



exesios bdd

dba Association
Member

IBRAVE PROJECT

INTERNATIONAL PLACE BRANDING

IBRAVE PROJECT

PLACE BRANDING... WHY?

- Globalisation
- Cheaper travel
- Internet
- More recently Social media

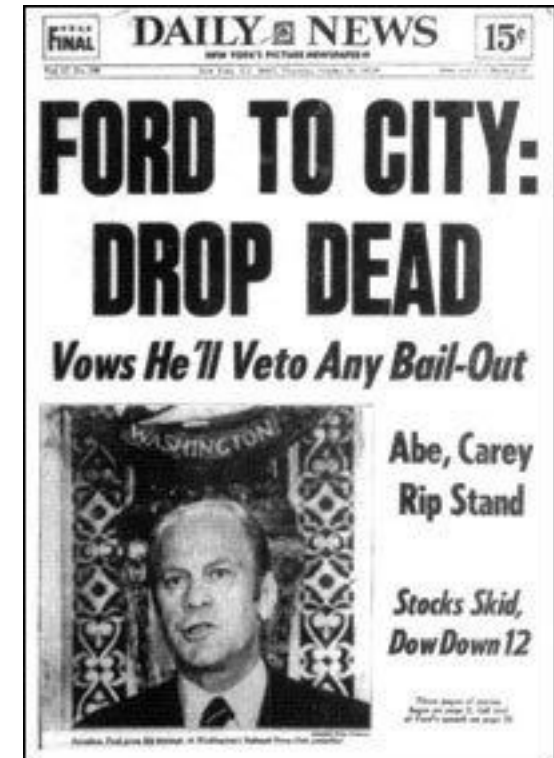
NEW YORK

NEGATIVE IMAGE

- Social unrest
- High Crime Rate
- Edge of Bankruptcy 1975
- President Ford

Ford to City: Drop Dead

Ford never actually uttered those exact words.



NEW YORK

INNOVATION OR RISK

- NY State Dept of Commerce spent the whole tourism budget of \$400,000 on research.
- The State employed CBI & YSW (leading marketing firms)
- This was never done before and laid the foundations for Modern City Branding!
- An innovative stand!

NEW YORK

CBI & YSW JOB

- Assess the State's marketing potential
 - Corporate retention & Tourism
- Exclusive interviews with business people & tourists
- Produce studies to guide the Agency
- There was also an enormous impact in the state's tax policies & economic development strategies

NEW YORK

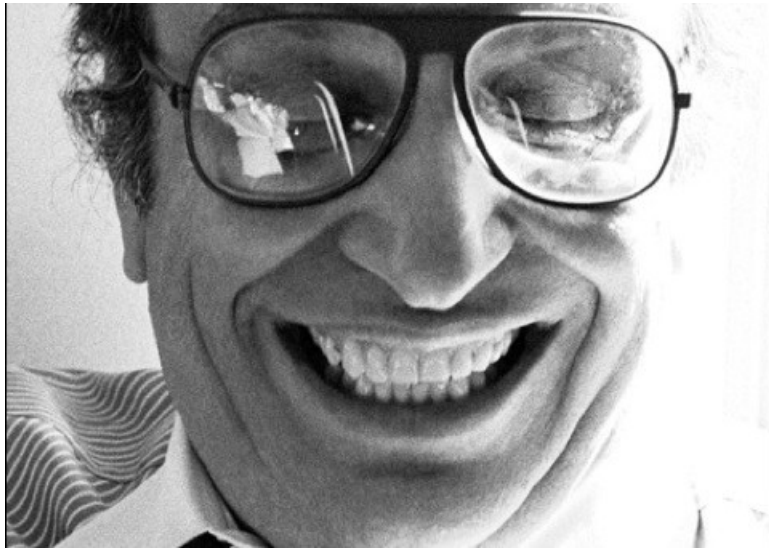
WAY FORWARD 1977

- Wells Rich Advertising agency was hired to manage the project
- They came up with ILNY campaign
- Milton Glaser was brought in to visualise this

Did you know ...

NEW YORK

ILNY



I 
NY[®]

NEW YORK

NOT JUST A LOGO

- Though a huge success there was more to do than just a logo
- A continual programme of changes i.e. Broken window policy

NEW YORK

AFTER 9/11

- Instant reaction with an updated version of the logo
- ILf NY More than ever
The 'F' was dropped

Now we have

NEW YORK

ILNY

I 
NY
MORE
THAN
EVER

BE GENEROUS. YOUR CITY NEEDS YOU. THIS POSTER IS NOT FOR SALE.


*exesios*_{bdd}

NEW YORK

SUCCESS

- \$1.6 Billion of spending Direct result of the campaign
- People moving back into the city
- Complete investment in real capital as well as human capital

Other Cities around the world wanted some of this !!!

IBRAVE PROJECT

AMSTERDAM

- Drugs
- Prostitution
- Party Capital

AMSTERDAM

NEED TO CHANGE

A more grown up city for

- Culture
- Business

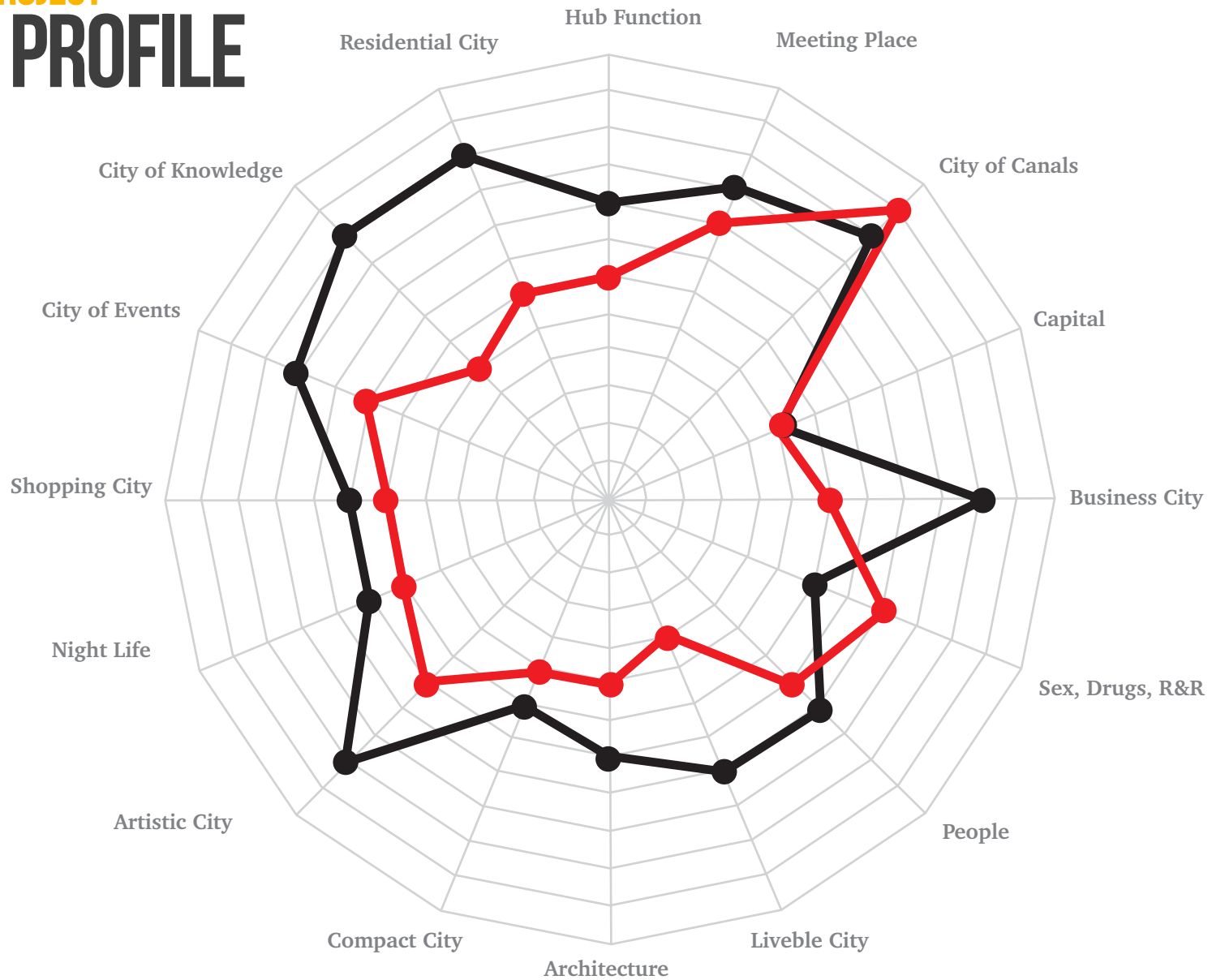


AMSTERDAM

UNITY

- Amsterdam Partners
a public-private partnership
- Functions managed by
City Marketing Manager
Events and Festivals Manager
Corporate Affairs Manager

IBRAVE PROJECT CITY PROFILE



AMSTERDAM

CORE VALUES

- Creativity
- Innovation
- Its spirit of Commerce

AMSTERDAM

SOLUTION

- Hire Kessels Kramer Ad Agency 2004

AMSTERDAM

RESULT

I amsterdam.[®]



I amsterdam



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I amsterdam



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Evenementenorganisatie

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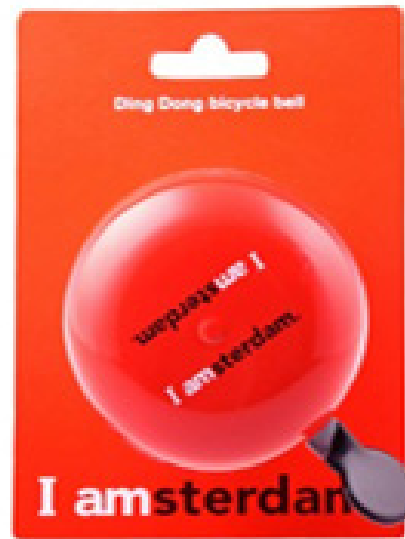
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AMSTERDAM

ICONIC IMAGE



AMSTERDAM

TOUCHPOINTS

- Excellent website
- Twitter
- Facebook
- An App
- All modern Marketing forms of communication

LYON

- A desire to improve the image of its economic status on an international level
- Clarity on brand image and style

AMSTERDAM

INSPIRED

- New York and Amsterdam used as an inspirational guide
- Strategy created by a Partnership of 13 public and private sector organisations

LYON

MAIN AIMS

- Remove outdated image
- Establish the brand locally, nationally and internationally
- Promote the city and its living environment as an attractive destination

LYON

OUTCOME

- In 2007 ONLYLYON & the Greater Lyon Authority was created to take the project forward

ONLYLYON 

LYON

HOW THEY DID IT

- 1.6m annual budget
- Poster campaign
- Accelerate communication
- Establish contacts with the press
- Develop social networks
- Events
- Skyroom



Postez vos photos sur www.lyon-france.com - Post your pictures on www.lyon-france.com - Postez vos photos sur www.lyon-france.com - Post your pictures on www.lyon-france.com

LYON

WHAT IT ACHIEVED

- Recognised by over 10,000 ambassadors
- 25% increase in foreign visitors over 5 years
- Top 3 most attractive territories (Europe)
- 2nd in Egencia's Top 20 European Business Travel destinations

BILBAO

A CITY IN DECLINE

- Declining tired state
- Industrial Past
- No history of tourism

BILBAO

DISASTER?

■ Flood Disaster of 1983



BILBAO

OPPORTUNITY

- Time for change

BILBAO

STRATEGY

- Bilbao Ria 2000 created in 1992
urban development corporation
- Basque government
- City and the Province
- Port Authority
- Two railway companies
- City of Barakaldo

BILBAO

POWER & FINANCIAL MUSCLE

- Bilbao Ria 2000 made the necessary legal, political and economic resources converge for large scale developments that changed the face of Bilbao
- Over 120 Billion Euros spent so far

IBRAVE PROJECT

OUTCOME

- A continual Urban regeneration project
- Guggenheim 1993-97
- Santiago Calatrava Bridge 1997
- Santiago Calatrava Airport Terminal 2000
- Norman Foster Underground 1989-97

BILBAO

VISUAL IDENTITY



BILBAO
BIZKAIA
Be Basque.

■ Dual identity?

BILBAO

BILBAO

- Much more than the Guggenheim effect

IBRAVE PROJECT

SUMMARY

- Each city had different reasons and approaches to their Branding
- New York
- Amsterdam
- Lyon
- Bilbao
- What have we learnt?