

Class Task One: A Brand for Auckland

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- What are the key features you are highlighting in Auckland? And why? (Minimum 50 words per answer)
 - o Nature:
 - A step away from nature always, step outside from the hustle and bustle of the city and experience beautiful black sand beaches and native Kauri forests. Explore the volcanoes and blue waters that shape the geography of Auckland. Hike, ferry, fish, and experience the exquisite landscape that Auckland offers.
 - o Tukutai Square:
 - In the heart of the city, a pedestrian-orientated square. It is a place for communities to gather on Saturdays to experience local foods and artists. When you're done, you're a step away from the entire region, ferry to Waiheke to explore the vineyards, jump on the Eastern Line to experience breathtaking views of Auckland's coastline or even take the bus to explore the many local suburbs.
 - o Culturally Diverse:
 - Auckland has the largest Pacifica population of any city worldwide, a large indigenous Māori population. Furthermore, thirty-nine per cent of the city's population was born overseas, consisting of a large East-Asian and Indian contingency. There are restaurants, art, and cultural exhibits that highlight the diversity of Auckland's population and make it a genuinely worldly and diverse city.
 - o Through highlighting the overall chosen key features, Auckland markets itself as a well-developed, culturally diverse city, full of urban spaces to explore and get lost in, whilst being a moment's notice away from a natural oasis. Auckland is marketed as the perfect city for tourists seeking out cultural experiences and the convenience of urban living whilst not being far from nature.

What are your intended long-term outcomes for future Auckland? And why?
(Minimum 100 words)

The long-term outcomes for future Auckland are:

1. To promote tourism (international and domestic.)
2. To boost the local economy.
3. To become an internationally recognised city.
4. To encourage immigration.

By creating an internationally recognised brand for Auckland as a liveable, culturally diverse city where the urban and natural co-exist peacefully, Auckland can increase immigration and feed the unsatiable hunger for growth. Furthermore, becoming an internationally renowned city will help encourage domestic and international tourists to stay in Auckland and experience its wonders, further promoting the image of Auckland as tourists' personal experiences are told through word of mouth and social media. Helping to boost the local economy through tourist spending.

Add your 'brand' for Auckland here. Describe the rationale for your brand, the materials you consulted, and the elements you have included.
(Minimum 200 words)

Our brand chosen for Auckland is Auckland Mosaic. The accompanying slogan, "Inspired by diversity, driven by beauty." compliments the theoretical Mosaic of Auckland.

A mosaic is a beautiful art piece incorporating many different, diverse, and minor elements. When all the elements come together, they create a cohesive image. One that is well integrated and functions as a whole. Auckland is a mosaic, a patch of different suburbs, cultures, ethnicities, landscapes, and urban areas. The varying suburban, urban, natural landscapes and the diverse ethnic backgrounds all come together to complete the puzzle and form Auckland's ever-changing and distinct identity.

The slogan "Inspired by diversity, driven by beauty." reflects the mosaic framing. It emphasises the diversity of the pieces and the resultant beauty. Thus, every diverse piece inspires and propels Auckland into the future, forever growing and evolving, incorporating lessons from multiple cultures into its built form and social environment.

A webpage by VanAuken (2023) was used to assess the types of city slogans and their relative effectiveness; it was found that slogans should point out a unique quality and not be too vague, dull, or niche.

Existing research by Auckland Unlimited was utilised to realise what residents believe makes Auckland unique. The answers were Nature, Urban, Māori, Multicultural and Economy (Auckland Unlimited, n.d.). These sources led to choosing Auckland's well-documented diverse demographic and urban and natural landscape as critical points to emphasise in our slogan. Furthermore, research by Hassen and Giovanardi (2018) illustrated that multiculturalism and diversity has previously been successfully used as a tool for city branding.

Overall, we believe that the brand "Auckland Mosaic" and the slogan "Inspired by diversity, driven by beauty" emphasise the points that Aucklanders believe make Auckland unique and market it in a desirable, understandable way. Auckland's new brand will help market it domestically and internationally and reach long-term objectives of boosting tourism, immigration, and the local economy.

What is the role of the social approach of planning in achieving your intended outcomes for future Auckland? And why?
(Minimum 150 words)

Social planning can be utilised to understand the needs of Auckland's suburbs, which are diverse in their income levels, ethnicity, and the level of infrastructure they have available. Engaging with the various communities, the patches that make the wider Auckland mosaic, will help create a better image of what individual suburbs require to flourish further. Policies that are local, listen to the community's needs, and partner with local stakeholders and businesses can help ensure that the distinct identity of the suburb is preserved and enhanced. Achieving Auckland's future long-term goals hinges on the success of the brand and slogan, which emphasises Auckland's beauty and mosaic nature. Utilising community planning to enhance individual patches into more distinct and well-flooding suburbs will ensure the slogan remains true. This further drives tourism and immigration to Auckland in the pursuit of its uniquely diverse social and urban landscape and boosts its economy.

References

Auckland Unlimited. (n.d.). *Auckland's Brand*. Auckland Brand. Retrieved March 6, 2024, from <https://auckland-brand.aucklandnz.com/brand/aucklands-brand>

Hassen, I., & Giovanardi, M. (2018). The difference of 'being diverse': City branding and multiculturalism in the 'Leicester Model.' *Cities*, 80, 45–52.
<https://doi.org/10.1016/j.cities.2017.06.019>

VanAuken, B. (2023, July 25). *Evaluating city mottos, taglines and slogans*. Branding Strategy Insider. Retrieved March 6, 2024, from <https://brandingstrategyinsider.com/evaluating-city-mottos-taglines-and-slogans/>