

I ♥ NY



I amsterdam.

# Quality of Life in Urban Cities

## CITY Branding

تسويق المدن

## Creating Added Value Destination



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# A CITY

IS A BRAND WITH

**SOUL** THAT IS **ATTRACTIVE** & **SMART**

( THE BRAND  
PLATFORM )

( THE BRAND  
ATMOSPHERE )

( THE BRAND'S  
USABILITY )



Social Appearance

"المظهر الخارجي"

مش يبيعوا ساعات وشنط

لكن

يبيعوا المظهر والمكانة الاجتماعية

Apple مش بتبيع أجهزة

لكن

بتبيع تكنولوجيا وامان



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 그 자체 또는 지역의 상품을 소비자에게 특별한 브랜드로 인식시키는 것.  
해당 지역의 이미지, 상품, 서비스, 특색을 활용하여 브랜드.

### 도시(지역) 브랜드의 기능

표식, 시각적 상징, 조직 관리, 기억의 단서, 위험 감소자, 정체성 체계, 이미지, 가치 체계, 계승, 관계, 부가가치, 진화하는 실체, 의 기능

## 1 전통 상징물 활용

### Helsinki

별칭기의 전통적인 상징인 별칭기 문장을 기반으로 디자인



### Paris

파리의 역사적 상징인 만장의 법선을 차용



### Oslo

도시의 국장을 모티브로 새로운 시각적 정체성의 기초 형성



## 2 유명관광 상징물 활용

### Porto

포르투갈 전통 타일 예술을 현대적으로 해석



### Rome

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



### Bologna

산티 마리아 성당의 모자이크, 미르모폴 도시성곽의 육각형 등 전통조형 모티브



## 3 알 글자 활용

### Melbourne

멜버른의 뜻자 M을 두껍게 시각화하고 오버레이 표현



### Eindhoven

지그재그는 에인트호번의 E를 형상화하여 에인트호번의 에너지 표현



### Cobington

코빙턴의 이니셜 C에 사람의 손바닥 형상을 결합해 유머러스와 친근감 표현



## 4 슬로건 활용

### New York

위험한 도시 뉴욕을 열려하고 사랑하는 마을에서 시작되었던 I♥NY 광고캠페인



### Amsterdam

도시 안의 모든 주체들이 암스테르담의 상징이 됨을 표현



### 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**

People

Place

**Reputation**

**Famous / infamous**

**History**

**Attitude**

**Culture**

**Public realm**



# Made a Typographic design" Logo"



# 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.

# Brand Strategy (عملية صناعة العلامة التجارية)





# 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*

## STEP TWO

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

Brand Finance® 

## 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

2



There are five objectives or dimensions for every Country, Region and City  
Each dimension has a distinct target audience  
Each target audience has a specific need

## The global top 25 performers rank

| #   | Variation |                          | CBS Rating |
|-----|-----------|--------------------------|------------|
| 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        |
| 10. | -4        | Thailand                 | BB         |

**D1= Economic performance**

**D2 = Digital Demand**

**D3= Country Brand Strategy**

**D4= Online performance**

## Creating a Place Brand

Putting it on the map

iconic developments

building - events – features





**M · DISCOVER**  
= DISCOVER

**M · EXCITEMENT**  
= EXCITEMENT

**MELBOURNE  
SUSTAINABLE  
BUILDING  
2009**

**TASTE**

**DAZZLE**

## 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. ”

FREE  
ENTERPRISING  
EXCELLENCE  
INNOVATIVE  
QUALITY LIVING

COSMOPOLITAN  
SECURE  
CONNECTED  
DIVERSE  
DYNAMIC





A picture is  
worth a  
thousand  
words





# Thanks!

**Do you have any questions?**

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