



City of Vernon Dementia Awareness Campaign Brand Brief

February 28, 2024



Introduction

The following brief is intended to provide a framework for the design and implementation of a brand and additional graphic elements that will be incorporated into the City of Vernon's *Dementia Awareness Campaign*. The campaign will make use of media resources such as digital and/or print ads, infographics, video or other forms of print or digital informational content.

Brand Overview

As identified in the *Social Marketing Campaign Dementia Stigma Reduction February 2024*, the primary goals of the campaign are:

1. To engage residents of Vernon in a community-based conversation about how people who are living with dementia are often perceived and/or treated due to bias, stigma, fear, or a lack of information or understanding.
2. To increase awareness and understanding among residents of Vernon that a person living with dementia can still live an active and participatory life with the right supports, resources, and community connection.
3. To reduce the stigma of dementia; return agency, dignity, and respect to those living with dementia so they are once again viewed as a whole person; and to increase positive behaviours and actions among residents of Vernon that are reflective of a dementia-friendly community.

Target Audience

The primary audience for this campaign includes family members and friends of people living with dementia and residents in Vernon who are under the age of 40.

- Active in the community
- Well educated
- Engaged with local businesses or may be a business owner themselves
- Have multigenerational family members in the community
- Motivated to 'give back' and engage with the community at large
- 'Values driven'



Other key audiences include persons living with dementia, caregivers, or those concerned about potentially having dementia.

Note that in addition to the City of Vernon, there are other organisations who are directly or peripherally involved with the campaign including:

- Partner agencies
- Emergency responders
- Province of BC
- Local and Regional News media

Related Campaigns

A brief review of available dementia awareness information has identified the following general trends:

- There are a number of key organisations that share a range of resources about dementia.
 - Alzheimer's Association <https://alzheimer.ca/en>
 - Alzheimers Society <https://alzheimer.ca/bc/en>
 - Dementia Learning and Resource Network <https://cdlrm.the-ria.ca/>
 - Canadian Institute for Health Information
 - Provincial Health Agencies
 - Private caregivers
- Most pamphlets and educational materials are 'information dense' and are clearly intended to impart as much information as possible.
- Many publications are focussed on clinical and healthcare aspects but may lack 'lifestyle information'.
- Some publications have incorporated unique branding and addition of visuals presumably in an attempt to make the information more approachable, relatable and less clinical looking.
- The use of infographics is reasonably common with the use of animated characters to help support the messaging. While effective in some cases, there are several instances where too many concepts are being included within a single infographic or informational brochure (causing information overload for the reader).
- Most imagery is focused on showing the elderly, with middle-aged caregivers or with other elderly members of the community.
- There is very little visual content that would appeal to younger family members or information that is directed at the younger demographics.



Brand Positioning

Unique Selling Proposition

This campaign's Unique Selling Proposition (USP) or, what sets it apart in the marketplace, includes aspects such as:

- The use of visuals and messaging that will appeal to younger audiences.
- Emphasising the notion of the 'community at large' providing a support network for people with dementia rather than just focusing on immediate family members or medical care givers.
- Providing approachable, engaging messaging that will appeal to a broader audience than common 'medically focused' information packages.
- Creating a theme that highlights 'living well' and 'living fully' and illustrating how the entire community can support that goal.

Tag-line: "I'm Still Here"

Additional anchor statements:

- ***Let's work together to actually understand dementia.***
- ***Let's work together to make our community dementia-friendly.***
- ***Let's work together to end the stigma.***

Brand Positioning Statement (proposed)

By embracing the unique stories and experiences of those living with dementia, we can empower individuals of all ages to play a role in building a supportive environment where everyone feels valued, included, and respected. Together, we can transform attitudes, break down barriers, and create a future where every voice is heard, every memory cherished, and every person welcomed as an integral part of our community.



Brand Values	Brand Personality	Brand Voice
<ul style="list-style-type: none"> • Approachable • Relatable • Unified • Inclusive • Compassionate • Supportive 	<ul style="list-style-type: none"> • Bright • Positive • Active • Welcoming • Open 	<ul style="list-style-type: none"> • Clear • Authentic • Straightforward

Brand Identity

Based on preliminary discussions, the primary logo will use the City of Vernon /Tourism Vernon Color palate as the basis of the design. Typography, colours, and fonts will remain consistent with the COV brand. Prior to initiating the brand design, the use of the COV and Tourism brand will have to be confirmed.

Additional, complimentary visual elements will also be created that can be used in social media ads, print media, and infographics. All visual elements will incorporate the brand positioning elements identified above.

In addition, the design will be easily incorporated into short or long-form videos and will be compatible with the video animation that has been proposed. The design will keep in mind future applications such as brochures, general information sheets, or comprehensive guidebooks.

Other Visual Elements: Photography or Videography

To maintain consistency with brand positioning that encourages engagement that reaches beyond older age groups, associated imagery should include people of all ages and demographics. Visual themes of cooperation, support and community activity, should be multi-generational in nature and representative of a cross-section of people who live in our community.

Brand Touchpoints

Details on campaign delivery are provided in *Social Marketing Campaign Dementia Stigma Reduction February 2024*.



In summary, key marketing touch points where the brand will be used over the next several months are likely to include:

- Press release to launch the campaign
- YouTube videos
- Additions to the website to draw attention to the campaign
- Social media and paid digital marketing ads
- Development of animated videos to highlight living in dementia-friendly communities
- Infographics/print ads and/or posters that illustrate dementia-friendly activities and living in supportive communities

