



TENDENSOR[®]

Branding places

to attract visitors, businesses and
talents

Per Ekman, Tendensor



Nordic Lights

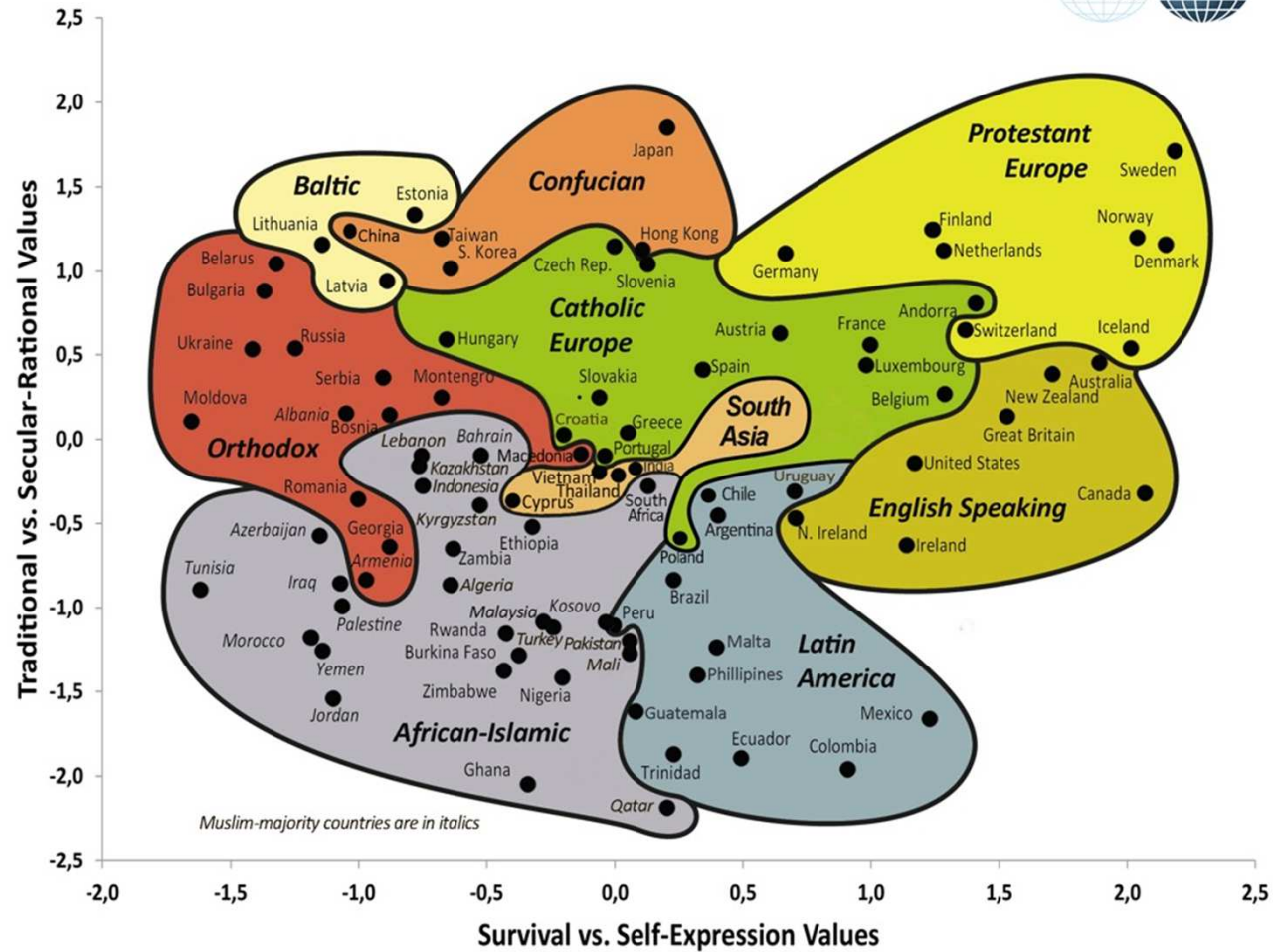
The co-creation project Nordic Lights will pave the way for the future of Place Branding & Marketing in the Nordic countries.

Insights will be collected from well chosen placebranding initiatives from cities and regions in all Nordic countries and a new toolbox will take form.

Workshop

1. Try to identify the most important learnings from the presentation.
2. Identify for each participating place:
 - Two opportunities/changes in your branding and marketing.
3. The project Brand EU – are there insights from today that could have implication on the project focus or further activities?

WVS6, 2015



World Value Survey

<http://www.worldvaluessurvey.org>



Branding The Nordics

Openness

Trust

Innovation

Sustainability

Equality

WHAT IS THE NORDICS?

Is it simply a group of countries populated by more than 27 million people?
Or is it rather a state of mind, greater than our combined landmasses?

We think so

That is why we have created the www.thenordics.com

WHAT IS...

Most of the world doesn't distinguish between the Nordic countries, they see a group of countries characterized and inspired by common ideas and values and the equal value of all people. Our aim is to create a unified brand for The Nordics, a brand that shares its relevance with the world. Showing how Nor

Greta Thunberg



EUROPE ACCORDING TO
AMERICANS

designed by alphadesigner.com
2010 edition

WIKILEAKS

COMMIES

SOCIALIST
UNION

NO CLUE

DIRTY
BORN

SODOM
GODFATHERS

SMELLY
PEOPLE

BUFFER
ZONE

DRACULA

RESIDENT
EVIL

THANKSGIVING
MEAL

DEMOCRACY

MEXICO

BRAZIL

SWIMMING
POOL

FUCK
YEAH

ROGUE
STATE

SATAN

MESS

APPETITIZER

ENVOI

MUMMY

ST PATRICK

"15 years ago young people first looked **for a company to work for**, and then moved to the place where the company was located...

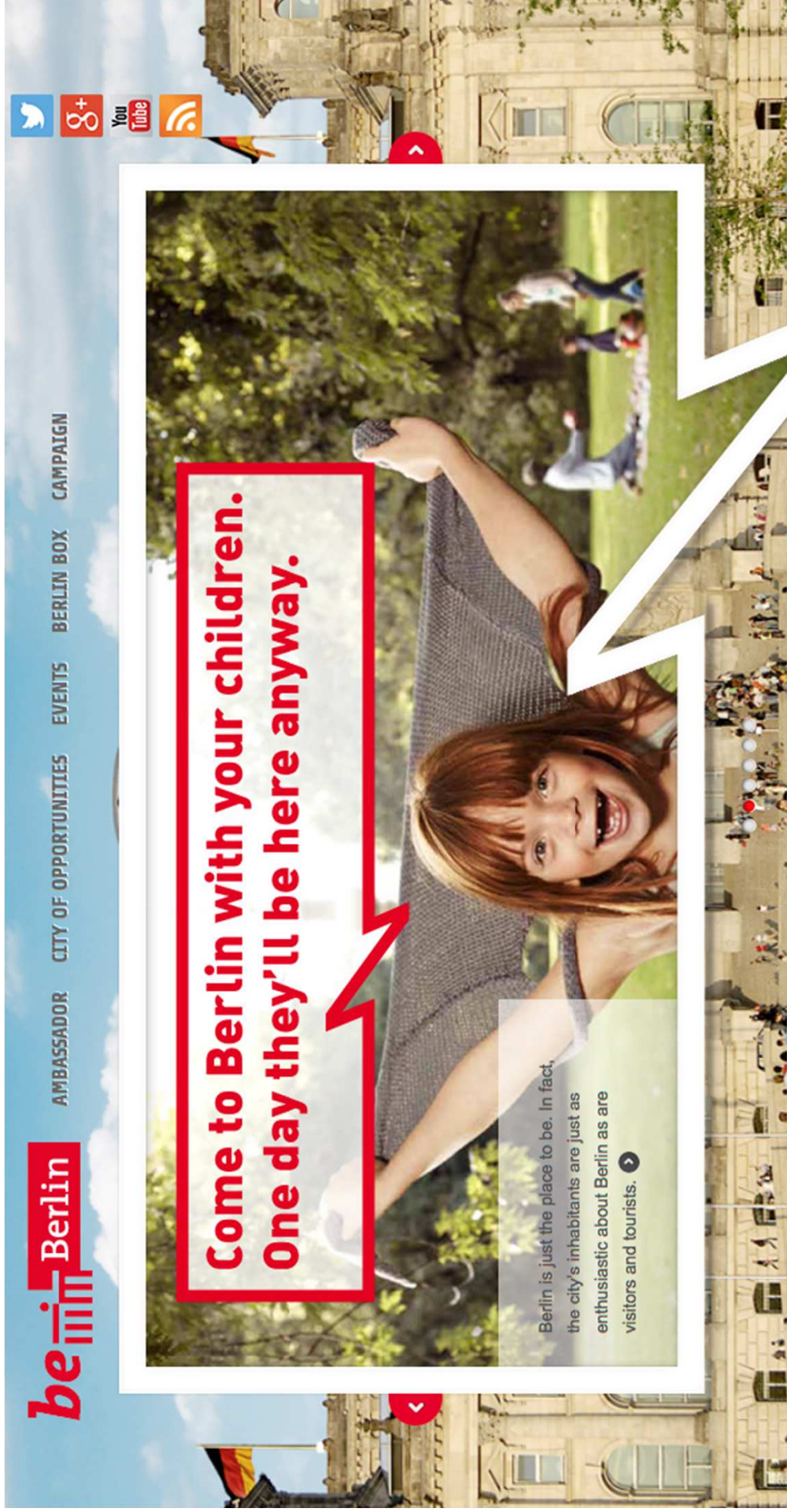
Today, **64% choose place first** and then try to find out what company to work for..."



Charles Landry / CEOs for cities

**Come to Berlin with your children.
One day they'll be here anyway.**

Berlin is just the place to be. In fact, the city's inhabitants are just as enthusiastic about Berlin as are visitors and tourists. ➔





NOV 30 - DEC 1
HELSINKI

EVENT SLUSH WEEK

NOTHING NORMAL EVER CHANGED A DAMN THING.

THESE 20,000 TECH-HEADS WILL.

HELSINKI, NOV. 30 - DEC 1, 2017

WATCH TRAILER

WATCH TEASER

WATCH LIVE



WHY ATTEND ABOUT NEWS

LIVE



WORLD'S LEADING STARTUP EVENT.

During what is – let's be honest – the shittiest weather season of the year, Slush brings together the leading actors of the global tech scene to Helsinki for something



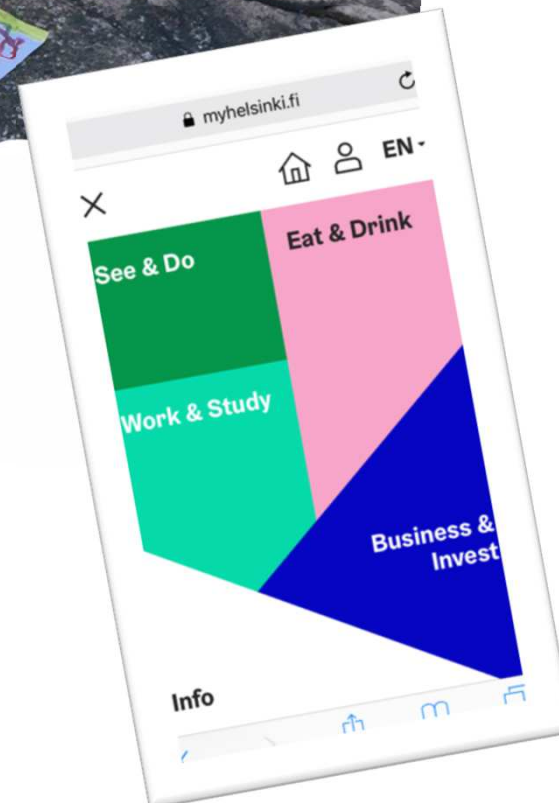
WORK
“Helsinki is a perfect
place for kids to grow
up”
Läs mera »

HEM • WORK & STUDY • WORK

Helsinki is like a test lab for the world's megacities. This willingness to experiment has helped make the quality of life in Helsinki among the best in the world.

<https://www.myhelsinki.fi/en/work-and-study/work/helsinki-is-a-perfect-place-for-kids-to-grow-up>

Myhelsinki.fi



“The name Helsinki Marketing reflects the company’s expanded scope of operations and was introduced in April 2017..”.

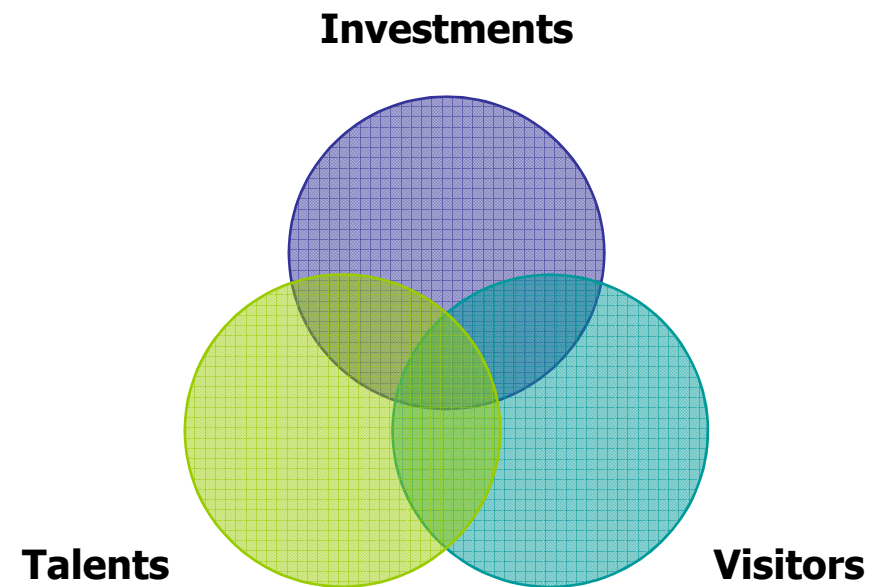
Helsinki Marketing

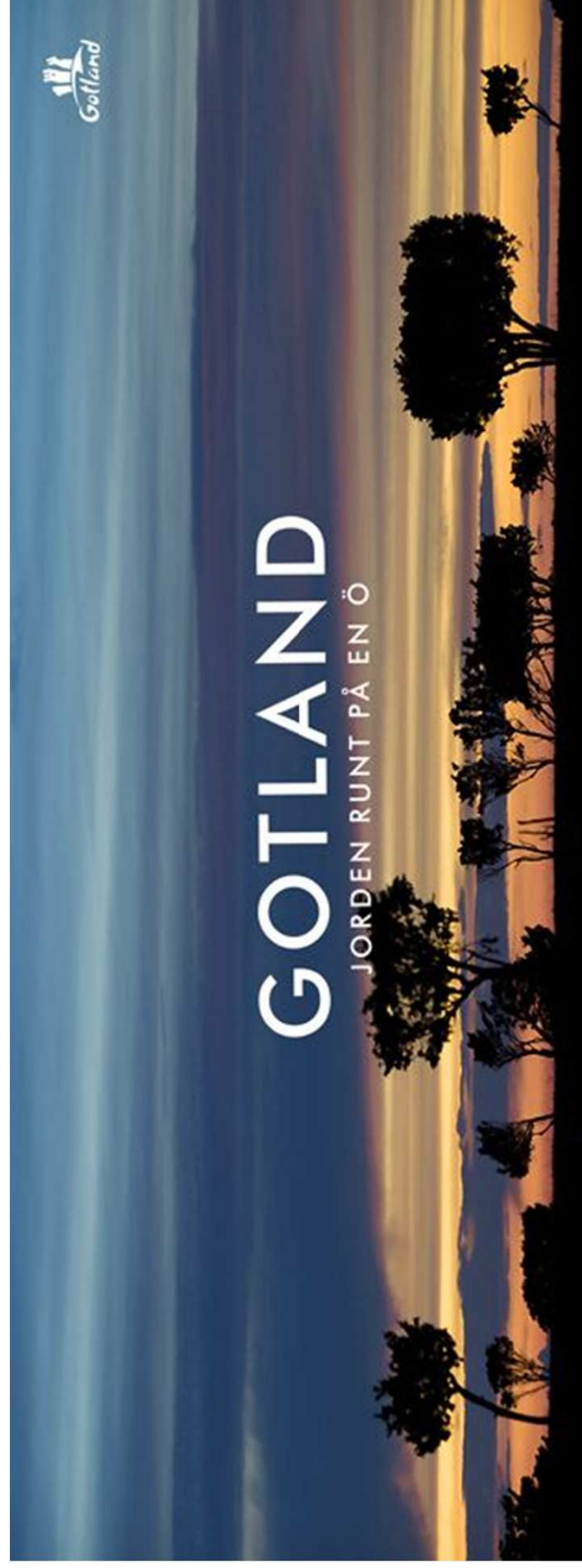
[HOME](#) > [ABOUT](#)

Helsinki Marketing is a marketing company owned by the City of Helsinki.

Helsinki Marketing is responsible for Helsinki’s operative city marketing and business partnerships. Helsinki Marketing’s scope of operations covers marketing activities related to tourism, congresses, events and business promotion, application procedures for major events and congresses, as well as tourist information services. Its target audiences include local residents and international tourists, decision-makers and experts. Helsinki Marketing works in close cooperation with the departments and units of the City of Helsinki.

Three sides of place's attraction





GOTLAND

JORDEN RUNT PÅ EN Ö



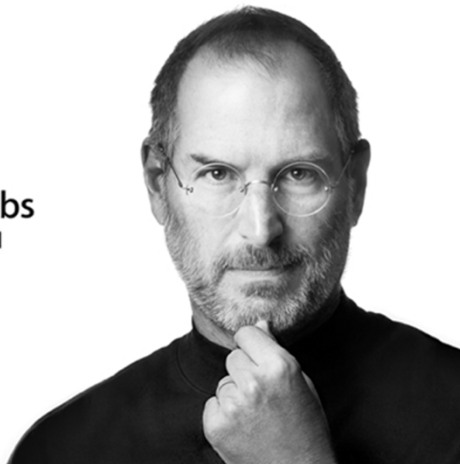
Brand orientation

The brand is integrated in leadership, culture, product design and actions.

The core values of the brand are the starting point for innovation and strategy.



Steve Jobs
1955-2011





Amager Hill Copenhagen



Brand orientation

A brand oriented place
leadership

- From organisation to place!
- From generic to place specific.
- From "space" till "place".
- Leaders who:
 - Sees the unique values of the place
 - Understands changes that affect the place
 - Catches unique opportunities
 - Creates "a sense of urgency"
 - Establishes partnerships
 - Communicates values and progress





The place brand

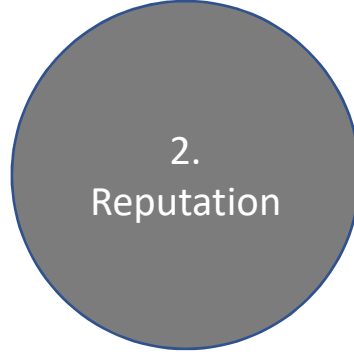
A strong idea about what makes the place unique and attractive, today and tomorrow. [L][L][L][L] [SEP][SEP]

The brand shows how the place differs from others, and what value it brings.





Being in peoples mind.



To be trusted.



To be loved.



A sence of belonging.



To be real. Not copied.



To play a role in the world.

CityLogo

Utrecht, Zaragoza, Coimbra, Warsaw, Oslo, Genoa, Vilnius, Aarhus, Dundee..

- The brand is a common story about the future state of place that keep actions together!
- Unique qualities must be nurtured and communicated.
- The message must be "crowdsourced".
- The toolbox should be bigger than just campaigns.
- An organisational challenge...

<https://urbact.eu/citylogo>

https://urbact.eu/sites/default/files/final_report_urbact_citylogo_2012-2015_miguel_rivas.pdf



Innovative place brand management

Re-learning city branding

Miguel Rivas, Grupo TASO



Generic brands

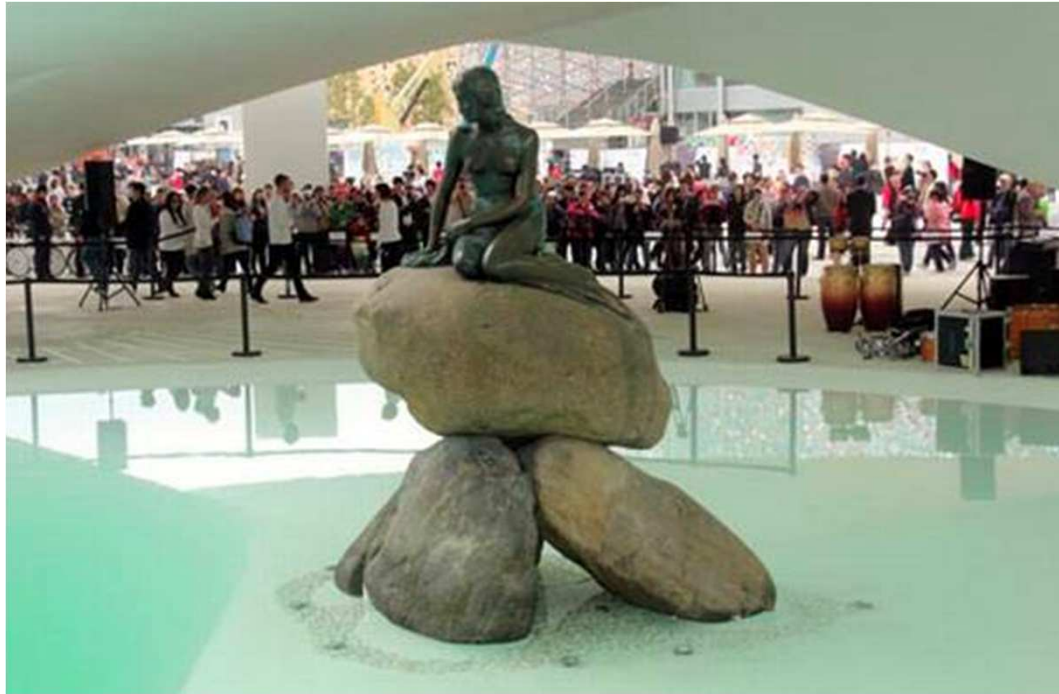


istanbul
inspirations

Istanbul. The most inspiring city in the world.

EDINBURGH
INSPIRING CAPITAL

BARCELONA
A
CAPITAL
THAT
INSPIRES



The authentic edge...

Trollhättan



Past

Present

Future



The Swedish region of
Dalarna

Local identity & citizen engagement..

A strong social capital
bridging & bonding

Citizens as
co-creators

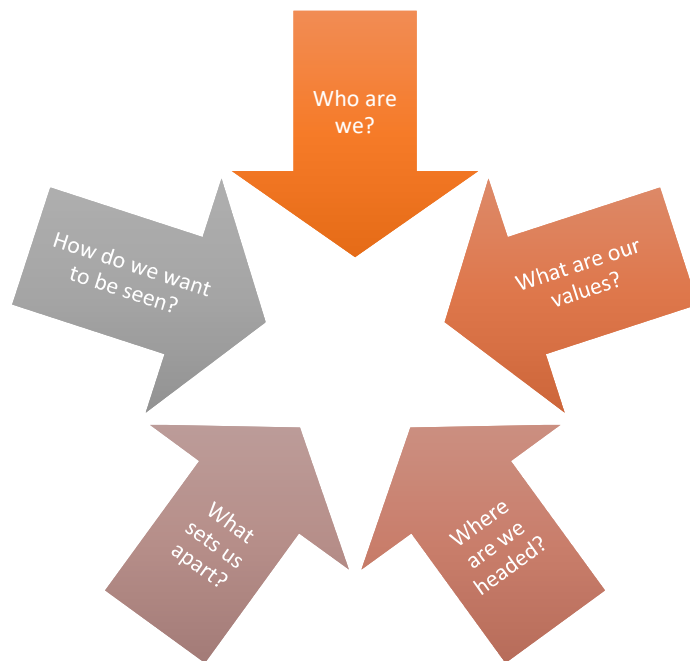
A credible and authentic
place marketing



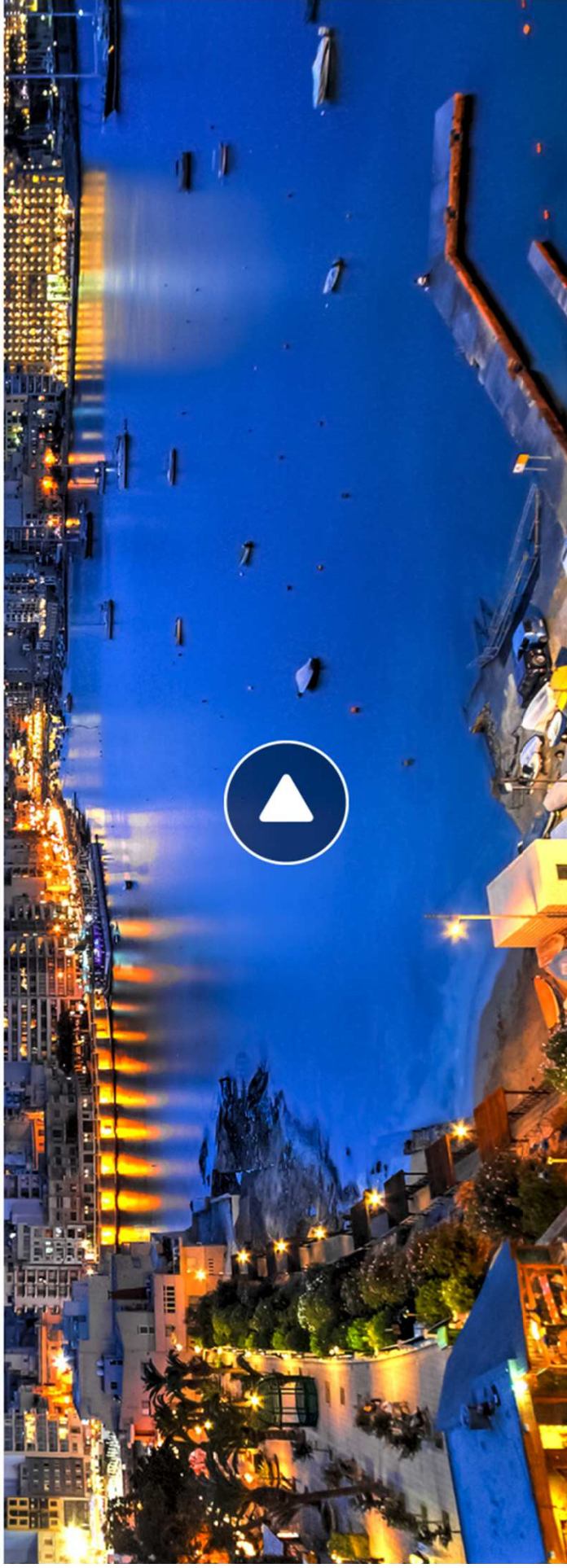
Power from within...



Co-creating the brand



www.ostersundspulsen.se

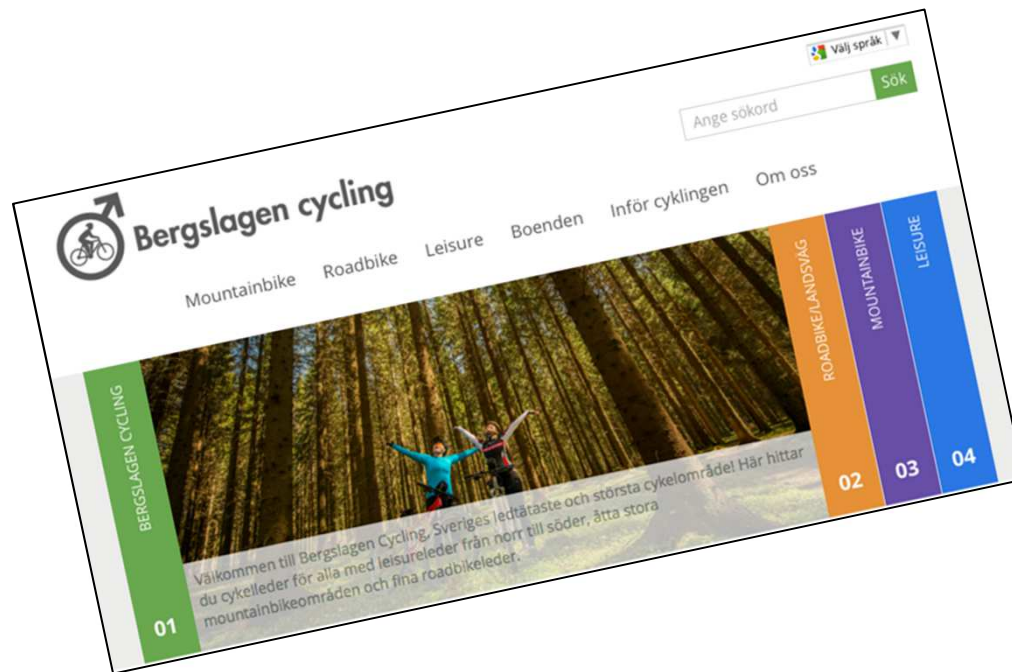


GAMINGMALTA

Home Of Gaming Excellence



Place Value Propositions



1. Builds on unique place-bound resources.
2. Meets needs & wants of the specific target market.
3. Entrepreneurial capabilities and innovation.
4. Dependent on a supportive ecosystem (infrastructure, services).

The place brand & marketing team



Monitors the place identity, image, performance, threats and opportunities.

Manages the brand identity & positioning platform.

Seeks opportunities to create place value propositions.

Involves businesses and citizens in co-creating place, brand and marketing.

Why involving entrepreneurs?

- Competence
- Market Knowledge
- Market channels
- Financing
- Legitimacy

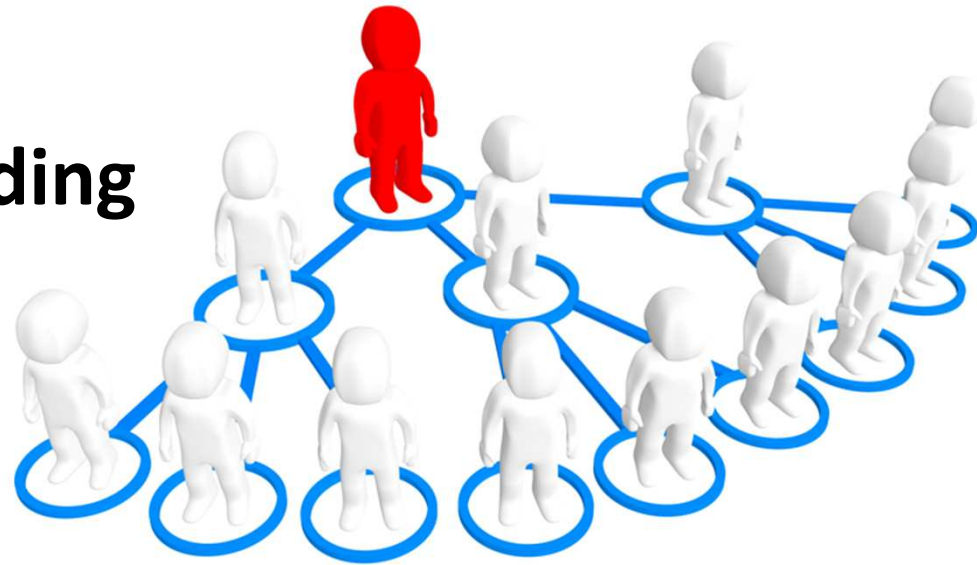


Brand Voice




VS

Co-branding



Toolbox för Co-branding



things you should and shouldn't know

LIFE & SOCIETYBUSINESS & INNOVATIONARTS & CULTURENEWSROOMFACTS, STATS AND INFO


LANGUAGEQ

LIFE & SOCIETY


NEW TOOLBOX FOR PRESENTING FINLAND

Planning to give a presentation about Finland for your colleagues, classmates or friends? We offer a presentation toolbox, complete with informative speaking points....

read article ↓




100 Fun Facts on Finland




140 years of gender equality

Historical timeline of gender equality in Finland, presented by Ministry of Social Affairs and Health of Finland



FINFO – Welcome to the future. Finland 1917 – 2017 – 2117

"Welcome to the future" brochure in English



Finland general, short 1

A brief glance into a society that values wellbeing and fresh air, pure water, green forests, clean energy and clean technology

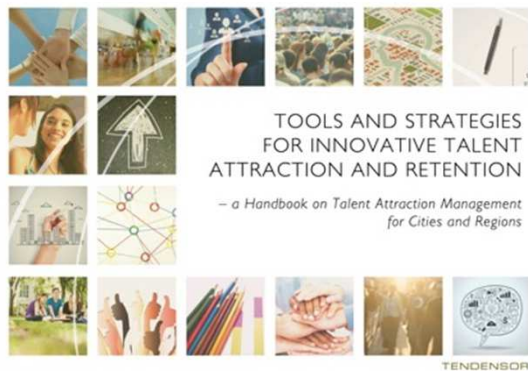
The future marketing landscape



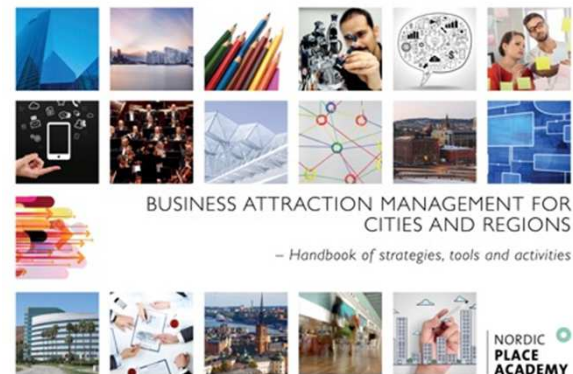
- Personal
- Meaning
- Transparency
- Brand experience
- Mobile
- Big data
- Agile

TAM & BAM

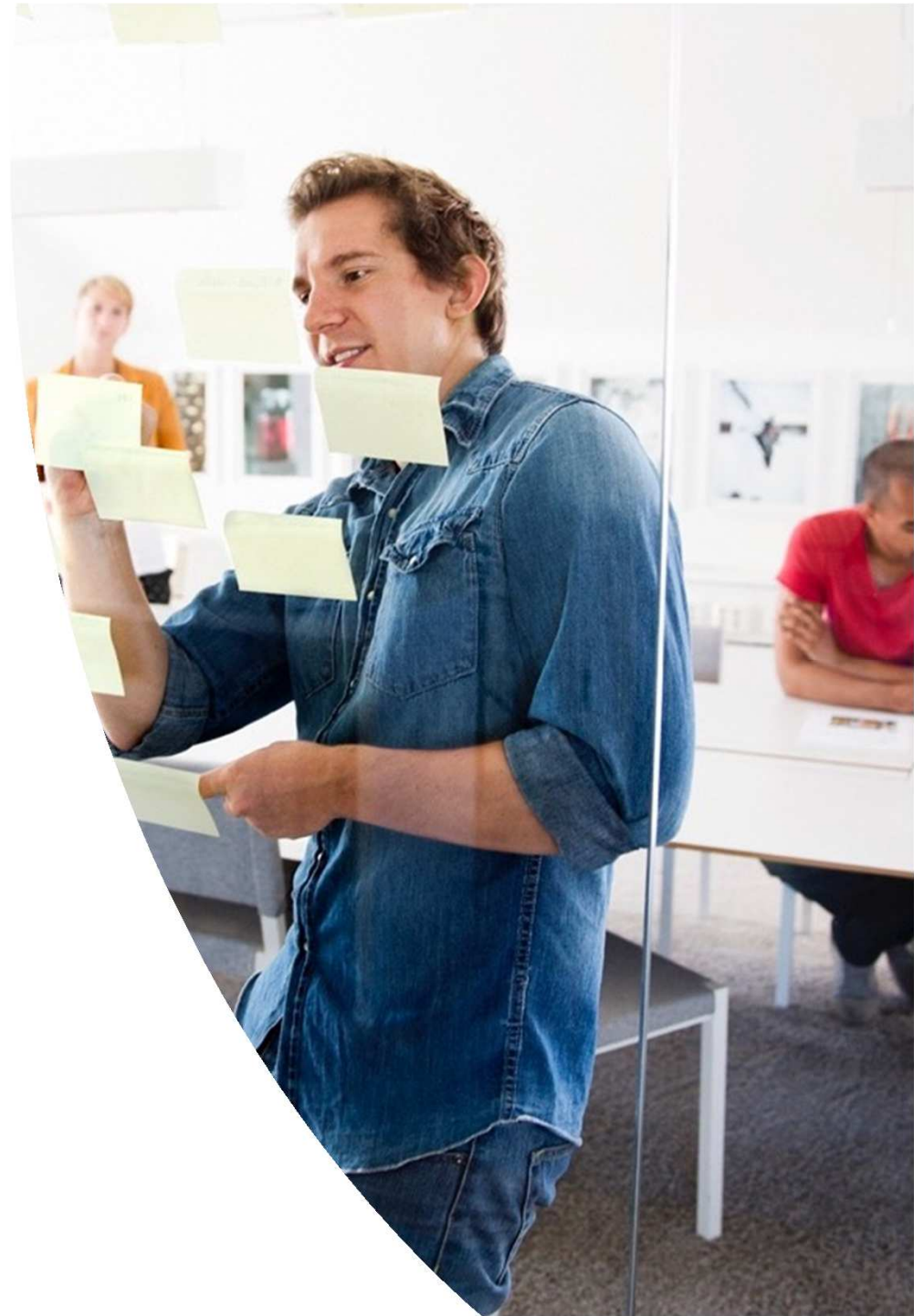
TAM (Talent Attraction Management)



BAM (Business Attraction Management)



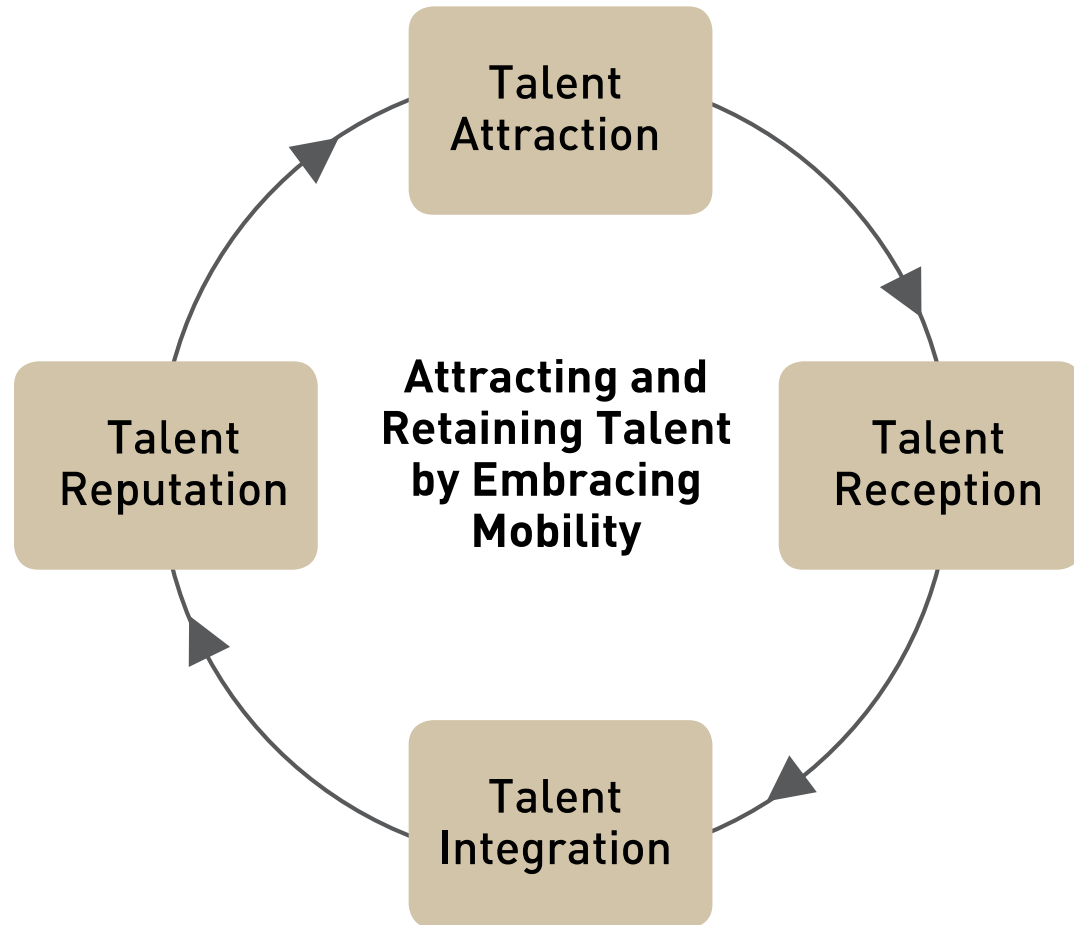
The search of talents



Eindhoven



(TAM)
- Talent
Attraction
Management



Copyright: Tendensor



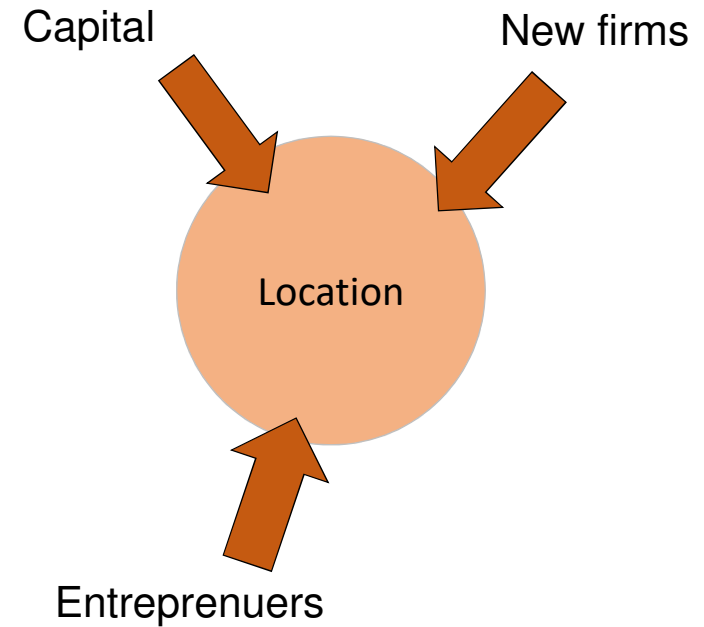
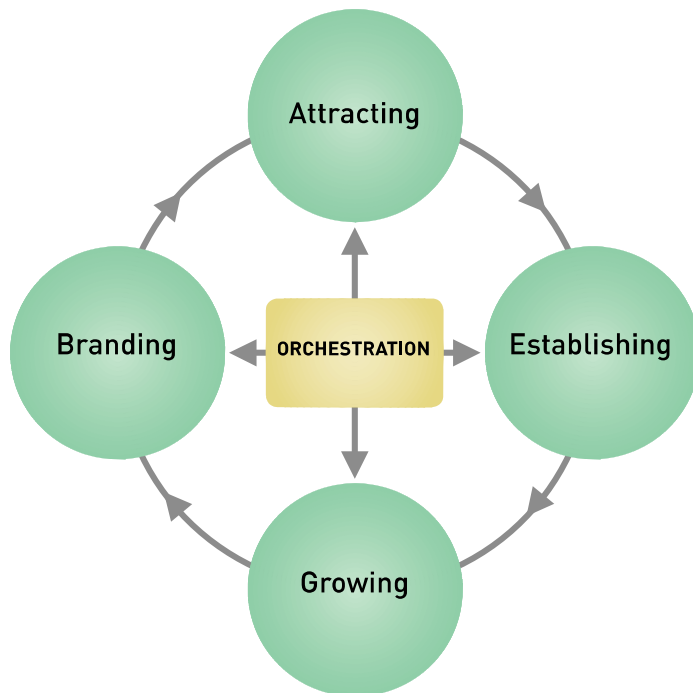
Vaasa Energy Ambassador

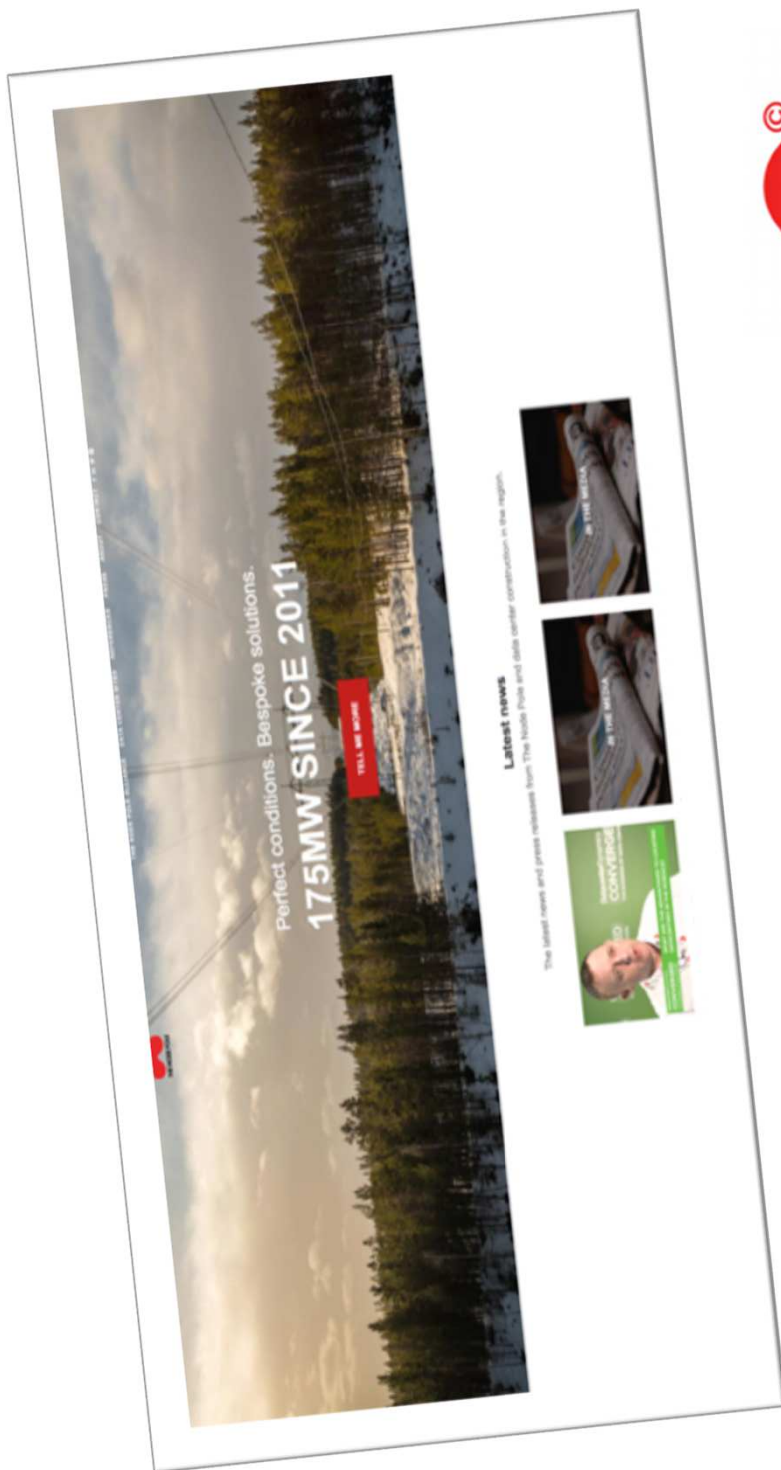


Business Attraction Management

Business Attraction Management

Management of strategic approaches, processes and activities aiming at attracting inward investment activity





Workshop

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