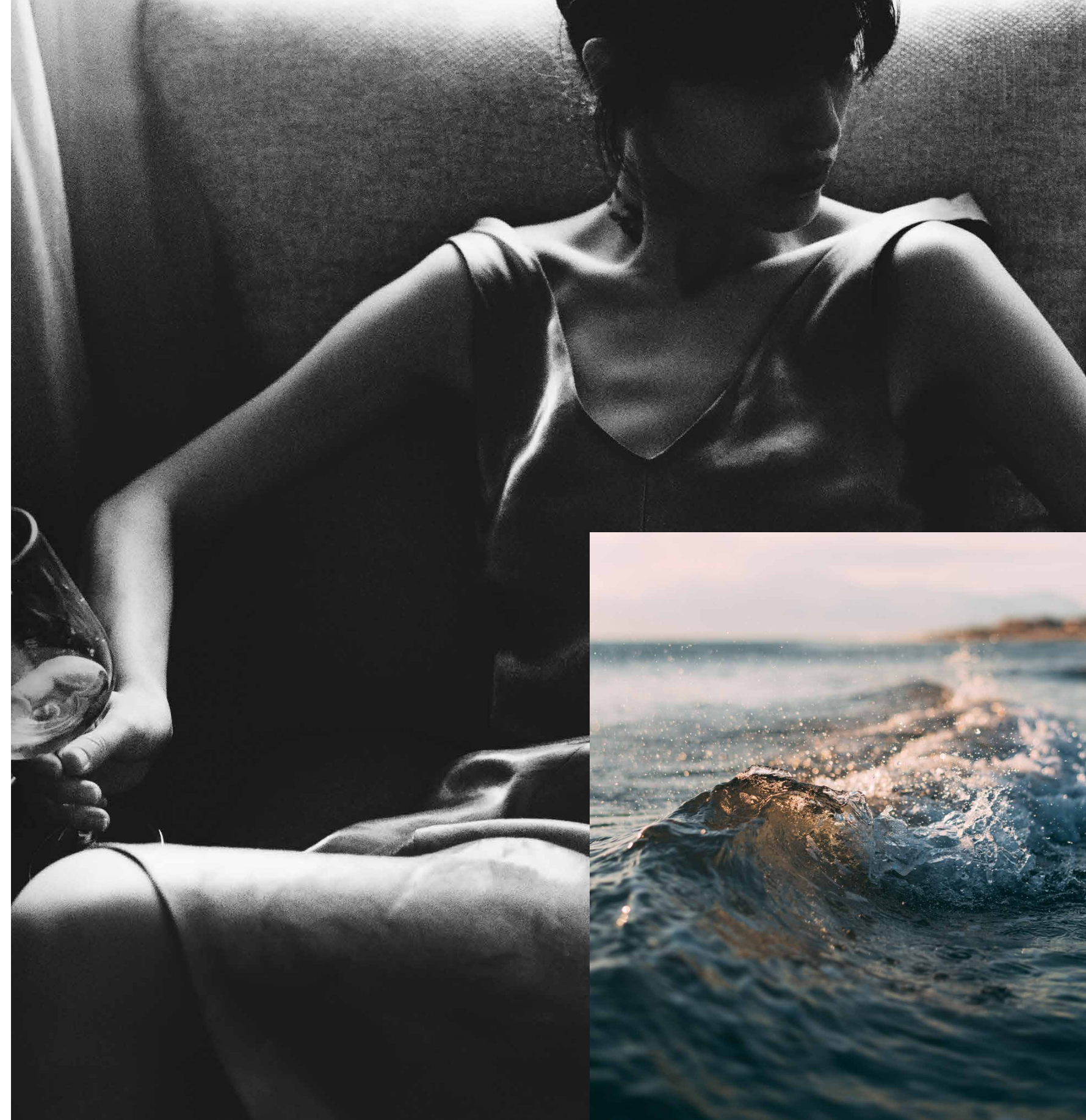
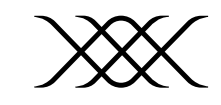


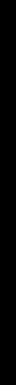
RESONANCE





We Are Place Makers

SHAPING THE FUTURE OF THE MOST DYNAMIC
AND DESIRABLE PLACES IN THE WORLD



Resonance is a global consultancy of strategic and creative place makers. As leading advisors in real estate, tourism and economic development,

Resonance combines expertise in research, strategy, branding and communications to make cities, destinations, and developments more valuable and more vibrant.



01.



We Uncover New Insights

Our research tracks the sentiments of the most influential consumers and travelers in the world today, and our blend of analysis, insight and futures thinking brings sophisticated new perspectives to organizations seeking to develop, brand and market the world's best loved places. Our proprietary approach to benchmarking places and our Best Cities reports are also used by companies and government agencies to help design, develop and promote the best locations around the globe.



OUR RESEARCH SERVICES INCLUDE:

Consumer Research

Market Analysis

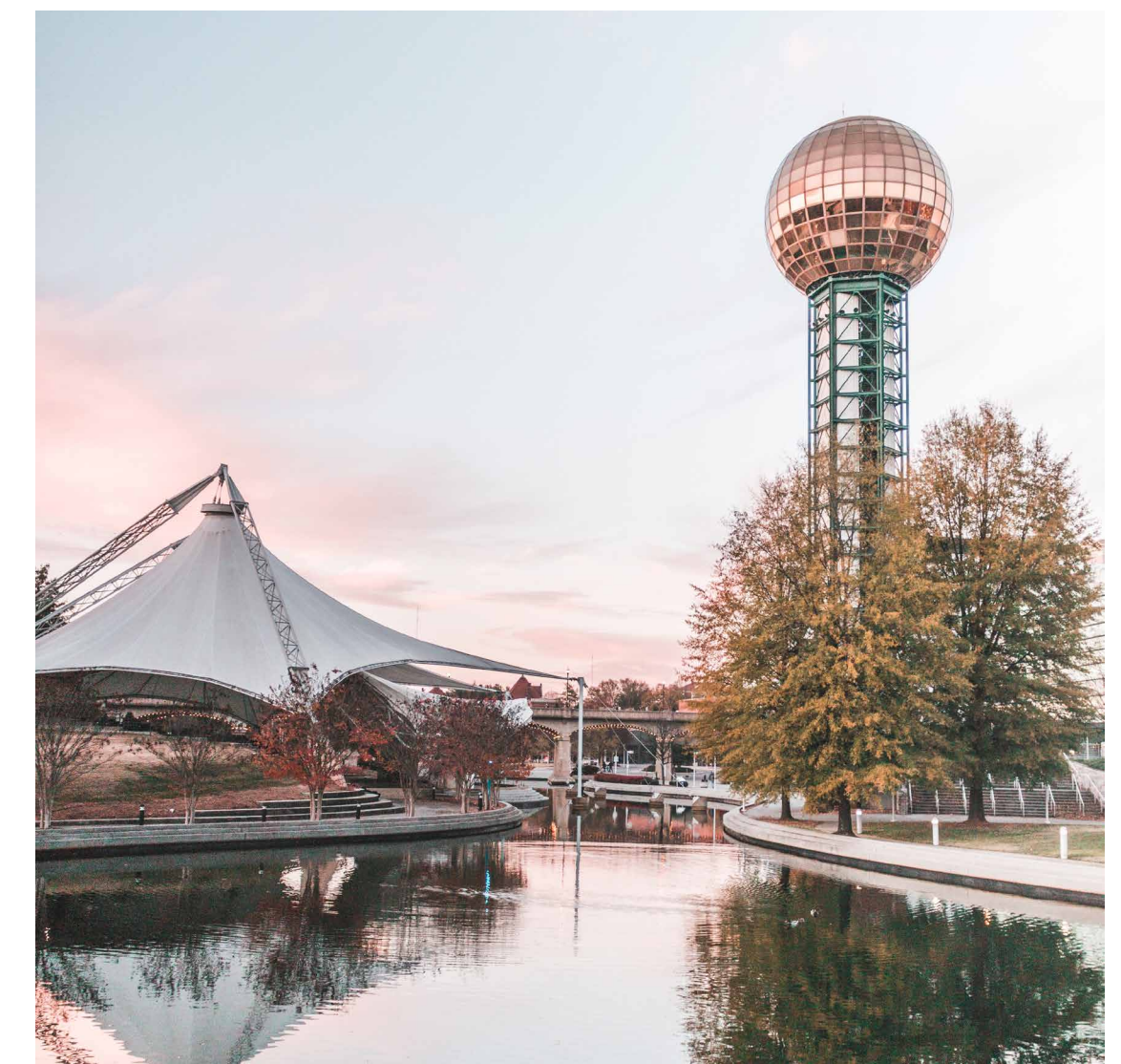
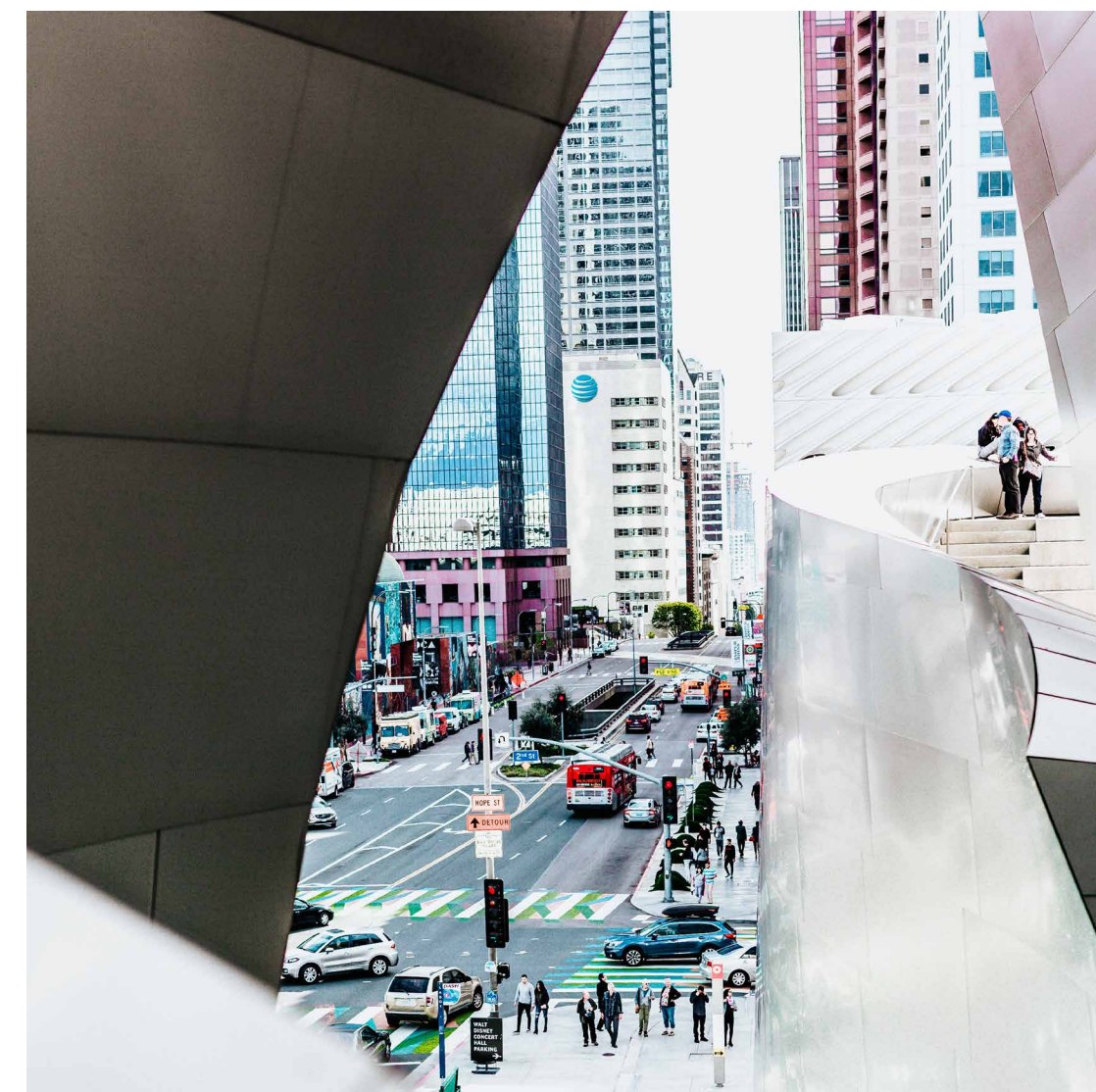
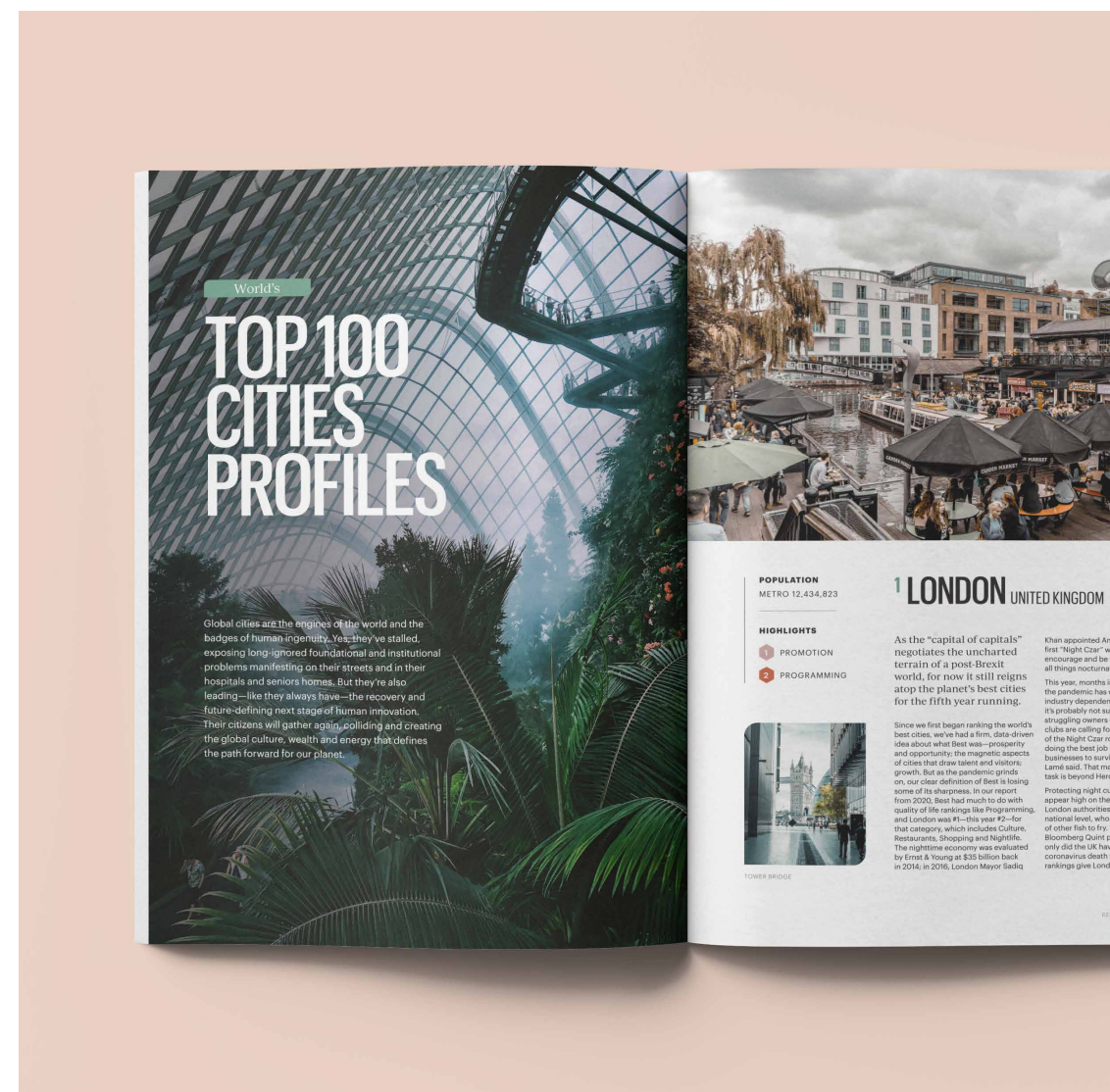
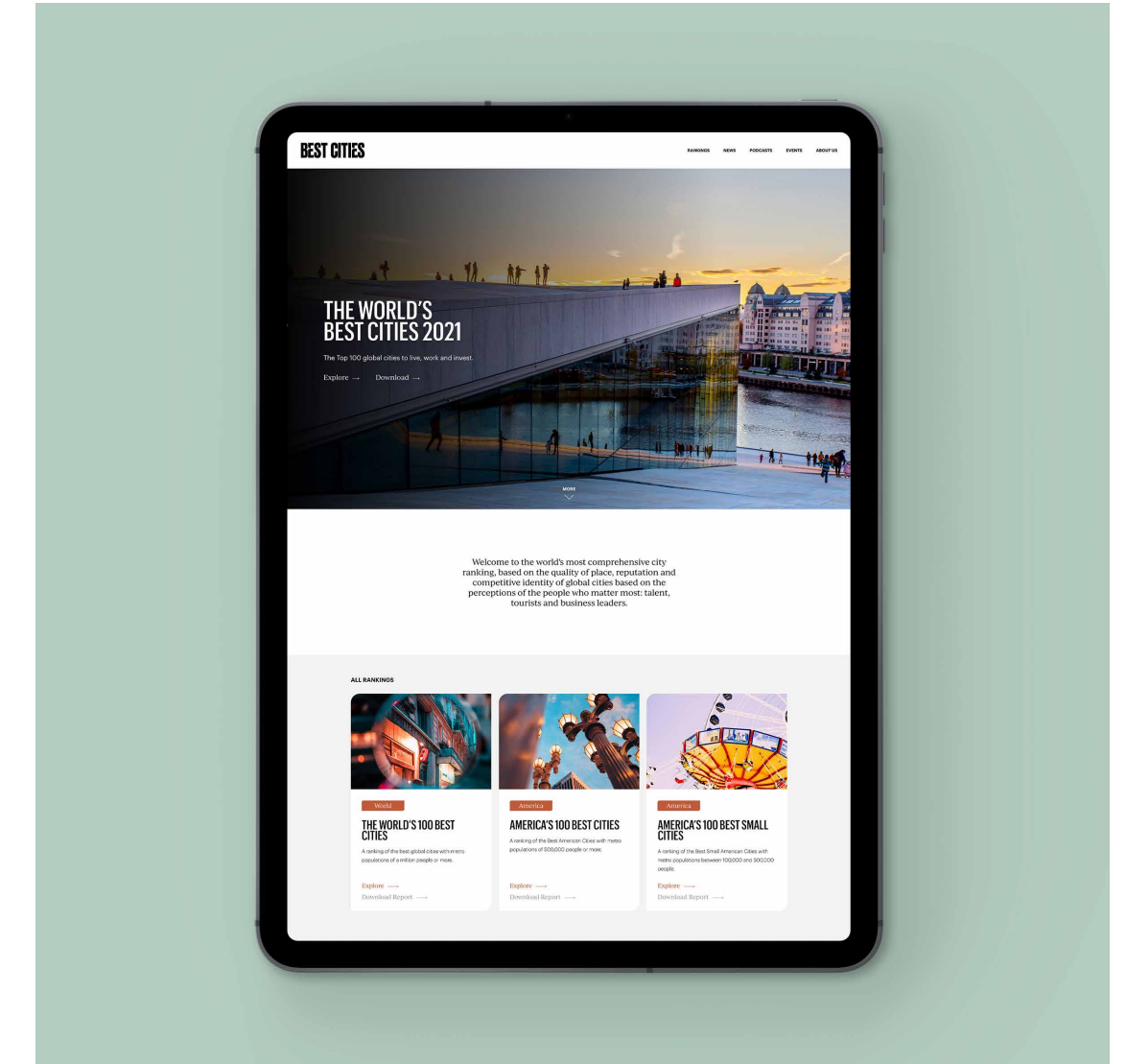
Destination Assessment

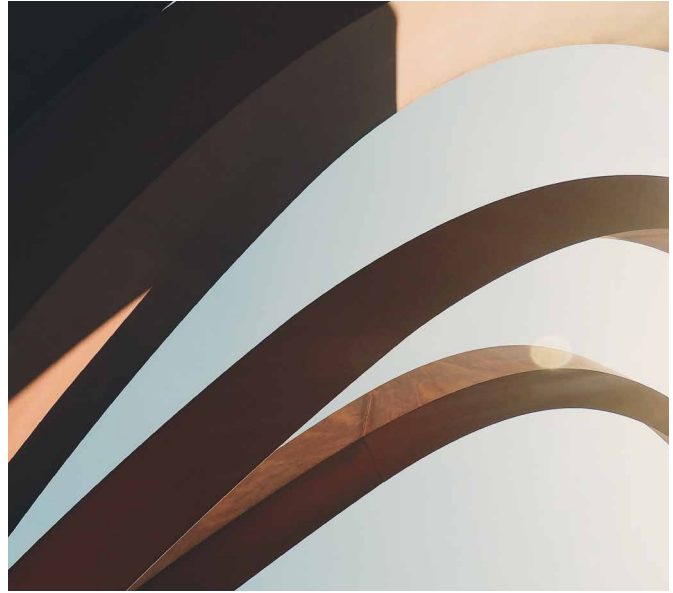
Performance Benchmarking

CASE STUDY:

Best Cities

Widely regarded as one of the foremost city rankings on the planet, the World's Best Cities and America's Best Cities rankings compile both key statistics and user-generated data from sources such as TripAdvisor, Instagram, Google and Facebook to provide a holistic view of a city's competitive identity with respect to attracting talent, tourism and investment.





02.

We Plan the Future

We create strategic plans and marketing strategies for tourism, real estate and economic development organizations. We combine consumer research with market and trend analyses and offer informed insight into the directional shifts and development opportunities of the future. The strategies that result create a roadmap that analyzes current context, defines target audiences, articulates a future vision and recommends and prioritizes the actions required to capitalize on opportunities for the long-term sustainable growth of regions, cities and communities.



OUR STRATEGIC PLANNING SERVICES INCLUDE:

- Economic Development Strategy
- Tourism Master Plans
- Real Estate Development Strategy
- Scenario Planning & Forecasting
- Placemaking Strategy
- Marketing Strategy

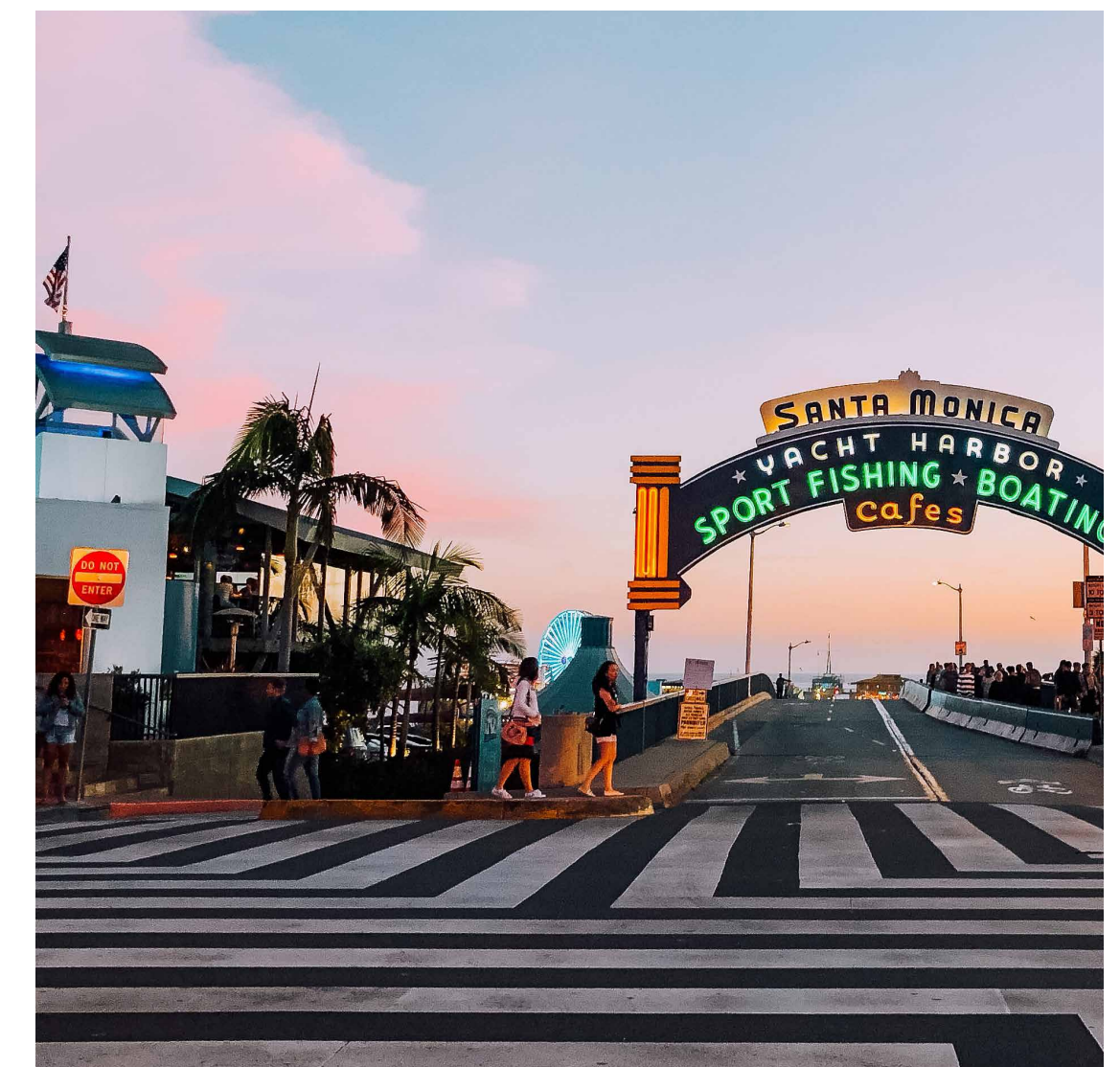
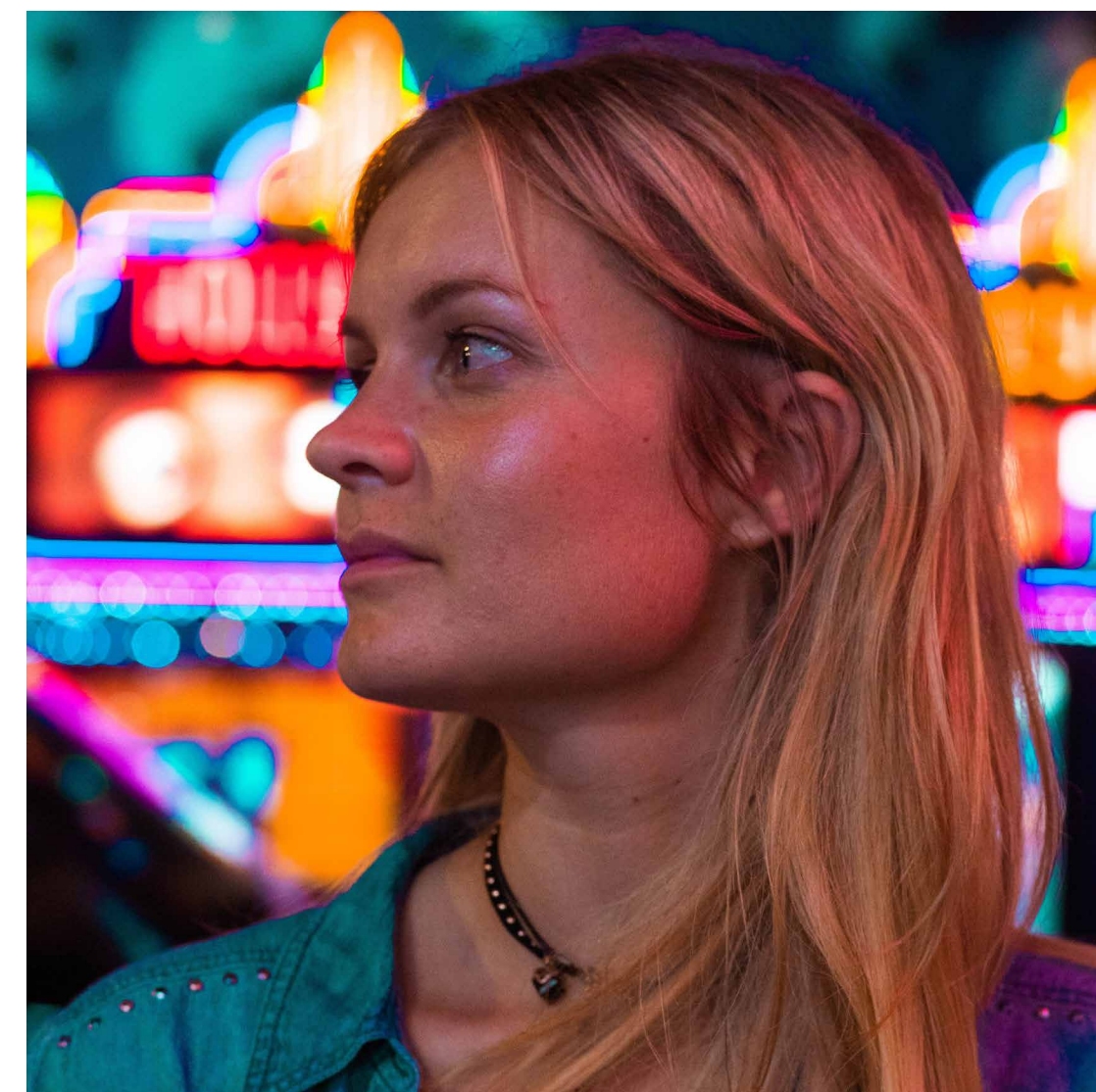
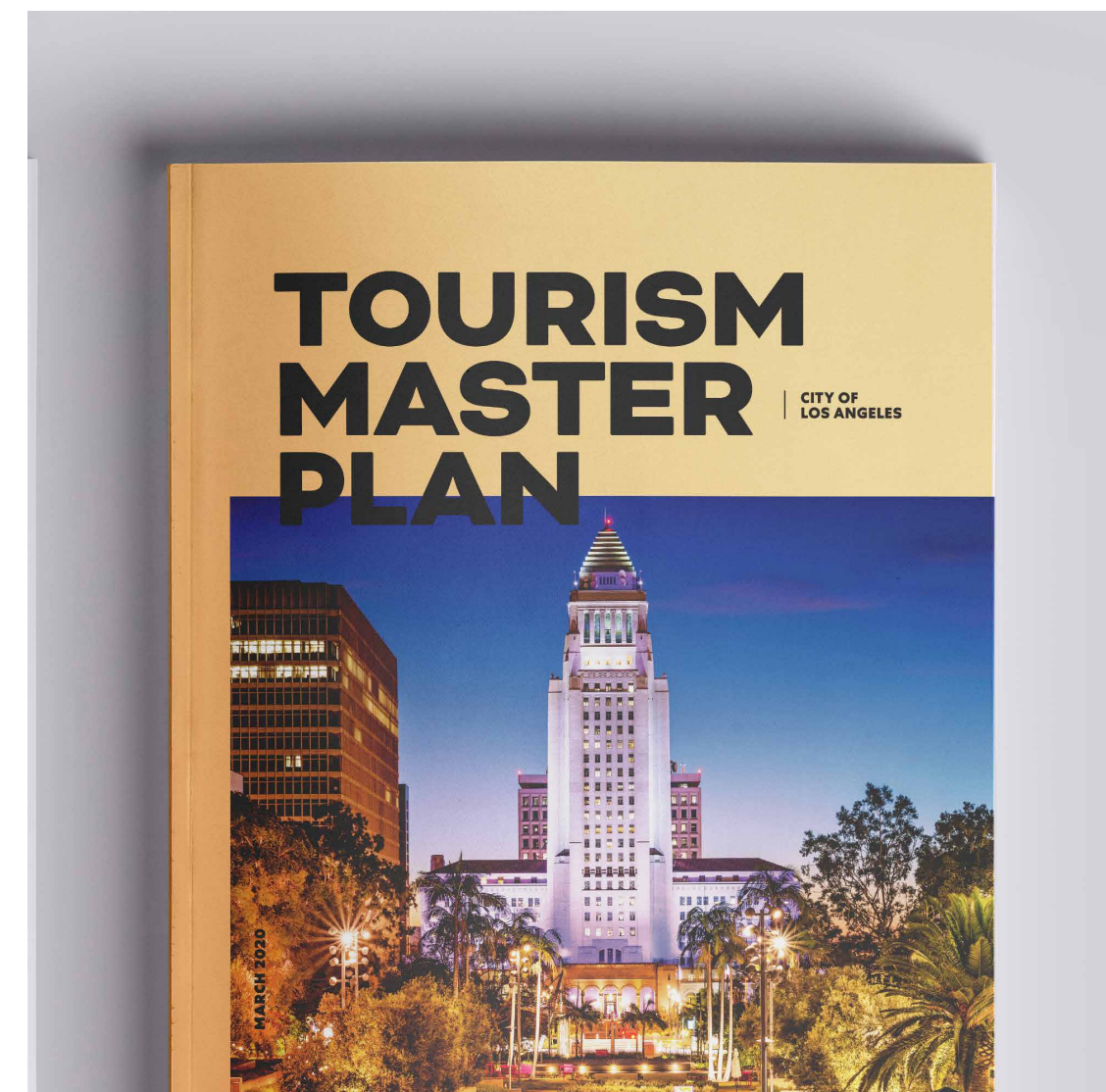
CASE STUDY:

Los Angeles Tourism Master Plan

2019—2020

Consulting
Tourism Master Planning
Strategic Planning

As the 2028 Olympics approach, the City of Los Angeles needed a tourism master plan that would help the city create a positive experience for both international visitors and residents. Resonance engaged a wide range of stakeholders and locals to create a plan that responded to the needs of both.



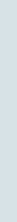


03.

We Attract Talent, Tourism & Investment

Resonance research and strategy are tools that help reveal competitive identity, authentic brand narratives and competitive positioning opportunities for cities, destinations and developments. This provides the foundation for a compelling brand narrative that vividly articulates the story, personality and positioning of the brand—and results in a brand identity and visual sense of place that will resonate with your target audiences. With that branding established, our marketing campaigns attract visitors and investment to help realize the full economic potential of places.

OUR BRANDING SERVICES INCLUDE:



- Brand Strategy
- Brand Identity
- Environmental Design
- Advertising

CASE STUDY:

Avenue

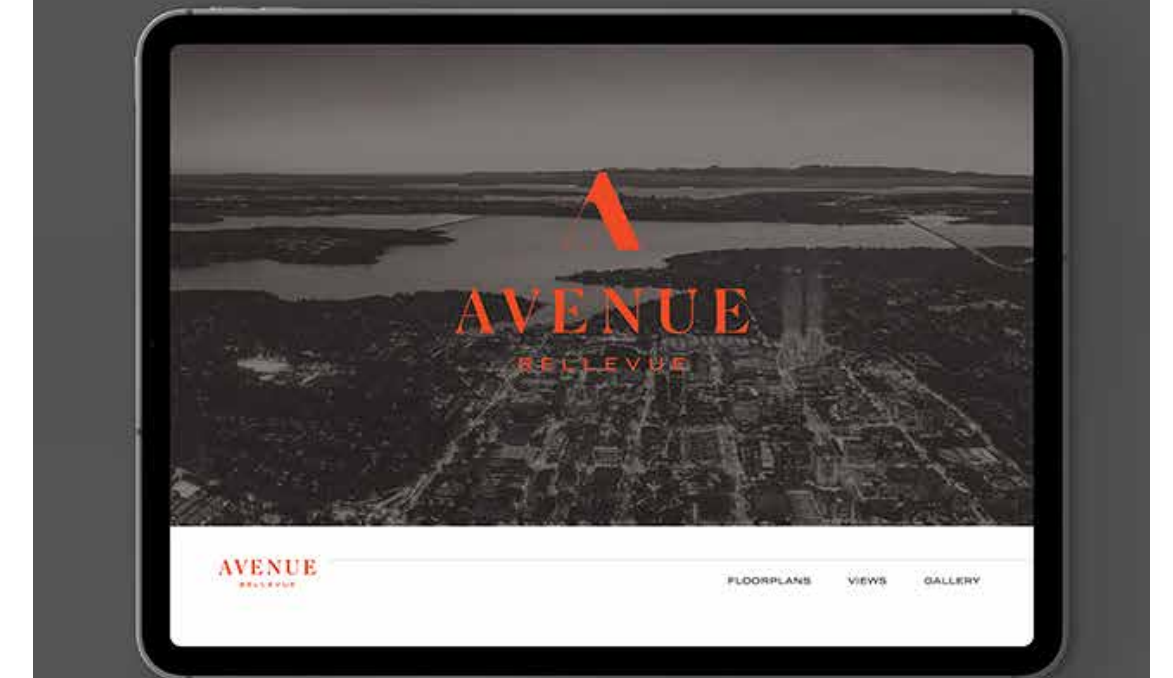
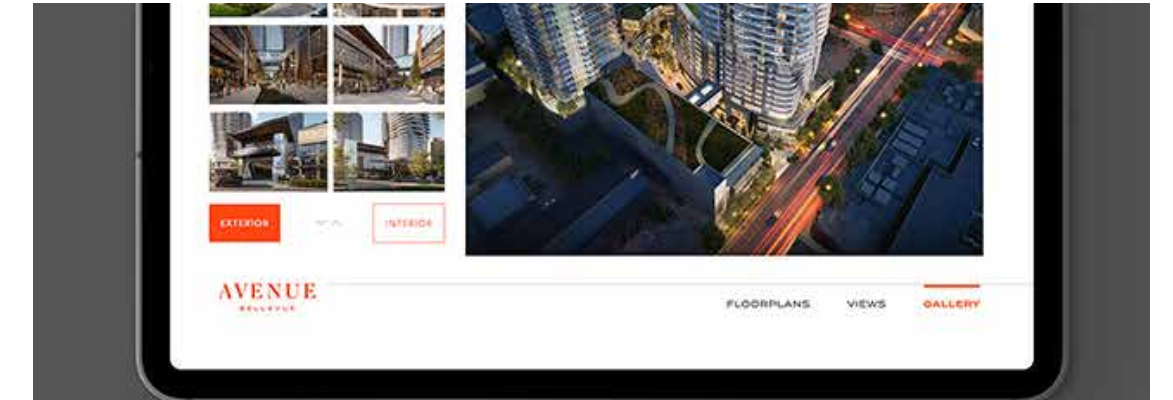
Bellevue, Washington

2008—PRESENT

Strategy
Storytelling
Design

As Seattle becomes a capital for tech entrepreneurs, the neighboring suburban city of Bellevue, Washington, was increasingly on the radar for a diverse, multi-national audience of prospective homeowners and business travelers. We positioned our tower and Intercontinental Hotel as a Bold New Bellevue, an energized but still welcoming heart of the city.

Resonance Consultancy



resonanceco.com

04.



We Build Community

We create and execute communications strategies and campaigns to engage audiences ranging from local residents to international investors to media around the world. The goal isn't merely to bring more attention to a city, destination or development, but to elevate the quality, value and experiences of target audiences in order to achieve sustainable growth.



RESONANCE MARKETING SERVICES INCLUDE:

- Content Creation
- Social Media Management
- Public Relations

CASE STUDY:

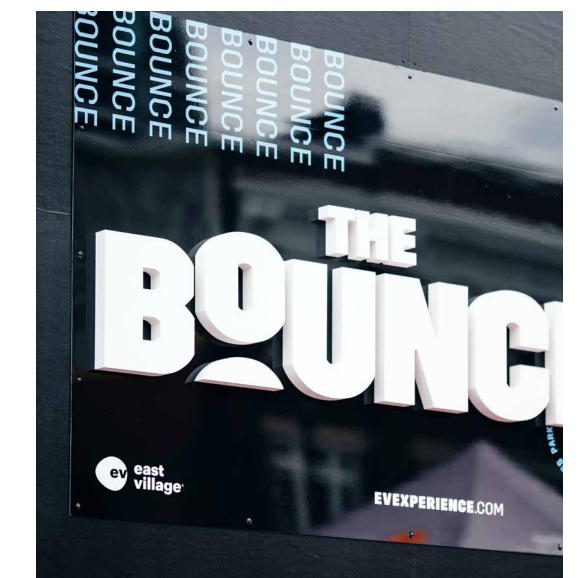
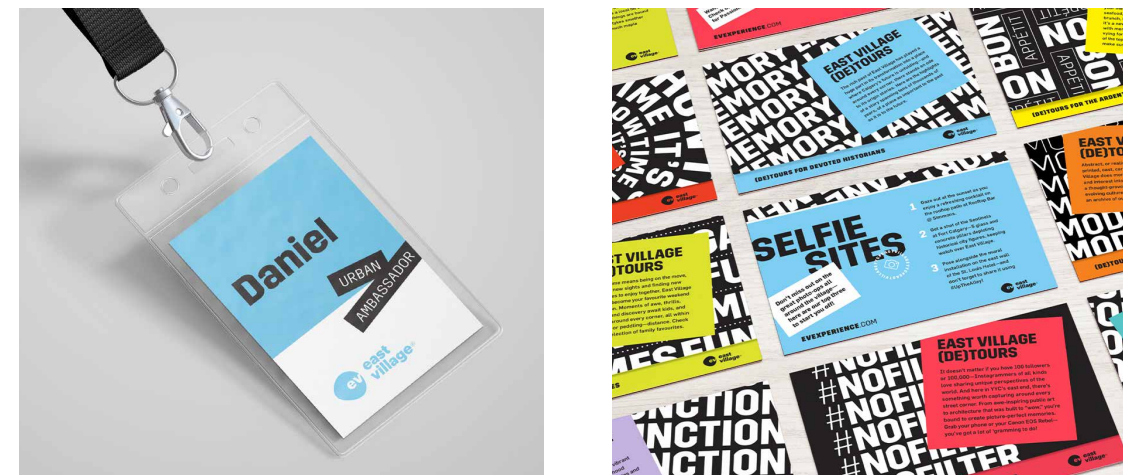
East Village

Calgary, Alberta

2008—PRESENT

- Strategy
- Storytelling
- Design

A decade after Resonance created the brand and story of the urban Calgary neighborhood of East Village—which has attracted \$2.7 billion in private investment and 2,000 new residents—it was time to update the brand. Our boldly confident refresh reflects a mature community that has emerged as the innovative heart and catalyst of urban life.





Our Recent Clients

CITIES

Los Angeles
New York
Vancouver
Portland
Edinburgh
Copenhagen
Tulsa
Scottsdale
Richmond
Tucson

DESTINATIONS

Aruba
Bermuda
Canada
Ireland
San Luis Obispo
County
Finger Lakes
Wine Country

DEVELOPERS

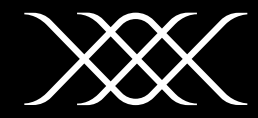
Silverstein Properties
Empire
Communities
Starwood Capital
Irongate Properties
Calgary Municipal
Land Corporation
GFI Capital
Anthem
Broccolini
Howard Hughues
Bentall GreenOak



Your Place. Our World.

With our research, strategy, branding and marketing experience in many of the world's leading cities and destinations, Resonance is uniquely equipped to help your place. Let's discuss how Resonance can help make your city, destination or development all it can be.

RESONANCE



Vancouver

801-602 W Hastings St
Vancouver, BC V6B 1P2
P +1 604 681 0804
E info@resonanceco.com

New York

110 East 25th St
New York, NY 10010
P +1 646 413 8887
E info@resonanceco.com

Montreal

3500 St Jacques St
Montreal, QC H4C 1H2
P +1 438 888 0161
E info@resonanceco.com

   @resonanceco
resonanceco.com