

# Hur marknadsför man en region?

Tre goda exempel från Scotland, England och Kanada.

## Övergripande syften

Stödja ekonomisk tillväxt, investeringar och inflyttning

## Specifika syften

Förändra omvärldens bild, bygga varumärke, utveckla image.

Glasgow, Scotlands största stad = imageproblem



Starkt ledarskap  
Långsiktigt samhällsutveckling  
Strategisk helhetssyn  
Kampanj med annorlunda perspektiv

**Glasgow:**  
Scotland with style®



Förändrad bild lokalt, nationellt och internationellt.

Starkt ambassadörskap, samverkan, nätverk Team Glasgow.

Professionell organisation, Glasgow City Marketing Bureau.

**Glasgow** Scotland with style®

Tydligt fokus, design, kultur,  
mode, musik, sport, upplevelser.

Besöksnäringen den viktiga  
länken till ny image



GLASGOW. THE NEW BLACK.

SEDUCTIVE SHOPPING.  
ADIRINGLY HIP HOTELS.  
ICE-COOL WATERING HOLES.  
AND SOME SERIOUSLY  
ROMANTIC ART NOUVEAU  
ARCHITECTURE COURTESY OF  
CHARLES RENNIE MACKINTOSH.

FOR A LONG, LUXURIOUS  
WEEKEND IN A CITY THAT'S  
NOT SHORT ON STYLE,  
THERE IS ONLY ONE LABEL  
TO LUST AFTER.

IT'S CALLED GLASGOW.

SHORT BREAKS IN GLASGOW START FROM JUST £45PP/PN  
TO BOOK NOW VISIT [WWW.SEEGLASGOW.COM](http://WWW.SEEGLASGOW.COM)

**Glasgow** Scotland with style®



**Glasgow:**  
Scotland with style®

## Effekter sedan 2004

Stark ökning av inkomster från turism

Stark ökning av konventbokningar

Tydliga förändringar av omvärldens bild  
av staden

Stort internationellt intresse för  
Glasgow

# Scotland with Style brand is hit for city

New campaign  
brings in  
extra shoppers  
and visitors

STEPHEN STEWART

SHOPS and hotels in Glasgow enjoyed a lucrative festive season thanks to the success of the Glasgow's Miles Better marketing campaign.

Retailers and hoteliers had a strong Christmas period after £1.5m was spent promoting the Glasgow: Scotland with Style campaign to a wider UK audience, according to both Glasgow Chamber of Commerce and the Greater Glasgow Hotels Association (GGHA).

The city's biggest marketing campaign since the phenomenally successful Miles Better scheme was designed to bring £42m in investment over the next two years and create up to 1000 full-time jobs.

One of the launch adverts, entitled Glasgow: The New Black, highlighted the city's credentials as a shopping and fashion capital while another was aimed at consumers looking for Christmas gift ideas.

Lesley Sawers, Chamber of Commerce chief executive, said: "Whilst retail figures in December were disappointing for the UK as a whole, Glasgow continues to buck the trend and recorded an increase in sales across all sectors over the previous year.

"This performance would not have been possible had it not been for the Glasgow: Scotland with Style campaign and its heavy focus on retailing.

"Glaswegians like to shop, but they have been subject to the same vagaries of the economy as everyone else. It has been an influx of visitors from elsewhere that has allowed us to exceed UK figures."

The experience of Glasgow's retailers was backed by city hotels. Occupancy has risen consistently since the launch of the campaign but this was even more marked in the last quarter, which is traditionally regarded as "off-season".

GGHA's Forecaster study, representing 35 hotels across the city, reports that hotel occupancy in October 2004 was 75% compared with 69% in the same month the previous year, while in November the performance climbed further to 77% occupancy, a 7% increase over November 2003.

A five-year high was recorded for December, with 55% occupancy achieved compared with 53% in the same period the previous year.

Philip Mahoney, GGHA chairman, claimed the growth was linked to the city's new branding campaign. He said: "By July, the impact of the brand campaign was beginning to be felt and we never looked back. Overall, occupancy grew across 2004 by 2%, a remarkable achievement considering the number of new hotel rooms that have come on stream in the last 12 months."

Nutid, Glasgow = medvind



# West Midlands, Englands hjärta

Otydlig profil

Dålig kunskap i omvärld om fördelar i området

Förlegad mediabild

Stark egen bild av fördelar

Behov av ökade investeringar

Stark företagsfokus



Starkt ledarskap, gemensam riktning

Noggrann research

Professionell organisation

Starka nätverk, ambassadörer

Mångfaldsstrategi, bredd,

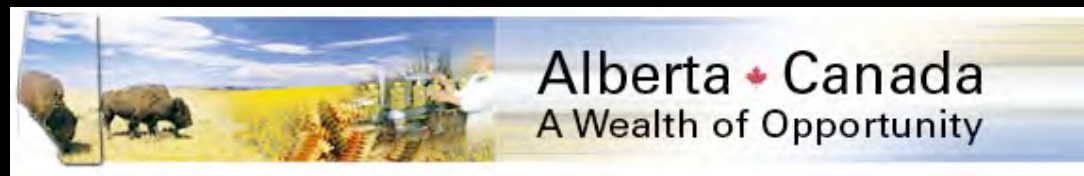
Verktygslåda för gemensam profil

# Alberta, Kanada

Behov av ökad inflyttning (100.000 pers)

Starkt näringslivsprogram, investeringar

Låga skatter



Kampanjfokus

LIVSKVALITET!

Primärmarknad USA





## Ambassadörer!

Återkommande gemensam regional kraftsamling på  
the Smithsonian Folk Life Festival i Whashington DC.

USA:s största kulturevenemang.

Över 1 miljon besökare.

# Erfarenheter och eftertankar.

Förutsättningar för en effektiv marknadsstrategi i MittNorden



Tydligt, sterkt ledarskap

Noggrann analys, styrande planer



Förankring och förståelse hos medborgarna

Skapa ambassadörer

Välja tilltal med känslor



Stark operativ organisation  
Långsiktig resurstilldelning

Tankar om en Mittnordisk strategi.



I.

Använd marknadsföring till att  
definiera regionen.

2.

## Besöksnäring och turism som strategisk utgångspunkt för marknadsföring

Produktutveckling

Regionkänsla

Internationell arena

Ambassadörskap

Nätverksbyggande

Historisk logik

3.

Använd olikheterna som en fördel.

MittNorden. En bra bit av Skandinavien.

MidNordic. A Great Piece of Scandinavia.

Koppling till gemensam identitet

Hav-fjäll-skog-landsbygd-stad

Regional identitet, förutsättning för ökat öst-västlig aktivitet

3.

Använd olikheterna som en fördel.

MittNorden. En bra bit av Skandinavien.

MidNordic. A Great Piece of Scandinavia.

Tack för uppmärksamheten!

Håkan Persson, P&P Kommunikation