

Marketing of places and destinations: the "French touch"

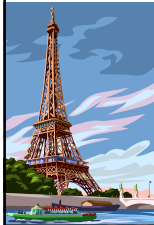
By:

Dr Vincent GOLLAIN,

Chief Economic Development Officer of the
Paris Region Economic Development Agency
www.paris-region.com

Editor of www.marketing-territorial.org

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Contents

1. The French approach to territorial marketing
2. The important role of collective action in order to build and act together
3. Some best practices adopted in France

Introductory question:

Territorial marketing:
what's the point?

3

Context: mobility and benchmarking of
territories by people, companies, etc.



Competition in Europe through territorial brands



European city branding. Concept:
Evert Ypma, Design: Femke Herregraven. 2009

Source: Greater Sydney Partnership

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What are the consequences ?



Increase of mobility and
intensification of the
competition : you have to put
the client at the center of
your marketing strategy

Part 1: Define territorial marketing



Territorial marketing is not only Promotion



Many people and policies makers think of territorial marketing only as advertising and promotion. Websites, brochures, newspaper ads are important but « they are only the tip of the marketing iceberg » (Kotler, Armstrong, Wong, Saunders, 2008).



What's territorial marketing ?

« Today, marketing must be understood not in the old sense of making a sale – telling and selling – but in the new sense of *satisfying customer needs* ».

Source: Principles of Marketing, 2008

"Territorial marketing is the effort to promote territories in a competitive market, in order to influence the public's behavior in their favour through ***an offer whose perceived value is lastingly superior to that of the competition***".

Source: adapted of the Mercator®



What's does it mean?

- *Territorial marketing is a mix of methods, techniques, good practices and above all a spirit.*
- *The spirit of marketing is based on the client. You have to think for the clients of your locations or destinations*
- *Think as a client means that you have to answer to these questions :*
 - *What's my global competitive identity?*
 - *Who are my clients and what are my advantages?*
 - *What are my services for existing and potential clients?*

Regions, counties, cities, ... : Who are your clients?

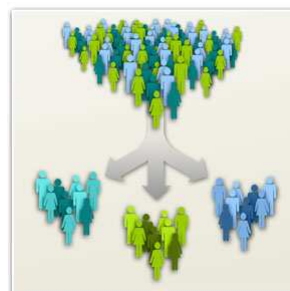


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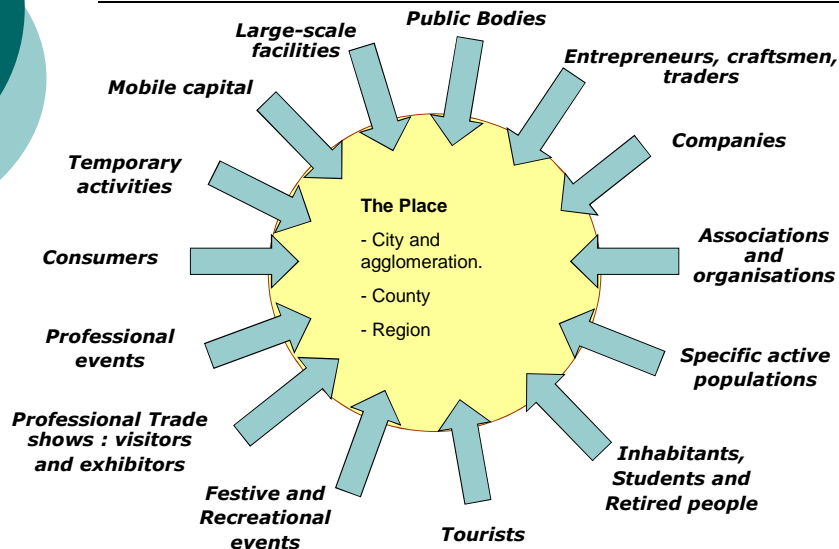
All clients are different, have different needs! Know your markets!

○ Approach. To market your territory properly, you should first of all segment the market, then target one or more segments, and lastly position yourself in the chosen segment(s).

○ The purpose of segmentation is to identify customer groups with similar needs and behaviour. Through market surveys you can learn about the nature of each group.



Where are your clients in these 14 markets?



Where are your clients?

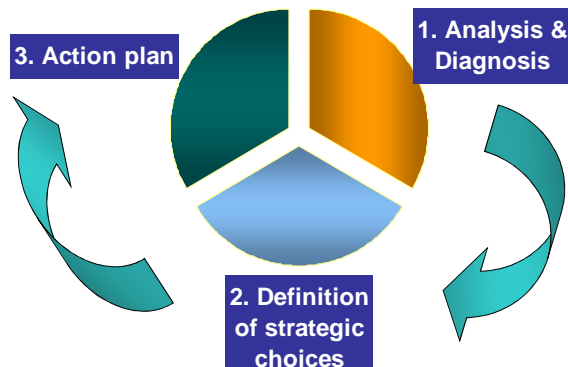
Some are already there.



Others are outside your area

A long time ago in a galaxy far, far away...

Three stage marketing approach



The marketing method : 10 steps

Stage 1: make the diagnosis

- Step 1: collect information
- Step 2: analyse markets
- Step 3: study market environments
- Step 4: evaluate competitive positioning of territorial offers
- Step 5: analyse existing relationships between your offer and the demand
- Step 6: conclusion based on findings



Stage 2: define strategic choices

- Step 7: set objectives and goals
- Step 8: build the promise (positioning)



Stage 3: draw up the action plan

- Step 9: creating the plan via the marketing mix
- Step 10: plan in order to optimise

Source: Territorial Marketing Guide, January 2010.

Stage 1. You have to make a Client-oriented diagnosis

- Target client categories for study
- **Make** market surveys of each client category
- Assess the external environment
- Measure our strengths to identified competitors!



Stage 2. Objectives and Promises

- Define your objectives
- Define your promises :
 - Globally
 - For each targeted client

Stage 3. Create a marketing mix policy close to your objectives and evaluate your actions



More on experiences, methods, etc:



Territorial marketing:
www.marketing-territorial.org

Part 2: Territorial marketing in France is based on collective initiatives

Making your region attractive:

The Ile-de-France approach



Source : Paris Region Economic Development Agency (www.paris-region.com)

Attractiveness action plan (P2A) goals

- Organise response to challenges posed by competitors through a strong initiative approved by the Regional Council.
- Build with partners an action plan based on collective initiatives in order to have more leverage.
- Introduce innovative initiatives in territorial marketing (**be cutting edge**)
- Be pragmatic and conciliatory.

Source : Paris Region Economic Development Agency (www.paris-region.com)



The Attractivity Action Plan: P2A

- 6 work groups formed in 2008 covering:
 - strategic projects
 - international presence
 - international economic image
 - Investors services
 - professional meetings, events and trade shows
 - marketing of territories
- } Response to expectations

Source : Paris Region Economic Development Agency (www.paris-region.com)

Related initiatives:

- A dedicated website
- 250 people mobilised during the 9 months of the project
- 45 priority action sheets, of which 34 have already been implemented
- 2 conferences
- One brochure for the public at: www.P2a-idf.com (in French)

Source : Paris Region Economic Development Agency (www.paris-region.com)

The P2A box of initiatives (examples)

- Shared market surveys
- Joint effort by competitiveness clusters and development agencies to target overseas investors
- Barometer of real estate investment
- Directory of Paris Region's overseas offices
- New Paris Region brochure
- Service Welcome package
- International component of local marketing strategies
- (...)

Source : Paris Region Economic Development Agency (www.paris-region.com)





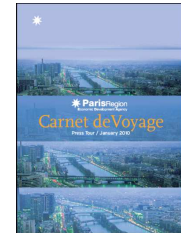
Paris Region Business Tours

Goals

- Target visitors
- Organise sector related tours
- Intended reaction: the "Wow" effect



Cap
Digital
business
tour



English
journalist
business
tour



Automotive
business
tour



Eco
activities
business
tour

Source : Paris Region Economic Development Agency (www.paris-region.com)

Acting together through a collective marketing strategy:

Example of collective brands

More and more marketing/branding strategies are based on collective initiatives



your business is capital



BRETAGNE ^{BE}



Lyon: from brand policy to ...

... Marketing angle

The screenshot displays the ONLYLYON website interface. On the left, there's a vertical navigation bar with the 'ONLYLYON' logo and a red lion icon. The main content area is divided into several sections: 'ESPACE PRESSE', 'LA MÉTROPOLÉ IDÉALE', 'ACTUALITÉS', 'PRÊTS À RÉPONDRE À VOS BESOINS', and 'CONTRIBUEZ AU RAYONNEMENT DE LYON'. The 'PRÊTS À RÉPONDRE À VOS BESOINS' section lists several bullet points: '+ Vous recherchez une implantation pour développer votre activité', '+ Vous envisagez d'habiter à Lyon', '+ Vous voulez visiter Lyon', and '+ Vous voulez organiser un événement'. Below this, there's a section for 'ACTUALITÉS' with dates and headlines. At the bottom, there's a 'VIDÉO ONLYLYON EN 3' section and a 'PLAN DU SITE' link. The footer includes the 'ONLYLYON' logo and the text 'Lyon invente les systèmes de transports de demain'.

Source : www.onlylyon.org

The marketing of an international Airport Area : the case of Paris



Why Hubstart Paris®?

- Hubstart Paris® is a collective brand.
- Hubstart Paris® has been created in order to reinforce the competitiveness of the Greater Charles de Gaulle Airport Area, Paris Region, France
- This alliance gathers 22 Key local players – both public and private

Hubstart Paris®: more than 20 partners with one unique marketing strategy

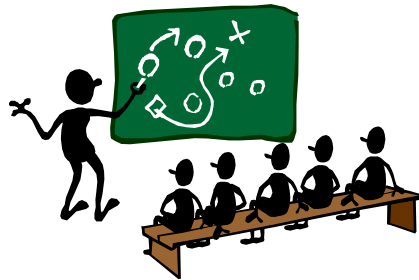


Paris Region Economic Development Agency (PREDA) is the coordinator of this alliance.

Part 3: Some territorial marketing best practices « made in France »

Best Practices

Marketing techniques and methods put the client in the spotlight



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Cerise Revait©: 13 criteria for identifying a territory's assets

C	Celebrities
E	Enterprises
R	Resources Allocation
I	Infrastructure and real estate
S	Services
E	Events
R	Research and Development
E	Exchange Economy
V	Values and identity
A	Abilities & Human Capital
I	Image
T	Telecommunications & IT
©	Collective, structural action

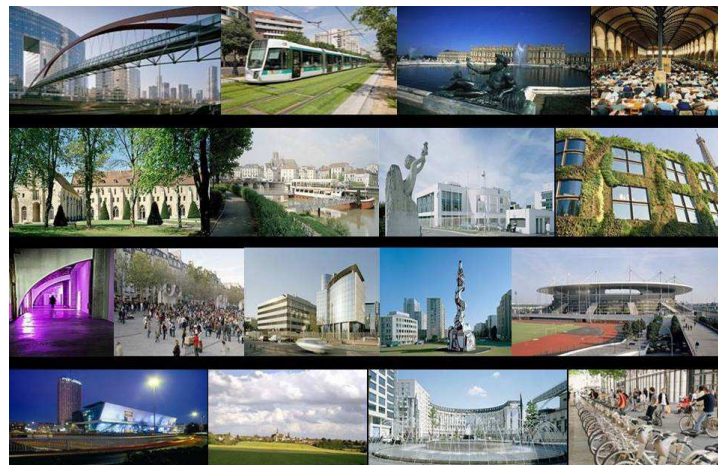
Source: <http://0z.fr/VGYRK>

Media portraits are very used in France to identify competitive identity



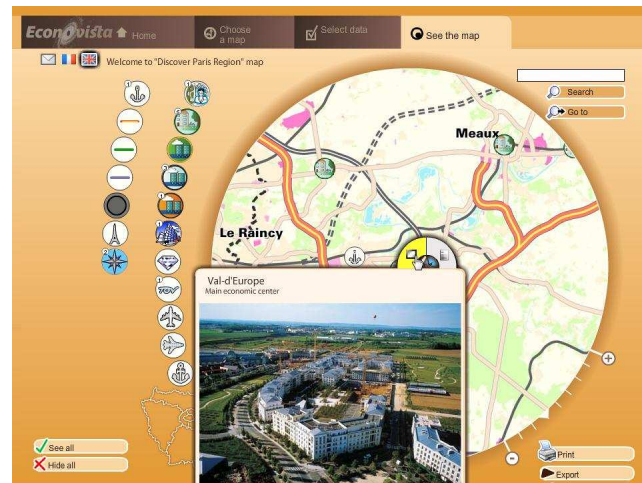
Source: AGUR, Dec. 2009

Promoting the territorial offer through cartography



How to promote the Diversity of the offer?

Interactive maps « clients oriented » Example : www.econovista.com



www.econovista.com

Proposing innovative services in one place



Datagora is a multimedia space providing real-time socio-economic information, in a comprehensive and targeted manner, for delegations and potential investors.

<http://www.datagora.com/>



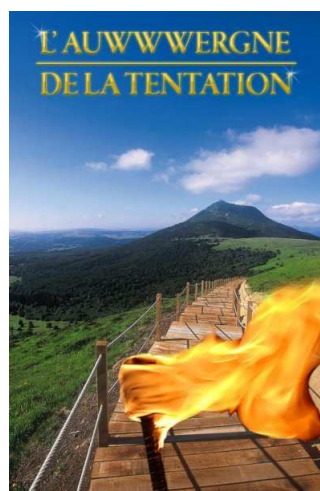
*This kind of facility exists also in Lille (Project Center),
Caen (Normandy) and Nice (French Riviera)*

Humour as marketing tool (in this case Parisians)



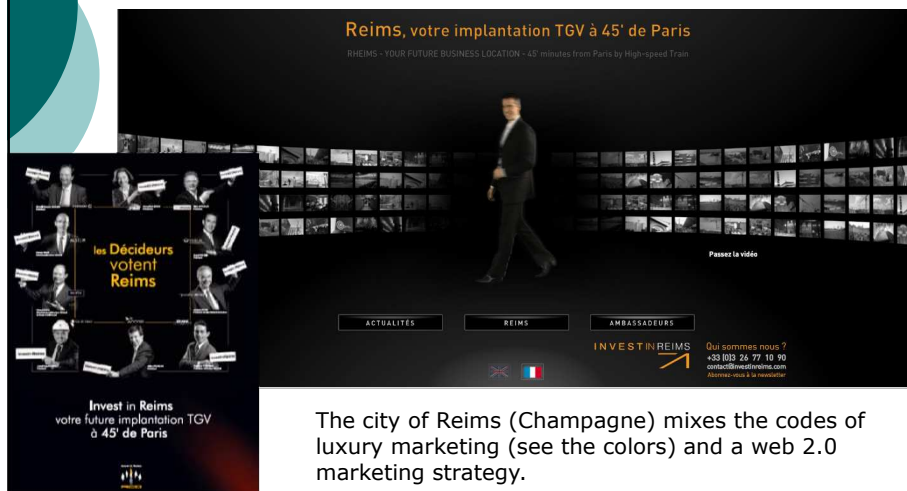
<http://www.leloiretvousreussit.com/cgloiret/>

TV show parody in the Auvergne region



Source : <http://www.delatentation.com/>

Reims: Luxury codes and web 2.0



The city of Reims (Champagne) mixes the codes of luxury marketing (see the colors) and a web 2.0 marketing strategy.

Source : <http://www.investinreims.com/>

Connecting: "Futur en Seine on Tour" Asian tour (2010)

Goals

- Promote Parisian skills in digital content by using the editorial logic of Futur en Seine (www.futur-en-seine.fr)
- Connect the french ecosystem with others ecosystems
- Three cities targeted: Shanghai, Seoul and Tokyo
- Reinforce joint technological projects with international players
- Facilitate welcome of foreign players in the Paris Region for the 2011 edition of the Futur en Seine Festival

Partners

- Regional Council and PREDA (www.paris-region.com)
- Cap Digital competitiveness cluster
- Other partners involved: territorial partners, organisations involved in promotion of French know-how (design), etc.

Successful operations

- Shanghai: conference (July 2010)
- Seoul: exhibition (October 2010)
- Tokyo: exhibition (November 2010)



Source : Paris Region Economic Development Agency (www.paris-region.com)

2010 Futur en Seine on Tour



Source : Paris Region Economic Development Agency (www.paris-region.com)

Conclusion on some major trends

- Marketing doesn't just mean communication tools
- Professionalisation of marketing approaches in France and elsewhere
- Growing interaction of major urban projects and marketing strategies
- Comprehensive collective approaches from start to finish
- "French touch" and « international touch»: let's share our know-how and best practices!

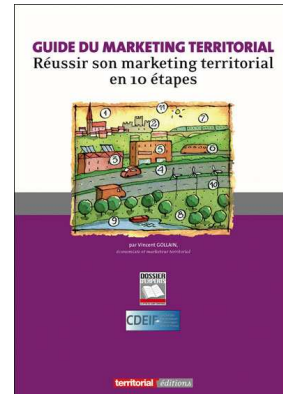
- o Territorial marketing:
www.marketing-territorial.org
(english section)



- o Bibliographic references:



- Cerise Revait ® method,
www.cdeif.org
- V. Gollain, Territorial Marketing
Guide (*in French*), Territorial
Editions, January 2010.



Location of best practices adopted in France



Source: <http://www.umapper.com/maps/view/id/39165/>

Thank you for your attention



Contact:

Vincent GOLLAIN

vgollain@hotmail.fr