

# Business Development Framework

## Glossary

Auckland Transport	(AT)
Auckland Council	(AC)
Brand Identity	(BI)
Statement of Intent	(SOI)
Brand Navigator Group	(BNG)
Council Controlled Organisation	(CCO)

## Executive Summary

The Board has agreed to a 2-tier “Brand Development Framework”, which will rationalise the BI (logo) for AT.

A new corporate brand is to be aligned to AC’s brand (Pohutukawa logo) to support the “group” identity of the business.

A new operational brand will cover public transport, parking, roading, major projects and community transport and reflects the ideas of connectivity, integration and movement. This BI will replace a number of redundant and misplaced brand identities, including MAXX.

The report updates the Board on recent work and how implementation of the project will be staged to minimise costs.

## Recommendations

It is recommended that the Board:

- i). Receive this report
- ii). Approve the brand strategy

## Background

The transport brand environment in Auckland is cluttered and confusing, with a plethora of operator and individual service brands. At its 21 May meeting the Board agreed that a brand framework was needed to simplify the situation with a focus on better customer information and understanding of various product “offerings”.

From an internal perspective, a stronger brand identity will help unify and develop a stronger sense of direction.

Since the May meeting slight design refinements have been made to the new AT operational logo. The finalised art work proposed for the two identities are:



**Operational**



**Corporate**

Subsequent to Board support in May this brand identity and overarching framework has been presented to the Brand Navigator Group; (AC and CCO communications and/or marketing managers) who have endorsed the proposals.

A memo of support has also been received from AC's Chief Executive (Attachment 1)

[Note: Involvement with the BNG is directed in the proposed SOI.]

## **Implementation**

A steering group, Chaired by the Chief Executive, has been established to overview implementation of the project.

There are a number of activities converging that also make it timely for this project to be undertaken. These include:

- Branding/design of EMUs
- Revision to AT's website homepage and 'major projects' section
- Double Decker bus trial on Northern Busway
- 2012-2013 Annual Report
- Roll-out of AIFS
- Launch of AT's revised vision and values
- Publication of the RLTP and other significant documents, such as the ITP

To meet the Auckland Plan aspirations of PT growth and the more specific SOI targets a key piece of work involves improvements to customer information and way finding systems. The current public transport customer information and way finding system is confusing and in some places in a poor state of repair. Therefore a separate project has been initiated to audit the "hard" infrastructure in the public transport area (largely signage). This sub-project will take approximately two more weeks and, once complete, a detailed plan for replacement can be produced, along with costings.

The MAXX brand is used over an extensive array of infrastructure in the PT area and it is logical that any brand roll out be done in conjunction with implementation of the upgraded wayfinding programme. The new brand image will be associated with a more rationalised and improved way finding system.

The cost for improved customer information and way-finding will be met from maintenance and/or renewal budgets.

In other than these operational areas the brand roll-out will be managed on an “as and when” basis to reduce cost (i.e. change as items come up for reprint or renewal). In the case of brochures and other collateral there is no extra associated cost as one logo is simply being substituted for another.

### **Other Key Initiatives**

1. Brand guidelines: It is critical that any roll-out is well managed and strict guidelines for use followed. This is to avoid the brand “clutter” and confusion that currently exists through the unfettered use of brands and imagery.

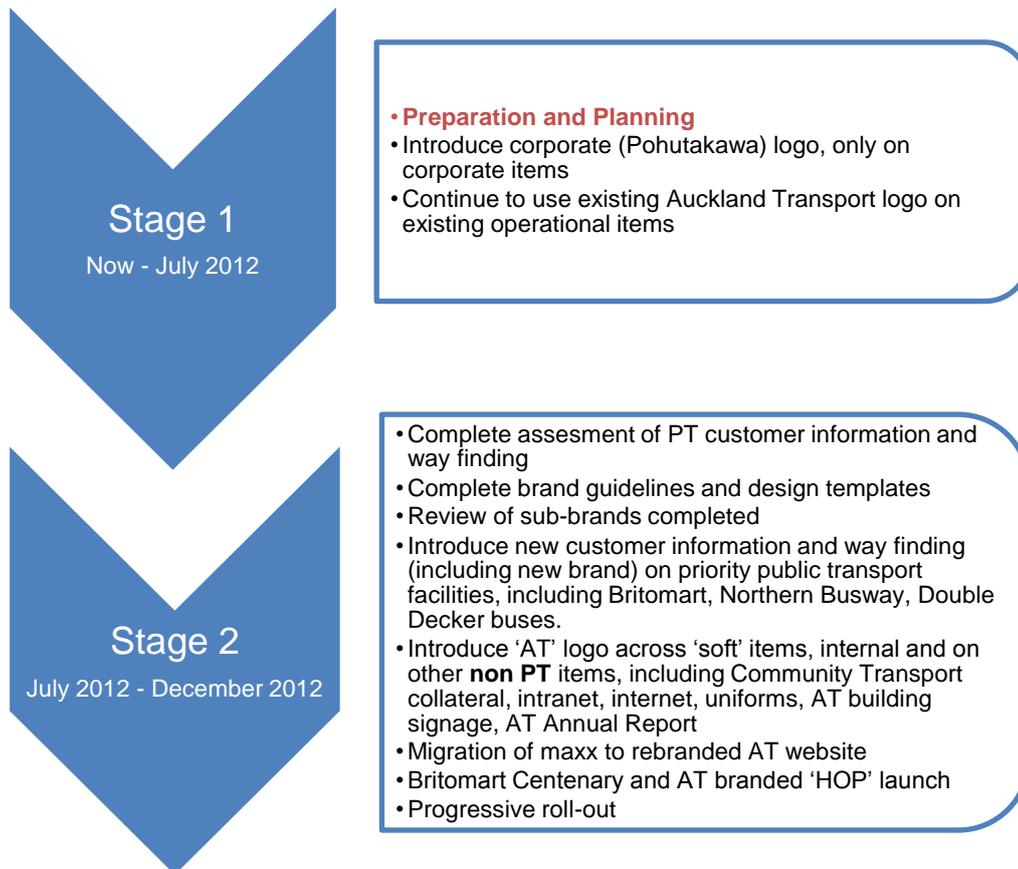
This brand control programme will be run by AT designers who will produce detailed brand manuals, outlining how the logos are to be used across a multitude of applications; brochures, stationery, signage, advertising, online, vehicles and clothing. This work also includes templates for external (printers, advertising agencies etc) and in-house use.

A draft manual is currently under review.

2. Under the new framework there will be a need for strong sub-brands, e.g. HOP, but they will be subservient to the ‘AT’ master-brand and controlled by the AT Brand Design group. Most will be removed altogether. For example ‘ParkRight’ would be replaced by ‘AT Parking’. Likewise the “B-line” bus service will be removed in a branding sense. But the ‘LINK’ brand may be retained as a sub-brand, endorsed by AT.

There is less control over what brands contracted transport operators or other partners use. However, as part of the PTOM arrangements with operators it will become part of contractual arrangements that all operators carry the ‘AT’ stamp of approval (e.g. new double deckers). In this way the entire transport network will be ‘connected’ and identified as part of AT’s single integrated network.

This review of sub-brands is underway and will be completed in September.



## Conclusion

The Board has agreed to a 2-tier Brand Management Framework covering both corporate and operational aspects of the business.

The Chief Executive is overseeing a project steering group which will see a staged roll-out, with the aim to utilise existing budgets (printing, advertising, signage replacement etc) to ensure minimal extra cost is incurred.

## Attachment

**Attachment 1** Memo of support from AC's Chief Executive

<b>WRITTEN and RECOMMENDED BY</b>	Wally Thomas <b>Corporate Manager Communications &amp; Marketing</b>	
<b>APPROVED FOR SUBMISSION by</b>	David Warburton <b>Chief Executive</b>	