

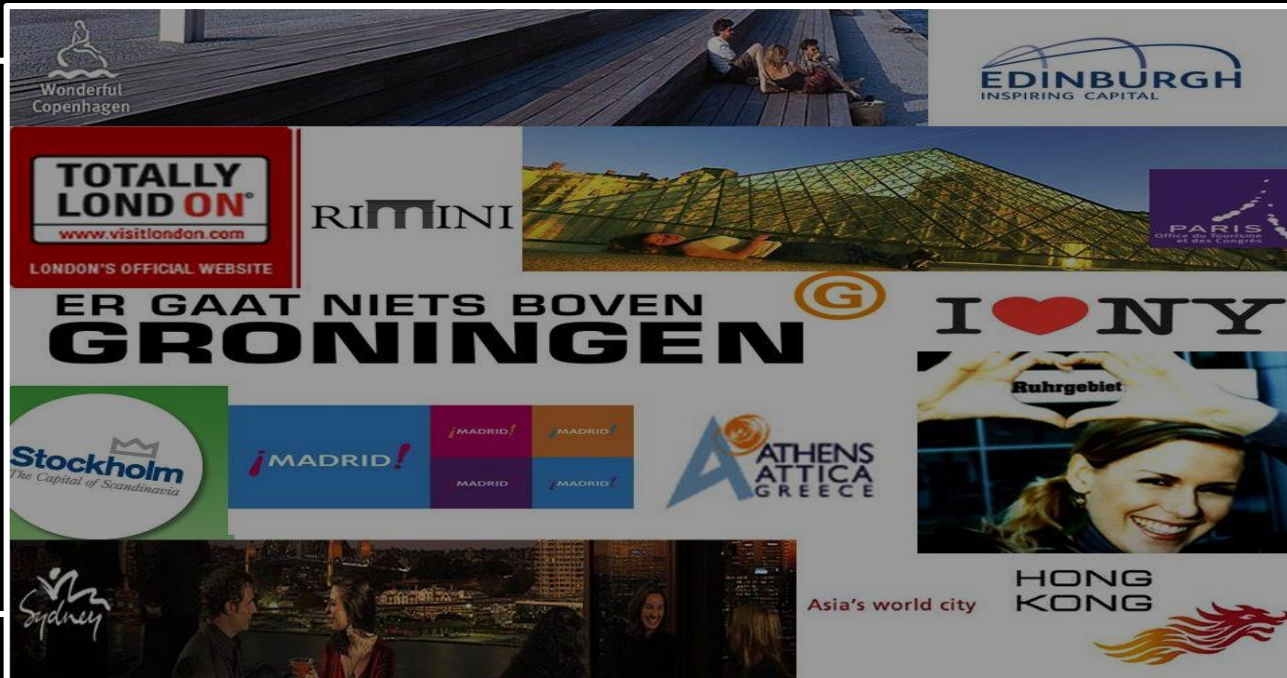


UNIVERSITY OF
LEICESTER



Ajuntament
de Mataró

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City Branding

Mataró, May 2018

Today...

- Foundations of city branding
- City Branding Process
- Working with city stakeholders
- Developing the city vision
- Telling the city story – Action Plan
- Let's talk about Mataró...



Let's start...

- City Branding: **What**
- City Branding: **Why**
- City Branding: **Tools & Media**
- City Branding: **Process**
- City Branding: **FAQ**



CITY BRANDING: WHAT?

- A city brand is **NOT** a logo; is **NOT** an identity claim, is **NOT** an advertisement - **IS** the *associations* with the place.
- City branding is a framework to 'manage' these associations.
- Aims **NOT ONLY** at external audiences (visitors, investors, talent etc.) but also at *internal audiences* (local pride of residents, stakeholders)
- Consists of: a) research, b) 'product' development, c) stakeholder relations, d) promotion
- A successful city branding project makes *identity, image and strategy* meet.

CITY BRANDING: WHY?

1. Cities: perceptions and images
2. Object of city marketing: city brand
3. Branding effective in commercial world
4. Brand formed through messages and stories (narratives)

5. Stories told intentionally and unintentionally

1. Cities: perceptions and images
2. Object of city marketing: city brands
3. Branding effective in commercial world
4. Formed through messages and stories (narratives)
5. Stories told intentionally and unintentionally

6. Messages need to be guided by a vision and be based on reality

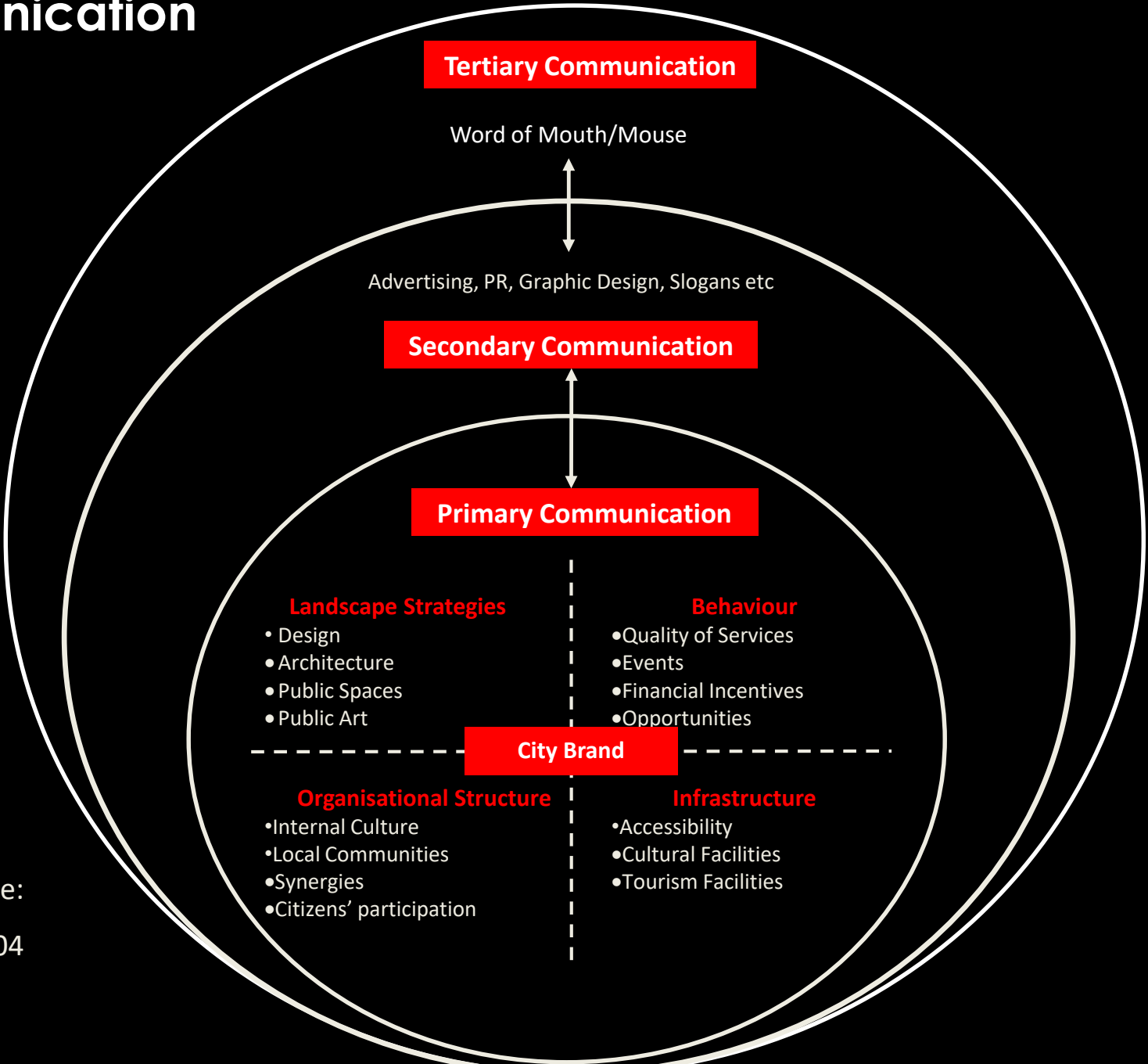
So... what is city branding?

City branding is an action framework that builds on the communicative character of all measures taken in the city.

It helps understand, integrate and manage intentional and unintentional communication and align it with city reality.

CITY BRANDING: TOOLS & MEDIA

City communication



Source:

Kavaratzis, 2004

City branding: Tools... (and their currently wrong order)

RESEARCH

ADVERTISING

SYNERGIES

PUBLIC CONSULTATIONS

INFRASTRUCTURE

SLOGAN

STAKEHOLDERS

COMMUNITY

LOGO

RESIDENTS

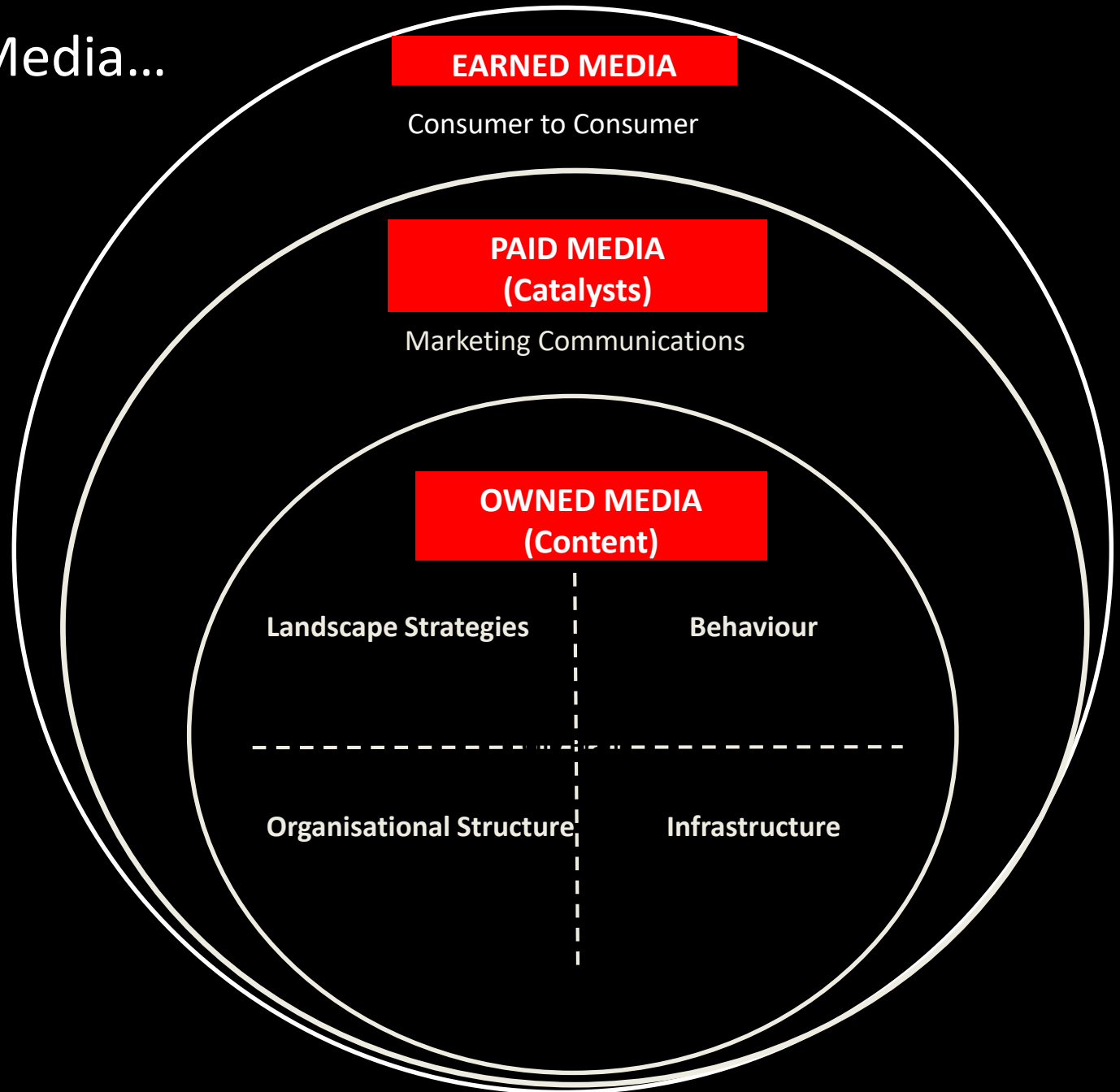
PUBLIC SPACES

EVENTS

SERVICES

PUBLIC RELATIONS

City Branding Media...



Source:

Adapted from
Kavaratzis, 2004

The foundations of city branding

- Analysis
- Strategy
- Participation
- Creativity



The phases of city branding

- Analytical
- Strategic
- Developmental
- Participatory
- Evaluative



CITY BRANDING: PROCESS

The city branding pathway...

Research



Deliberation



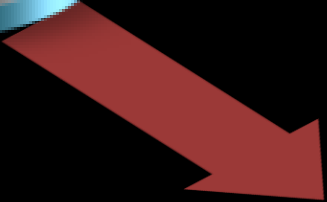
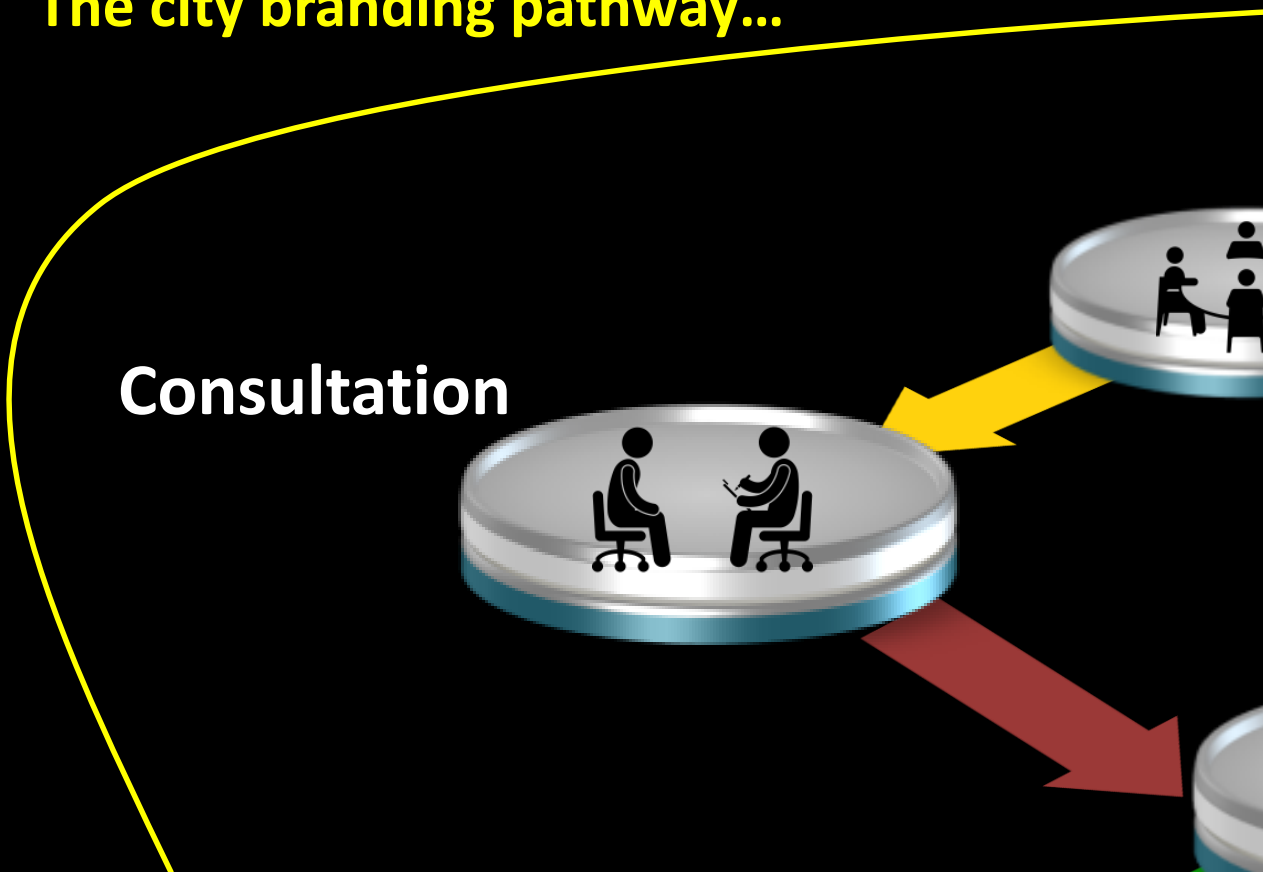
Consultation

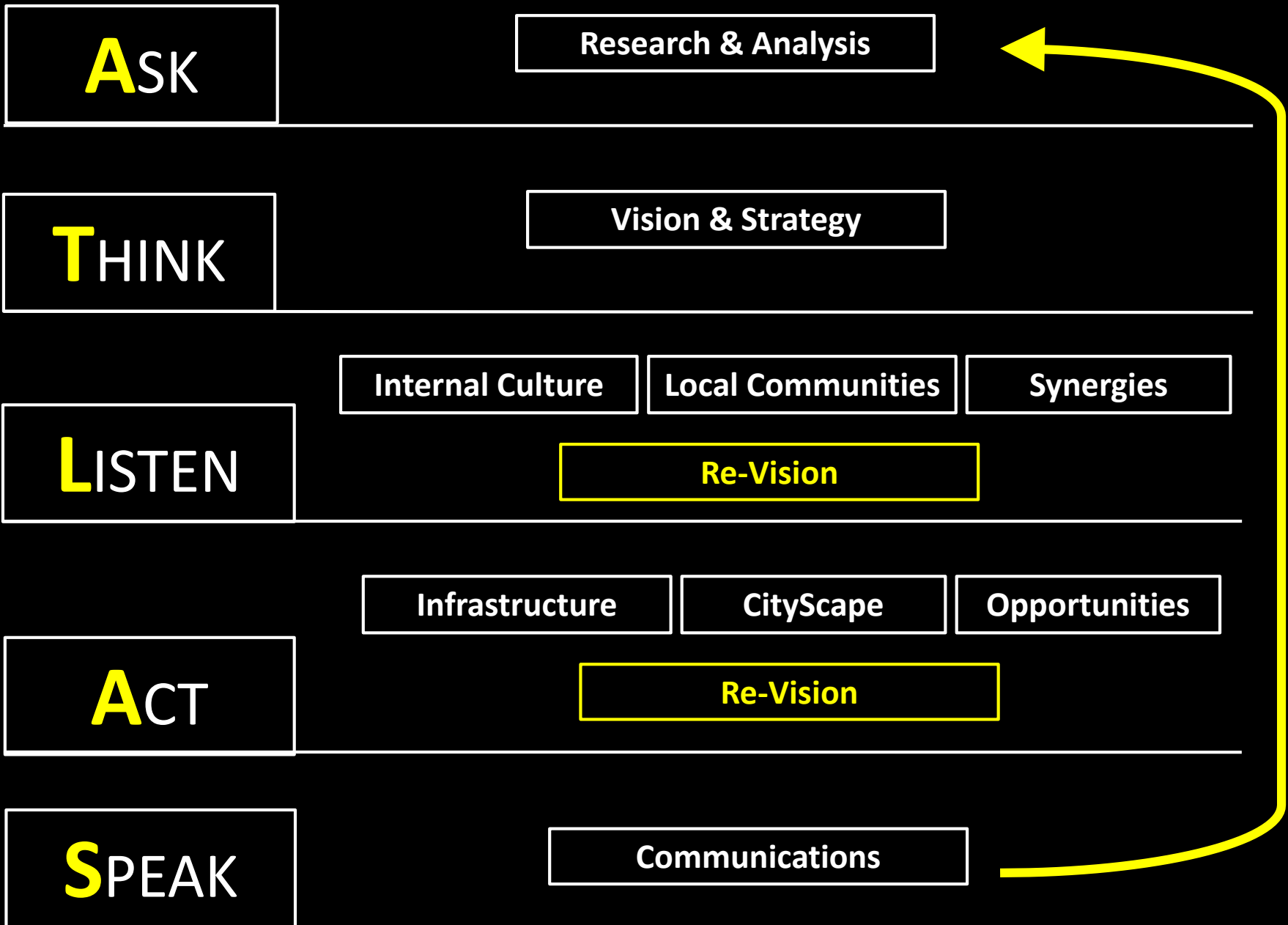


Action



Communication





BRANDING MATARÓ (SO FAR...)

The three aims



EQUALITY OF OPPORTUNITIES FOR SOCIAL AND TERRITORIAL COHESION:

- a. Linking with the territory
- b. Policies for coexistence and social cohesion

FIGHT AGAINST UNEMPLOYMENT AND CREATION OF EMPLOYMENT:

- a. Occupation and training
- b. New social model

IMAGE, RECOGNITION AND PROMOTION OF THE CITY:

- a. Continuing strategic role
- b. Specialization and innovation
- c. Reinforcement of the image and new story

GROUP WORK...

FUTURE CHALLENGES FOR CITIES

Describe Mataró in
terms of ...



Seafront



Quality of life



Be reference



Internationalisation



OPORTUNITIES



Culture



Tourism



Sports



Identity

FUTURE CHALLENGES FOR CITIES

Describe Mataró in
terms of ...



Entrepreneurship



Urban Planning



Technology



Capture
investment



OPORTUNITIES



Industry



Smart City



Innovation

CITY BRANDING: FAQ

Do we need a brand?

- Wrong question! We are a brand whether we know/want/try it.
- The question comes from thinking that brand=logo/slogan. No, it's much wider and the point of all marketing.
- Therefore, it is NOT the outcome of a decision making process - but the outcome of a collective meaning making process.
- This process is what city branding attempts to capture and influence and make 'identity, image and strategy meet'.

Do we need a consultant?

- A consultant is not vital but is useful. Many consultants are not really equipped with adequate know-how. But some are decent and a few are very good.
- Think of using more than one for smaller parts of the process (and doing some in-house)
- You certainly don't need an expensive consultant!

What should we be aiming at?

- Not necessarily advertising presence, logo, campaign, identity claim etc.
- Civic pride, improved reputation and upgraded infrastructure first. Bednights, national press coverage etc. later.
- Making identity, image and strategy meet.
- Who's 'we'?



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