

# Branding World Cities

Per Olof Berg prof.  
Stockholm University School of Business

Presentation at City Design Symposium 2011,  
Copenhagen School of Business  
2011 08 25

A. An illustration

B. The research program

C. Some issues to be addressed

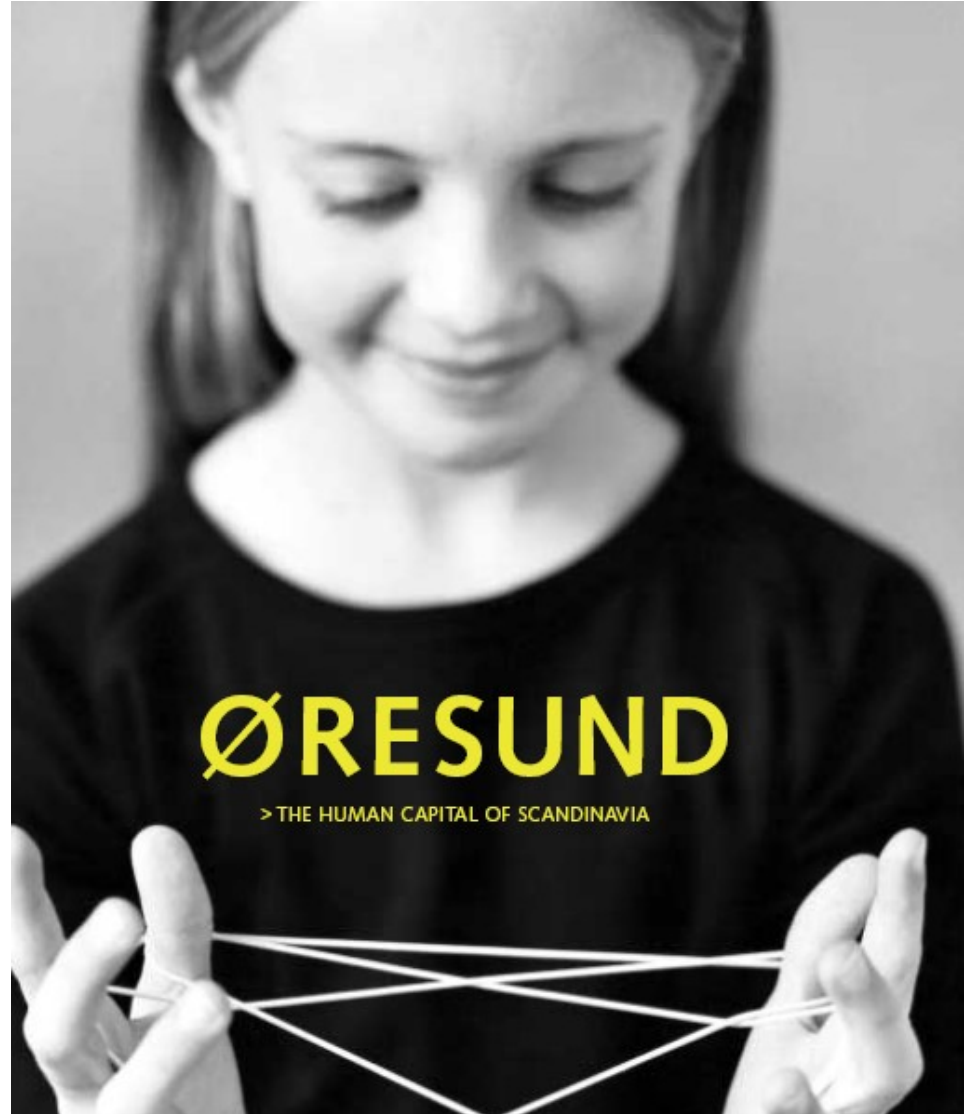
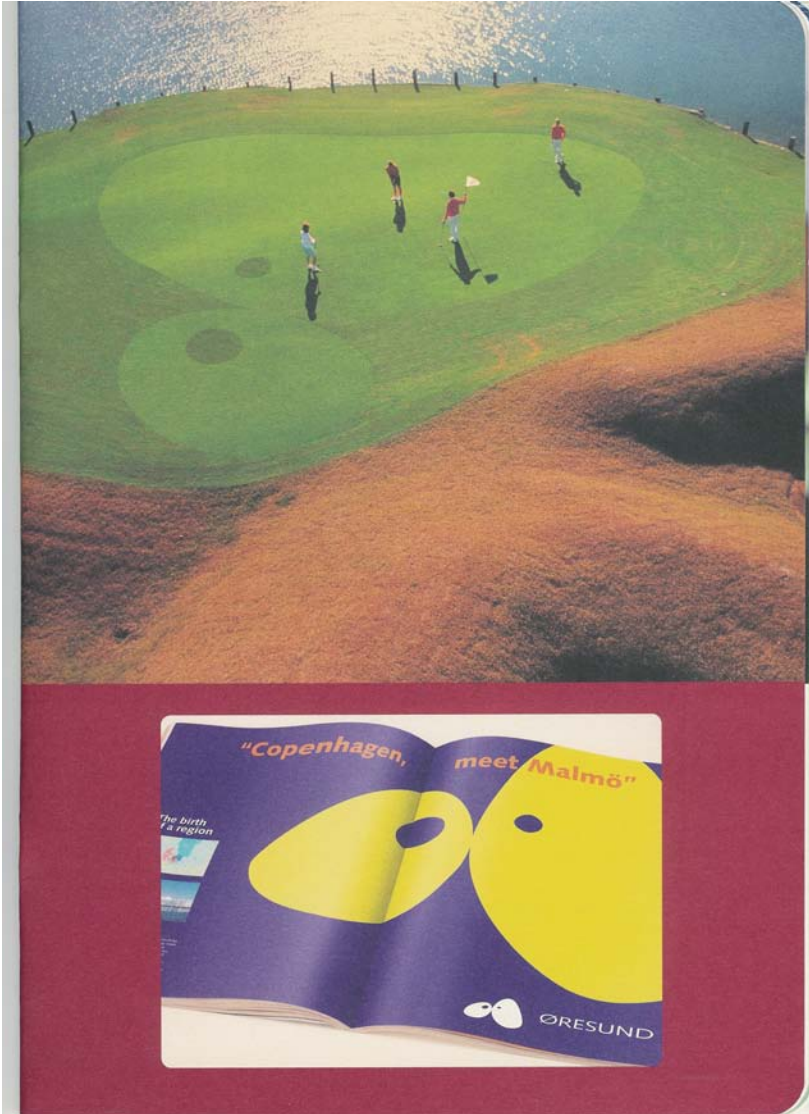
Context ownership and governance

Purpose, resources and strategy

Design of brand and process of branding

A. Questions & Answers

# Copenhagen – The Human Capital of Scandinavia



Stockholm  
Arlanda Airport

Welcome to Stockholm  
*the capital of Scandinavia*



“Within the Baltic Sea area, the Helsinki Region forms a significant metropolitan area with a powerful source of knowledge workers and actors”.

From Helsinki Region  
Baltic Sea Program 2007



Handelsgillet i Helsingfors rf  
150-års Jubileumsseminarium 8.2.2007  
Svenska handelshögskolan

# Helsingfors som Östersjö- metropol

Arrangör	Handelsgillet i Helsingfors rf
Datum	Torsdagen den 8 februari 2007
Tid	Klockan 13.00–18.40 (kaffepaus 15.00–15.30, buffé kl. 17.40–18.40)
Plats	Svenska handelshögskolan i Helsingfors, ingång Runebergsgatan 10
Seminarieets språk	Svenska, utomnordiska föreläsare engelska
Anmälan	Senast den 15 januari 2007 (se sista sidan)
Medarrangör	Svenska handelshögskolan



# B. The research program "Branding Metropolitan Place in Global Space"

- Literature reviews:
- Field studies of cities:  
Amsterdam, Cape Town, Cartagena, Copenhagen, Hamburg, Hong-Kong, Jerusalem, San Francisco, Shanghai, Stockholm, Sydney, Tel Aviv, etc.
- Research projects:
  - Sensory City Branding (Prof. Per Olof Berg)
  - Images in City Branding (Asc. Prof Hans Rämö)
  - Marketing Strategies in Metro Areas (Ast. prof Anders Parment)
  - Co-branding Cities in a Brand Society (PhD. stud. Andrea Lucarelli)
  - Place of Origin Effects (PhD stud. Mikael Andéhn)
  - Positioning of Chinese Megacities (PhD stud Emma Björner)

# C. Some issues to be addressed

## Context ownership and governance

- What place is to be branded?
- Who “owns” the place to be branded?
- Who should manage and govern the branding process – and the brand?

## Purpose, resources and strategy

- Why should the place be branded?
- Where is the place located
- What is the strategic task/role, mission and vision of the place?
- What are the features, competencies and resources to be branded

## Design of brand and process of branding

- What brand elements could/should be used in the branding effort?
- How should the branding process be designed?

# Context ownership and governance

## What place is to be branded?

- The city as a whole – as an administrative geopolitically delimited unit. ( Amsterdam, Hamburg,)
- A place smaller than the actual city ([Cartagena](#), walled city,
- A place larger than the city itself ([Stockholm](#),)
- A particular aspect of the place – Industrial clusters, education, culture etc..([Tel Aviv](#) – Pink City)
- An “imagined” place ([Öresund](#)?)

*Branding as a demarcation of territory*

## Who “owns” the place to be branded – its resources and its image?

- The population through their city/region/state parliaments and their governing bodies. ([Sydney](#))
- Owners of significant industrial (companies), economic (investors), and scientific (universities) resources. (B&W Copenhagen, [Kockums](#) Malmö etc.
- Owners of important cultural and symbolic resources (cultural producers, [sport clubs](#) etc.)

*Ownership is always an issue of negotiation*

## Who should manage and govern the branding process – and the brand?

- Public sector organizations?
- Public tourism and industry promotion agencies ([Copenhagen](#))
- Private initiatives ([Hamburg](#) Concert Hall)
- Multiparty alliances ([Sydney](#))
- Companies & the party ([Shanghai](#))
- No One (San Francisco)!

# Purpose, resources and strategy

## Why should the place be branded?

- Branding as an instrument to *attract* visitors (tourism), investments (clusters – [Öresund Science region](#)) and resources (talents – Tel Aviv )
- Branding as an Identity *Reinforcing* Strategy. To increase the populations identification with the place in general ([Amsterdam](#))
- Branding as an Element in City *Transformation* ([Cape town – World city of design](#), Malmö water festival)
- Branding as an Element in Metropolitan *Enlargement* (Stockholm)
- Metropolitan Branding as an Element in Creating *New* Metropolitan Regions ( [Öresund](#))
- Metropolitan Branding as an Element in the Building of Strategic *Contexts* ( [Balt Met](#))

## Where should the place be located?

- Geographical, political, industrial etc.. Contexts (the illustrative example)

## What is the strategic task/role, mission and vision of the place in that position?

- Task/role (Hamburg) mission (Växjö) and vision. (Vancouver)

## What are the unique features, competencies and resources to be branded

# Design of brand and the process of branding

## What brand elements could/should be used in the branding effort?

- Artefacts (iconic buildings – Malmö, built environments, iconic and sacred places Jerusalem)
- Cityscapes (waterfronts – Darling harbour Sydney operahouse, spatial design San Francisco etc)
- Unique competencies and resources (Las Vegas – entertainment/hospitality)
- Specific elements in culture and atmosphere “ambiance”. (Copenhagen)
- History (heritage traditions and holiness) Cartagena
- Events (stand alone, annual events) Sydney, San Francisco Bay to Breakers
- Visual identity (Sydney)
- Etc.

## How should the branding process be designed?

- Top down or bottom up (Hamburg vs. San Francisco)
- By invitation only - or open house (Sydney vs. San Francisco)
- Alone or in alliances (Stockholm West)
- In search of the identity of a place, or the possibility to identify with a place (Stockholm)
- Place of origin or product of origin (Shanghai)

**Thank you for listening!**

# Cartagena UNESCO World Heritage Site



# Stockholm Business Alliance



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Thursday, April 27, 2000, updated at 16:11(GMT+8)

Business



## Restore 'Shanghai Brand' Prestige

By Shanghai Municipal Economic Commission

Highlights: In recent years, a batch of name brands with a great gold content and high added value have emerged in Shanghai, these brand-name products have become the vigorous "boosters" of Shanghai's economy.

Since the introduction of the reform and opening-up policy, particularly since the beginning of the 1990s, Shanghai's economy has maintained sustained and rapid growth, likewise, Shanghai's industrial economy has also recorded tremendous development, its average growth rate since 1991 has exceeded 16 percent, last year it registered a total industrial output value of 630.712 billion yuan, up by 10.8 percent over the previous year. This is inseparably related with Shanghai industry's vigorous implementation of a

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This city is **HOT!**



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The National Association of LGBT in Israel



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Arrivals



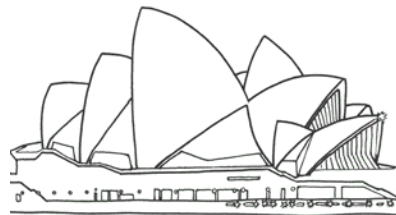
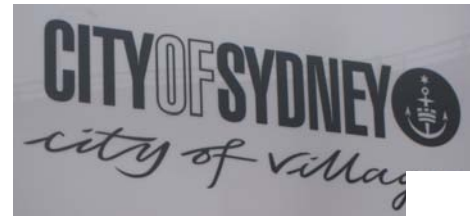
ÖRESUND



# Brands of Sydney



*Sustainable Sydney*





©Rolf Nyström







# Greater Sydney Partnership

Christopher Brown  
Director  
Greater Sydney Partnership Limited





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REGIOSTAR 2008



## Øresund Science Region

**A unique cross-border collaboration between business, universities and the public sector**

ØSR has developed the Øresund Model- a unique model of a "double triple-helix" for growth, based on knowledge in a cross-border region as we bring together regional authorities, businesses and universities from two different countries, with their different administrative and legal cultures, industrial landscapes and languages. Øresund Science Region combines the best of Sweden and Denmark.





Cape Town's World Design Capital 2014 bid concept, “[Live Design, Transform Life](#)”, focuses strongly on socially responsive design.

Our bid recognizes and mobilises Cape Town's considerable design resources towards addressing the legacies of our City's apartheid past. It is aimed specifically at dealing with the vast imbalances that exist in our society and is organized into three broad themes: Rebuild Cape Town through community cohesion; Reconnect Cape Town through infrastructural enhancement, and Reposition Cape Town for the knowledge economy.



## THE BIRTH OF A REGION

With the building of the bridge between Copenhagen, Denmark and Malmö, Sweden, water ceased to be a barrier. Zealand and Skåne are linked. New opportunities are opened. Two countries are brought together in one region. Øresund is born.

Øresund has huge scope for development. A region whose components are complementary in many ways. A region that offers more of everything. More people, more choice, more interaction, more international attention. Soon, more will become better. Better market opportunities, faster growth, higher investment, a stronger competitive position and a higher standing in Europe.

But to realise this potential, everyone will have to understand what the region holds for them. Inhabitants, neighbours, travellers, local and international business people, all must share an enthusiasm and belief in the future of Øresund.

That is why the region needs a brand – to reach people across the Sound, across Europe and across the world. To engage and involve them in the making of Øresund.

## Pool of potentials



BaltMet is us



**VÄXJÖ**  
The Greenest City in Europe  
vaxjo.se







# Olympic Games 2000





SECTION 04  
BRAND PLACEMAT



# SYDNEY

## BRAND SYDNEY

### PURPOSE & ROLE

The purpose is the brand's fundamental reason for being. The role defines how the brand will deliver on its purpose.

#### PURPOSE

Sydney, leading Australia on the world's stage

#### ROLE

To unify, inspire and promote Sydney.

### VALUES

Brand values represent the code by which your brand lives. If a decision doesn't reflect your brand values, then it isn't the right one!

- 01 Vibrancy
- 02 Free-thinking
- 03 Vitality
- 04 Beauty
- 05 Real (Grounded)
- 06 Leadership

### POSITION

An internal statement that states the market in which you compete, how we compete and our unique point of difference.

Sydney, Australia's global city, offers an unmatched way of life. A naturally beautiful, cosmopolitan city; Sydney is vital, creative, optimistic and open; enriched by intelligent strength and the will to succeed.

### PERSONALITY

Personality traits are the human characteristics of your brand. They are expressed through every aspect of your brand's identity.

- 01 Bright
- 02 Dynamic
- 03 Worldly
- 04 Natural
- 05 Optimistic
- 06 Progressive

### ESSENCE

## Vibrant Magnetism

There's nowhere else quite like Sydney. Our city's vibrancy is magnetic – progressive, energizing and alive with possibility, you can't resist our diverse and welcoming city of opportunity.

### BELIEFS AND DRIVERS

From the research and process Sydney has some key strengths that set it apart and make it a competitive city.

- 01 'Can do' attitude/ 'work hard, live large'
- 02 Uninhibited outlook  
(successful multiculturalism)
- 03 Progressive/inspiring
- 04 Natural attraction