



News Release

For Immediate Release

April 1, 2009

Enterprise Greater Moncton launches new brand and new positioning statement “Business First”

Greater Moncton, NB - April 1, 2009 - Robert Goguen, Chair Enterprise Greater Moncton’s Board of Directors today unveiled the organization’s new branding. The stylized icon or logo has three elements representing the three communities, Dieppe, Moncton and Riverview working together for the benefit of the region. It is future focused and aspirational suggesting positive growth and forward movement.

The logo is also representative of pathways or roadways “all roads lead to Greater Moncton” the hub of the Maritimes, the centre of distribution and transportation in Atlantic Canada.

The tagline “Business First” is particularly relevant because it focuses clearly on the mission of Enterprise Greater Moncton that is to attract, retain and help grow business in the Greater Moncton region

“‘Business’ is the singular idea or concept that EGM can own inside the minds of its target audiences,” says Mr. Goguen. “It reflects the organization’s strengths and personality. It defines a singular, memorable concept that the organization stands for. It communicates a compelling benefit to its target audiences and it improves the reach, frequency, and impact of key messages through consistent use in all communications”.

The tagline provides context for EGM’s corporate name. Taglines (also known as positioning lines) are an integral part of brand building. A good tagline can be the least expensive form of advertising. When the corporate name, logo and tagline are all working together, they become an advertisement in and of themselves.

“In these tough economic times, it is important for Enterprise Greater Moncton to differentiate itself from other economic development agencies in the province, in Atlantic Canada and around the world.” indicated Goguen. “The competition is fierce and we must be able to forge ahead, be relevant to the business community and attract outside investments.”

Enterprise Greater Moncton is Greater Moncton's economic voice in New Brunswick, Canada and abroad. We are an economic development agency working for Greater Moncton's growth, guided by a Board of Directors appointed by our funding partners: the Atlantic Canada Opportunities Agency, Business New Brunswick, the City of Moncton, the City of Dieppe and the Town of Riverview.

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