



**Unique
Training!**

Place Branding: Success Factors and Best Practices

Seppo Rainisto, Doctor of Technology, Place Branding Specialist



Place War

300 million cities exist, alone in Europe over 500 regions and 100.000 communities fight for the same resources: investments and talented work force. Place Branding is an effective tool to encrease place attraction and get wealth.

Strategic starting point for the place branding seminar-workshop

Competition between the places is global

The places need new competition tools to be able to attract investments, companies, tourists, congress visitors, residents and talented top workforce. Using place branding a place can differentiate itself from the competing places in a positive way and build wished images for its customer target groups.

The infrastructure and substance alone are not enough, but a place needs to manage its image in a professional way. Images are more effective than the mere substance.

The newest knowledge of sophisticated place and corporate marketing & branding is presented and discussed in the seminar in a unique way.

European Place Brands 'Creative Map'

The place has always an image
-wanted or unwanted!



Place Branding-Seminar: the goals, target groups and coaches

- ⊙ The goals of the seminar: to give in a nut-shell an effective tool set about how to develop domestic & international marketing and branding based on the newest research knowledge and best practices, and the client's own authentic case material.
- ⊙ Focused on one selected development case, the participants create a first marketing SWOT-analysis and get conclusions and recommendations for the next steps (strategic brand road-map).
- ⊙ The target group: cities, regions, business- and development organisations, investment- and tourism promotion agencies, etc.
- ⊙ *The coach: Dr. Seppo Rainisto, place branding specialist*
- ⊙ *The exact programme will be tailormade according to the needs and wishes of the client. Also the number of the participants influences on the practical work: large audience (more lecturing) or a small number of experts (interactive workshop).*

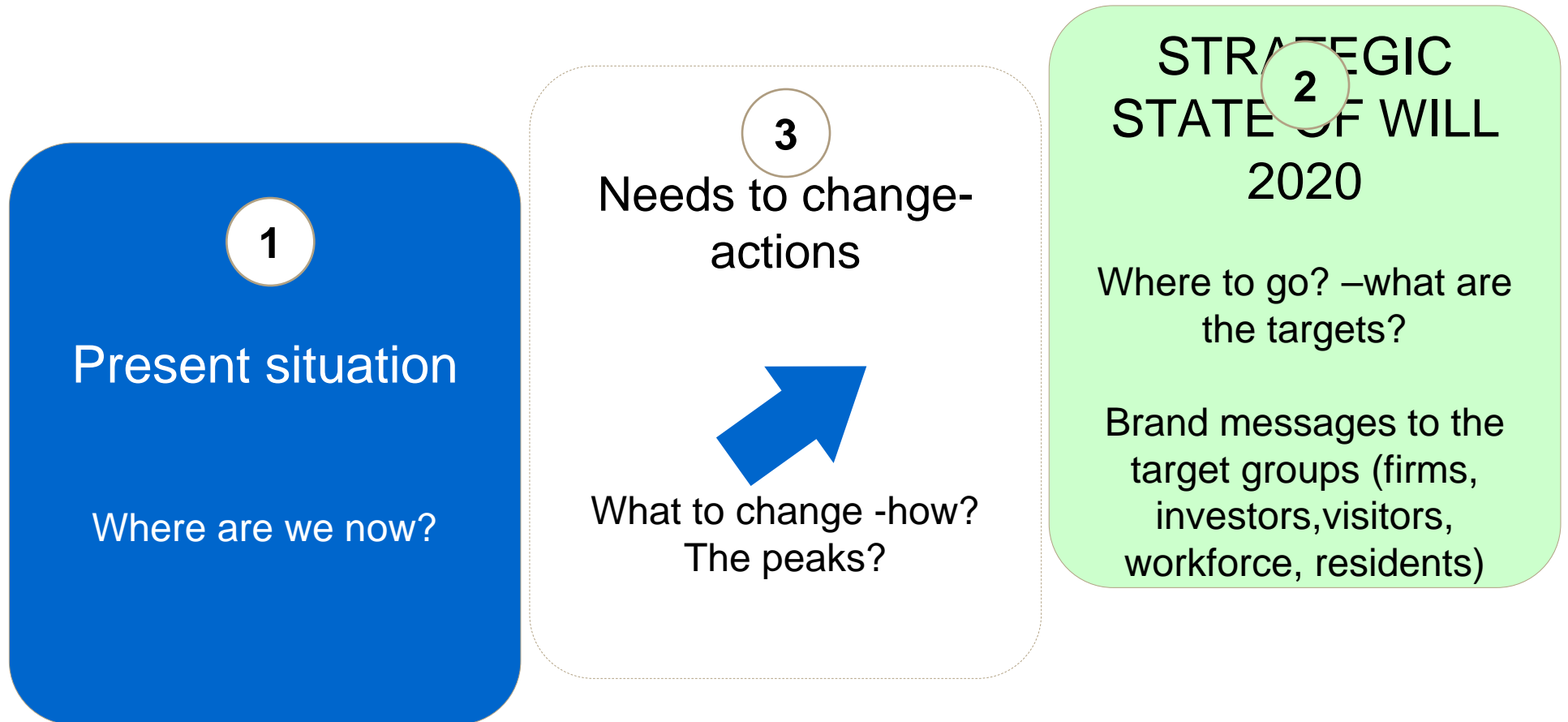
Place Branding-Seminar: contents, subjects

Contents of the themes and subjects:

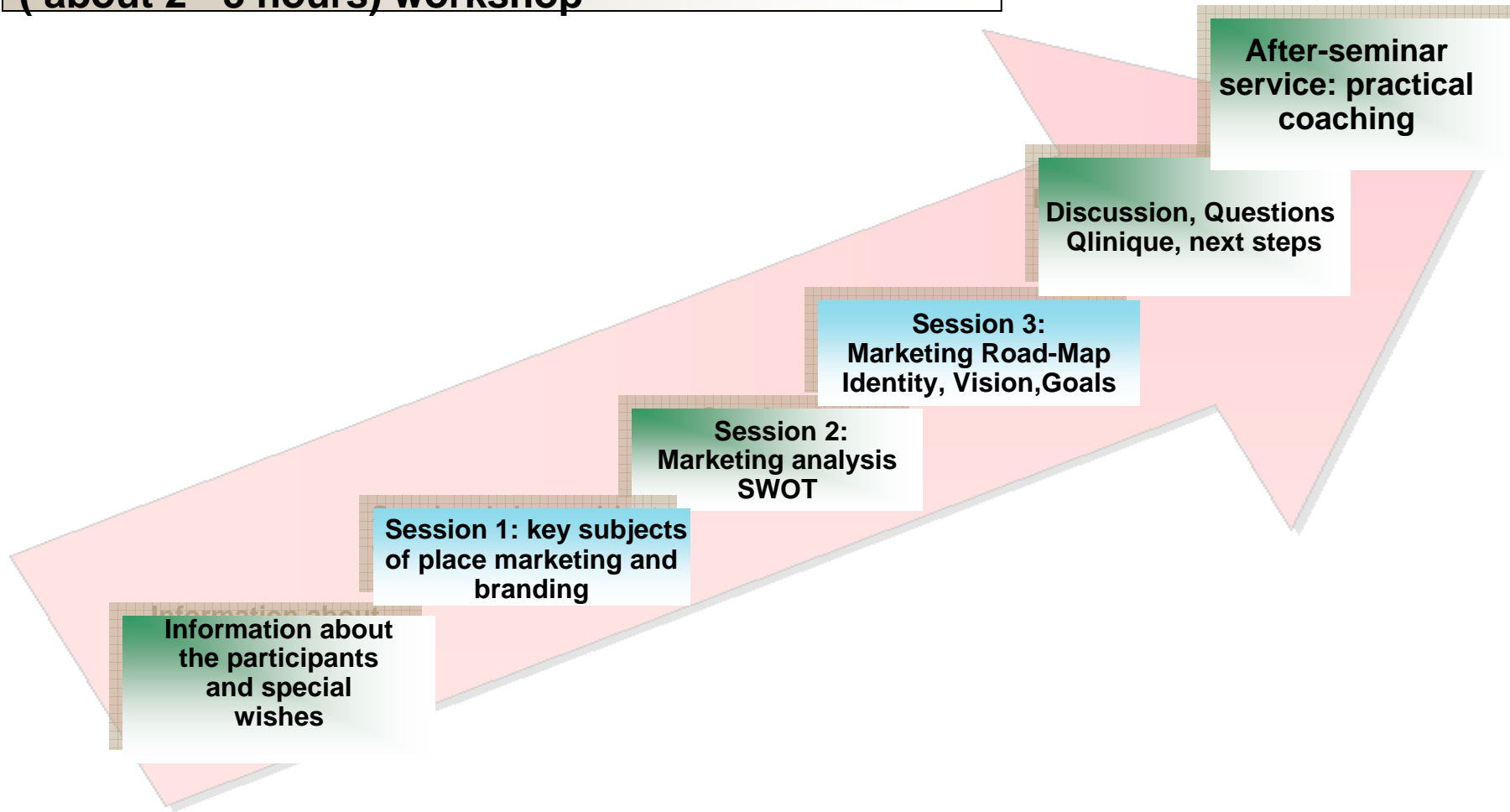
- ⊙ *various target markets: investments, companies, tourists, congress visitors, talented workforce, residents, exports.*
- ⊙ an intensive knowledge-package of the key issues of place marketing and branding: components of brand value, identity, image, marketing segmentation and positioning, critical success factors, building a vision and mission, marketing SWOT-analysis, attraction factors, customer core value promise, marketing communication.
- ⊙ during the seminar it is possible to analysis together a chosen issue suggested by the client. Layout for initial marketing road-map: the chosen target vision 2020, goals and identity (attraction factors) for the target groups, core customer promise and core messages (umbrella and sub-brands).

Dr. Rainisto as a place branding authority brings outside-knowledge, visions and neutral advise.

Place Branding – building the state of will



**The working format of the place branding seminar
(about 2 - 3 hours) workshop**



Examples of individual issues of the sessions; additional wishes welcome & tailormade

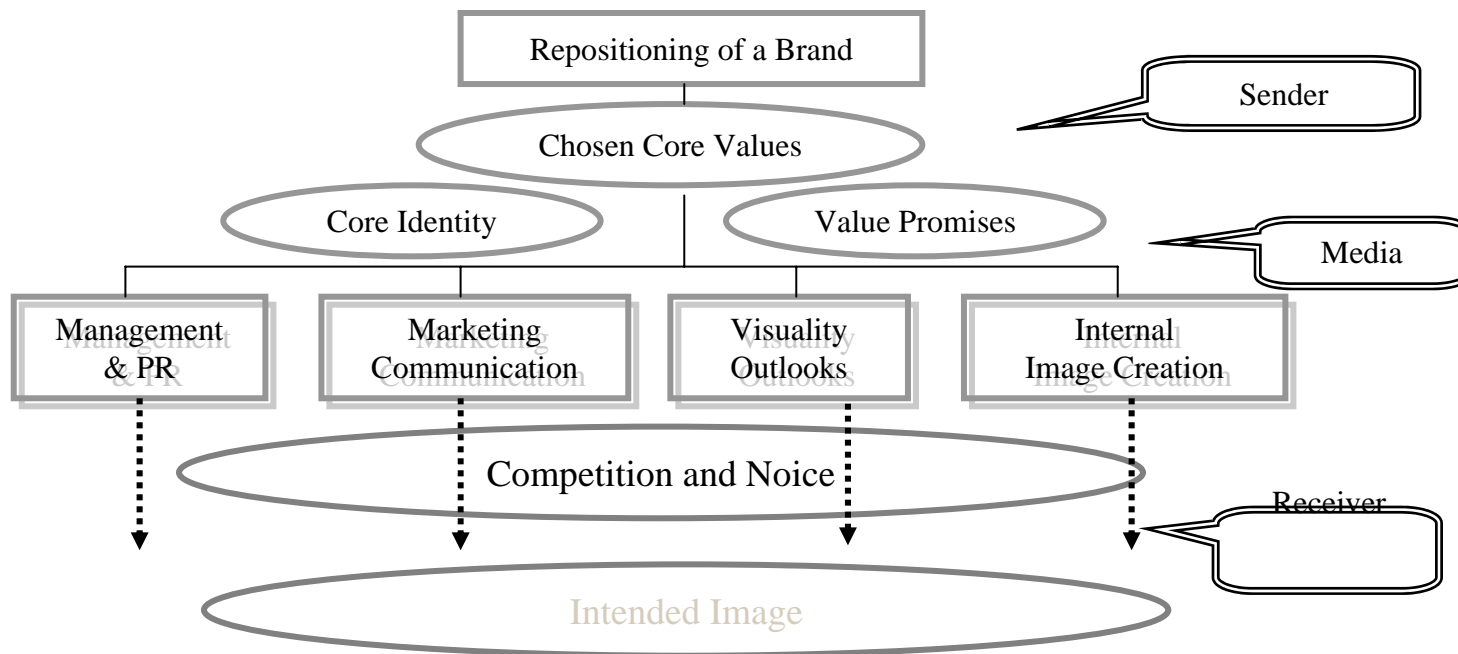
- ⊙ Theoretical frameworks for place marketing and branding.
- ⊙ Why is place branding needed and what benefits does it bring?
- ⊙ How to build a mission, vision and strategic identity for a place?
- ⊙ Best practices and success factors of place marketing: cities, tourism destinations and countries.
- ⊙ How does Public-Private-Partnership work effectively? Partnerships and stakeholders.
- ⊙ The process of building a place brand.
- ⊙ Good brand architecture: an umbrella brand and the sub-brands.
- ⊙ Consequences of a weak place image.
- ⊙ What is competitive identity?
- ⊙ Useful tips for the tourist board: how to attract tourists and business travellers?
- ⊙ How can the investment promotion agency promote effectively the place to foreign companies and investors?
- ⊙ How to attract new residents and talented workforce?
- ⊙ How can Public Diplomacy help to promote exporters' products and services abroad and create a greater profile in the international media?
- ⊙ How to create a clearer agreement on identity and goals?

After-seminar Service

The advisor is available to support your team in marketing and branding activities e.g. in following issues:

- ⊙ The road map and schedules, neutral opinions
- ⊙ Marketing SWOT -analysis
- ⊙ City marketing and branding benchmarking, success stories
- ⊙ The city marketing process
- ⊙ An outside expert and coach in the process
- ⊙ Analysing research material and studies from marketing point of view
- ⊙ Brand building strategies: the essence of the core identity, customer value promises, visualizations of the central brand idea
- ⊙ An effective innovative marketing communication strategy
- ⊙ Follow-up workshops and seminars

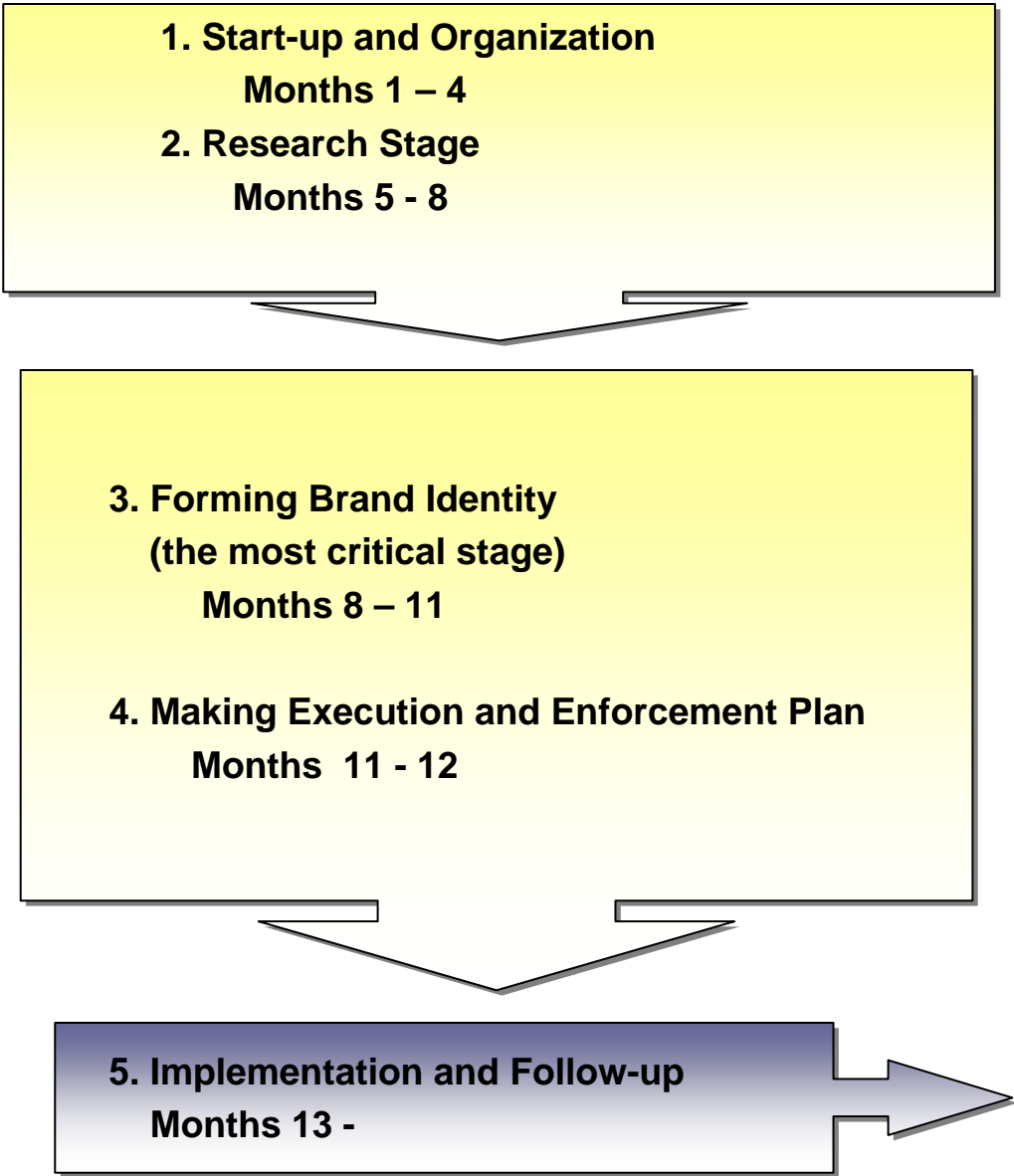
Repositioning of a Place Brand



Adapted from e.g. Aaker & Kapferer

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

Dr. Seppo Rainisto

Presentation

Education:

- ◉ Doctor of Technology (2003); Licentiate of Technology (2001), Helsinki University of Technology
- ◉ Master of Science, Economics, Helsinki School of Economics (1999), B.Sc. (Econ.) (1969)
- ◉ International Director, PD, Helsinki University of Technology (1999)

Working Background:

- ◉ Huhtamäki-yhtymä ja Leaf, Inc.; Asko Oy; Amer-Group Oy; Jyväshyvä Oy;
- ◉ Helsinki University of Technology; Kymenlaakso University for Applied Sciences
- ◉ Three decades' experience of international brand marketing, of which
- ◉ abroad 10 years in Germany, Brazil, Mexico, USA.
- ◉ Chairman of Meritleader Int. (present)

Place Marketing and Branding

- ◉ Internationally recognised as a leading specialist in place branding
- ◉ The first doctoral dissertation in the world: 'Success Factors of Place Marketing' (2003 HUT); Cooperation with Prof. Philip Kotler (USA) since 2002
- ◉ Numerous scientific articles and books. In English e.g. "How to Brand Nations, Cities and Destinations. A Planning Book For Place Branding (2009 Palgrave Macmillan). "Building of Finland's National Brand" (2008). "Place Marketing and Branding. Success Factors and Best Practices (2009 Lambert Academic Publishing).
- ◉ Finland Promotion Board: scientific research since 2007
- ◉ Editorial Board Member: Journal of Place Branding and Public Diplomacy (London)
- ◉ Advisory Board Member: Association for Place Branding and Public Diplomacy (Berlin)

Cooperation Brands, Clients and Partners

- ◉ Leaf, PepsiCola US/Mexico, Norfinn, Helsinki University of Technology, Helsinki School of Economics, University of Helsinki/Palmenia, Jyväshyvä, Finnfoods, Mesí Mexico, Odontoprev Brazil, Hellas, Dansk Biscuit, La Brosse Dupont, Adviser Academy, Asko Finnernational, Haribo, Gourmet Smokers, Delicrisp, Lindt, Henninger, Sügro, Lekkerland Europe, Svea Choklad, Basset, Dulce, Wesergold, Fleeer, Helsinki Region, Gourmet Vegetable Gallery, InnoFoods, Association of Finnish Communities and Cities, Kunnallisalan kehittämissäätiö, Journal of Place Branding and Public Diplomacy, Simon Anholt, Greater Helsinki Promotion, the Cities of Helsinki, Espoo, Kouvola, Kurikka, Lahti, Placemarketing, Portimao Algarve, Finland Promotion Board, Visit Finland

**Dr. Rainisto's Partners/
Cooperation**



Turku Region

Tampere-Region



Visit Finland



Helsingin kaupunki

Estonia

Pärnu, Otepää

Baltic Sea Region

BaltMetPromo

Helsinki Region



Greater Helsinki Promotion

Prof. Philip Kotler

**Finland
Promotion Board**



Simon Anholt



**Portimao, Algarve
Portugal**



**Kuntaliitto
Kommunförbundet
Association of Finnish
Local and Regional
Authorities**

Placemarketing.fi



4C

Finnish Tourism Destination Brand



Visit Finland

Creative

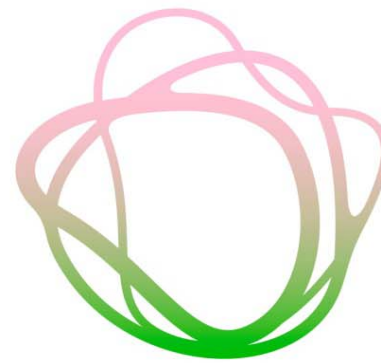
Technically,
Scientifically and
Culturally attractive,
Architecture,
Design,
Creative madness, too



Visit Finland

Cool

Cool, Cosy
Trendy
Cool fresh



Visit Finland

Contrasts

The Seasons,
East-West,
Cold-warm,
Day – night,
Sauna-ice hole



Visit Finland

Credible

Infrastructure,
Service, Safety,
Technology

18.2.2010

CREATIVE



COOL



CONTRASTS



CREDIBLE

