

A CITY

IS A BRAND WITH

SOUL THAT ATTRACTIVE & SMART



THE BRAND THE BRAND ATMOSPHERE



مش بتبیع أجهزة لكن لكن بتبیع تكنولوجي وامان



Social Appearance

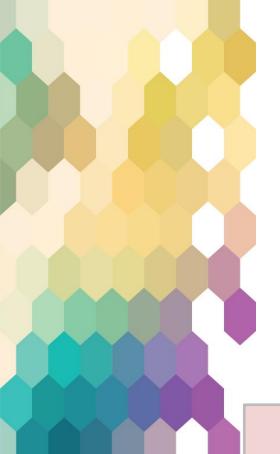
ROLEX

الرامضين الجاربي

شراء المنتج للحصول على الإحساس اللي بيوصله

بناء على تصميم برامج تسويقية تخاطب متطلبات واحتياجات العملاء





WHAT IS CITY BRANDING?

City branding is the process of enhancing the image of a place by communicating its positive attributes, based on strategic positioning, to differentiate the place from its competitors

Image

Reputation

الهوية Identity

العلامة التجارية للمدينة هي عملية تحسين صورة المكان من خلال توصيل سماته الإيجابية ، بناء على الموقع الاستراتيجي ، لتمييز المكان عن منافسيه

도시 브랜드전략 해외사례 비교연구

김경희 장민주 한유진

* About City Brand

도시(지역) 브랜드

지역 그자제 또는 지역의 상품을 소비자에게 특별한 브랜드로 인식시키는 것. 해당 지역의 이미지, 상품, 서비스, 목색을 활용하여 브랜딩.

도시(지역) 브랜드의 기능

표식, 시각적 상징, 조직 관리, 기억의 단세, 위한 감소자, 정체성 체계, 이미지, 가치 체계, 개성, 관계, 부가가치, 진화하는 실체 의 기능

전통 상징물 활용

Helsinki

헬싱키의 전통적인 상징인 헬싱키 문장을 기반으로 디자인





Paris

파리의 역사적 상징인 인장의 범선을 차용





Oslo

도시의 국장을 모티브로 새로운 시각적 정체성의 기초 형성













Porto

포르투갈 전통 타일 예술을 현대적으로 해석





Rome

로마의 콜로세움, 피자, 젤라또 등을 떠올리게 하는 둥근 원형을 사용하여 디자인



Bologna

산타 마리아 성당의 모자이크, 마음모꼴 도시성곽의 육곽형 등 전통조형 모티브







Melbourne

델버론의 첫자 M을 두껍게 시각화하고 오버려이 표현



Eindhoven

지그재그는 에인도호번의 E를 형상화하여 에인도호번의 에너지 표현



Cobington

코빙턴의 이니셜 C에 사람의 손바닥 형상을 결합해 유머리스와 친근감 표현





New York

위험한 도시 뉴욕을 염려하고 사랑하는 마음에서 시작되었던 I♥NY 광고캠페인



Amsterdam

도시 안의 모든 주체들이 암스테르담의 상징이 팀을 표현

I amsterdam.

Copenhagen

Copenhagen + Open의 철자를 조합해 모두에게 열려 있는 이미지 강조



Singapore

Your Singapore 라는 슬로건을 활용하여 개방적인 느낌의 로고 디자인.









Creating a **Place Brand Place Brand**





Made a Typographic design" Logo"



PARis













Paris















City Branding







Definition of Branding

creating a differentiated image and reputation

image – what you say about yourself reputation – what people say about you!

Why city branding

- Objectives of a city brand:
- ☐ Highlight the competitive advantages of the city
- ☐ Enhance appeal where competition is intense amid globalization
 - ☐ Attract investors, tourists, talents, etc
 - Promote and co-create a shared vision for the city for economic growth

A Typical Brand Strategy

Vision ... Values ... Attributes

Create commercially attractive and inspirational vision and aims.

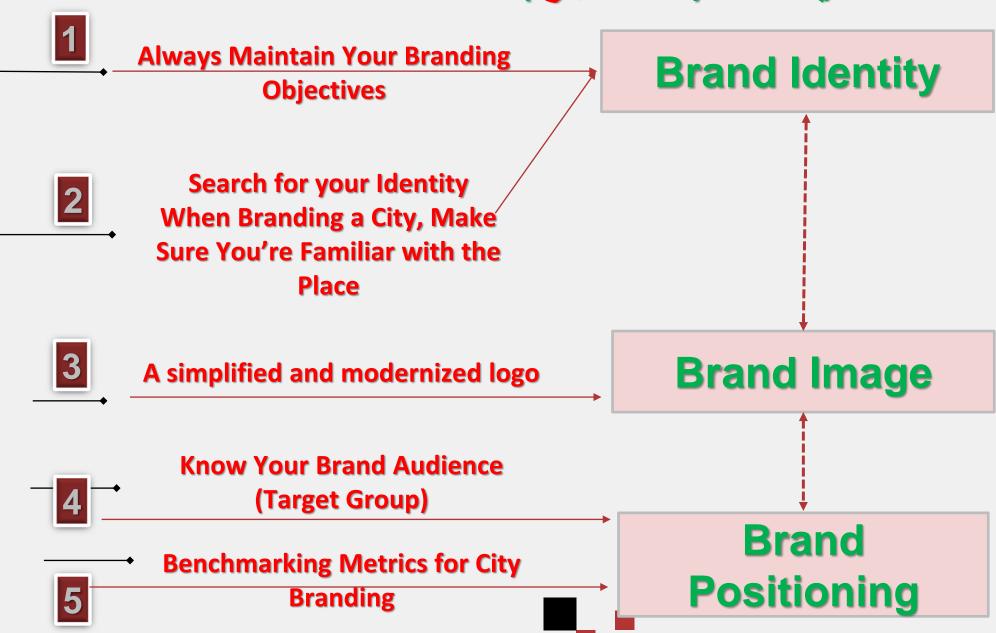
Define positive differentiated values and attributes - team ethos.

Achieve effective engagement of management, employees, tenants, users, stakeholders ...

Understand and manage external audiences and expectations – communities of interest, politicians, the media, vested interests ...

Integrate latest ethical, environmental and sustainability practices and policies.

علية صناعة (العلامة التجارية) Brand Strategy



Brand Positioning

 The identification of the competitive advantage of a city's soft and hard criteria in the areas of business, tourism, living, etc.

The orientation of city – its vision, mission and values

STEP ONE

What are core values of city

branding?

the philosophy, vision and values that a city aspires to

What attributes of city branding?

The distinctive and identifiable characteristics possessed by a city



CITY INDEX 2023

THE WORLD'S MOST COMPREHENSIVE RESEARCH STUDY ON PERCEPTIONS OF CITY BRANDS





City Index 2023

The world's most comprehensive research study on perceptions of city brands



2023 Rank	City Brand
1	London
2	New York
3	Paris
4	Los Angeles
5	Sydney
6	Singapore
7	Tokyo
8	San Francisco
9	Dubai
10	Amsterdam

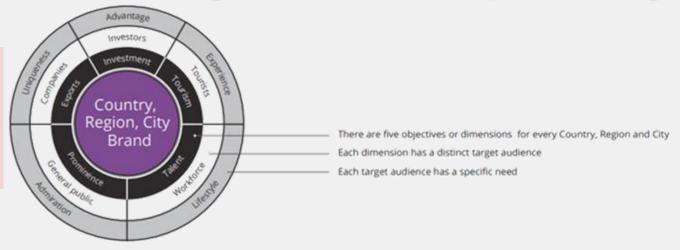
London crowned as the world's best city brand in a new ranking



Bloom Consulting approach to City Branding

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Variation



D1= Economic performance

The global top 25 performers rank

CBS Rating

D2 = Digital Demand

1. •2 Spain A
2. •5 Italy A
3. •2 United States of America A
4. •6 Germany A
5. •1 United Kingdom A
6. •2 Japan A
7. •2 Australia AA
8. •6 Hong Kong SAR China A
9. • France BBB

D3= Country Brand Strategy

D4= Online performance

Creating a Place Brand

Putting it on the map iconic developments

building - events – features



















Copenhagen Brand Strategy





























Brand Hong Kong's visual identity and brandline have become familiar to people at home and around the world - the flying dragon and 'Asia's world city' have become synonymous with Hong Kong.



COSMOPOLITAN SECURE CONNECTED DIVERSE

DYNAMIC















Thanks!

Do you have any questions?

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