

# Coin

Great branding means business™

## Turnout

### Brand Foundation / Name

Led by Artistic Director Karen Kain, one of the most acclaimed dancers of the 20th century, the National Ballet of Canada is one of the world's most prominent ballet companies. As with all cultural institutions, it relies heavily on donors for support. So to cultivate the next generation of generous patrons, the Ballet decided to relaunch its young professionals group with a new name.

Before you can name something, you have to know what it is – so construction of a brand foundation was first required. In the foundation was defined the brand's core purpose: *To help build an exciting and sustainable future for the National Ballet of Canada.*

These words acknowledge that the fundamental requirement of the National Ballet's survival is a new generation of donors. This insight presented an analogy with the ballet position of "turnout." Turnout is a term that describes the fundamental requirement of ballet: the ability to turn your limbs to the outside. If you can't turnout, you can't dance ballet. Period. Then there is the third level of meaning to Turnout, in its call to action for the target market to show up and support the world's best dancers and all of the supporting professionals for whom the National Ballet is internationally admired.

Launched in 2011 at the stunning Four Seasons Centre for the Performing Arts in Toronto, Turnout is now firmly positioned in the first tier of the young professionals cultural marketplace.

### Brand Foundation

#### **CORE PURPOSE** – *why we exist*

To help build an exciting and sustainable future for The National Ballet of Canada.

#### **VISION** – *where we are going, and how we'll know we're there*

Turnout's vibrant community will make The National Ballet *the* arts destination for young people in Toronto.

#### **MISSION** – *what we do every day to get there*

We inspire the next generation of Toronto arts supporters to build a passionate relationship with ballet.

#### **POSITION** – *how we are different; what we want people to think of us*

The best access.

#### **TAGLINE** – *how we say we are different*

Access the world's best dance™

#### **VALUES** – *what we believe; our principles*

Access to our artists | Exploration | Fun  
Inclusivity | Relevance

#### **CHARACTER** – *our voice; how we act and look*

Act:  
Creative | Fresh | Fun | Vibrant

Look:  
Culturally savvy | Dynamic | Engaged | Passionate



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