

# PLACE MARKETING

## 4<sup>th</sup> LECTURE:

- NON-PRODUCT MARKETING

- PLACE MARKETING

EVA PSATHA – OCTOBER 2018

### References:

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<https://gpapadopoulis.wordpress.com/>

# THE CASE OF POLITICAL MARKETING

- Communication skills of the politicians
- Badges, posters, advertising campaigns, political gatherings
- **GOAL:** to familiarize the voters with a political party, name or ideology
- The same principles that are applied in the business market, are also applied to the political market
- Companies: market-oriented  $\Rightarrow$  watching the market  $\Rightarrow$  anticipating customers' needs  $\Rightarrow$  developing new products and services
- Politicians: socio-oriented  $\Rightarrow$  (have to) anticipate how things would evolve  $\Rightarrow$  make proposals or take action for improving quality of life (greatest benefit at the lowest cost for the society)

# THE SOCIAL MARKETING

- **Social marketing uses and develops techniques in order to influence people's attitudes, opinions and behaviors towards the wider social benefit.**
- It aims primarily at the social benefit and secondarily (or not at all) at the economic benefit.
- It is often considered to be using the usual marketing practices and tools in order to achieve non-economic goals.
- Commercial marketing, when adhering to ethical rules, is also considered to be beneficial for the society.
- Social marketing integrates elements of theory, research and practice as well as views of experts and consumers.
- Its results are programs that are pursuing social change through competitiveness, effectiveness and sustainability.
- It is believed to be based on two fields of knowledge: (1) social sciences and social policies, (2) marketing (trade and services).
- While initially social marketing aimed at personal attitudes, its growing use in social, cultural and social issues has recently been observed.
- Nowadays, social marketing techniques are also used by commercial marketing (e.g. corporate social responsibility).

# ΤΟ ΚΟΙΝΩΝΙΚΟ ΜΑΡΚΕΤΙΝΓΚ



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# PLACE MARKETING: NECESSITY

- During the last 30 years, many cities/places tended to gain **a better position in the urban hierarchy system** through the promotion of their competitive advantages over other (similar) cities/places
- The creation (or re-creation) of the city/place image has to be based on the identification and evaluation of special characteristics (branding: identity construction) and is a major priority
- As part of this effort, cities/places adopt and implement **specific branding policies and strategic development and/or marketing plans in order** to attract potential target groups:
  - investors,
  - tourists,
  - new citizens,
  - special human resources etc

# THE COMPETITIVENESS OF CITIES

- The proximity to raw materials and transport networks are NO LONGER the strongest advantages of Western cities
- The know-how and innovation are now the assets of urban development, among with tourism (important role in development)
- Not all cities can meet the new requirements successfully and thus they compete

<http://www.youtube.com/watch?v=YlytjqnLvK0>

# ABOUT CITY COMPETITIVENESS

- Cities are trying to attract venture capital (investment attraction)
- Transformation of the world economy, funds released from spatial dependency, effort of cities to attract them ▶  
Competitiveness of cities
- Since late 80's , constant search for innovative ways to make cities more competitive
- Tools: Quality of Life and various city 'titles': ***Creative city, Smart city, Green city, ECoC, etc.***

# ABOUT CITY COMPETITIVENESS

- ◆ Restructuring of the administration: Transferring responsibilities to local governments and making cities responsible for a quality urban environment
- ◆ Turning from mass to niche, from massive consumption to personalized services
- ◆ Need for city image differentiation with a twofold goal: i) compete with other cities, ii) meet the needs of the potential 'consumers'
- ◆ Due to competition, cities are differentiating, but may also copy each other ('serial reproduction of policies' – 'serial reproduction of space')
- ◆ Identical places ⇨ need for a renewal of policies, services and infrastructures



# PLACE MARKETING AS A STRATEGIC PROCEDURE

## Place Marketing

(Hospers and Penn, 2011)

A **long-term** procedure or **strategy** of interconnected actions in order to retain or preserve or increase the **attractiveness** of a site for specific population groups



A strategy for formatting/enhancing the image of a place

## Place Branding

A procedure for **building** and **communicating** a certain city/place **identity**, which can concentrate its special characteristics



Connects place with a special identity

## Place Identity



- Actions based on the Marketing Plan
- Advertising and Promotion
- Publicity/ Mass Media
- Personal Experience
- Word of Mouth
- Social Networks



## Place Image

## BASIC FACTORS FOR A SUCCESSFUL PLACE MARKETING PLAN

- A clear **vision** for the city
- A deep understanding that a proper Place Marketing Plan is referring to the future (not today)
- Correct Analysis of the City's Ambience and spot its Special Characteristics
- Exploitation of the sectors of expertise or the sectors that are linked with the historico-economic past of the city
- Local community's awareness, support and involvement
- Develop collaborations between all the city's forces : local authorities, businesses, Organizations, **citizens**
- Continuous monitoring and adjustment
- Clarification of the **roles, obligations and responsibilities** of those who are involved in the implementation of the project
- Establishment of an **Executive Management Group** → responsibility for the implementation of the Marketing Plan

## FACTORS FOR FAILURE

- Its is considered to be **'accidental'** or **'short-term'**
- It is elaborated only because **other cities** have also done one
- **It copies** marketing strategies and actions from other cities/ areas (a wrong strategy in the first place since differentiation is always the target)
- It consists of fragmentary actions that do not advance the construction of a **single identity**
- It creates **non realistic images**
- **We do not know in depth** the city and its dynamics
- The city **changes all the time vision** and targets
- The development and identity of the city is not a **common vision** for all groups
- There is the perception that strategic marketing is a site, a slogan, a logo, a title, a special event, a video spot or a tourist guide

## PLACE MARKETING AS A STRATEGIC PROCEDURE

There are two basic criteria for a Place Marketing Plan to succeed

1. When the developmental goals of the Plan are achieved (achieve the vision)
2. When the requirements and the expectations of the target groups are met

<https://www.youtube.com/watch?v=L7quCd2vAZA>

## EMPHASIS TO THE SPECIAL CHARACTERISTICS OF THE CITIES

Investing in the special characteristics of the cities, because:

- **Each city is unique** and has unique
  - history,
  - targets,
  - vision,
  - people
- Every city has specific areas for development and specialization
- Every city has its own natural characteristics
- Each city has different administration bodies with a different degree of planning and organization capacity

Consequently,

- Every city can create its own *competitive advantage*
- **All cities have a common general target:**

**To form their own identity and become attractive compared to other cities**

## WHEN A MARKETING PLAN IS NECESSARY

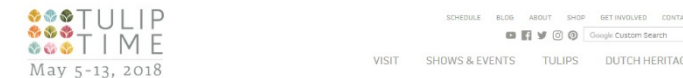
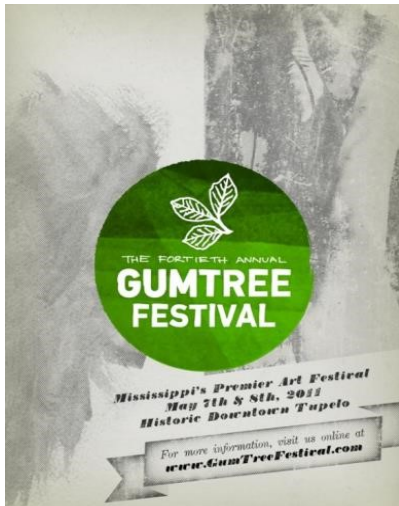
- On the occasion of a special event
- On the occasion of a renewal/ redevelopment project
- To attract visitors / Destination Marketing
- For Negative Image or Crisis Management
- To establish a new identity / image (also combined with taking an event or title )



# THE ROLE OF SPECIAL EVENTS

“Festivals often highlight the distinctiveness of a city and help it establish its unique brand. Every city must discover its authenticity and use it as a comparative advantage” (Lee Fisher, president and CEO of [CEOs for Cities](#))

Community festivals benefit cities in six major ways: create or reinforce branding efforts, increase tourism, educate, enhance community pride, encourage exercise and raise money (Livability.com)



IT'S TULIP TIME IN HOLLAND, MICHIGAN!

Celebrate the joy, tradition and beauty that is Tulip Time. Enjoy parades, Dutch dance, shows and events, along with millions of tulips.





# THE CASE OF MUNICH



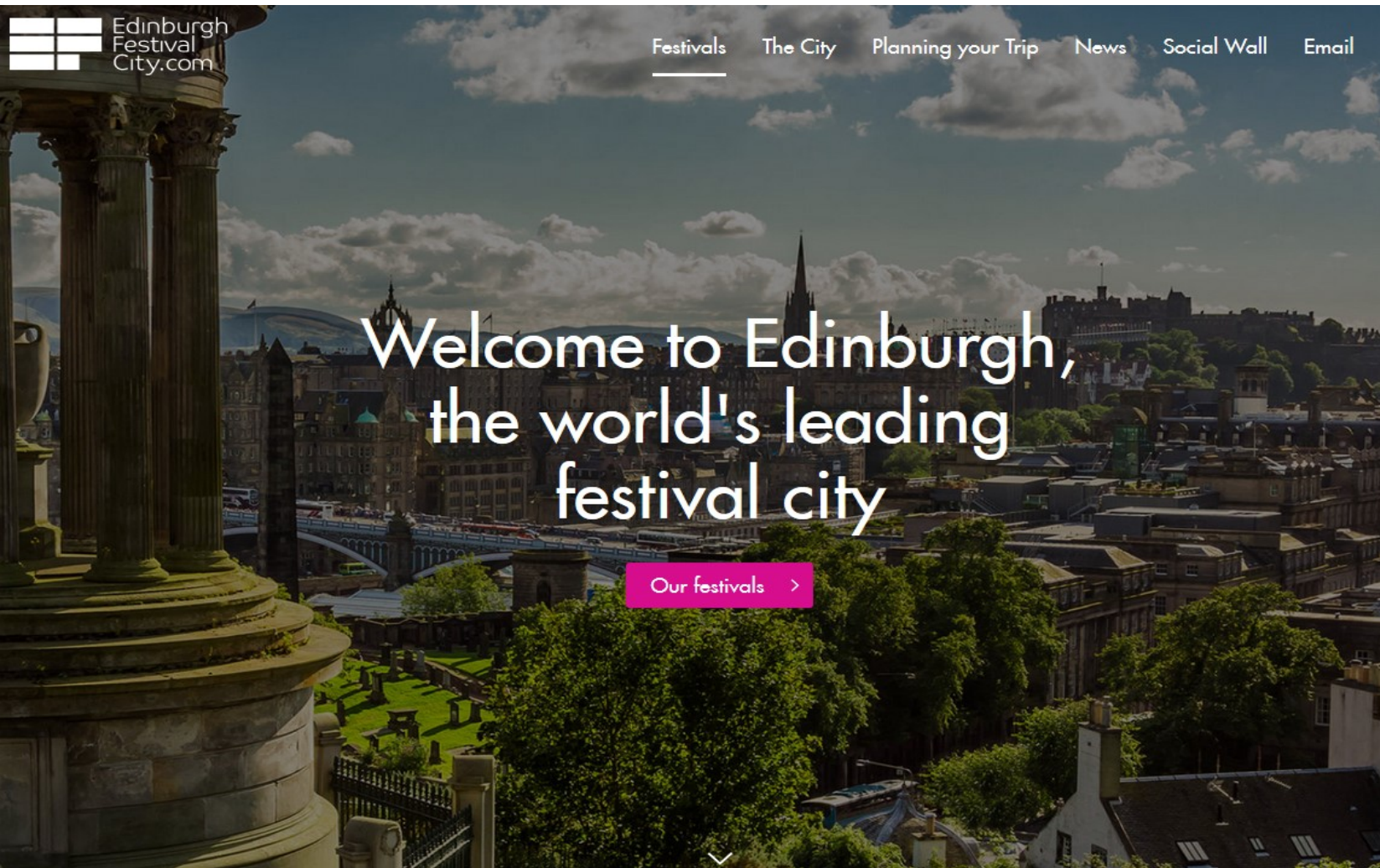
Munich is a well-known city. They are using the well-known image and are trying to develop this image to extent and redefine the brand:

“I guess 1972 Olympics is the turning point because before Munich was considered to be a rather nice village and then it suddenly became world famous. Oktoberfest of that time was not the Oktoberfest known today. Now we have six million people visiting Munich in two and a half weeks. Think about that. So I think that was the starting point of marketing Munich as a city” (Gröbner, C. 2011 -Head of Cross Marketing & Marketing Co-operations. Munich 2018)



“We have to use the Oktoberfest, the old city and the quality of life. I think it’s very high quality. But I think that we must use the Oktoberfest and we must try to add the other images to Munich. That’s a challenge for the future. And it’s a challenge for us to bring our values in to brand and to open the brand and to redefine the brand. (Muller-Roider, R. 2011, Head of Location Marketing and Business Promotion in Munich)

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Edinburgh International  
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20 JUN to 1 JUL  
2018

Edinburgh Jazz & Blues  
Festival

13 JUL to 22 JUL  
2018

Edinburgh Art Festival

26 JUL to 26 AUG  
2018

Edinburgh International  
Festival

3 AUG to 27 AUG  
2018

The Royal Edinburgh  
Military Tattoo

3 AUG to 25 AUG  
2018

Edinburgh Festival Fringe

3 AUG to 27 AUG  
2018

Edinburgh International  
Book Festival

11 AUG to 27 AUG  
2018

Scottish International  
Storytelling Festival

19 OCT to 31 OCT  
2018

Edinburgh's Hogmanay

30 DEC to 1 JAN  
2018

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# SLOGAN AND LOGO

The characteristics of a good slogan:

- Easy to remember: strong, sounding, short
- It concentrates the (selected) identity for the city
- It reflects the desired image for the city
- It addresses the interests of the target markets and can stand in foreign markets
- It can be the core of the promotional campaign

