BUILD STRONG CITIES™

City and Place Branding for Local Economic Development

Bien Hoa, November 2013

MPED Canada

Twitter: @StrongCities

What is Branding and Place Branding:

What is Branding?

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Name

- **Coca Cola**

Logo

Tag Line

Ad

Logos, ads, taglines:

- Reinforce brand
- Support brand
- Strengthen brand

Brand

- a network of associations in the consumers' mind based on the visual, verbal, and behavioural expression of a product or company.

Coca-Cola

- Place brand is related to the visual, verbal and behavior characteristics of place.

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Image to be inserted – illustrating local brand

Place Brand Goal:

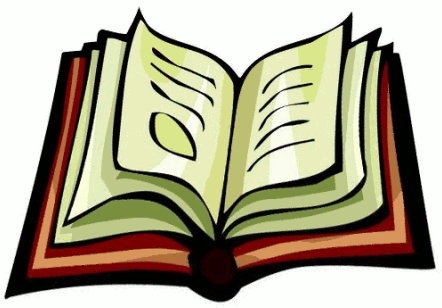
Articulated narrative that relates to your key audience/stakeholders in a meaningful way to make a connection and inspire interest and investment.

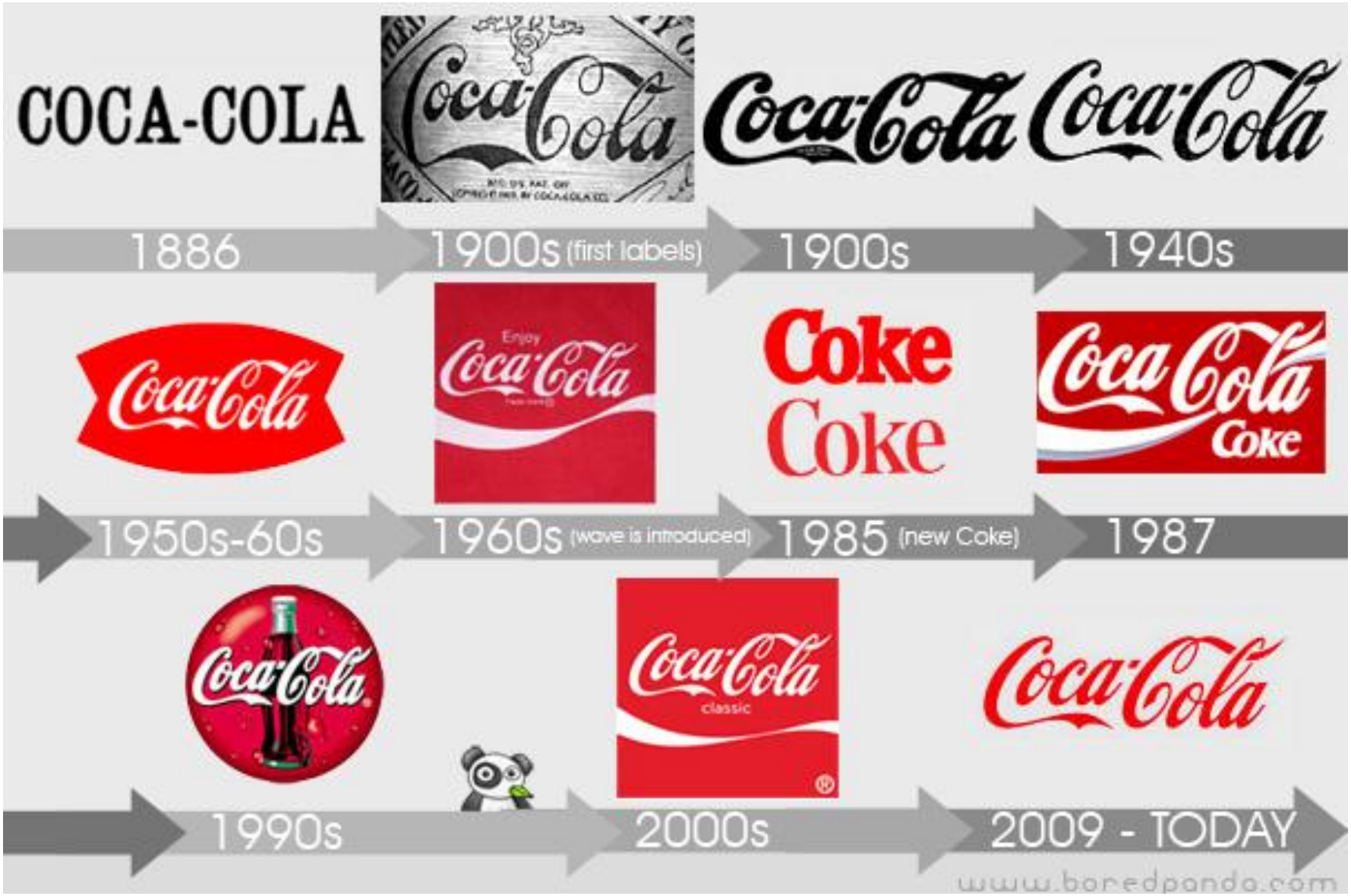
Differentiation

- What differentiates you from everyone else?
- What sets you apart?

Branding Is

- An evolving story
- What you say about your community
- What others say about your community





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Place Brands question themselves

- What kind of stories are told about your city?
- Where are they told?
- How are they told?
- Who tells them?

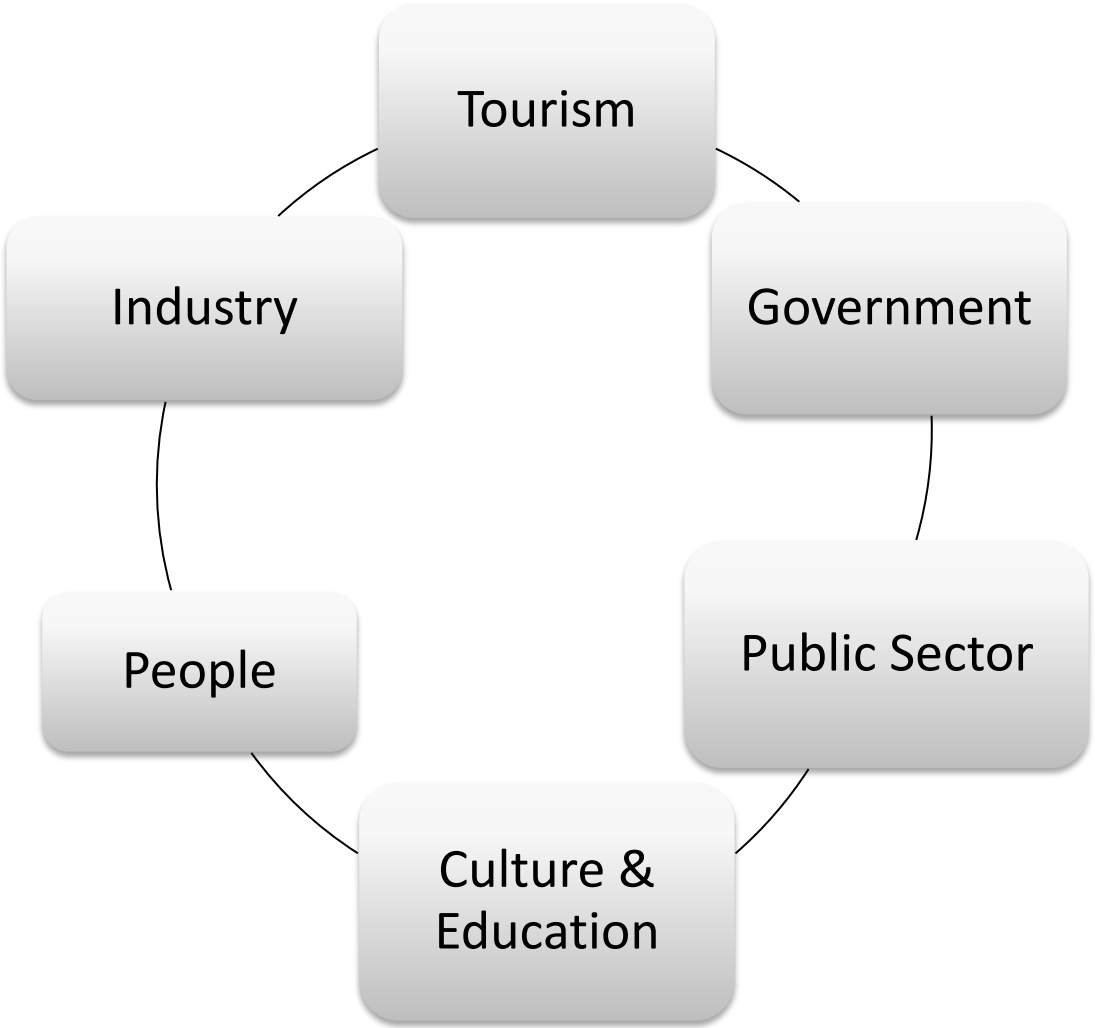
City Brand inevitably linked to history

“London is a garrison town”

City Brand inevitably linked to urban design

Images to be inserted of local street life/street scape

Place Brand: multidimensional



Consistency

- Images
- Messages
- Visual tools

Keys To Strategy Development

- Understanding of the current brand and how it was formed
- Enable stakeholders to work effectively in a partnership
- stakeholders that demonstrate the brand

What is marketing and why is it important to local economic development

Why place branding & marketing?

“Place” vs “product” marketing

VS.

Marketing

- Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas, to facilitate sales with customers.

Purchasers or Consumers are the focal point of all marketing activities.

Target Market:

- Target Market-is a specific group of customers on whom an organization focuses its marketing efforts.
- the investors or purchasers of your product. Those looking for a product or service your city can provide.

Target markets vary by:

- Industry Sector
- Age
- Demographic
- Geography
- Education
- Income

Marketing involves:

- Identifying the “Product”
- Setting or understanding the “Price”
- Defining “Promotion” strategy
- Determining how to “Distribute”

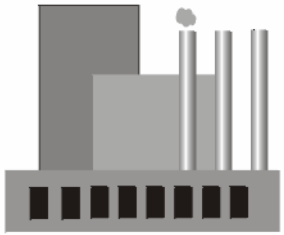
Place Marketing

- Product = municipality
- Price = related to competitive advantage and cost of doing business in city.
- Promotion = LED strategy to attract investment
- Distribution = the LED marketing campaigns designed to attract investment.

Economic Vitality

Lifestyle Vitality

Economic Vitality Assets



Location

Workforce

Industry

Infrastructure

what physicai, cuiturai, and economic assets do you have that can attract industry? Industrial strengths? Industrial potential?

Tourism/Lifestyle Assets

Location (proximity, climate, accessibility)

Amenities (activity and value)

Heritage (historical significance, architecture)

Culture (local/traditional, “high”, unique)

what physical, cultural, and unique local characteristics can individuals experience or share?

Place Marketing

- Articulating a narrative that highlights the competitive and lifestyle advantage of your place.
- Developing campaigns to communicate your competitive advantage, promote your place, and attract LED.

Public Relations
Advertising
Promotional Material
Behaviour
Environments
Name
Brand
Corporate Communications
Identity / logo
Investor Relations
People
Web Presence
Products & Support

Sales, Marketing, and Branding

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Brand

- The “foundation” idea that broadly captures the “soul” of the place.
  - Visual
  - Verbal
- Communicated through behaviour, and what you create

REGINA

Infinite Horizons

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Brand Supported by many Activities!

Marketing

- Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas, to facilitate sales with customers.

Marketing

- Based on understanding target audience & their needs
  - Geography: Where they do business
  - Demographic: age, gender, ethnicity
  - Psychological: how they may decisions
  - Behavioural: how they like to interact

- Marketing done through many strategies and tactics. Targeted and strategic advertising campaigns are one form of effective marketing.

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- Marketing campaigns promote the general brand and support sales.

Marketing Campaigns
Awareness
Interest
Evaluation
Commitment
Referral
Repeat
Measurement
Measurement

Sales: Transaction Based

- Sales done in the context of marketing, which drives transactions
- Sales in economic development is a form of "Business-to-Business" sales
- Business-to-Business sales is based on relationships

Overall Brand
Marketing supports sales
Sales: in context of Marketing to drive transactions

Sales Potential from Campaign

- The overall positive impression of Regina increased from 46.6% to 51.4%

- The likelihood of Calgarians moving to Regina went up from 4.2% to 7.3%

REGINA
Infinite Horizons

- Examples: Hand out

MPED City Presentations

“3Ts” of Local Economic Development

Place Branding “3 T” Model

- 1) Trade: Attracting Investment
- 2) Tourism: Attracting Tourism
- 3) Talent: Attracting & Retaining

Trade in LED

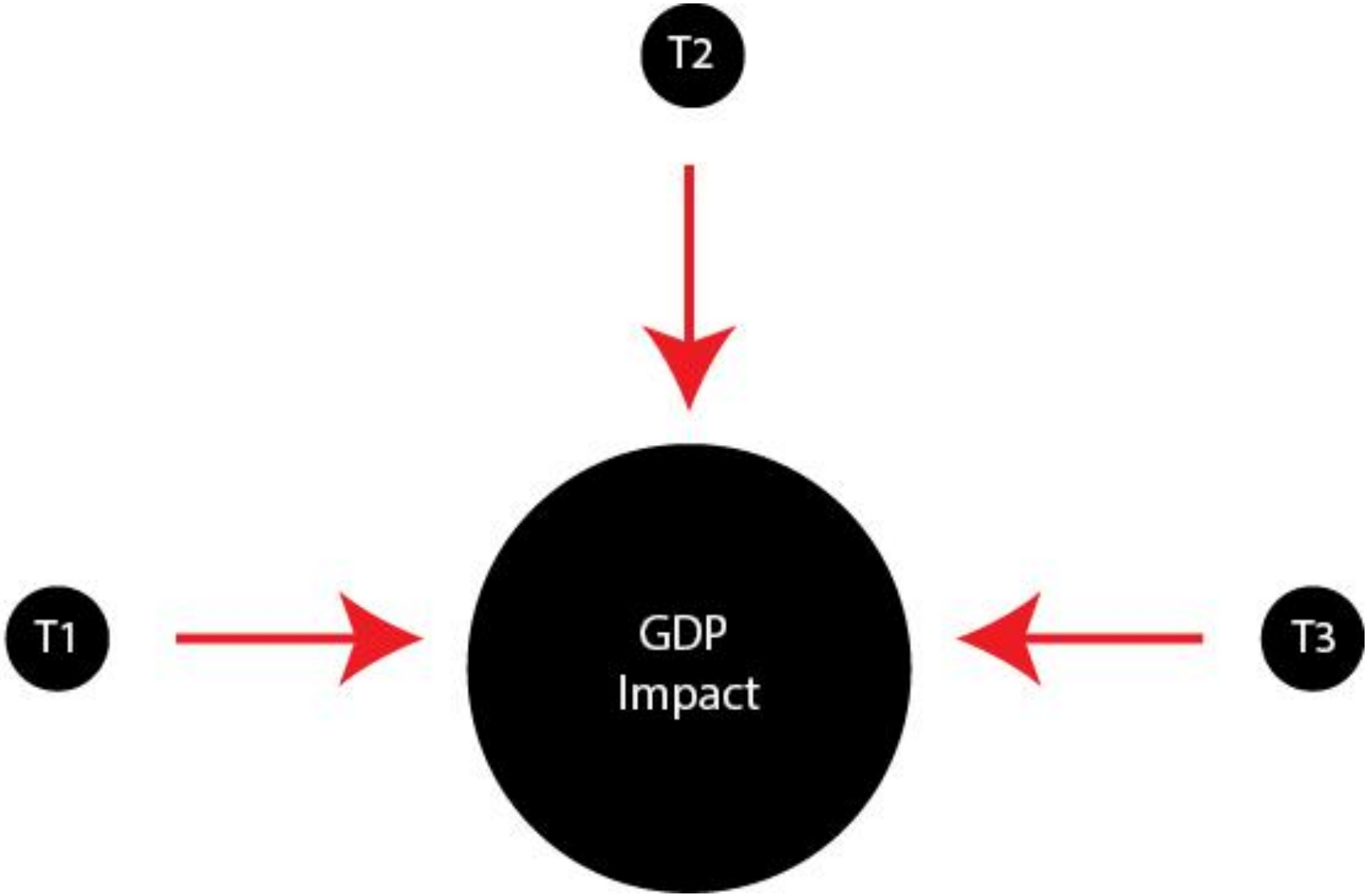
- Growing main industrial sectors and or export markets;
- Showcase investment opportunities and promote investment activity

Talent in LED

- Attracting and retaining talent necessary for economic and social growth.
- Talented workers are mobile

Tourism in LED

- Attracting visitors to support and growth the service sector and SMEs


T2
T1
GDP
Impact
T3

Target Audience Examples: economic investment

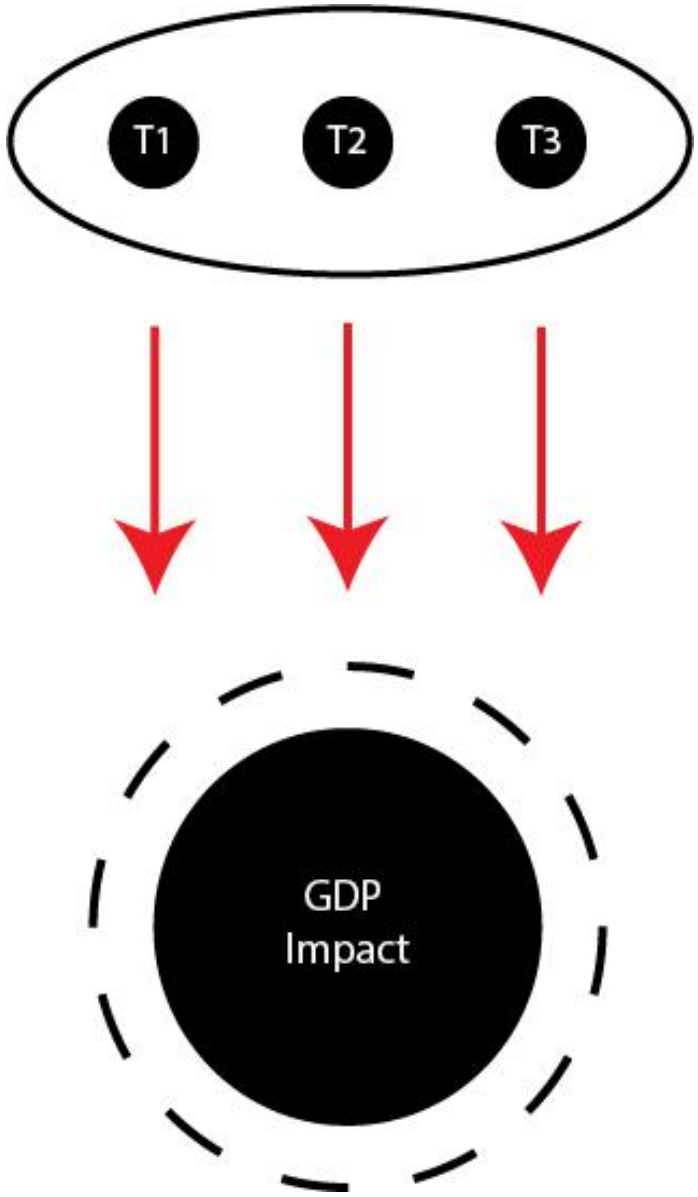
- Site Selectors
- Real Estate Brokers
- Corporate Executives
- Government officials
- Embassies
- Consulate offices

Target Audience example: Tourism

- Target Audience:
  - The demographic interested in your amenities offering.
    - Age
    - Gender
    - Family status
    - Income
    - Interests

Target Audience example: Talent

- Target Audience:
  - The demographic educated in the trades, skills and knowledge sectors you need
    - Age
    - Education
    - Training and experience
    - Marital status
    - Interests


T1
T2
T3
GDP
Impact

Keys To Brand Development

- Vision of how community will develop in the future and what your municipality offers
- Shared leadership and partnership between stakeholders to define and realize the strategy
- “buy in” from the community is essential
- Funding model to define, launch, and support the brand