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# Town of Deep River

**Report of Findings:  
Brand Consultations**

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September/October 2020

## | Introduction

**The Town of Deep River is seeking the development of an updated brand identity and strategy to attract new residents and increase the town's population by raising awareness surrounding its assets, opportunities, and quality of life benefits. Other essential project objectives include:**

- / Developing a comprehensive brand identity guidelines document that ensures the brand is used consistently and appropriately across materials and channels
- / Creating a highly effective implementation and marketing strategy to secure successful adoption with the community and its stakeholders, while generating brand awareness to attract new residents, tourists, and businesses

To begin the process of achieving these objectives, Cinnamon Toast (CT) has engaged stakeholders, residents, and the wider general public in an online survey and a number of one-on-one interviews. Together, these activities unlocked a better understanding of each groups' goals, interests, and priorities for the brand, the outcome of which is outlined in the following pages of this report.



## | Our Approach

### **Online Survey**

To gather input from the residents of Deep River, we released an online survey that was open to the public. The survey consisted of 10 questions that were designed to establish key information about Deep River and the respondents, including demographic information, general interest in the area, differentiating factors, future objectives, brand personality, and logo suggestions. After leaving the survey open from September 18, 2020 to October 20, 2020, we received 349 responses.

### **One-on-One Interviews**

To gain a better understanding of Deep River's future brand and gather more thorough insights and clarification, we conducted one-on-one interviews with various stakeholders and new residents. Some of the stakeholders included Mayor Suzanne D'Eon, Reeve Glenn Doncaster, and Councillor Terry Myers. During these interviews, 8 stakeholders were asked questions similar to those presented in the digital survey, 6 answered questions specific to the marketing strategy, and 2 new residents shared their experiences moving to Deep River.



**ONLINE  
SURVEY  
RESULTS**

## **Demographics**

- / 23.99% of respondents are between the ages of 25 and 34**
- / 19.65% of respondents are between the ages of 35 and 44**
- / 13.58% of respondents are between the ages of 45 and 54**
- / 20.81% of respondents are between the ages of 55 and 65**
- / 17.34% of respondents are 65+**
- / 72.83% of respondents have children**
- / 27.17% of respondents do not have children**

## **Relationship**

- / 78.03% of respondents live in Deep River**
- / 12.72% of respondents are a tourist/frequent visitor**
- / 8.38% of respondents live in and own a business in Deep River**

**ONLINE  
SURVEY  
RESULTS**

## **Unique Attributes**

Respondents described Deep River as unique from neighbouring towns and cities because of its sense of community, the friendly and supportive residents, availability of trails, beaches, and parks, proximity to the Ottawa River, abundance of outdoor recreation, breathtaking views, and high caliber community activities and clubs.

**ONLINE  
SURVEY  
RESULTS**

**Values**

- / 78.17% of respondents value outdoor activities
- / 46.31% of respondents value community services
- / 34.51% of respondents value low cost of living
- / 28.32% of respondents value festivals and events

**Town Descriptors**

The top three words respondents said best describe Deep River are: scenic (70.77%), friendly (46.13%), and family-oriented (40.40%).

**SCENIC / FRIENDLY / FAMILY-ORIENTED**

# BRAND ENCOUNTERS

Approximately 11 respondents indicated that the current logo is not a true logo, but rather a crest.

## Current

- / 45.66% of respondents are encountering Deep River's logo on welcome signage
- / 34.39% of respondents are encountering Deep River's logo on the website
- / 31.79% of respondents are encountering Deep River's logo on social media
- / 20.52% of respondents indicated that they have not encountered Deep River's logo on any of the items indicated in the survey

## The 'Other' responses included:

- / Documents (e.g. bills, invoices, publications)
- / Equipment
- / Town vehicles
- / Water tower

## BRAND ENCOUNTERS

### Future

- / 63.72% of respondents indicated that they would like to encounter Deep River's logo on welcome signage
- / 48.6% of respondents indicated that they would like to encounter Deep River's logo on social media
- / 43.95% of respondents indicated that they would like to encounter Deep River's logo on directional signage
- / 36.28% of respondents indicated that they would like to encounter Deep River's logo on the website
- / 34.22% of respondents indicated that they would like to encounter Deep River's logo on swag (clothing)
- / 24.19% of respondents indicated that they would like to encounter Deep River's logo on flags

### The 'Other' responses included:

- / Store fronts
- / Marketing information provided to newly hired CNL employees
- / Local newspaper
- / Water tower
- / Marina
- / Soccer field
- / Courtyard
- / Municipal buildings



# FUTURE BRAND

When asked about the future logo/brand, respondents indicated they would like to see the following incorporated: **water** (Ottawa River), **nature** (hills, mountains, river, trees, flora and fauna), **outdoor recreation** (swimming, golfing, sailing, tennis, rowing), **expertise** (arts, science) and **history** (CNL, Indigenous).

***Respondents mentioned the new brand should be: vibrant and warm, modern, simple, and natural.***

Respondents also indicated that they would NOT like to see the following incorporated: bright colours (neon, red, blue), a crest, the water tower, CNL, specific activities (golfing, boating), too much white space, and photos (instead include symbolic images).

# ONE-ON-ONE INTERVIEW RESULTS

## Brand Specific

**When asked how they would like Deep River to be perceived, stakeholders indicated:**

- / Progressive (e.g. embraces arts and sciences)
- / Welcoming
- / Family-oriented
- / Diverse and cultural
- / Inclusive
- / Community-oriented
- / Historic (first planned community in Canada)

**When asked to describe the challenges facing Deep River, stakeholders indicated:**

- / Internet
- / Increasing tax base
- / Lack of promotion and information for tourists
- / Resistance to change from residents
- / Lack of future thinking
- / Lack of understanding of people's perception of Deep River
- / Little to no significant growth in population over the past 20 years

# **ONE-ON-ONE INTERVIEW RESULTS**

## **Brand Specific**

**When asked what Deep River's key differentiating factors are, stakeholders indicated:**

- / Abundance of clubs and sports/recreation facilities (Volleyball Club, Yacht and Tennis Club, Cross Country Ski Club, etc.)
- / Safe community
- / Full range of emergency services (hospital, police station, fire station)
- / Outdoors and recreation activities (swimming, hiking, golfing, etc.)
- / Arts activities (Deep River Players)

**When asked what lifestyle advantages come from living in Deep River, stakeholders indicated:**

- / Proximity to major centres and amenities
- / Rural/outdoors atmosphere
- / Affordable housing
- / Safe community
- / Good schooling
- / Culture and arts
- / 2 long term care facilities
- / Emergency services
- / Low cost activities
- / Little to no commute



## Results and Discussion

# ONE-ON-ONE INTERVIEW RESULTS

## Brand Specific

When asked what key messages need to be shared about Deep River to enhance pride in existing residents while attracting new ones, stakeholders indicated:

- / Celebrate what you have, because Deep River has a lot more than other communities
- / Appreciate and embrace the town's diversity and culture
- / Experience the hidden gems (beaches, creeks, trails, etc.)



# ONE-ON-ONE INTERVIEW RESULTS

## Marketing Strategy Specific

**When asked to describe past marketing solutions implemented by Deep River, stakeholders indicated:**

- / Economic Development department created a video to attract people
- / One page in the NRT that only locals read
- / Community relies on information through word of mouth or social media
- / Past campaigns are dated and not appealing to younger individuals and families

**When asked what Deep River's greatest challenges are when implementing change, stakeholders indicated:**

- / Public doesn't want to open up to outside communities
- / Large conservative population makes it difficult for the town to embrace new cultures and lifestyles
- / Transient families tend to have preconceived notions about the town, which sparks fights and contention within the community
- / Town is perceived as exclusive

# ONE-ON-ONE INTERVIEW RESULTS

## Marketing Strategy Specific

**When asked to describe Deep River's unique assets, stakeholders indicated:**

- / Ski trails (e.g. cross country, downhill)
- / Complex network of back trails
- / Beautiful and free excursions
- / Amenities (e.g. hospital, arena, clubs, pool, golf course)
- / Diverse residents (e.g. Middle Eastern, Asian, Russian)

**When asked if there are any opportunities that exist in Deep River that should be taken advantage of when developing the marketing strategy, stakeholders indicated:**

- / Attractions (e.g. 5 beaches)
- / Small businesses
- / Low cost of living
- / Communication mediums other than the town press



# ONE-ON-ONE INTERVIEW RESULTS

## Marketing Strategy Specific

**When asked for suggestions as to how key messages should be shared about Deep River to enhance pride in existing residents while attracting new ones, stakeholders indicated:**

- / Share and highlight community achievements (e.g. recent \$150,000 deal on Dragons' Den from Deep River small business owner)
- / Emphasize the amenities that many towns do not have (e.g. hospital, police station, fire station)

# ONE-ON-ONE INTERVIEW RESULTS

## New Resident Specific

When asked to describe the enticing characteristics of Deep River, new residents indicated:

- / Other families with similar circumstances (e.g. military)
- / Safety
- / Attractions (e.g. hiking trails, beaches)
- / Small community
- / Proximity to the river and Algonquin Park
- / Variety of outdoor activities

When asked to describe what they love about Deep River and/or would want improved or added, new residents indicated:

### Love

- / Variety of clubs and services
- / Amenities (e.g. police station, fire station, library)
- / Attractions (e.g. hiking trails, beaches)
- / Walkability and accessibility
- / Friendly community

### To Be Improved

- / Post office—difficult to set up PO box

**Results and Discussion**

**ONE-ON-ONE  
INTERVIEW  
RESULTS**

**New Resident Specific**

**When asked how they found information about Deep River (e.g. recreational facilities, town amenities, etc.), new residents indicated:**

- / Direct mail (info booklet)
- / Website
- / Facebook page(s)

**When asked to describe Deep River in three words, new residents indicated:**

- / Pride
- / Trees
- / Safe
- / Quiet
- / Friendly

**When asked if it was difficult to gather information about Deep River and its offerings prior to moving to the town, new residents indicated:**

- / Not enough promotion
- / Website isn't user friendly and is outdated
- / Easier to find information about other communities



# **CT'S RECOMMENDATIONS**

**Based on the online survey and the one-on-one interviews, CT's recommendations during the branding process include:**

**Conceptualizing and designing a vibrant, modern, and forward-thinking brand that is distinct from other surrounding communities**

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**Highlighting the town's serenity, natural beauty, and diversity**

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**Including elements of outdoor recreation and showcase what Deep River offers year-round**

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**Ensuring the new brand identity encourages growth and new economic opportunities**

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# CONCLUSION

The online survey and one-on-one interviews were extremely beneficial in providing different perspectives from Deep River's residents and stakeholders. The results collected will provide CT's team with the essential inspiration and direction required to achieve the look and feel of the town's brand and marketing strategy.