

# City Branding

Zukunft Metropole Series

Vienna, 14 May 2009

# About Placebrands

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## **Projects:**

Amsterdam (Overhoeks)  
Bedford  
The Hague (Ypenburg)  
Utrecht (Leidsche Rijn)  
Southampton  
Botswana  
Ecuador  
Malaysia  
East Africa

## **Advisory role:**

Amsterdam  
The Hague  
Letterkenny & Derry  
Toronto Waterfront  
Washington DC BID  
Israel  
Kenya  
Macedonia  
Tanzania  
Uganda

# What is a brand?

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A promise of value

A decision making tool

An organising principle

# What is a city brand?

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A brand defined by multiple and often disparate city stakeholders

Often rich and multi-themed rather than narrow and focussed

Delivered by the city stakeholders through their coordinated actions, investments, communications and behaviours

# Why brand cities?

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Every city competes for its share of wealth, attention, influence, visitors, investment, talent, events, etc.

Intensified globalisation leads to increased competition between cities

Famous cities have a sustainable competitive advantage

Successful cities are a source of pride for their population, businesses, institutions and investors

# What's required?

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Shared vision of the future

Shared leadership to define and realise the brand

A clear understanding of where the brand of the city stands and how it was formed

Connecting up the stakeholders

'On brand' actions that demonstrate the city's brand instead of just communications

# City brand strategy

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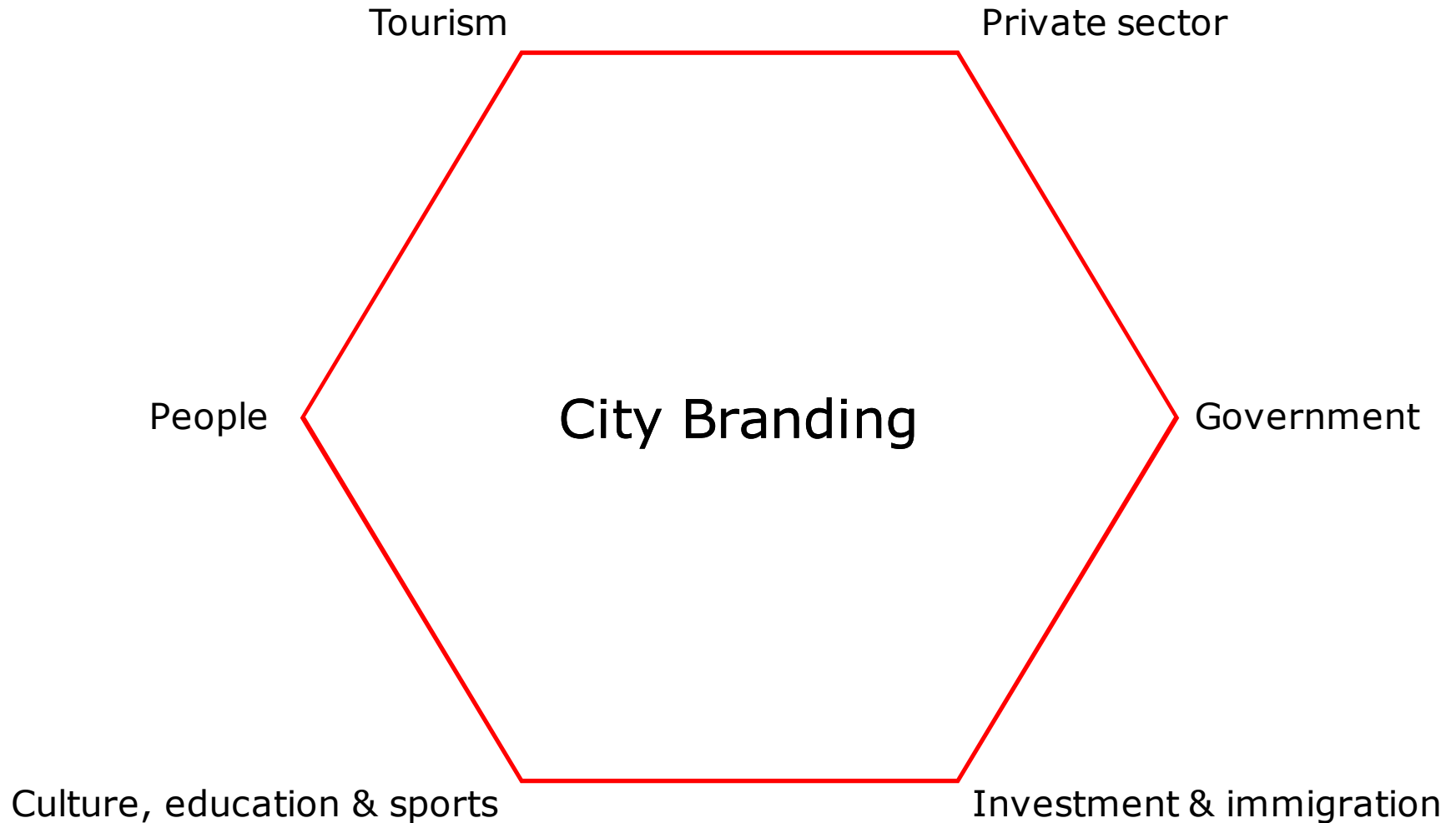
The route towards the shared vision

Defines the value created

A set of guiding principles for everyone involved in bringing the place's brand alive

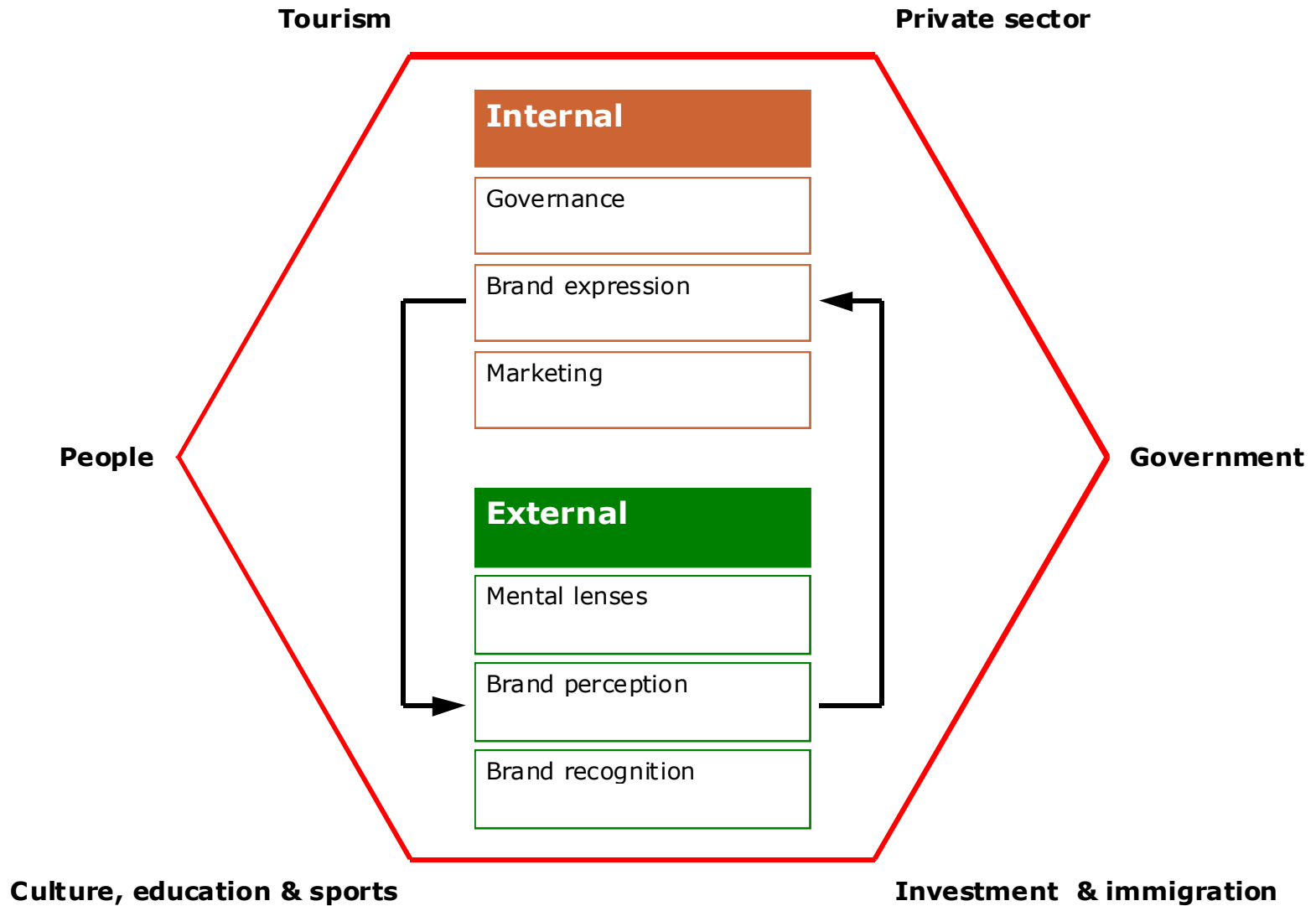
# City branding stakeholders

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# City brand strategy model



# City brand strategy process

## Stage 1: Initiation

1.  
Brand  
Partnership

2.  
Masterclass

## Stage 2: Vision & Strategy

3a.  
Status Quo  
Assessment

3b.  
Vision &  
Purpose

4.  
Brand  
Options

5.  
Brand  
Testing

## Stage 3: Planning

6a.  
Strategic  
Planning

6b.  
Activity  
Planning

7.  
Brand  
Management  
Organization

8.  
Monitoring &  
Evaluation

# Brand partnership

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Inclusive and representative

Long-term commitment

Shared responsibility

Trust

Acting as one

# Status quo assessment

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## Governance:

- Policies

- Strategies

- Plans

## Brand:

- The (de-facto) brand

- Perceptions

## Marketing:

- Audits of activities and materials

- Research

To determine the opportunities for and threats to the brand

# Vision development

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## Review of existing visions:

What are they?

What informs them?

How are they evidenced?

What are their results so far?

## Create shared vision with brand partners:

What will the place be like in 5, 10, 20 years time?

What will people's experiences be of the place?

What are we aiming to achieve?

# Brand options

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Use the brand perception to brainstorm the future brand

Create a long list of brand options by amalgamating outcomes of the brainstorm

Cut the long list down to a short list using set criteria

Build scenarios for short listed options

Test the option(s) among key target audiences

# Turning brand strategy into action

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**Strategic planning:** a comprehensive plan of *on-brand* policies, planning, investments, activities, events and internal and external communications

**Activity planning:** detailed scheduling and costing of activities to build the brand of the city

**Brand management:** design of the most suitable form of organisation, funding and staffing

**Monitoring and evaluation:** determining and tracking the key indicators of the brand, and acting on them

# Case: Overhoeks

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Entirely new neighborhood in the center of Amsterdam

First step in the development of the north bank of the river IJ

Brand partnership of developers, governments, investors, Shell Research & Film Museum

Brand: Alive & kicking

Impact:

- urban plan & architecture

- art & culture

- institutions, companies & events

- management



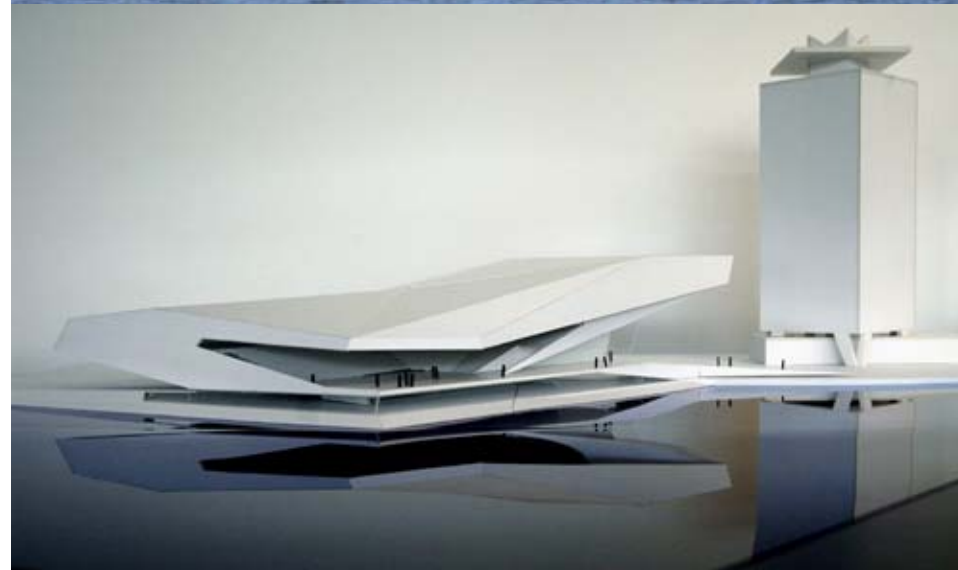








# Impressions





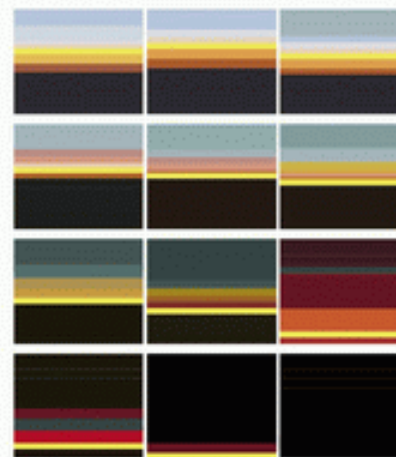
# Impressions



♦wonen ♦werken  
♦water ♦cultuur

over♦hoeks

centraal aan het IJ [www.overhoeks.nl](http://www.overhoeks.nl)



*Sunsets*  
at Overhoeks



Slow decline due to manufacturing industries relocating & reduced labour force in maritime industries

The sea was the past, but not the future of the city

Brand partnership of council, harbour, chamber of commerce, universities & higher education institutes, NHS training hospital & local NGOs

Brand: Innovation Magnet

Some examples:

- innovation audit

- innovation & design awards

- science centre

- inventors academy

- innovation attraction programme

- sea city Southampton festival

# Impressions

## The city of Southampton strategy

A 20 year vision

If you love seafood, you'll love Southampton's annual festival

Seafood Festival:  
1st to 31st October 2007

**seacity**  
southampton  
**2007**  
seacity.co.uk

a unique set of expectations...

[Global presence](#)
[Worldwide cultural awareness](#)
[Local excellence](#)
[Special distinctive solutions](#)

### brand values

**Vision**: Inspire, challenge, and lead the way  
**Innovation**: Create new ideas, products, and services  
**Responsibility**: Be a good citizen, respect the environment, and support the community  
**Creativity**: Think outside the box and find new solutions  
**Service**: Deliver exceptional customer service and support



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