

Rebranding Strategy

The **BEAR** team
Beartown **E**nrich **A**waken **R**evive



The BEAR TEAM - Enrich Awaken Revive Congleton



Vision and objectives



Our Vision

Make Congleton a happy, healthy and prosperous Community where people love to Live, work, rest and play.



Vision and objectives



Our Objectives

We will develop a distinct Brand image for Congleton.

We will Enrich Awaken and Revive Congleton

We will make Congleton **inspirational !**

1. Rebrand – to attract Global attention
2. 2 Companies in top 100 of Sunday Times Best Companies to work for .
- 3 95% Resident & Employee Satisfaction by 2012 (Measure Annually)
- 4 20 Sensational Business Ambassadors



Our brand

Congleton
beartown
where friends are made

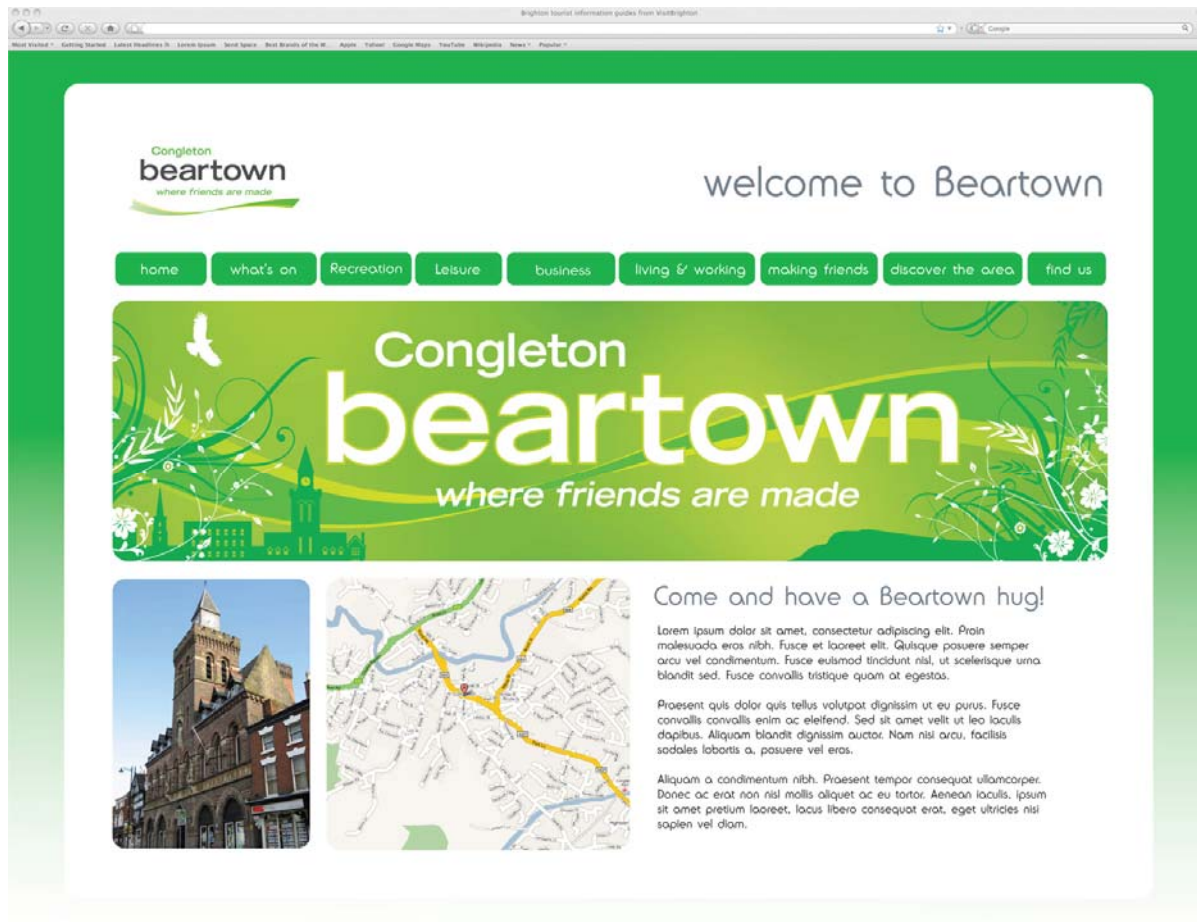


Street banners



- Banners to line Mountbatton Way and Market Street
- 23 in total
- marketing opportunities £250 per year ... per banner.
- Sold 5 today – please help us energize our town with colour.

Website





- Home Accommodation Things to Do Culture What's On Eating & Drinking Shopping Maps, Guides & Interactive Tourist Information Your Brighton

You are here: Home Print Page | Email This Page



Iconic and exotic attractions 1 2 3 4 5 6 7 8 9 10

Welcome to VisitBrighton
VisitBrighton is the official Brighton tourism information guide for the city of Brighton and Hove.
Brighton is one of the most vibrant, colourful and creative cities in Europe.
Nestling between the South Downs & the sea on the stunning south coast, Brighton offers everything from Regency heritage to beachfront cool.
A fantastic mix of iconic attractions, famed nightlife, award winning restaurants, funky arts, culture & year round festivals & events Brighton really does have it all.
Brighton tourist information
So whether you're looking for accommodation in Brighton, information on Brighton attractions, what's on in Brighton or the best in Brighton culture and entertainment you'll find all the latest tourism information for Brighton right here.
From Brighton & Hove activities to the best in boutique shopping - the choices are endless. A city just waiting to be explored - check out this site for all the Brighton and Hove tourist information you'll need to make your visit a memorable one...

Did you know?: You can download the Pocket Time Out Guide to Brighton for FREE...

Bright Ideas section with Accommodation, Things to Do, and Eating & Drinking categories and images.

Plan Your Trip section with Search & Book Accommodation Online, Type, Area, and When are you planning to visit? filters.

Your Brighton section with Theme your trip to Brighton and Itinerary Planner.

Explore section with Maps, Guides & Interactive and a map of Europe.

Contact Us section with Brighton Visitor Information Centre details and phone number 0906 711 2255.

visitbrighton.com

Achievements to date



- **Unique Identity Created**
- **Brand Manual Complete** – can now go public - yippee
- **Beartown Story and Picture Competition** 15 Schools, 2500 Kids, 250 stories 10 winners , all given certificates
- **Teddy Bears Picnic** in the Park – 500 people
- **Recruited 12 Dynamic Volunteers** to support our Mission.
- **Rebranded Congleton Museum**
- **Designed Web www.mybeartown.co.uk** launch 1st Oct.



Our plans



- Bronze Bear Statue in Town (Auspicious Hugging Bear) 8ft (2.5m Bronze Bear) in hugging position.
- Auspicious to Hug (story to attract visitors) .
- Beartown Garden at RHS Tatton July 2010 – promote Beartown
- Merchandise for Congleton
 - Congleton Bears with Beartown logo'd T Shirts on
 - Beartown Story Book & Beartown Calendar (Family Planner)
- Link with Carnival Committee – Beartown Festival & Parade invite Pooh, Paddington , Barnie, etc... A true Bear Festival



Beartown goes spotty! 20th Nov 2009



- Invite Pudsey to Congleton
- Hug from Congleton Bear
- Raise money for Children in need
objective = put Congleton on the
National Map. (Big PR Launch)
- TBC



Beartown goes Spotty - 20th Nov 2009



- Beartown goes spotty
- Spot the Difference
- On the Spot
- Spot of lunch....
- Beartown.. a pleasant spot to stop
- Spotlight on beartown
- Experience the Beartown Hugspot
- Have you found your Hugspot yet? - Buy one in Beartown.



Beartown Links



Animals Asia
Moon Bear Rescue



Debra Brown
Director of Hugs





Beartown Bear Hug

- Instructions – How to give a Beartown Bear Hug
- Stand Up
- Turn to the Person next to you
- Spread out your arms
- Tilt your head to the right
- Put your arm around each other and hug
- Ensure – left cheek to left Cheek - this ensures
- Heart to Heart
- Right Cheek to Right Cheek – is Liver to liver – sharing Toxins
- So please team the World to do a proper Beartown Bear Hug



Thank you for your support



The BEAR TEAM - Enriching Awakening Reviving Congleton

