

Marketing of places and destinations: the "French touch"

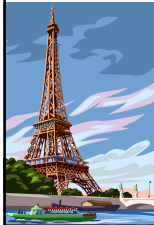
By:

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?

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Context: everyone is zapping
between territories



Competition in Europe through territorial brands



European city branding. Concept: Evert Ypma, Design: Femke Herregraven. 2009 Source: Greater Sydney Partnership

Zapping by customers + competition =
put the client at the center of your
strategy



Customer-oriented diagnosis =

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



Part 1: Define territorial marketing



Territorial marketing is not only Communication



Territories: Who are your clients (/customers)?



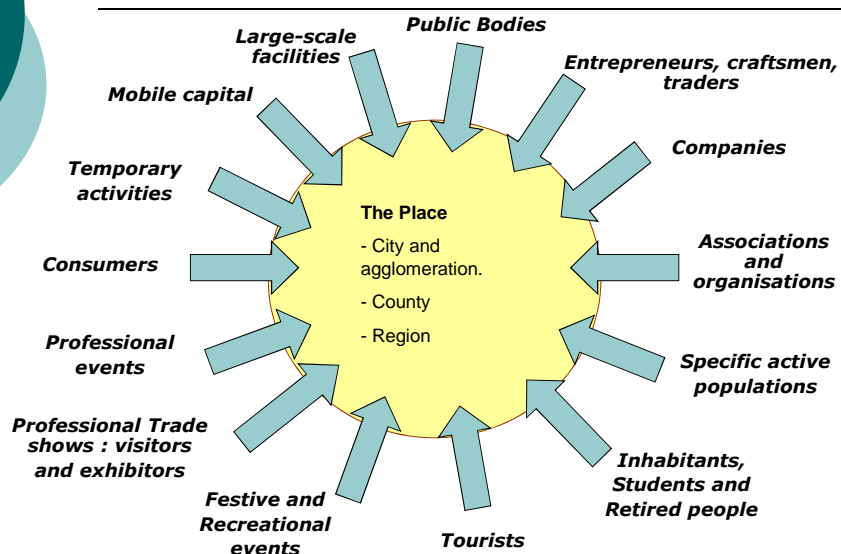
Let's start by identifying segments

○ 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.



Example of client segmentation : the 14 markets



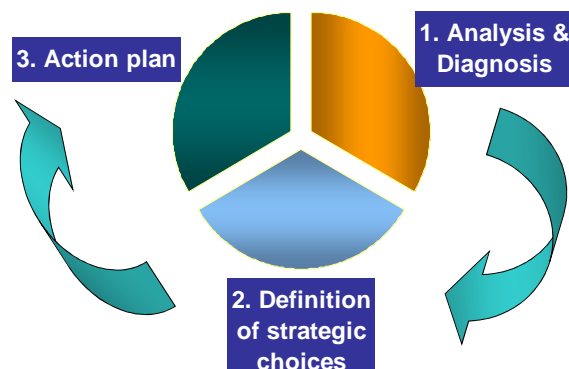
Definition of territorial marketing

"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***".

Sources : Author and Mercator®

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The three stages of the marketing approach



The marketing method : 10 steps

Stage 1: making the diagnosis

- Step 1: putting information at the heart of the approach
- Step 2: analysing the markets
- Step 3: studying the markets' environment
- Step 4: evaluating the competitive positioning of the territorial offer
- Step 5: analysing how to establish the relationship
- Step 6: summarizing the assessment of the territorial offer in the light of demand



Stage 2: defining strategic choices

- Step 7: choosing an ambition
- Step 8: building the promise (positioning)



Stage 3: drawing up the action plan

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

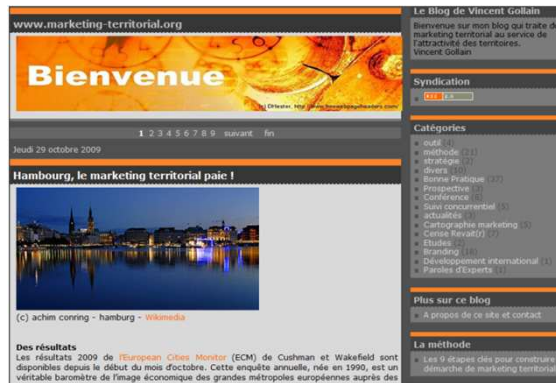
Source: Territorial Marketing Guide, January 2010.

Location of best practices adopted in France



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

More on experiences, methods, etc:



Territorial marketing:
www.marketing-territorial.org

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

Building an attractiveness strategy together:

Example of an attractiveness action plan (P2A) in the Paris region



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

Attractiveness action plan (P2A) ambitions

- Organise a response to the challenges posed by competitors through a strong initiative approved by the Regional Council.
- Build collectively an action plan based on collective initiatives in order to act together with more powerful leverage.
- Introduce new 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:
 - strategic projects
 - international presence
 - international economic image
 - service offer
 - professional gatherings and events
 - marketing of territories
- } Response to expectations
- A dedicated website
 - 250 people mobilised during the 9 months of the project
 - 45 priority action sheets, of which 34 were implemented
 - 2 collective restitutions
 - One document 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
- Targeting of investors between competitiveness clusters and development agencies
- Barometer of real estate investment
- Directory of international presence of territorial bodies
- New presentation of "regional economic profile"
- Welcome package
- International component of local marketing strategies
- (...)

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





"Futur en Seine on Tour" Asian tour



Goals

- Promote Parisian skills in digital content by using editorial logic of Futur en Seine
- 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
- Cap Digital competitiveness cluster with participation of Systematic and Advancity
- Other partners contacted: territorial partners, organisations involved in promotion of French know-how (design), etc.

Initiatives undertaken so far

- Initiative launched
- Partners mobilised
- Business Plan drawn up

Sources : www.futur-en-seine.fr and www.paris-region.com



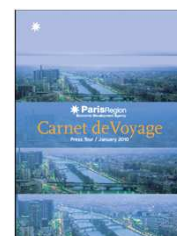
Paris Region Business Tours

Goals

- Target visitors
- Organise 1 to 2 day circuits
- Precise theme
- Intended effect: 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:

The example of collective brands

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



BRETAGNE ^{BE}



Lyon: from brand policy to ...

... Marketing angle

Source : www.onlylyon.org

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

HubstartParis®
GATE TO BUSINESS. LINK TO THE WORLD

01 NEWS
News
Daily

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Portrait
Networks
Functions
Real estate

03 THE SCHEME
The ethos
Partners
Our services

04 RESOURCES
Publications
Hubstart in pictures
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Press
Useful links
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News

ParisRegion
BUSINESS TOUR

The Ethos

Hubstart Paris®, your key contact for the Paris-Charles de Gaulle airport hub

The world's big international airports are becoming focal points of the global economy. In France, the area surrounding Paris-Charles de Gaulle airport is one of the major hubs for growth and job creation in the Paris region. This area, which straddles the three

A Business Tour to discover the Paris Region

www.hubstart-paris.com

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, public or private

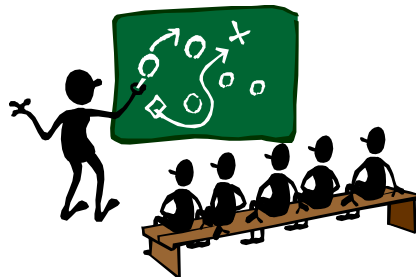
Hubstart Paris®: more than 20 partners with one marketing strategy



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

Best
Practices

The marketing techniques and methods place the client centre-stage



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11 territorial marketing mix variables



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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>

ID portraits are all the fashion in France



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/>



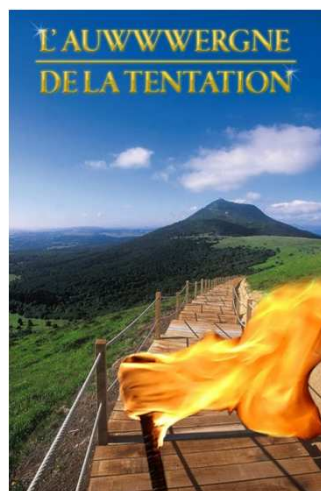
*This kind of facility exists also in Lille (Project Center),
Caen (Normandy) and Nice (French Riviera)*

Humour as sales weapon for targets (in this case Parisians)



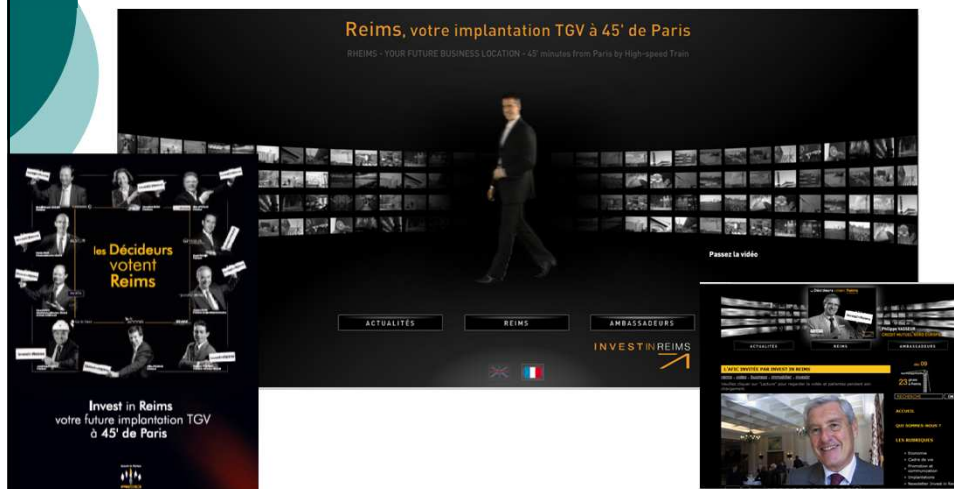
<http://www.leloiretvousreussit.com/cgloiret/>

TV show parody in the Auvergne region



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

Reims: Champagne and web, web, web



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



Connecting: "Futur en Seine on Tour" Asian tour

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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!

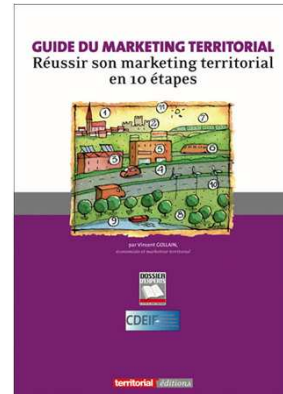
- o Territorial marketing:
www.marketing-territorial.org
(english section)



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Guide (*in French*), Territorial
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Thank you for your attention



Contact:

Vincent GOLLAIN

vgollain@hotmail.fr