

SF 45: Professional City Marketing -> creating an international brand for the city

Fr	B	C	NY	S	T	Total
8	4,5	10	10	10	10	52,5

Example:

NYC has strong international brand

1. Differentiated description of the key field

At its best, branding helps position a region/city to attract industry, investment, visitors, and talent. It also increases market /sales opportunities for regional businesses. The integrated, multi-stakeholder (cross-sectoral) development of a city brand that includes sustainability can have a binding effect on the partners involved. A basic tenant of place branding is that brand delivery must match the brand promise, thus if there is stakeholder buy-in a good brand can act as a guiding vision for both public and private sector development.

2. Reference to sustainability:

Effect on the levels: Social, Ecological, Economic, resilience of the city system

Social: branding can effect self perception and pride of city residents and leaders

Ecological: brand can create a clear vision for a future city that prioritized ecological health of region/planet

Economic: brand can be leveraged by local industry to increase competitiveness

3. Relevance to industrial sectors?

Mobility:	High
Energy:	Middle
Production & logistics:	Low
Security:	Low
ICT:	Low
Water infrastructure:	Low
Buildings:	Low
Governance:	Low

Brief description of the high level of importance:

Ideally, the branding of the City/Region will affect the ability of regional industries to promote themselves, it will also increase the ability of the region to attract investment in the area. Global high-tech and sustainable solutions companies can be influenced and attracted by a strong, recognizable brand.

4. Impact (positive & negative)

Done well, City Branding can mobilize and align public and private sector actions and can, in effect, create a self-fulfilling prophecy.

- increase competitiveness resulting in a positive impact on investment, jobs, inhabitants, visitors and events;
- higher returns on investment in real estate, infrastructure, and events;
- coherent city development, as the physical, social, economic, and cultural aspects combine to deliver the brand promise;
- pride in the city as the inhabitants, businesses and institutions experience a new sense of purpose and direction

When done poorly, the brand feels hollow and communicates a lack of city integrity (or „green washing“). This can undermine city marketing efforts and decrease social capital.

5. Implementation measures:

City Branding should be undertaken with a wide array of stakeholders and should be integrated with agreement from city planning, facilities, and economic development departments, as well as key citizen and private sector groups.

6. Actors: Who can shape things?

The effort can be led by Mayors office with the involvement of all other key departments, key citizen and private sector groups/actors.

7. Prerequisites:

no prerequisites necessary

8. Obstacles/barriers:

Barriers to good branding effort can include lack of stakeholder participation, bad consulting, matching of brand promise with brand delivery.

9. Indicators:

- Use of logo or slogan in major international publication
- Number of organizations/institutions/companies using the brand in promotional or informational literature (website)

- Others?

10. *Special features/remarks:*

Branding has the potential increase effectiveness of peer pressure (both within peer groups and on government, industry, etc.)