

# a branded world

PODCAST

with  
**Luiza Campos**



035 | HOW TO INFLUENCE BEHAVIOUR TO  
STRENGTHEN YOUR BRAND

**EPISODE TRANSCRIPT**

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## A BRANDED WORLD PODCAST – 035 | HOW TO INFLUENCE BEHAVIOUR TO STRENGTHEN YOUR BRAND

Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 35.

Announcer: [00:08](#) Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.

Luiza Campos: [00:27](#) Hello everyone, and welcome to another episode of a branded world. A branded world is a member of Delbert podcast network, powered by ATB in 2013 Volkswagen initiative called the fun theory, sent a team of researchers to place musical piano steps in a subway station in Stockholm. The idea was not only to make the steps look like piano keys, but to actually have them sound like piano keys. Every time somebody stepped on them. What they wanted to test is to see if by making the steps a bit more fun to take, if people would choose to take the steps rather than the escalator. This experiment was to task if they could change behavior by making the action a bit more fun. So every time you stepped in the stairs, it would make a musical sound. Making that experience a bit more fun and indeed they prove that they got a 66 percent increase in people taking the stairs rather than the escalator.

Luiza Campos: [01:30](#) I'll include a video to this experiment if you want to see how they did it. We are all almost every day. We are always trying to influence people, either our children to eat more vegetables or put their jacket on winter time or our audience to sell them a product or service or to convince them to come see our show or concert or our boss to try to convince them of a good idea. We think we should try. We are constantly trying to influence or change behavior. We have learned through extensive research such as the musical pianos, taps that I just refer to, that if we make something fun or joyful, people are much more likely to have the behavioral change that we are looking for and it makes sense. If something is more joyful or will be more fun, you much more likely to try it.

Luiza Campos: [02:24](#) We also know that people are motivated by their peers and the social network around them. In other words, people are more likely to behave the way the group around them, the community around them is behaving, and we also know the easier it is to make a change, the

more likely we are to actually change our behavior so he fits a quick decision. If it's right there, if we don't have to go too far, if we don't have to jump too many hoops, then we're much more likely to actually embrace and create a behavioral change. In today's episode, I am talking to Laura Tallier from make something Edmonton, as you will hear from Laura Edmonton identified that they had a reputational issue. Their city was great, but this story was not being told. With that they identified through an extensive research project and an interview process. The values that they're citizens hold true and they've developed an initiative in a platform called make something Edmonton to make sure that they created the right environment to nourish those values and to create opportunities for their citizens to continue to live by those values and seen more and more of those values being expressed in brought to live.

- Luiza Campos: [03:53](#) They have essentially created a great way by which citizens themselves cannot only act by the values that they hold true as a community, but help encourage more citizens to do the same. This is a brilliant way to bring to life the values that you hold true as a community and to encourage more and more citizens in that same community to do the same. Make something. Edmonton is a great example of how to cause the behavioral change that you want to see in this case, in an entire city, in an entire community, and they have done such great work that they've won best place identity and Place Marketing Award for 2016 and 2017 bay city nation. One of the hardest things for a brand is to make sure that internally staff understand that brand and knows how to live by that brand, knows the behaviors that they need to demonstrate consistently so others externally can feel and understand that brand too. So this is a great example of how a city Edmonton is making the same thing, is reminding people of those values, showing examples of how to live by those values. And encouraging more and more of the same behaviors that the citizens themselves wants to see. So I hope you enjoy this interview with Laura [inaudible] from make something Edmonton. Hi Laura. How are you?
- Laura Tailleir: [05:29](#) I'm doing very well. How are you Luiza?
- Luiza Campos: [05:32](#) I am great and I am very excited to have you here with us today. You guys are doing remarkably well. One of the areas or one of the things that I see in my experience,

most brands failed to do so we're going to get into into that in just a minute, but before we do, I would love for you to talk a little bit about, you know, the, the make something Edmonton brand and how you arrived to where you are today.

Laura Tailleir: [06:01](#)

Absolutely. Well thank you so much for having me. I'm really excited to talk about make something Edmonton. Um, it's a really interesting platform and um, I feel like it's something that's also very Edmonton. Um, and I'll, I'll get into that a little bit more, but as I talked about how the platform started, so I'm back in it. So make something Edmonton that has quite a bit of a history in our city. And it started with a mayor, a Steven Mendell back in 2012, 2013. He identified that the city of Edmonton had, um, you know, a bit of a reputation issue that needed to be addressed. Um, he knew that we have or you know, that we have a really great city and um, but the, our story just wasn't being told and people just didn't really know or understand what the Edmonton story was or is.

Laura Tailleir: [06:55](#)

So, um, he put together a task force of some folks to go out and ask Edmontonians what it meant to them to be Edmontonian. Um, and they did a bunch of research too about, you know, how the city got started, you know, why this location, you know, bend in the north schedule and river was selected and that kind of thing to really find the beginnings of our Edmonton story and try to find some threads of continuity through those stories that would really serve as the basis of our brand. So they took some time and like I said, they interviewed a number of Edmontonians and they found that there was four main brand attributes that they uncovered. So they were open, inventive, courageous, and cooperative. So from that, they also developed some statements of encouragement that Edmontonians could use to really express these brand characteristics. So there's, um, there's a whole bunch of them, um, but one of them is take a risk, it's the most Edmonton thing you can do.

Laura Tailleir: [08:02](#)

And um, and this was actually expressed last year, year before as a mural, that's just, I'm just south of Churchill Square and just as a way to remind Edmontonians have of our story and what it means to live here. So, in, in some other really interesting stories that they uncovered was that, you know, Edmonton was the first place to assemble a food bank where the first Canadian city to build a mosque. So we have all of these examples

throughout our history that really illustrate these brand attributes and you have really great examples of different ways that we've been open and, you know, encouraging new arrivals in Edmonton, inventive, uh, you know, we have quite a few months of winter, so, you know, making, making the most of it courageous. So, you know, we, we definitely have a really strong entrepreneurial spirit in the city. So having the courage to take an idea and build it out to a full fledged, bringing it to life and cooperative. We have a really strong community of collaboration in Edmonton. There's always people connecting, finding each other, working together. Um, collaboration is really strong in our city tooth. So that became the basis of the make something Edmonton Grant.

Luiza Campos: [09:20](#)

This is amazing and I want to highlight what you just said for the listeners because you need to listen to this carefully because you, you did all the right things to arrive to your brand. First of all. Many, many organizations, either places like Edmonton or just any consumer products or the brands, they suffer from the same issue that you were suffering. Which is usually there's nothing wrong with your product, so to speak, in this case with the place and it's exactly the opposite. There's a lot of really good things, but a lot of the times these brands suffer from a reputational perspective or perception or negative perception or frankly sometimes it's just people are not aware of what it stand for. People are not aware of your values and you took the time to really be able to find what it is. Because a brand is not about just creating something just coming up with something.

Luiza Campos: [10:22](#)

It's about discovering what it is, so I want to highlight the steps you took because it is absolutely the right way to go. Conducting the interviews, finding the brand through the stories of the residents, what it means to them, what it feels like to be part of that community. What are some of the values that they hold to, and then through all those interviews and those engagements, you find the main ones. You find the patterns that are consistent through all these different stories and then you not only found those values, but then you translated these values into actions so you know you're leaving by those values and of course in your case, these are things that you could already see in the community, but you're just reminding the community of things that they actually do

on a daily basis. Take note business, how you found the essence of your DNA and your brand, but it's really important that you find those values, but don't stop there.

Luiza Campos: [11:27](#) You need to then translate this into actions, which of course is the area that I really want us to focus on because even though in your case in Edmonton, these are actions that are already part of the community and for most brands in the. These are things that if it's a genuine brand, these are things that we're already see as. As being part of your brand is just part of your DNA and who you are, but also need to make sure that you reminding people of those, that you encouraging more and more of these actions or these behaviors to take place because you want to nourish that right culture. You want to nourish that, the values and remind people of the values you hold. True. So tell me a little bit about, you know, this next phase on how you, you took these actions and you created this platform. Tell us about the platform and what you're trying to achieve with it.

Laura Tailleir: [12:21](#) Absolutely. So that's important that I'd like to highlight as well is that we really took a more of a grass roots approach to who this branding exercise because we really wanted to hear from, you know, the people on the ground, what they felt about their city. And then one that was developed. We created this really great brand book and it's called the world need more. Edmonton and the team here at Edmonton economic development took this brand book and began socializing it. So they visited a number of different corporations in the city. Yeah. Local organizations of all shapes and sizes. Anyone really who has to talk about Edmonton on a regular basis or you know, might have to convince someone to move to Edmonton. We just wanted to make sure that everyone was using the same language, the same tone, and I have the same set of stories that they could rely on and just so that we're having more of a consistency in the way that Edmontonians we're talking about our city, uh, and giving them the ammunition to, you know, make it easy to make Edmonton, you know, an easy sell to someone to come here.

Luiza Campos: [13:36](#) That's excellent. To building consistency is so important.

Laura Tailleir: [13:39](#) Yeah, absolutely. Because the, you know, the more consistent the story is and the stronger the brand

becomes because it gets reinforced so many times. And so after the brand book was socialized a bit more of the make something Edmonton platform was developed as a way to continue to engage our grassroots citizens to keep doing what they were doing. But, um, allow us to add to the stories, you know, that we're already captured. So now we wanted to show that this spirit of being Edmontonian is something that continues on until today and will continue to be to be demonstrated. So the make something Edmonton Platform, it's, um, it's available@makesomethingEdmonton.ca and there anybody can create a profile and post a project or an event to encourage participation in the project or attendance at the event and the main purpose of the platform is to be a megaphone for these makers and allow them to, um, allow them to an opportunity to get more exposure for whatever it is they're working on.

Laura Tailleir: [14:50](#)

And uh, an important distinction, something that we've done more recently is we really want the platform to focus on community driven events. So not necessarily businesses or things that drive a profit. These are a and this, like I said, as a, as a new departure for the platform, um, because before he was anything and everything. But we've, we've since taken out a, the small business component because there is such a strong entrepreneurial spirit here. We actually developed a whole new program just for those folks called Edmonton made, so that's that. I think that might be a whole nother episode, but uh, so make something, um, to now is just focused on grassroots projects and events, so people who are taking action to change a space into a place. So for example, there's a couple here in the city, they're fantastic artists. They started a festival called rust magic and they, uh, utilized, make something Edmonton to help get exposure for their festival and they bring in artists, graffiti artists from all over the world to Edmonton during the summer and um, and they've started creating these really beautiful murals all over the city.

Laura Tailleir: [16:04](#)

So they're changing an alleyway or the back of a building or you know, all these different places that weren't, you know, weren't really anything before into these places where people can gather. And now, you know, it might be somewhere that you would stop and look at this mural. And, and that's exactly the spirit of, of make something Edmonton. We want to leave, continue building the city. It's not, you know, there's still a lot that

can be contributed to Edmonton and um, if you want to, to start something or create something, then Evanston is your city.

Luiza Campos: [16:37](#) That is so cool and I love that. And I love what you say. You said about taking action to turn a spacing to a place. I love that. That's really cool. So again, I just want to highlight some of the things you're saying because this, these can be duplicated and I hope the listeners are taking note so important. Once you develop your brand to make sure that you are able to translate this into actions. And in this case, because this is a place brand, of course you need to engage your citizens. You need to engage the residents and in a company would engage staff. He has to come from within. Your brand needs to really come from within internally. And it's so important to engage residents because most place brands that I've seen and in fact most brands, they worry first or their concern is to externally communicate to their audience, to their consumer.

Luiza Campos: [17:36](#) But if you don't first make sure that internally people understand the brand, there's no way that you are able to communicate this in a genuine way and there's no way that anyone we'll be able to actually experience this brand. So this is so important because you're actually making sure that the residents are not just they understand, but they're leaving this brand, they know what it is, it's part of who they are. It's genuine and you're nourishing your contributing for this, for this brand, for this values to continue to be part of who you are. And in fact making it better every time. Can you tell us a little bit of how you got citizens behind it, residence behind it to to be part of this platform.

Laura Tailleir: [18:20](#) There was quite a large push advertising campaigns and that kind of thing to get on to just let people know about it. And then through a for both who, who three years in a row, we did a, an engagement event called 101 day and that's actually a larger global event actually, that different cities are, have the opportunity to participate in and activate. So it's at the beginning of June every year. And so it's a day where try to engage your citizens to create 100 projects all in one day that are made to build the city. And so we participated in that, um, like I said, for, for a few years and um, and now we're looking to find an opportunity to expand the program will wider audience because we found with 101 day it was, you know, a really

great event. Um, and however we found that it was, it was pretty central, like, so it was mostly just more residents from the core that were participating.

Laura Tailleir: [19:22](#) Um, and so we really want to take an opportunity to expand it out more and include more community lead, get them involved and just so that we can get more of this city to be able to participate in, make something Edmonton. So we've decided to no longer do 101 day, but instead partner with community lead date and on that day, which is in a, it's in September, you know, work with each of the community leads to have people in those communities start projects and um, and let them know, you know, a little bit more about make something Edmonton and how uh, you know that this platform is available to them if they want to start something. Um, if they were trying to connect with other people in their community or people from maybe another neighborhood. So this is uh, something that's available to them to help them in whatever kind of project that they're long.

Luiza Campos: [20:11](#) What is the reach that you have mean? Brilliant. Said you were getting some leaders in the community and other influencers to, to help you engage a bigger audience and, and really sort of covered the whole community, not just more of the core. And how is your reach now and how, if you can speak to that and how he perhaps has evolved as the platform is growing.

Laura Tailleir: [20:32](#) We have about 2000 or so profiles on make something Edmonton, so there are other people who um, can you need to have a profile before you can post an event or a project. So that's the boat I'm the size of our immediate community, but then we have quite a good following on, on social media as well, especially with make something given to non on twitter. We have a pretty good audience but you know, we, we definitely, like I said, want to expand it out to reach more areas of the city, especially north side, south side. It keeps growing and growing until we want to make sure that those citizens feel like they're engaged in and part of the, you know, have their place in the Edmonton story,

Luiza Campos: [21:13](#) right? Because they've all part of this brand old part of the community. So they need to be reflected. And I love also you have in the platform you, you share a lot of the stories, which I think is a great way as well. Storytelling is

such a powerful way to communicate these values but also give ideas, right for other citizens own perhaps something that they can do to, to, to help them live these values and be the community that you want to see

- Laura Tailleir: [21:46](#) And this is something that we're happy to, to do and we will continue to do with it. Tell the story of what people are working on here because there's so many really great stories to tell and this is, like I said, the biggest thing that we can do is just capture those stories and package them in a way that people who need to talk about Edmonton or you know, are, are interested in what Edmonton about. Maybe you're looking for a job in Edmonton, you're considering moving here. Um, make something. Edmonton is a, is a, would be a great place to get a feel for what it's like here, what people are working on here, what the culture's like. And uh, and so we're happy to be able to be able to be the ones to provide that
- Luiza Campos: [22:33](#) It becomes such a great resource. Not just internally for the residents. But as you mentioned it, for anyone who's interested in visiting or are potentially looking at moving into Edmonton to find out more about the community and you know, practical things, you can find that really sort of the essence in what it would feel like to be net place. This is where I think it's, it's really usually difficult to find that out. But this is where I think this is a brilliant tool for, for that purpose. You can really find out the essence of the place that way.
- Laura Tailleir: [23:04](#) Yeah. Because sometimes it's hard to. Yeah, like you said, get a feel for it and know, okay, are, you know, are are my kind of people, they're what they're going to be easy to meet people if they're going to be easy to connect with people. And Luckily we're in a city that, that is really easy to connect with people. There's just so many people that have great idea. Then, um, are really excited who to build something cool. And they're just, you know, we tend to, um, you can't do it alone though. The more you can collaborate, the more you know you're open and creative and inventive than the better fit you are for Edmonton,
- Luiza Campos: [23:42](#) for most brands, as I said before, it's really difficult to understand for staff, if we're talking about an organization or a company, for staff to understand, well, what does it mean to live these values? What do I need to do that is different from my every day responsibilities

or job description and for citizens is the same thing. You know, we often talk about or or hear about what it means to be an Edmontonian or what it means to be whatever, a new yorker or anything like that, but having the ability to translate these values into actions and make those as you know, sort of suggestions or encouragement for people to do something, to continue to build and create this community that they love and that have that right atmosphere, the right environment to become this even better place in the future is an amazing, amazing thing. Now I know you know, you created this platform and you have been really been the and so to speak of this platform and encouraging that, but I believe you want to more and more make this be part of the citizens themselves. Can you tell me a little bit about that?

Laura Tailleux: [24:57](#)

There always comes a time where know you can only tried to steer a brand for so long before it. It just needs to be taken on by the community and the people that, that you bet. And I think that that's true of most brands. You know, it's the people who decide what the brand is. Ultimately, you know, what it stand for. And so there, there comes a time when they need to take it on and, and keep it, keep it going. And so, um, make something. Edmonton has definitely come to that point where we're going to be making some tweaks to the platform just to make it a little bit easier for people to connect directly with each other and post projects and, and find a, we're going to add a portion where you can identify different. You can say what skills you have to offer, so if you were working on a project and you need somebody who has a photography skill or I management skill or something like that, that you can easily find those people and reach out to them directly without having to go through the administrator. So we're, we want to make it just really easy for people to use the platform and to keep, you know, we don't want to, we don't want to get in the way. We want to make sure that people have a really easy user experience so that they can find the people that they're looking for and just keep, keep going with their projects.

Luiza Campos: [26:21](#)

Because, and I often see this to my clients, you know, the brand is not part of the marketing department or the HR department. It really needs to be something that is a living, breathing part of everyone that is part of that, of that brand. Being a consumer brand, being a place brand. So in this case, at first, taking the time and creating the

right platform and the right place to really nourish that brand and provide examples. And facilitate people to create the right experiences, the right events, make the right things to explore and to go a little deeper on into the brand. I think it's brilliant, but as you mentioned, it comes a time where if it is a genuine brand than the residents themselves take ownership just like staff would in in an organization and this becomes more of a natural progression and it's just part of the of the everyday life. Right? And you're still providing the way you're still giving ideas, you're still providing the right tools for people to explore that and continue to nourish that brand. For me, this speaks to the fact that you doing your job really well. You know you've been able to manage and steward the brand to a point where it is. It has reached this level of the community. Just embracing it and becoming such a part of their everyday lives.

Laura Tailleir: [27:46](#)

Well, thank you. And something that we're working on now because you know, you can still as much as you give it to the community, will still be telling the story than something that we're focused on now is finding those partnerships that will help to keep the steady stream of a project than events coming to the platform. And so some of, one of those partnerships is with them. There's an organization in Edmonton called Nexgen and there are a group that's associated with the city of Edmonton and there about engaging the sort of next generation of city builders and they do a events throughout the year to engage young people in the city and, you know, talk about ideas and what's, what's happening and what new things are are up and coming. And so, um, they do, uh, an event a few times a year, a year called Pechakucha night's where there's a whole bunch of people.

Laura Tailleir: [28:41](#)

I think there's maybe eight, eight or so, our presentations each time. And uh, the Pecha Kucha style is pretty quick slide. So I think it's eight slides, 20 seconds each. Kind of something like around, uh, around that. And um, and so we're going to partner with them to encourage people who post projects and make something Edmonton to present at a Pechakucha night, um, and then also encourage those who are attending Pechakucha night too, if they have a project that they're working on that they want more exposure for to then post on, make something Edmonton. So it's a really, really great partnership that we're really excited about because we're so aligned in what we do and how we encourage citizens

of Edmonton and our next generation to participate in building the city and making it the city that they want to live in.

- Luiza Campos: [29:31](#) For any Brand is really important to find partners and to find collaborators that, that can help you strengthen your brand.
- Laura Tailleux: [29:39](#) Yeah. And we've been for um, a few other organizations in the city that we can partner with that will just help perpetuate that. So another example is with, like I mentioned, the Federation of Community Leagues. We're looking at partnering with them to work more closely with their, with all of the communities in the city so that we can, um, make sure that we're capturing everyone who's working on, on great projects and have great stories that, uh, that we can tell.
- Luiza Campos: [30:06](#) Any other details that you want to share about, make something Edmonton or stories that come to mind as some of the submissions.
- Laura Tailleux: [30:14](#) So actually there, there's one example of a project that, that kind of came to life. And this was one that I thought last year that was, that was really interesting. You with a local poet and artist came together to create a mural in city center mall. And it was a very thoughtful mural because they had, um, some, some kind of open brainstorming with citizens about words that they associate with Edmonton and, you know, different feelings, words, thoughts that come to mind when they, when they think of Edmonton. And a really beautiful poem and kind of visual. A mural was created around this poem and did. It was actually in. It was translated into English, French and, and one other aboriginal language. And it was, um, yeah, it was really interesting in, in just such a nice reflection of, of the city.
- Luiza Campos: [31:10](#) That's a great, great example. Once it starts doing this things, you plant these seeds and people come up with your own way of expressing, you know, what kind of community they want to see as leaving this values that are part of the community in their own unique way, but they're all building on each other's ideas and creating this amazing experiences. Right? It's this amazing places as, as you mentioned, that an even bigger portion of the community can, they can partake into that. So I really love the work you guys are doing. I think it is remarkable

and it's such a great example of how to bring a brand to life, which is really what you need to do if you can't do that, if you just have your values or your purpose is, is the first step. But really what's gonna make the difference is being able to bring that brand to life. And you guys are doing such remarkable work on that area. I really admire what you're doing.

- Laura Tailleir: [32:07](#) Well, thank you so much for your interest. We're really excited about our city and the future of Edmonton and we're like, we'll come up with next and um, yeah, we're uh, we're excited for the future.
- Luiza Campos: [32:24](#) Thank you so much for sharing your story with us for sharing a little bit more about make something Edmonton. Where should people go to find out more?
- Laura Tailleir: [32:33](#) You can find it on our platform, online ad. Make something Edmonton.ca. You can also find us on twitter at twitter.com/APP. Make it Yay. Or on facebook, facebook.com/make something Edmonton.
- Luiza Campos: [32:49](#) Perfect. You should check it out because there's some, some really inspirational stuff there. Thank you so much again, Laura.
- Laura Tailleir: [32:56](#) Thank you so much. Take care.
- Luiza Campos: [32:59](#) I hope you enjoyed my interview with Laura from Make something Edmonton. I will be adding in the show notes, some photos of some of the things that make something Edmonton has done, some visual cues that they had in the city and I will also include a video for the musical pianos, taps that I mentioned in the beginning. If you want to check that out and you can do that@abrandedworldpodcast.com, I want to thank our sponsor atb atb has a really cool program called ATB cares. When you donate to your favorite charity on atb cares.com. Atb covers the fees, plus it adds 15 percent to your donation. So really if you are thinking of donating to anyone, you might as well do it through atb cares.com because there will be no fee charges and the charity you're donating to will receive 15 percent more. And in 2017 actually over \$4,000,000 were donated to charity through atb cares. So please check that out. ATB cares.com. And finally the Alberta podcast network is conducting a listener survey through the month of June. We would love to hear from you and get your feet back

so we can improve all of our podcasts. You can take the survey at Alberta podcast network, all one word.com/forward survey. I will have the link in the show notes, but that url again is Alberta podcast network.com/forward survey. Thank you so much for listening and until next time,

Announcer:

[34:43](#)

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