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SESSION I

City – and Regional Marketing

What's it about?

April 26th, Estonia

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PROGRAM

- ❑ Essence of marketing**
- ❑ Branding**
- ❑ What is regional marketing and why do we need it?**
- ❑ Importance of solid cooperation**
- ❑ The region as a brand**
- ❑ Planning and analysis**

WHAT IS MARKETING?

Brand (supplier) Identity <—————> **Target group (customer) Needs & perceptions**

|
|

Marketing

**Matching brand identity
with needs of target group**

|
|

Result

Mutual clarity, increased loyalty, more profit

MARKETING IS EVERYWHERE

- ❑ Brands have become an essential part of our lives**
- ❑ Product names, now the actual product
Aspirin, Spa, Tupperware, Cup-a-soup etc.**
- ❑ Product names turned into verbs
To hoover the floor, to xerox documents etc.**

MARKETING

- ❑ **Culture in an organization**
- ❑ **Strategy ('branding')**
- ❑ **Tactics (Marketing instruments)**

DEFINITION OF A BRAND

Brand is the
"name, term, design, symbol, or any other
feature that identifies one seller's product
distinctly from those of other sellers."



SOME EXAMPLES



SAFETY

‘CAGES CAN SAVE LIVES’



HOW ABOUT THIS BRAND?



WINNING



SOURCES OF BRAND EQUITY

- Brand awareness**
- Brand image / association**
- Strong, relevant, unique**

WHEN IS A BRAND STRONG?

- ❑ A strong brand has a clear identity**
- ❑ and touches the heart and the head**

AMSTEL BEER



FRIENDS



HEINEKEN BEER



SPORTS



DEFINITION OF BRAND AWARENESS

‘The likelihood that consumers recognize the existence and availability of a company's product or service’

BRAND AWARENESS PYRAMID



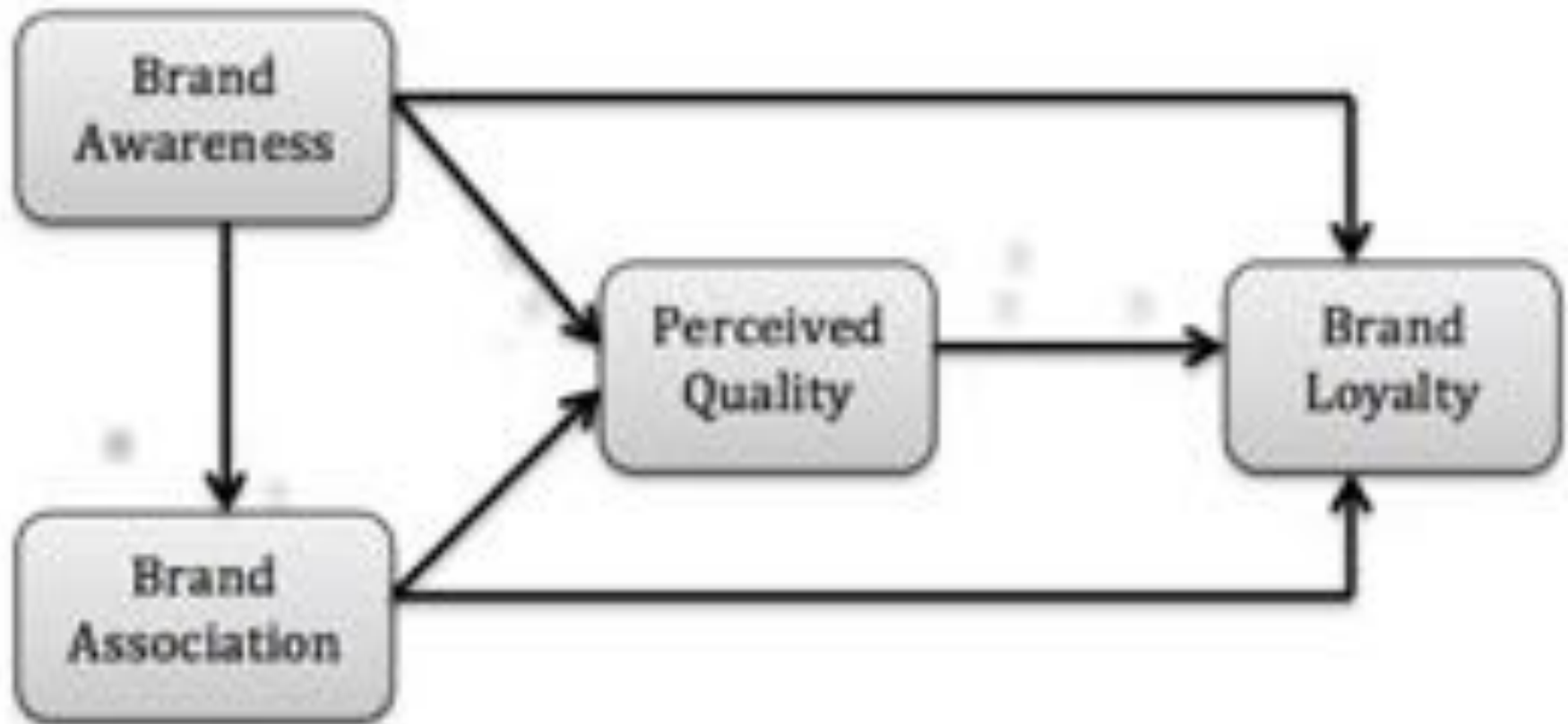
BRAND ASSOCIATION

☐ **Functional**

☐ **Emotional**

BRAND AWARENESS AND ASSOCIATION LEADING TO

BRAND LOYALTY



WHY DO WE NEED REGIONAL MARKETING?

- ❑ **Competition for attention of tourists is growing**
- ❑ **Explosion of information**
- ❑ **Regions do communicate more**
- ❑ **People are getting more mobile**
- ❑ **Increasing offer of holiday products**
- ❑ **Changing needs of target groups (other balance in living-working)**
- ❑ **Environmental trends e.g. aging, economical crisis, sustainability**

What is regional marketing?

IS THIS REGIONAL MARKETING?



OR THIS?



MADRID
about you

The logo features the word "MADRID" in a bold, sans-serif font. The letters "MAD" are red, and "RID" is black. A small crown icon is positioned above the letter "A". Below "MADRID", the words "about you" are written in a smaller, lowercase, black sans-serif font.

AND THIS?



THIS?



THIS?

you®otterdam

AND THIS?

NOTHING TOPS GRONINGEN



REGIONAL MARKETING IS NOT ABOUT

- ❑ Choosing a logo**
- ❑ Producing a slogan**
- ❑ Playing with a name**

REGIONAL MARKETING

- ❑ **Matching the need of the region with the needs of the target groups**

HOW?

- ❑ **By choosing a strong identity (marketing strategy, branding)**
- ❑ **By marketing tactics; selling the area using the 5 P's**
(Product, Price, Place, Promotion, Personnel)

TWO GREAT DIFFERENCES WITH INDUSTRIAL MARKETING

1. Several target groups

- ❑ Inhabitants**
- ❑ Companies**
- ❑ Governments**
- ❑ Visitors**

SECOND GREAT DIFFERENCE

2. There is more than one owner of the product

- ❑ No one is feeling responsible for the product**
- ❑ Product is difficult to change (politics, regulations, many parties involved)**

ORGANIZATION OF REGIONAL MARKETING

Good cooperation between all parties is essential for strategic and tactical regional marketing

- ❑ to make choices towards better branding**
- ❑ to create consistency in regional activities**

SESSION II

Analysing your region and defining the DNA

STEPS IN REGIONAL MARKETING

- ❑ **Analyze your strengths, weaknesses, competition and target groups**
SWOT analysis - opportunities and threats
- ❑ **Choose a unique feature, define your DNA, e.g. from**
 - **landscape**
 - **history**
 - **culture**
 - **anything else**
- ❑ **Relate that to emotion**
- ❑ **Coordinate with companies, local authorities, tourist organizations**
- ❑ **Be creative in your tactics**
- ❑ **Strengthen the identity, sustain and be consistent**

STRENGTHS & WEAKNESSES

Internal environment

for example

factors relating to products, pricing, costs, profitability, performance, quality, people, skills, adaptability, brands, services, reputation, processes, infrastructure, etc.

Factors tend to be in the present

STRENGTHS

- ❑ Nature / landscape**
- ❑ High scores on peaceful and unspoiled**
- ❑ Water sports**
- ❑ Sport fishing**
- ❑ Beaches**
- ❑ Interesting touristic sites**

WEAKNESSES

- ❑ Not enough activities for the youth**
- ❑ Not very well known**
- ❑ Poor infrastructure**
- ❑ No (not enough) facilities along the coast**
- ❑ Insufficient accommodation**

OPPORTUNITIES & THREATS

External environment

for example

Factors relating to markets, sectors, audience, fashion, seasonality, trends, competition, economics, politics, society, culture, technology, environmental, media, law, etc.

Factors tend to be in the future

OPPORTUNITIES

- Area still relatively unknown**
- Increasing focus on nature and environment**
- Linking to the success of Tallinn
(< 30 minutes drive)**

THREATS

- ❑ **Competition?**
- ❑ **Trend is less awareness of culture**
- ❑ **Nature as a motive is not very exciting**

SESSION III



WORKSHOP

Assignment for 5 groups

- ❑ Analyse your strengths, weaknesses, competition and target groups (SWOT analysis - opportunities and threats)
- ❑ Choose a unique feature, define your DNA, e.g. from
 - landscape
 - history
 - culture
 - anything else
- ❑ Relate that to emotion

CONSOLIDATE OUR RESULTS

- ❑ DNA of our combined areas**
- ❑ How does this translate into emotion?**