

Attachment-3 Diggable Downtown Guelph Campaign

In support of the Downtown Infrastructure Renewal Program (DTIRP), we've worked alongside our consultants to create a long-standing campaign to help inform, educate, and drive positive perceptions around the DTIRP work.

The goal of this campaign is to help the community prepare for upcoming changes through building awareness and desire, and creating excitement for the end stage of DTIRP, while also preparing them for the work that will be required to get us there. We want people to be as supportive as possible of the work that needs to happen because they are excited about the final product.

This campaign will also capture the different needs and desires of a variety of Downtown stakeholders, including residents, businesses, visitors, and developers.

The Diggable Downtown Guelph campaign will highlight the many ways that DTIRP is working to leverage what's great about Downtown Guelph now and how it will be made even better in the future. By layering bold messaging, dynamic imagery, and optimistic headlines, it directly invites the audience to imagine themselves in the most desirable versions of their future Downtown destinations.

The campaign will feature the following four anchor words that can be leveraged depending on the context of the communications: **Livable, Workable, Playable, Lovable**. These emphasize that Downtown Guelph is somewhere you can live, work, and play (and love!). The chosen anchor words are intended to provide coverage for the gamut of experiences and emotions that will arise throughout the project – excitement, positivity, openness, anticipation, skepticism, curiosity, confusion, etc.

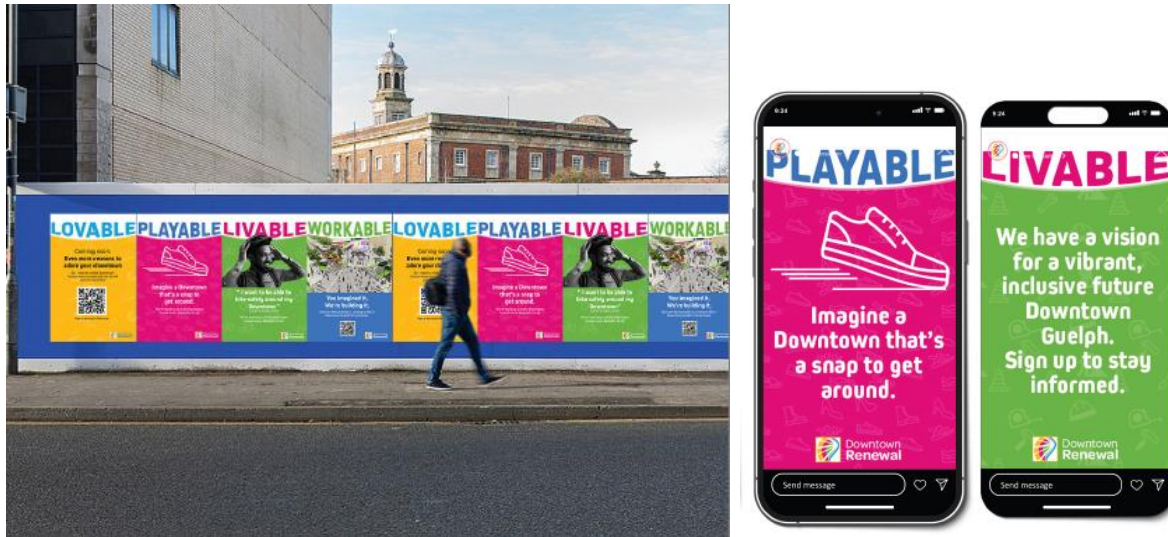
There are rationales and use cases tied to each specific anchor word to help guide the use of each throughout the campaign, so we can tie it in where most appropriate. Expanding on the four main anchor words, there will be additional "-able" suffix words that we can use in our messaging to tie in where appropriate and creatively enhance what's coming, what's happening, and what our future Downtown looks like (e.g., walkable, shoppable, bikeable, sustainable). As well, the campaign visuals will use the same bold colour palette as the Downtown Renewal program, bringing these communication pieces into visual alignment with the larger overarching project.

However, it should be noted that Diggable Downtown Guelph is more than an ad campaign. It's the full experience of moving toward our future Downtown, including engagement campaigns, pop-up placemaking, wayfinding, events, and more. These pieces will help showcase and plan for an improved Downtown Guelph for the community to enjoy for generations to come.

Given the length of the DTIRP body of work, the work we're doing now with this campaign will set the foundation and pave the way for this construction over the next few decades, and will be segregated into different phases to support the current work taking place.

We'll continue to build on this campaign for future stages to take us through once construction begins in 2026 to the completion of the DTIRP work.

Sample imagery of campaign visuals:



Potential campaign visual evolution (Stages 1 thru 4):

