BUILD STRONG CITIES™

City and Place Branding for Local Economic Development

Bien Hoa, November 2013

MPED Canada

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Research Summary

Overall Place-Branding Stages

- Start-up and organization
- Research
- Form Brand Identity
- Defining and organize a campaign
- Implement and follow up

What we looked at yesterday:

Start up & Organization

Research

Today workshop focus:

Form brand identity

We'll look at how to:

Form Brand Identity

- Analyze your research findings to determine how best to "brand" your municipality
- Things to consider when developing the "visual" and "verbal" messaging to express your brand

Plan your approach

- ***Place Branding Marketing Research Objectives:***
  - Providing relevant, accurate, and unbiased information that managers can use to understand their unique advantage and define their place brand.

Types of Research

- Primary Research
  - Collected first hand i.e. questionnaires, surveys, focus groups
- Secondary Research
  - Information that was collected for another purpose, published and available to use
  - Examples include:
    - Newspapers/Magazines/Television
    - Trade Associations
    - Business Directories
    - Government Publications and websites
    - Competitor websites
    - Search Engines

Place branding will solve a problem:

Place branding will:

- Differentiate your city
- Take advantage of an opportunity
- Increase investment
- Improve business retention/growth

Research Analysis Part 1: Data Analysis

Great Research … now what?

- Analyzing the research isn't as hard as it sounds.
- Analysis begins immediately during the first stakeholder interviews/group sessions and public focus groups.
- Project members will be involved through the entire research stage of the project and will be close to the results.

Data Analysis

- Application of logic to understand the data which has been gathered about a subject

  i.e. - frequencies, trends, correlation,

- Interpreting the information and making conclusions for place branding campaign and messaging

- What do the results mean for branding your city?

Data analysis impacted by:

- Type of tool used to gather the data
- Quality of data
- Characteristics of data sample

Qualitative Analysis

- Don't discount your initial observations.
- Document and summarize key takeaways at each stage and discuss as a project team.
- Key observations made will form the base of the brand platform and ultimately your strategy.

Qualitative Analysis

- Reports generated from research firm will highlight key points.
- Balance key qualitative observations with survey findings and highlight consistencies.
- Breakdown of demographic results and cross-tabulations are a valuable tool.

Quantitative vs. Qualitative data

- Quantitative data analysis:
  - Straight forward
  - Determine rankings, calculate averages
- Qualitative data analysis:
  - Organize data into categories
  - Identify patterns and themes
  - If possible, identify causation

Interpreting Data

- Put it into perspective i.e. compare with what you expected
- Consider the data against your original goals
- Consider relevant context

Recommendations & Conclusions

- Follow naturally from the data interpretation
  - “if … then” statements
- Recommendations define course of action
  - Related to city branding the recommendations will reflect the key messaging needed to create a perception or change a perception of your city.

Data Analysis examples

- Review of City of Regina Survey and results.

Research Analysis Part 2: Creative Development

Brand as "uniquely strong resource"

Brand?

Developed to create differentiation

Branding

Brand Management

- the process of creating a relationship or a connection between an organization and emotional perception of the customer for the purpose of generating differentiation among competition and building loyalty among customers.
- Fulfillment in a customer expectation and consistency in customer satisfaction

Competitive Environment? "VUCA"

- Vibrant
- Unreal
- Crazy
- Astounding

shift from “brand management” to “brand storytelling”

Weak brands	Strong Brands
Information	Inspiring,
Interruption	Engaging Interaction
Return on Investment	Return on Involvement

“rational thinking leads to conclusions,
emotional thinking leads to to action.”

Weak Brand	Strong Brand
Information	Relationship
Recognized by consumers	Loved by people
Generic	Personal
Presents a narrative	Creates a love story
Promise of “quality”	Touch of sensuality
Symbolic	Iconic
Defined	Infused
Statement	Story
Defined Attributes	Wrapped in Mystery
Values	Spirit
Professional	Passionately creative
Agency	Ideas company

3 Ideas for a good brand

- Mystery
- Sensuality
- Intimacy

Mystery

- Tell and retell great stories
- Past, present, and future
- Taps into dreams
- Myths and icons
- Inspiration/aspiration

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Sensuality

- Sight
- Sound
- Smell
- Touch
- taste

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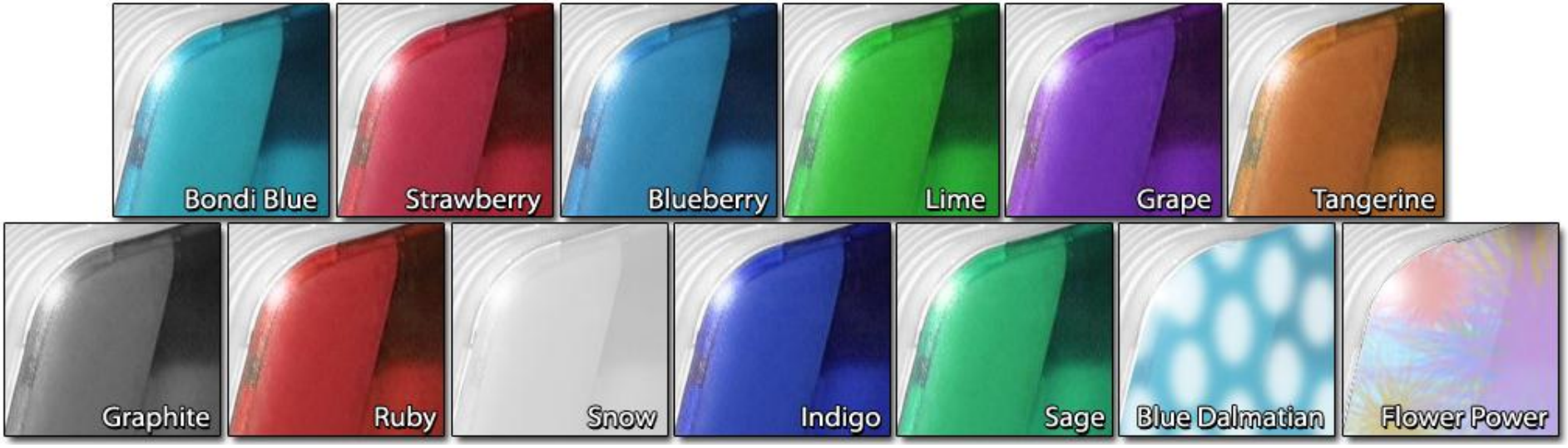
BLACK
sophistication
power
mystery
formality
evil
death
GRAY
stability
security
strength of character
authority
maturity
PURPLE
royalty
luxury
dignity
wisdom
spirituality
passion
vision
magic
YELLOW
joy
cheerfulness
friendliness
intellect
energy
warmth
caution
cowardice
WHITE
freshness
hope
goodness
light
purity
cleanliness
simplicity
coolness
PINK
romance
compassion
faithfulness
beauty
love
friendship
sensitivity
RED
danger
passion
daring
romance
style
excitement
urgency
energetic
BLUE
peace
stability
calmness
confidence
tranquility
sincerity
affection
integrity
GREEN
life
growth
environment
healing
money
safety
relaxation
freshness

Scent: iMac 3G flavours



Intimacy

- Commitment
- Empathy
- Passion

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Group work

- Using the images in front of you, find the one that best represents your city. Write a short brand story that demonstrate why the image reflects your city's brand.

Back to storytelling

- Relevant
- Compelling truths
- Touch our hearts
- Contagious
- Shared experience

Wrap up and next steps

The Marketing Research Process

- Decide if place-branding is an important step for your LED strategy.
- Form a working group to design and implement the methodology.

Working Group

Research is the first and most important step. Clearly understand the questions you are asking and the problem you are trying to solve.

Place branding will solve a problem:

Place branding will:

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- Improve business retention/growth

Engage Stakeholders early!

Understand timeline and budget

Define research type and tools

- Primary
  - Surveys
  - Focus Groups
  - Interviews
- Secondary
  - Observation
  - Researching existing sources

Conduct and Analyze Research

Future Study: Intelligence into insight

- Using the data to create a visual and verbal brand for your community
- Developing a “Messaging Matrix” to communicate your brand to your key audiences
- Defining and creating place branding campaigns to attract FDI and support LED