**For Immediate Release**

**Edmonton Branding Firm Offers to Rebrand Alberta for Free**

**Edmonton, AB, January 31, 2012** — With a potential multi-million-dollar rebranding prize looming for a lucky Alberta creative agency, specialist [brand marketing firm](http://urbanjungle.ca) Urban Jungle has offered Premier Alison Redford and the province’s taxpayers its services—free of charge.

Shortly after winning the Alberta PC leadership and settling into her new role as premier, Redford perked ears around the province declaring her desire to scrap the current slogan “Freedom to Create. Spirit to Achieve.” in favour of something more representative of Alberta. The current slogan was created less than three years ago as part of a rebranding initiative by ad agency Calder Bateman at a reported cost of nearly $4 million.

*“We are in full agreement with the premier’s position that the current branding for the province has not achieved, and will not achieve, the intended results, and that a solution is required. Since we are uniquely positioned with the expertise and ability to donate our services, we’d like to step up and help get it done right,”* said Urban Jungle founder, Craig Blackburn.

In Blackburn’s view, the results of the previous branding exercise indicate the focus was on creating a logo, slogan, and advertising/media campaign.

*“The creative component appeared to take precedence over developing and activating a complete* [*brand strategy*](http://urbanjungle.ca/services/brand-strategy/) *as a means to unify perceptions of Albertans,”* Blackburn added. *“We are concerned that any new branding initiative developed under a similar premise and budget will yield the same result—a financial windfall for the creative firm, media sellers, and producers with no measurable return on investment for the province.”*

Urban Jungle has contacted the premier’s office with an offer of strategic [brand development services](http://urbanjungle.ca/services/). The intent is to help the administrators of the province and its stakeholders define, articulate, and deliver a complete range of branding activities necessary to achieve clarity, consensus, and mission—resulting in a strong and distinct brand for Alberta.

Through a straightforward process of research, analysis, and strategic development, Urban Jungle’s brand strategists would create a practical and achievable set of no-nonsense principles and messages to inspire and guide Albertans of all ages and walks of life to become the living essence of the Alberta brand.

*“As progressive Albertans, we believe that, unless the right action is taken now, the future of our province’s brand is tenuous. We owe it to each other and our children to turn complacency and indifference into inspiration, leadership, and results,”* said Blackburn. “*A strong brand can deliver this without spending millions of dollars on a new logo and slogan.”*

Urban Jungle is currently working on an Alberta brand strategy while awaiting a reply from the premier’s office.

**About Urban Jungle**

Established in 2000, Urban Jungle specializes in brand development for organizations seeking to strengthen their brand, improve their business, and dominate their market. Unlike advertising agencies, marketing firms, and graphic design studios, Urban Jungle helps clients bring clarity to their brand vision—inspiring employees, guiding business development, and creating strong connections with customers and other audiences.

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