

# SOUTH WAIRARAPA DISTRICT COUNCIL

20 FEBRUARY 2019

## AGENDA ITEM B2

### SWDC LOGO AND BRANDING WORKING PARTY

#### **Purpose of Report**

To give background information on logo development, including budgets and propose councillors adopt the new logo for South Wairarapa District Council.

#### **Recommendations**

Officers recommend that the Council:

1. *Receive the SWDC Logo and Branding Working Party Report.*
2. *Resolution to approve design one (round logo), as the preferred logo, to be adopted as the new logo for South Wairarapa District Council.*

#### **1. Executive Summary**

Work began in February 2018 on the development of the new logo. The Terms of Reference was adopted on 14<sup>th</sup> March 2018. Extensive briefing documents were developed by the Logo Working Party and a call for EOI was widely advertised across the Wairarapa. This resulted in proposals from eight companies. Four companies were shortlisted and after a rigorous evaluation process, Satellite Design was chosen as the preferred agency.

Work began immediately in October 2018 and five designs were presented to the logo working party for consideration. The final two concepts were unanimously agreed by the Logo Working Party.

The MSC presented their preferred Te Reo words after a hui was held in December 2018.

Throughout the process councillors, community boards, the Maori Standing Committee and council staff have been consulted and informed on the progress of the new logo.

The final part of the process is to approve all art work for all SWDC collateral.

Market research was conducted in February 2019 to evaluate the two preferred designs. This was conducted across South Wairarapa ratepayers.

Design one was preferred by 62% of ratepayers. We recommend that this design be adopted by SWDC as their new logo.

## **South Wairarapa District Council Brand Logo Evaluation: February 2019**

Design 1 was the preferred option for 62% of ratepayers, being an accurate and appropriate representation of the Council, the district and services provided. A third of those who preferred the design felt it looked good while a quarter based their choice on dislike of the other brand design.



Older ratepayers (aged 50+) and residents from Greytown were more likely to prefer Design 1.

Two in five ratepayers agreed that Design 1 conveyed the rationale behind the design and represented the South Wairarapa region.

## **2. Designs**

Our design agency, Satellite Design, presented the Logo Working Party with 5 logo concepts that have been whittled down to two preferred options. The final two concepts were unanimously agreed by the Logo Working Party.

These were presented to councillors and senior management in December at a workshop by Leigh Hay and Jo Lysaght from Satellite Design. It was also presented to council staff. Both designs were equally liked but there was a trend towards more literal design from males and more abstract design from females.

## **3. Market Research- Ronél Morgan, Key Research Group**

Satellite Design worked with 4 different research companies and we finally chose Key Research Group (based in Rotorua) based on their ability, their significant work with councils around NZ, logo research and their willingness to work closely with us and within a tight timeframe to a very cost-effective budget.

These final two have been tested in a market research process. Approximately four hundred residents, representative of our population, were invited to take part in an online survey to provide feedback that will help Council choose the final logo.

Ratepayers Names were sorted by the 3 towns plus Wellington.

Wellington addresses were given a 20% weighting of total names. All 3 towns (Greytown, Featherston and Martinborough) had a larger but equal weighting (i.e. 26.6% from each town). The weighting was based on actual numbers of ratepayers and their primary residence. Rural addresses are included in each of the towns.

Numbers: This was sent to 400 randomised SW ratepayers (Council staff and elected members and their families were excluded).

Results: N=163. This represents a 41% response rate which is very high. Typically such surveys have a 15-25% response rate.

## **EXECUTIVE SUMMARY – South Wairarapa District Council Brand Logo Evaluation: February 2019**

**Design 1** was the preferred option for 62% of ratepayers, being an accurate and appropriate representation of the Council, the district and services provided. A third of those who preferred the design felt it looked good while a quarter based their choice on dislike of the other brand design.



Older ratepayers (aged 50+) and residents from Greytown were more likely to prefer Design 1.

Two in five ratepayers agreed that Design 1 conveyed the rationale behind the design and represented the South Wairarapa region.

### **Design 2**



The modern, fresh, abstract Design 2 appealed to 38% of ratepayers, and received higher endorsement among those younger than 50 and Featherston residents.

Neither design performed particularly well in representing the Māori culture and around a third of ratepayers felt that the designs represented a modern, professional Council.

Ratepayers were more likely to disagree that Design 2 acknowledged the Māori culture and represented a modern, professional Council.

## **4. Budgets**

The agreed budget was \$25,000 which included cost of research. This did not include roll out costs or detailed artwork. To date cost is \$16,250 inclusive of market research costs. When artwork costs are included cost is \$21,075 which is 15.7% below budget.

## **5. Where To From Here?**

Once the resolution is ratified we will commence work on final artwork. We propose a soft launch with council staff and elected members. We anticipate much of the roll-out will be completed by March/April. We plan to do a refresh of the key pages on the website. The website will be upgraded over the coming year and at that time all pages will have the new logo design. Signage across the district will be rolled out over 2018/2019 and 2019/2020 financial years.

## **6. Bi-Lingual Logo/Input from MSC**

All logos will be bi-lingual. After a hui pre-Xmas the MSC preferred the following option. All council collateral will be bi-lingual.

South Wairarapa District Council: Kia Reretahi Tātau (let's fly together/ lets collaborate/ coordinate ourselves)

Māori Standing Committee: Te Māngai o Ngā Hapori Māori (the mouthpiece/ voice of the Māori communities.

This will be adopted.

## **7. Communications**

A press article and editorial about the new logo options was printed on Friday 1<sup>st</sup> February. It was a very good article and balanced editorial. We will continue with our internal and external communications regarding the new logo. From here on this will be managed by SWDC communications manager.

## **6. Conclusion**

We are on track with the new logo development, under budget, will complete project within the planned timeframe and are very pleased with the decision to appoint Satellite Design.

## **7. Appendices**

Appendix 1 – Brand Logo Evaluation Report

Written By: Leigh Hay, Chair Council Logo and Branding Party

# **Appendix 1 – Brand Logo Evaluation Report**



# South Wairarapa District Council Brand Logo

Brand Logo Evaluation



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## Background, Objectives and Methodology

Satellite Design needed to measure ratepayer perceptions of the new brand logo designed for South Wairarapa District Council. The research objectives were to:

- Determine preference of brand design from a selection of two options
- Establish perceptions regarding the brand design and ability to convey appropriate messaging

The survey was designed in consultation with Satellite Design and Council and was of 5-minute average duration. The questionnaire included image prompts of the new brand logo designs.

Email contact details for 1,501 ratepayers from South Wairarapa District were provided to Key Research, from which 400 randomly selected people were invited to take part in the online survey. The random selection ensured a representative proportion by geographic area, with n=107 contacts each from Featherston, Greytown and Martinborough and n=80 from Wellington invited to participate.

Response was incentivised with voluntary entry to a prize draw and n=163 ratepayers participated between 22 January and 4<sup>th</sup> February 2019. The sample of n=163 is considered statistically robust, yielding a margin of error of  $\pm 7.6\%$  at the 95% confidence interval.



# Executive Summary

## Executive summary

Design 1 was the preferred option for 62% of ratepayers, being an accurate and appropriate representation of the Council, the district and services provided. A third of those who preferred the design felt it looked good while a quarter based their choice on dislike of the other brand design.

Older ratepayers (aged 50+) and residents from Greytown were more likely to prefer Design 1.

Two in five ratepayers agreed that Design 1 conveyed the rationale behind the design and represented the South Wairarapa region.



The modern, fresh, abstract Design 2 appealed to 38% of ratepayers, and received higher endorsement among those younger than 50 and Featherston residents.



Neither design performed particularly well in representing the Māori culture and around a third of ratepayers felt that the designs represented a modern, professional Council.

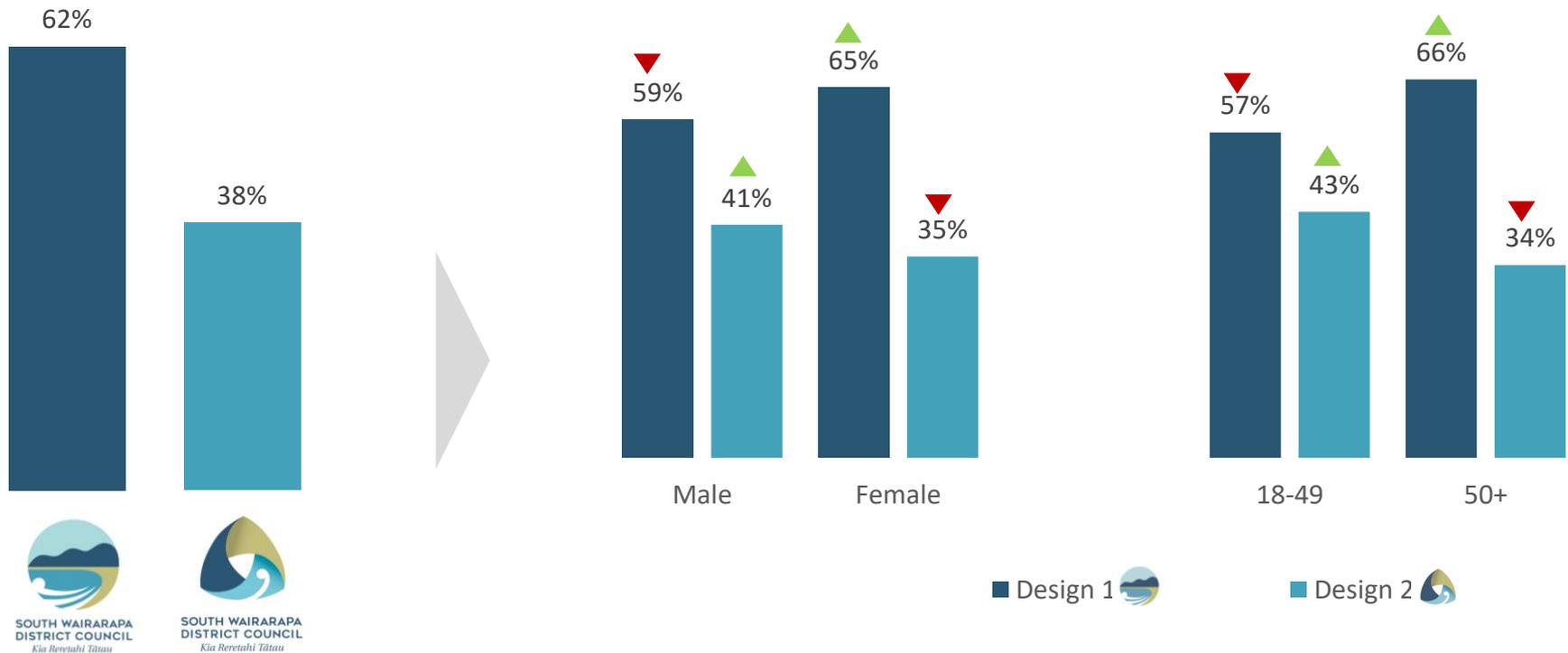
Ratepayers were more likely to disagree that Design 2 acknowledged the Māori culture and represented a modern, professional Council.



# Design Preference

Design 1 was the clear preferred option, especially for female ratepayers and those aged 50+

## Design preference

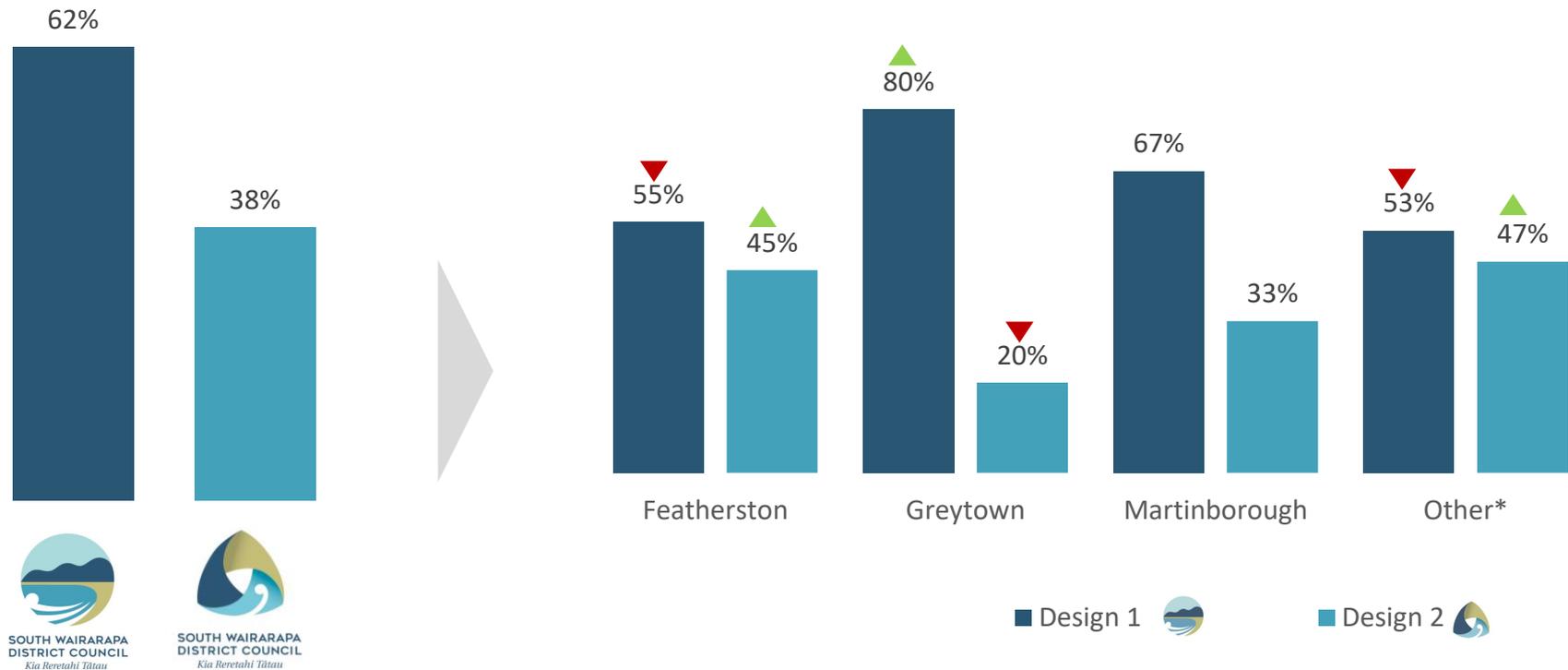


1. Sample: Total n=150 – those who selected a preference, Male n=82, Female n=66, Aged 18-49 n=39, Aged 50+ n=111  
 2. C1. Thinking about the design rationale and how the logo aims to more accurately represent the Council, the district and the services provided to the South Wairarapa people, which do you prefer? SINGLE RESPONSE  
 3. n=13 ratepayers selected an option, but indicated in their verbatim response that they did not prefer either, did not like the change and/or considered re-branding a waste of time and money. Their responses was excluded from this result.

▲ = significantly higher  
 ▼ = significantly lower

Greytown and Martinborough clearly preferred Design 1, while Design 2 received greater endorsement from Featherston and Other areas

### Design preference

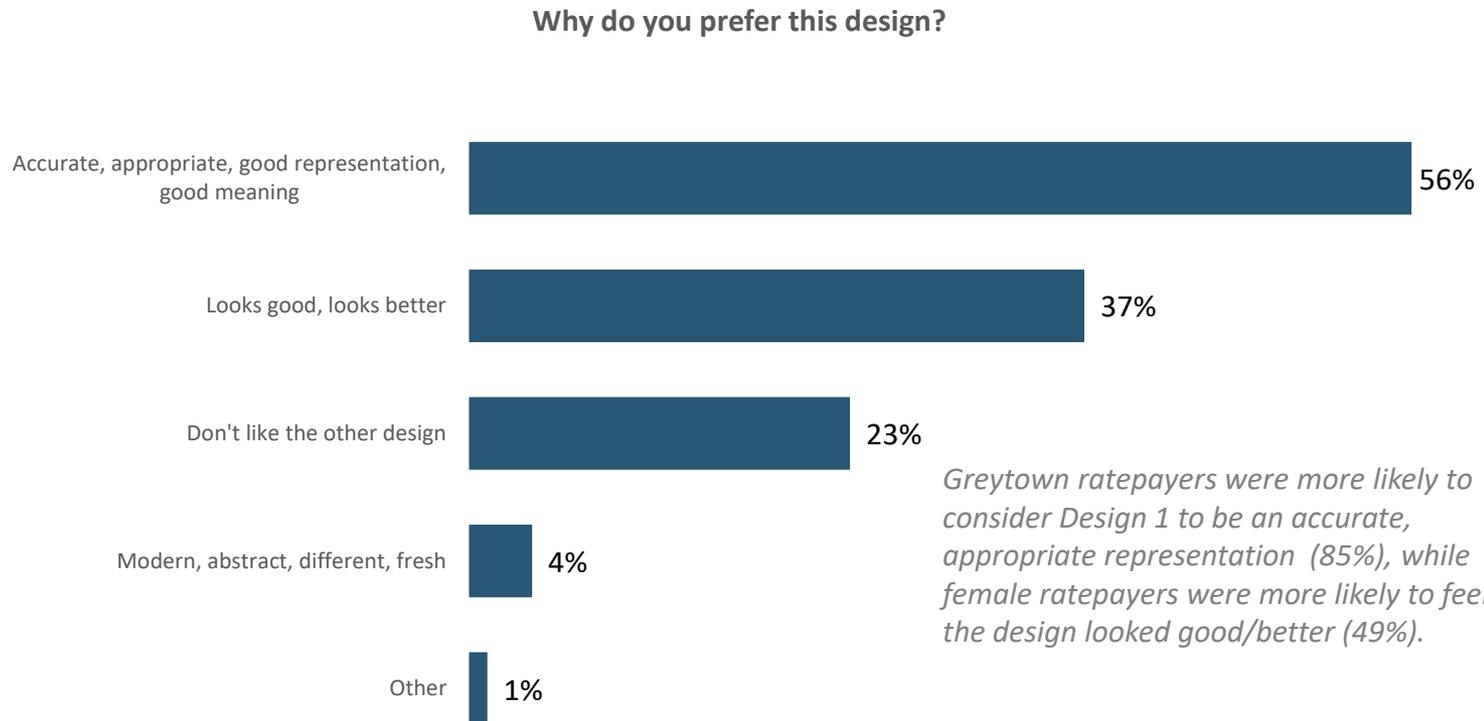


= significantly higher  
 = significantly lower

1. Sample: Total n=150, Featherston n=39, Greytown n=44, Martinborough n=52, Other\* n=15, \*Caution, low sample size is not representative  
 2. C1. Thinking about the design rationale and how the logo aims to more accurately represent the Council, the district and the services provided to the South Wairarapa people, which do you prefer?  
 3. n=13 ratepayers selected an option, but indicated in their verbatim response that they did not prefer either, did not like the change and/or considered re-branding a waste of time and money. Their responses was excluded from this result.

Design 1 was considered an accurate and appropriate representation by more than half of the ratepayers who preferred this option; around two in five felt the design looked good and a quarter selected this option due to a dislike of the other design

### Reasons for Design Preference: Design 1



1. Sample: Total n=95  
2. C1. Thinking about the design rationale and how the logo aims to more accurately represent the Council, the district and the services provided to the South Wairarapa people, which do you prefer?  
3. C2. Why do you prefer this design for the South Wairarapa District Council?

## Selection of verbatim comments: preference for Design 1

### Reasons for Design Preference: Design 1



It identifies the Tarauaras and Lake Wairarapa where both are a major part of our landscape at the same time incorporating the three towns. With the inclusion of water it reflects our summer's and shows a green, clean environment.

It conveys the culture and Heritage of the area.

It looks like the view from Ocean Beach. I prefer something representative to abstract.

Like that his reflects the hill country as well as the coast - more representative of the terrain and Sth Wai characteristics

It fits more with the criteria and more representative of the rural and coastal communities. The other one looks too commercial.

It looks a bit more like a place rather than a company. And you represent a place.

I think it represents the area better. My only thought is that on the wave symbol, I can see that Martinborough is represented by the top one with the circle, Greytown by the next one and poor old Featherston, squished down the bottom, just getting on the page so to speak.

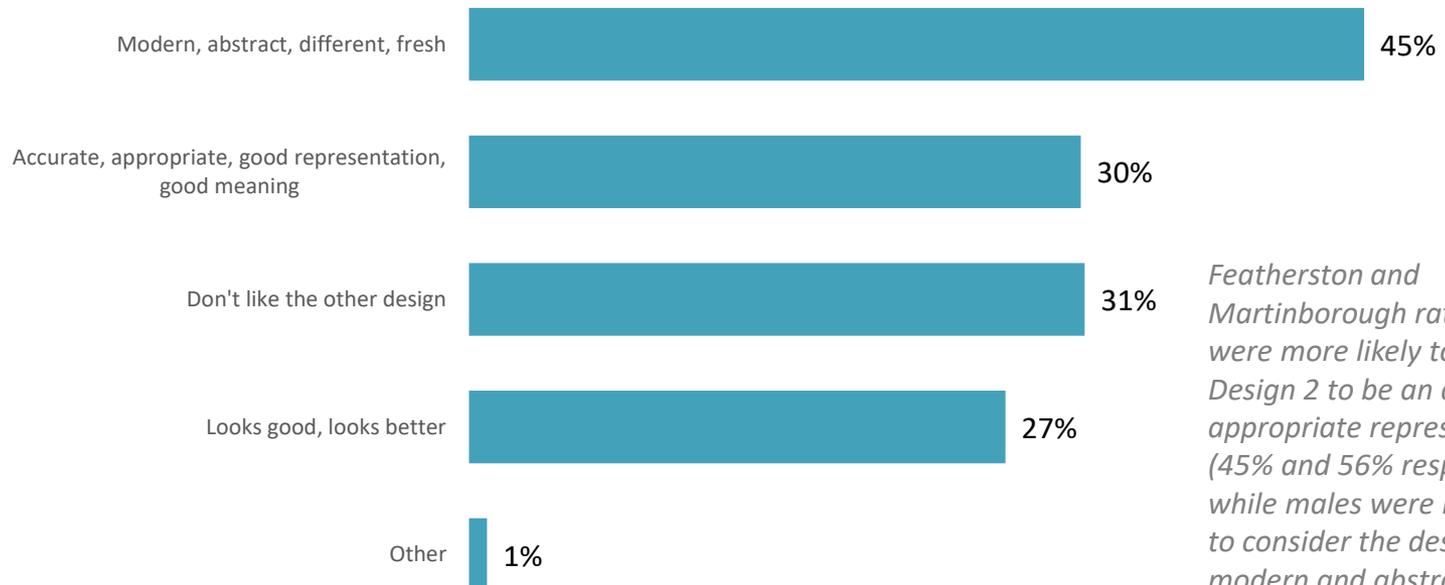
More visually pleasing. Better integrates the concepts and is more meaningful. The second one looks like a modified recycling symbol!

Two in five of ratepayers who preferred Design 2 viewed it as modern, different and fresh; around a third viewed the design as appropriate/good or simply did not like the other design

## Reasons for Design Preference: Design 2



### Why do you prefer this design?



*Featherston and Martinborough ratepayers were more likely to consider Design 2 to be an accurate, appropriate representation (45% and 56% respectively), while males were more likely to consider the design modern and abstract (58%).*

1. Sample: Total n=55
2. C1. Thinking about the design rationale and how the logo aims to more accurately represent the Council, the district and the services provided to the South Wairarapa people, which do you prefer?
3. C2. Why do you prefer this design for the South Wairarapa District Council?

## Selection of verbatim comments: preference for Design 2

### Reasons for Design Preference: Design 2



It's more modern and while it's design-y, the meaning is still very clear. It's also more different from the current logo - if you're going to change then CHANGE.

Abstract is better.

Modern looking and not as obvious / literal as the other one.

It will age better into the future. It breaks successfully with the trend to use stylised images of hills, sky and water.

This Logo is a bit more forward focused than the other option but still very stagnant and feels like its been done 100 times before. I think playing more on the Māori aspect I'm not sure if just a koru is enough these days to tell a story and represent local iwi.

It's more modern and clean. The other looks like a tourism logo.

You're the council. The design needs to be abstract and basic in its representation otherwise it dates far too quickly. No need to be artistic, just allow the design to represent the community the council is supposed to represent. That being said, if the council are going to bother changing up their brand maybe they can work to change their image in the greater community, particularly rural where roads & general maintenance are neglected and future council plans are often hidden from the community affected. Go ahead rebrand yourself but remember who and what you represent in the process. Peace.

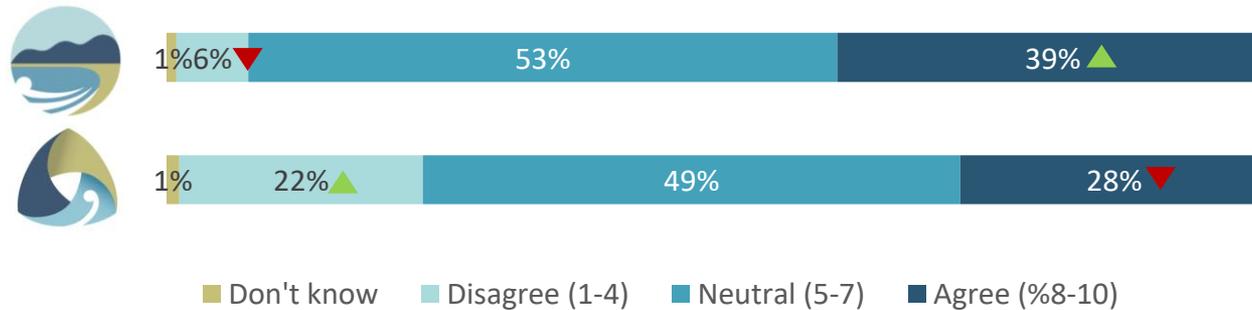
1. Sample: Total n=105
2. C1. Thinking about the design rationale and how the logo aims to more accurately represent the Council, the district and the services provided to the South Wairarapa people, which do you prefer?
3. C2. Why do you prefer this design for the South Wairarapa District Council?



# Design Aspects

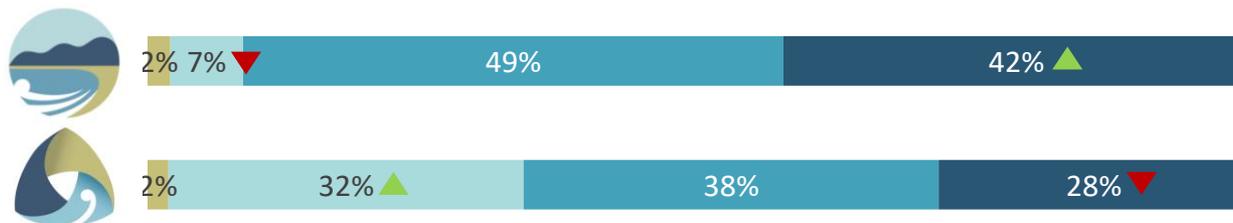
Two in five ratepayers agreed that Design 1 conveyed the rationale behind the design and represented the South Wairarapa region, while a third disagreed that Design 2 was successful on these design aspects

### Conveys the rationale behind the design



*Featherston ratepayers were more likely to agree that Design 1 conveys the rationale behind the design (58%)*

### Represents the South Wairarapa Region

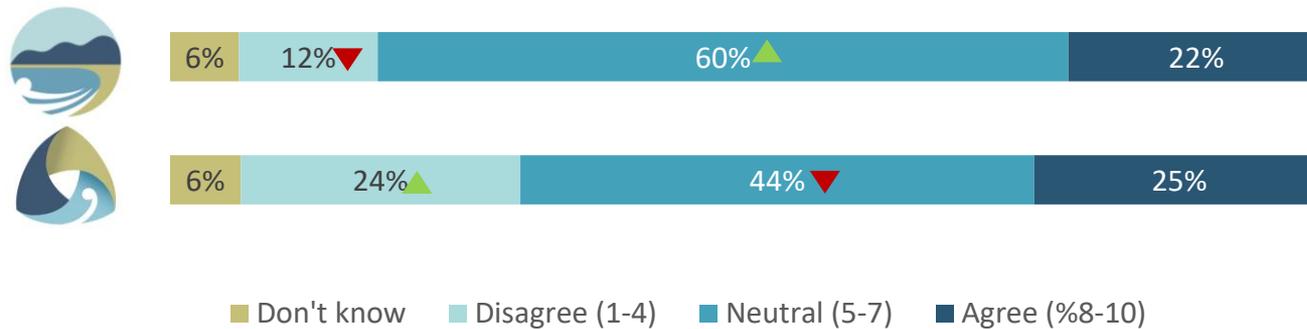


▲ = significantly higher  
 ▼ = significantly lower

1. Sample: Total n=163  
 2. B1a + B2a. Using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree', how strongly do you agree that Design 1 / 2 ...?

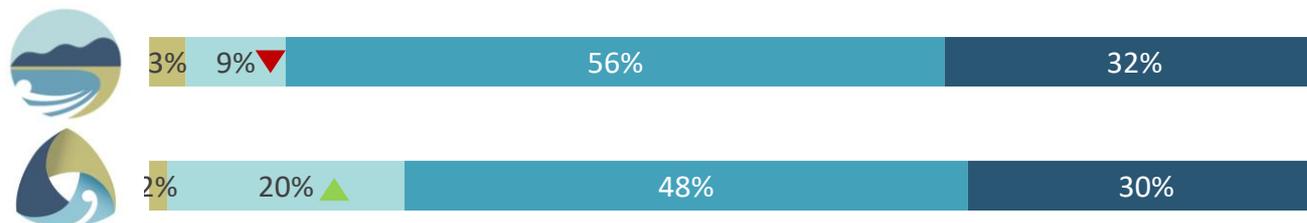
Although only a quarter of ratepayers agreed that both designs acknowledge the Māori culture, around a third agreed the designs represent a modern, professional Council; a greater proportion of ratepayers disagreed that Design 2 was successful on these design aspects

### Acknowledges the Māori culture



*Featherston and Martinborough ratepayers were more likely to agree that Design 1 acknowledges the Māori culture (46% and 39% respectively)*

### Represents a modern professional Council



*Featherston ratepayers were more likely to agree that both Design 1 and Design 2 represent a modern professional Council (50% and 57% respectively).*

▲ = significantly higher  
▼ = significantly lower

1. Sample: Total n=163,  
2. B1a + B2a. Using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree', how strongly do you agree that Design 1 / 2 ...?



# Demographic Profile

## Demographics

Age	Unweighted Count	Count	Proportion
18-29	2	19	12%
30-49	41	52	32%
50-64	71	50	31%
65+	49	41	25%

Ethnicity*	Unweighted Count	Count	Proportion
European / NZ	156	157	97%
NZ Māori	4	2	1%
Pasifika	2	2	1%
Asian	2	2	1%
Middle Eastern/ Latin American/ African	0	0	0%
Other	2	2	1%

Gender	Unweighted Count	Count	Proportion
Male	92	78	48%
Female	69	83	51%
Gender Diverse	2	1	1%

Residence	Unweighted Count	Count	Proportion
Featherston	41	37	23%
Greytown	49	38	23%
Martinborough	57	27	16%
Other	16	61	37%

Gender	Unweighted Count	Count	Proportion
Rural	45	60	37%
Urban	118	103	63%

\* Multiple response possible



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