



# FIVE RULES FOR PLACE BRANDING

June 5, 2009



Rule 1:

**BE DIFFERENT  
(REALLY DIFFERENT)**

# Finding Your “Value Proposition”

- **A Tough Challenge in a Crowded Marketplace**
- **Successful “Value Propositions”:**
  - Memphis, Tennessee: Touting its logistics advantages (FedEx Superhub and Mississippi River) as “America’s Distribution Center”
  - Ireland: Pro-business climate highlighted by the lowest corporate tax rate in Europe
  - Huntsville, Alabama: More engineers per capita than any other U.S. City

Rule 2:

**A LOGO IS NOT A  
STRATEGY**

# Don't Get Caught in "The Logo Quagmire"

- **Recurring Problem: Too Much Time & Money Wasted on Catchy Themelines and Graphics**
- **Three Steps to Branding Success:**
  - Discover Your Value Proposition
  - Identify Your Target Audience
  - Determine the Most Effective Way to Deliver Your Message to This Audience

Rule 3:

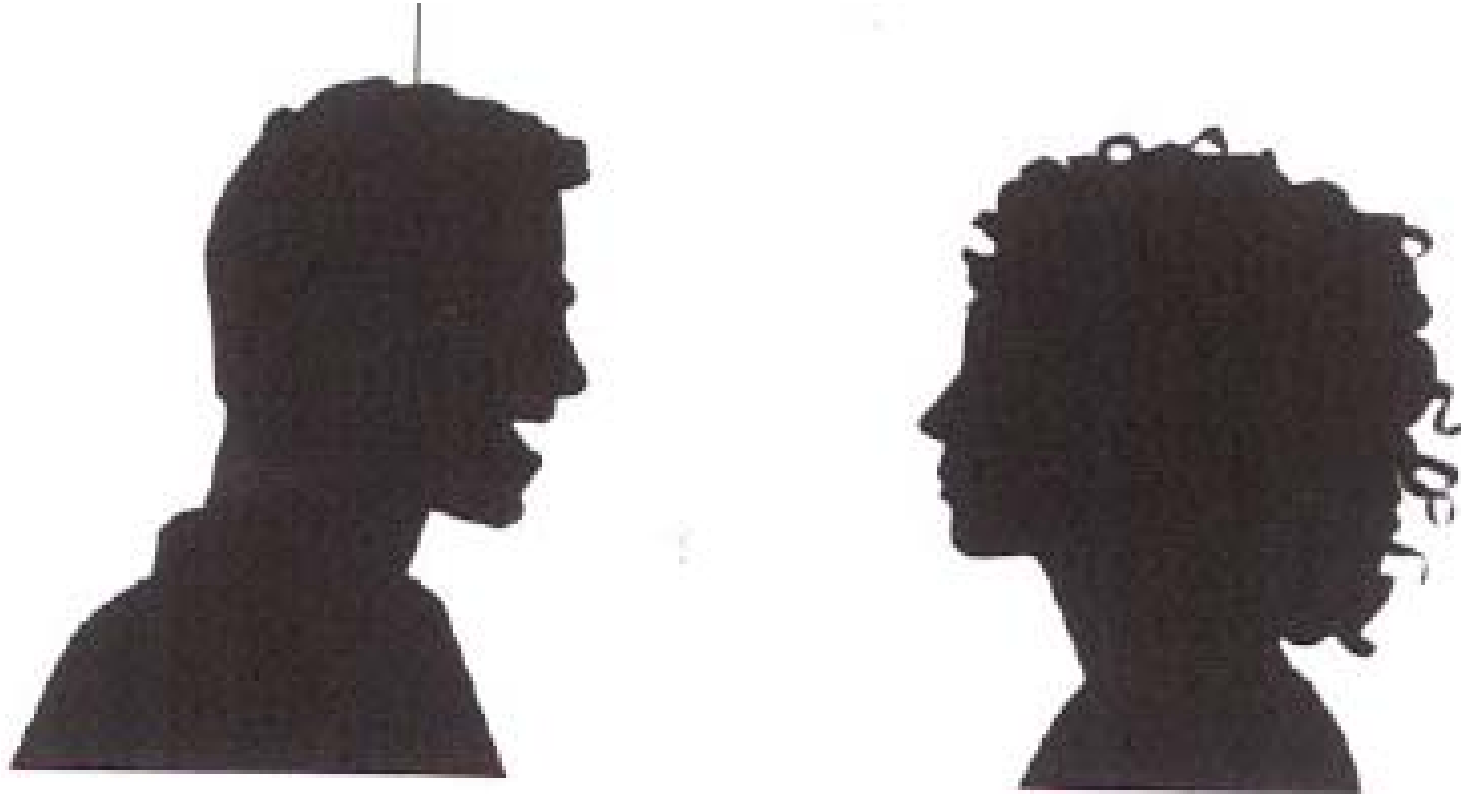
**THE CALF RARELY  
BRANDS ITSELF**

"I'M A GREAT  
LOVER"

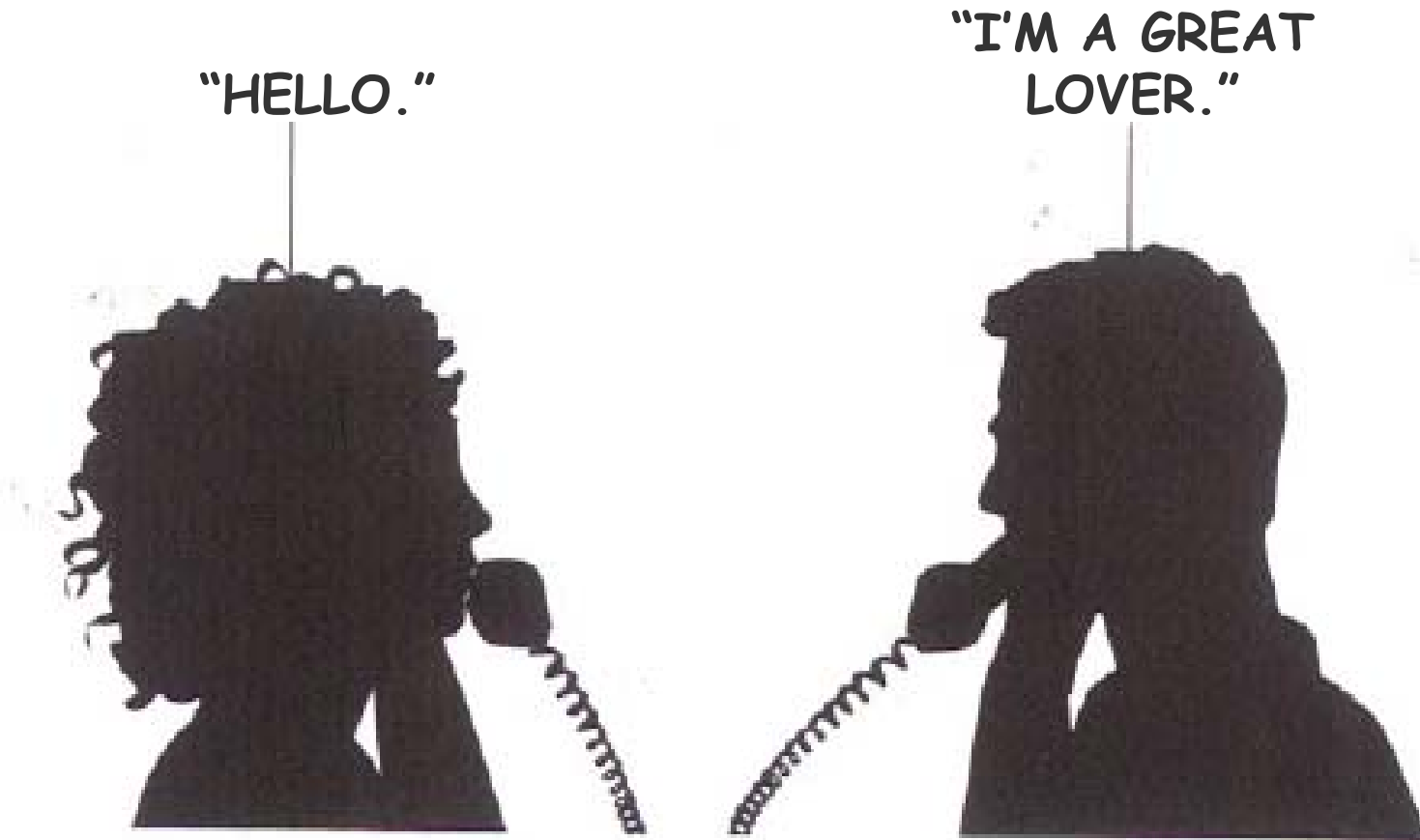


**MARKETING**

"I'M A GREAT LOVER  
I'M A GREAT LOVER  
I'M A GREAT LOVER."



**ADVERTISING**



# TELEMARKETING

"TRUST ME...  
HE'S A GREAT  
LOVER."



**PUBLIC RELATIONS**

# Fun Slides with a Point...

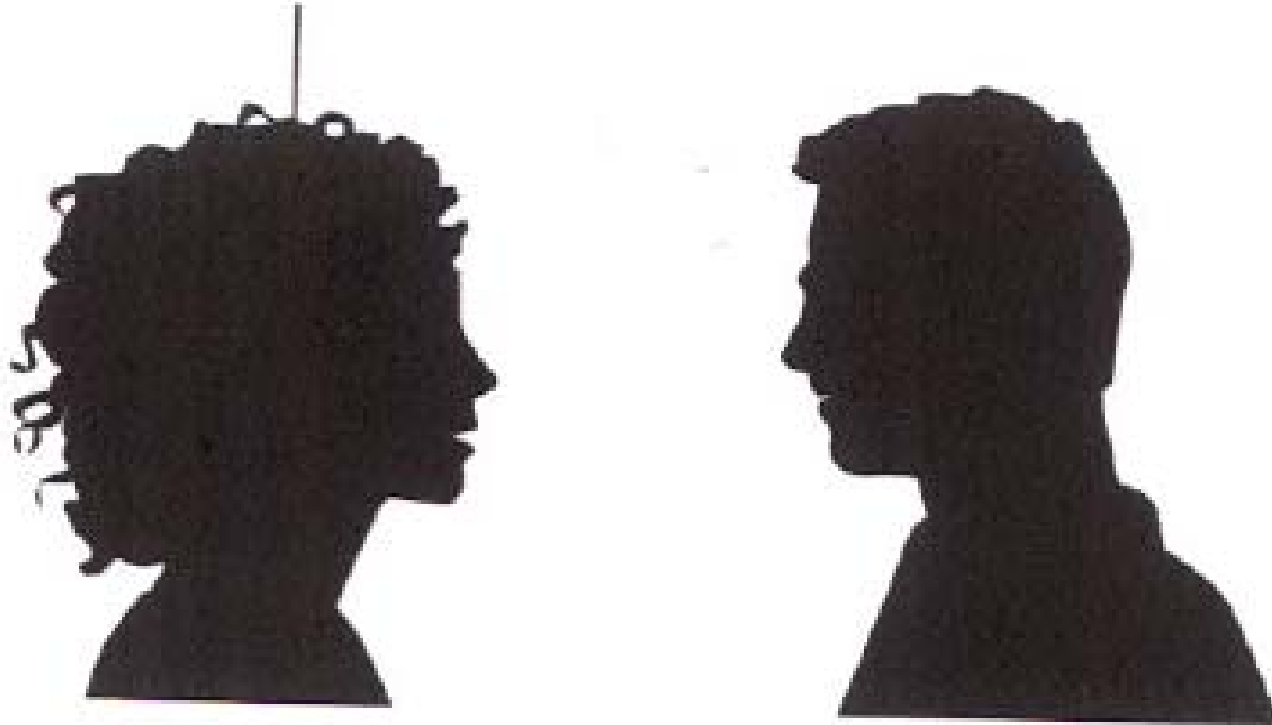
- **A Community's Brand is Built Based on What Others Say About You – Not What You Say About Yourself**
- **Influencing Credible Third Parties**
  - Corporate Executives in Your Community
  - News Media (particularly key print outlets)
  - Industry Experts and Other Influencers

# Top Information Sources Influencing Executive Perceptions

<b>Dialogue with Industry Peers</b>	<b>61%</b>
<b>Articles in Newspapers &amp; Magazines</b>	<b>53%</b>
<b>Business Travel</b>	<b>43%</b>

\* Winning Strategies in Economic Development Marketing (July, 2008)

"I UNDERSTAND  
YOU'RE A GREAT  
LOVER."



**SUCCESSFUL BRAND  
RECOGNITION**

Rule 4:

**FIND THE RIGHT  
BALANCE BETWEEN  
EXTERNAL AND INTERNAL  
CUSTOMERS**

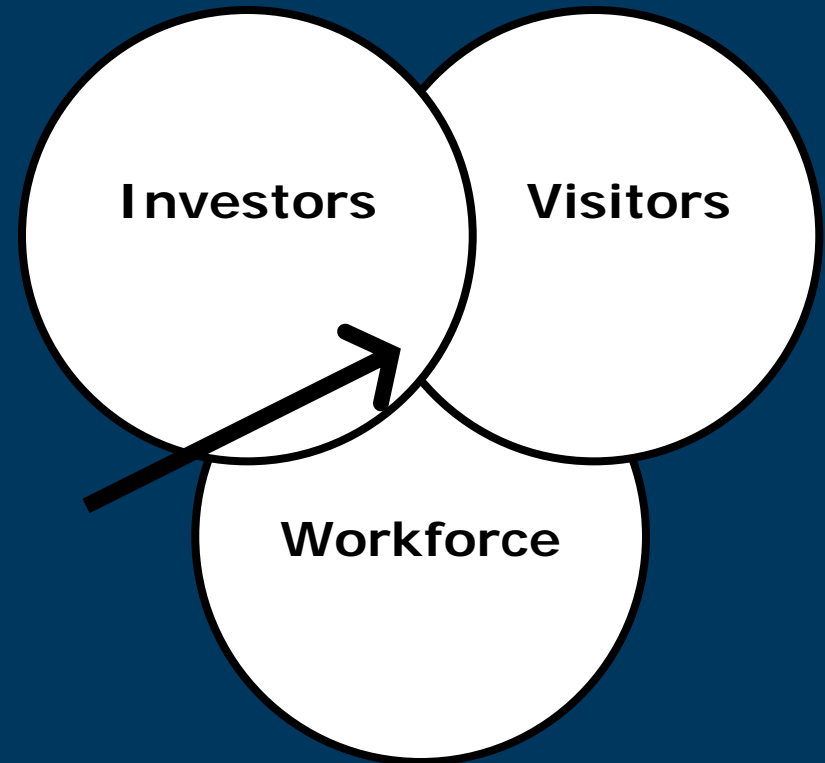
# Balancing External and Internal Customers

- **Communicating Your Brand to the Outside World: Reaching Prospective Investors, Influencers and Knowledge Workers**
- **Why Communicate Your Brand Locally?**
  - Public and Private Sector Stakeholders Need to Understand and Support Your Campaign
  - Building “Word of Mouth” Communication with the Outside World

**Rule 5:**  
**A SINGLE COMMUNITY  
BRAND IS GREAT IN THEORY  
(BUT RARELY WORKS IN  
PRACTICE)**

# The Case for a Single Brand

- **Political and business leaders want a single, overarching brand**
- **In theory, this makes great sense**



# Why “A Single Brand” Fails

- **Reality: Needs of the key audiences are completely different**
- **One Brand “marching together” consistently produces a bland outcome**

**Investors**

**Visitors**

**Workforce**

# Five Rules for Successful Place Branding

- 1. Be Different – Really Different**
- 2. A Logo is Not a Strategy**
- 3. The Calf Rarely Brands Itself**
- 4. Find the Right Balance Between External and Internal Customers**
- 5. The Case Against a Single Brand**

# Information Requests

- A Copy of These Slides: Available after the session
- Winning Strategies Report: Share your business card with “Winning Strategies” written on the back
- Advice on Becoming a “Great Lover”: Sorry...You are on your own

# Thank you!!!

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