

Portimao International Conference on Marketing Places

How to Brand Places: Place Branding as a Success Factor

Seppo Rainisto, Ph.D.
Meritleader Int, Chairman

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Places fight globally for the same resources
-also European cities and regions

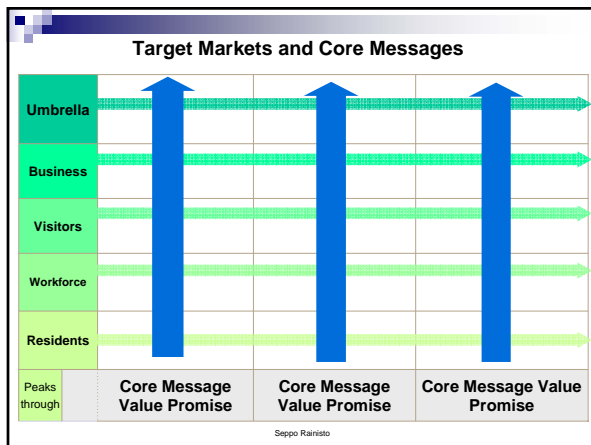


Place Marketing and Branding, Some Major Developments and Literature

- Professors **Philip Kotler**, Irving Rein, Donad Haider published 'Marketing Places' in 1993 - and with other experts later:
- 'Marketing European Places' (1999); 'Marketing Asian Places' (2002); 'Marketing Latin American Places'.
- Seppo Rainisto's doctoral dissertation 'Success Factors of Place Marketing' (2003)
- Founding of 'Journal of Place Branding and Public Diplomacy' (UK, 2004-)
- Founding of 'Association for Place Branding and Public Diplomacy' (Berlin 2007-)
- Simon Anholt: 'Competitive Identity' (2007)-specialist for nation and place branding.
- Seppo Rainisto & Teemu Moilanen (2009): 'How to Brand Nations, Cities and Destinations. A Planning Book for Place Branding.-with Prof. Kotler's preface.

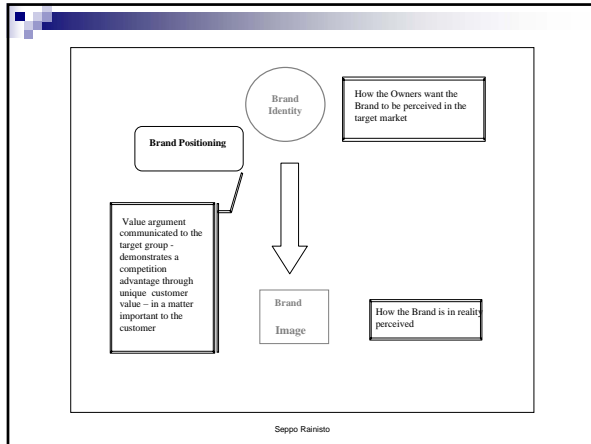
The first Chinese doctoral dissertation about place marketing; 2005 Liu Yanping: City Marketing Strategy

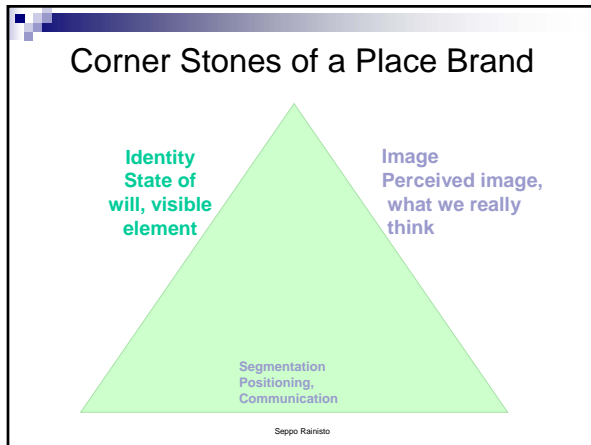
Preface and instructor S.Rainisto



The Influence of a Place Brand

- Promotes Public Diplomacy;
- Supports the Interests of the Exporting Industry;
- Increases Attractiveness of Companies and Investments;
- Promotes the Objectives of the Tourism Industry; and
- Strengthens Citizens' Identity and Increases their Self-Esteem.





- ### Challenges in Building a Place Brand
- Multidimensional, complex 'place product' -entity; 'delivery on product'-demand.
 - Difficulties in controlling; the unattending audience vs. the simple message.
 - Closeness to politics; broad participation needed.
 - Defining brand's objectives; clarity of purpose.
 - Limited resources, 'forced network'.
 - Public-private partnerships ; core public sector funding.
 - Focusing on own resources; positively differentiating positioning.
- Seppo Rairisto

How to Brand a Place?

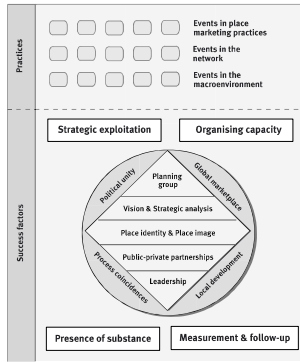
1. Organising phase: steering group
2. Research phase: home works - marketing SWOT-analysis
3. Strategy phase: identity, visions, core messages
4. Decoration phase: graphics, slogans, outlooks
5. Implementation phase: long-term systematic united execution
6. Follow-up phase: reporting, feed-back

Seppo Rainisto

Success Factors of Place Marketing & Branding.

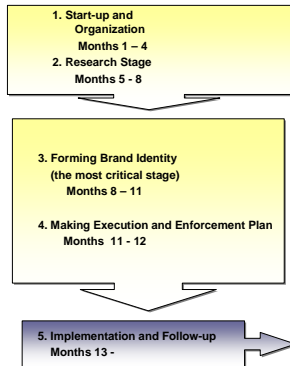
Framework (Rainisto)

Cases: Helsinki, Copenhagen, Stockholm, Chicago
<http://lib.hut.fi/Diss/2003/isbn9512266849/>



Destination Brand

Main stages of the operational plan & preliminary timetable (Rainisto & Moilanen 2009)

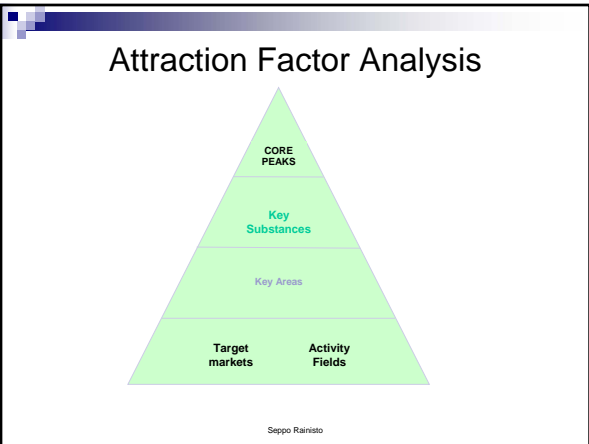


Summary of the operational plan of Destination Brand development (Rainisto & Moilanen 2009)

Step	Bears responsibility	Realiser	Timetable
Step 1. Generating commitment	Board of Managers	Board of Managers	Months 1 – 2
Step 2. Creating organisation	Board of Managers	Board of Managers	Months 1 – 2
Step 3. The project's visibility and broad communications	Board of Managers	Communications agency + Board of Managers	Months 3 - 4
Step 4. Stakeholder discussions	Board of Managers	Independent consultant	Months 5
Step 5. Research on Destination Brand images held by consumers	Board of Managers	Market research agency	Months 5 - 7
Step 6. Research on Destination Brand images held by staff members	Board of Managers	Market research agency	Months 5 - 7
Step 7. Completing the informational base if needed	Board of Managers	If necessary, Market research agency	Months 7 - 8
Step 8. Analysing and interpreting the results	Board of Managers	Independent consultant	Months 8
Step 9. Choosing elements of brand identity. Core idea, identity, positioning, and a promise of value.	Board of Managers	Board of Managers + Marketing agency participating to creative design	Month 8

Destination Brand Plan (Rainisto & Moilanen 2009)

Step 10. Interest groups discussion about the concept.	Started by the Board of Managers. Board of Managers and the financiers approve the outcome	Consultant	Months 9
Step 11. Destination level strategic decisions. Creative concept, Brand's structure, organisation and distribution of work, Financing.	Board of Managers + actors participating to financing	Prepared by a marketing agency with the most central financiers	Month 10
Step 12. Consulting and testing. Fine adjustment.	Board of Managers	Interest group discussions – consultant. Market testing –market research agency	Month 11
Step 13. Co-ordination between the operations and actors.	BMCO	BMCO	Months 11
Step 14. Developing well-functioning internal communication	BMCO	BMCO	Months 11-12
Step 15. Establishing integrated external marketing communication plan.	BMCO	Marketing communications agency	Months 11-12
Step 16. Arranging monitoring.	BMCO	Global market communications agency	Months 11-12
Step 17. Ending the planning stage and reporting.	BMCO	-	Month 12
Step 18. Transformation of service processes to support Destination Brand Identity where appropriate	Individual companies	Individual companies	Continuous
Step 19. Transformation of physical infrastructure to Support Destination Brand Identity where appropriate	BMCO, individual companies, public sector actors	Individual companies, public sector actors	Continuous



Research Findings for Place Branding Practitioners in a Nut-Shell

- Planning group coordinates and runs a holistic marketing system. Sufficient long-term public financing must be guaranteed.
- The process starts with a strategic analysis of the place (SWOT). The mission and visions, the core clusters (identity); the focused segments and the positionings.
- The place must acknowledge a long-term, systematic, consistent and united work as an investment to reach the targets.
- Concrete target and measures are necessary, as the place will get such results as followed and measured.

- Cross-marketing and cooperation of the various practitioners must be developed to win-win –situations.
- Public-private partnerships are needed to create the needed critical mass.
- The process will not succeed without political unity and consistency.
- Place branding should be integrated to a part of the economic development of the region.
- As the resources are limited, the activities must be very selective.

- Branding is a good way to start place marketing.
- Development of the brand must be consistent with the substance of the place.
- The place should concentrate on its existing basic substance. Investment on totally new issues will more often fail than succeed.
- Developing leadership is the greatest challenge.
- The cluster-players need to be activated. The mere frames and infrastructure are not enough.

- Images have a greater importance than the mere substance arguments alone.
- The brand images of the companies are important for the place image. Also the firms profit from the positive image of their location. The representation of the business life is crucial for the success of the branding process.
- International firms are 'ambassadors' in their locations. Foreign companies exporting to the area form a great location potential.
- The best solutions of place branding have not been born yet. Only the imagination sets limits in developing new creative place marketing practices.

