

DESCRIBED AS:

Individuals and organizations looking to tap into long-term investment opportunities and available real estate in northern Ontario.

Tourists & Visitors

DESCRIBED AS:

Out-of-towners who visit Hornepayne for short and long-term stays to explore unique businesses, natural landscapes, etc.



Next Steps

- × Execute stakeholder engagement activities and deliver a report of findings with brand recommendations.
- × Develop and finalize the brand identity (with taglines); put to community vote for selection.

Conclusion

By utilizing this creative brief as the cornerstone of this project, all deliverables will align with established goals and priorities, ultimately resulting in a more effective brand identity for the Township of Hornepayne and a host of desired outcomes.