

Strategic Focus Area: Inclusive. Productive. Balanced.

There is one eligible project in this area.

Euroa branding project

Cost: \$50,000

Problem and opportunity: Revitalising local commerce and our community with an inspired and consistent brand (& communications platform) to engage, unite and drive tourism and investment in Euroa township and everywhere in between.

How does it affect or impact the community? Drawing people to our region - creating a consistent image for Euroa

What is your idea and what difference would it make?

- Qualitative research of key business, council and community groups.
- Research findings which clearly define distinctive and differentiated messaging and imagery for future communication and social media activity.
- Brand Guidelines for Euroa that can be used by all key stakeholders to co-brand all commercial and tourism activity in and around Euroa.
- Advertising and Marketing collateral for use by local businesses at their leisure to assist in promoting their business, promoting the region and driving visitors to the area.

Further information: A key output of this project will be updated town signage and wayfinding signage in and around Euroa. Welcome signage and town branding will be revitalized through our research and rebranding exercise. Engaging with key community groups and providing the wider community to have their say on the proposal before implemented.

Way finding updates and additions is a key element of this project and a very necessary project to undertake for business growth and visitor knowledge.