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FOR IMMEDIATE RELEASE

Smiths Falls New Brand Wins National Award

Niagara Falls, Ontario – The Town of Smiths Falls launched their new brand identity in June 2017 and recently received National recognition from the Economic Developers Association of Canada (EDAC) on September 12, 2017 in Niagara Falls. The National Marketing Awards are presented to communities across Canada in a number of categories including Brand Identity.

“The Town of Smiths Falls is excited to receive such a highly competitive award from our peers that validates the high quality of the rebranding process for the Town of Smiths Falls”, said Cyril Cooper, Economic Development and Tourism Manager.



The objective of the rebranding project was to promote an image and brand identity that appeals to residents, businesses, tourists and investors. “Sensational Smiths Falls” was no longer resonating with the public nor with visitors. After the town faced a series of hardships, including the loss of the Hershey chocolate factory, it was decided by Council that a brand image with a more vibrant and forward-thinking feel was needed. “The decision to rebrand our community came out of a comprehensive strategic

planning process conducted in early 2015. Our council recognized that our future will be different from our past and in order to truly commit to our new vision, we agreed it was necessary to take a bold step forward and break from our comfort zone. Change is never easy, especially when it means leaving an old identity behind. However, we committed to a process that drew out the best solution for our town and we are forever thankful to Cinnamon Toast and our staff that helped navigate us to our new brand. The national recognition really helps confirm the success of this venture”, said Shawn Pankow, Mayor of the Town of Smiths Falls.



After extensive consultations to ensure that members of the public as well as various community stakeholders had input into the logo design, Council reached a decision to move forward with the new look and colour scheme designed by Cinnamon Toast, the agency hired to carry out the rebranding project. Based on the feedback they received, the agency identified four target audiences, including the 28-40 year old entrepreneur, the 35-48 year old tourist, the 28-45 year old resident, and the 50-70 year old retiree, and worked to ensure that the new brand would:

- Maintain focus on a friendly community with a small-town feel
- Create a look and feel that reflects Smiths Falls' innovative qualities
- Convey that Smiths Falls is an exciting, historic, and culturally-rich place to visit, work, and live, and
- Highlight the value Smiths Falls can offer each target market

The end result was launched on June 29th with the tag line “Rise at the Falls”, a new colour scheme, and a new logo.



The National Marketing Awards sponsored by the Economic Developers Association of Canada recognize the 'best of the best' marketing initiatives from across Canada. Smiths Falls was chosen as the winner of the Brand Identity category with its innovative, contemporary design, which is expected to remain in place for many years to come as the Town moves forward with its ambitious new Economic Development plan.

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