

Branding a Macro region: the case of BSR

- Place branding – joint efforts of Baltic cooperation
- 'Live like locals' cross-border product – attracting Japanese tourists to Baltic Sea Region

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Why to do regional branding?

- Nation branding and city-branding still prevail in place branding
 - Added value of widening the scope into regional place branding
 - Cooperation first, competition second
- Baltic Sea Region branding based on concrete BSR product building
 - Tourism
 - Film Talent
 - Investments
- Building on wide transnational stakeholder cooperation: synergies with existing actors and frameworks in BSR
 - BaltMet Network & Baltic Development Forum
- Strengthening the feeling of regional identity = strengthening the BSR brand
→ **setting the BSR on global agenda of place branding**

How to do regional branding?

- BSR product building based on core strengths of BSR and on thorough research and expert opinions
- Three fields of excellence
 - Tourism
 - One of the most demanding target groups: Japanese; if we make it there, we can make it anywhere
 - Live like locals theme
 - Film talent
 - One of the most demanding target groups: Japanese; if we make it there, we can make it anywhere
 - Film coproduction forum
 - Investment attraction and business cooperation
 - Two trade fairs MIPIM in Cannes and Hannover as pilot cases
 - Raising awareness of BSR's possibilities to international investors
 - Putting BSR on the map of investors

BaltMet Promo

- Promoting the entire Baltic Sea Region globally and strengthening the BSR identity both at home and abroad
- Combining forces in common marketing – designing of joint BSR services and products for tourists, talents and investors
- Co-operation with colleagues and the best subject matter experts from across the BSR (best practices, experience, contacts and networks, less risk, shared aims)
 - **Funding:** European Union, Baltic Sea Region Programme
 - **Duration:** Pilot Phase two years (1/2010 – 12/2011)
 - **Budget:** 2,8 MEUR (2010-2011)
 - **New project initiative: BaltMet Brand-ID**
 - Continuing the efforts in regional branding and identity building:
 - Tourism (prolonging seasonality into winter, maritime city profile development)
 - Investment attraction and business cooperation (sector-specific delegation visits)
 - International talent (improving international student services)
 - Funding decision September 2011

Promo Logic

Branding is based on intensive product building of BSR products.

Product building based on thorough research (11 metropolises of the region; Berlin, Helsinki, Riga, Warsaw, Vilnius, Stockholm, Tallinn, Copenhagen, Oslo, Malmö and St. Petersburg)

- Demand research (desk study and interviews)

- Tourism: mapping the interest of Japanese tourists towards a life style experience in BSR
- Talent: mapping the Japanese film ecosystem and coproduction field, identifying the will to co-productions
- Investment: mapping the reasons why firms invest in the Baltic Sea Region

- Supply research (desk study and interviews)

- Tourism: mapping the existing supply of services targeted to Japanese tourists
- Talent: mapping the BSR coproduction field, identifying the interest to co-productions
- Investment: Analysis of the investment drivers in 11 cities of the Baltic Sea Region + field study at World Expo in Shanghai, how do the BSR cities present themselves

- Marketing communications

- Packaging the services and products into an attractive form
- Dissemination the information

Tourism Pilot

Tourism demand research – Finding out public trend towards “Lifestyle experience in Baltic Sea Region”

- Demand research methodology
 - Fact and media coverage research, mass media screening, consumer opinion and travel agency hearing, photo evaluation
- Results
 - Individuals, especially Japanese young women as trend setters in travelling
 - Specific cities well-known, i.e. Berlin, Copenhagen and Scandinavian cities, generally very little information on the lifestyles of the Baltic Sea Region countries
 - Conception of the Baltic Sea Region according to three sub-themes
 - **Nature, design** → **Scandinavian Cities**
 - **The Historic Centre (World Heritage)** → **Three Baltic Cities**
 - **History (e.g. war, architects)** → **Berlin and Warsaw**

Tourism Pilot

Tourism supply research – Finding out the existing supply of services under ‘Live like locals’ theme in the Baltic Sea Region

- Supply research methodology
 - Desk research and deep interviews
- Results
 - Information about 12 categories of lifestyles in each of 11 cities (general information, nature, food/cuisine, culture, trends/fashion, urban/city/rural life, other leisure activities, main tourist sites, tourist services, eco)
 - Lot of traditional tourism services, very few services in particular for Japanese tourists
- Three ten-day trips to:
 - **Helsinki + St.Petersburg**
 - **Riga + Vilnius + Tallinn → ‘Baltic Cities’**
 - **Berlin + Warsaw → ‘Culture Power Spots’**
 - Programmes for the trips made in cooperation with Project partners and Local experts

Tourism Pilot

Tourism product – ‘Live like locals’ travel experience to the Metropolitan areas of the Baltic Sea Region

- Competition for individual Japanese bloggers:
 - Win a trip to Baltic Sea Region area, travel under “Live like locals theme”
- Criteria for bloggers
 - Quality of pages, photos, contents of articles, updating of blogs, number of hits, variety of subjects, personality and popularity of blogger
- Attracting bloggers via written and electronic media
 - Twitter, press releases in travel magazines, travel agencies, newspapers, portal site, blogger’s ranking sites
- 32 applications – 3 winners
- Selection and announcement in July 2011



Tourism Pilot

- Arrangements
 - of the competition outsourced to a Japanese consultant
 - of the trips outsourced to a BSR travel agency, both selected through public tenders
- Marketing Communications
 - Especially tailored for the Japanese target group
 - Logo
 - Word-templates
 - Brochure
- Live like locals -trips organized in mid-July – mid-September 2011
 - Tallinn, Riga, Vilnius
 - Berlin & Warsaw
 - Helsinki & St.Petersburg





Tourism Pilot

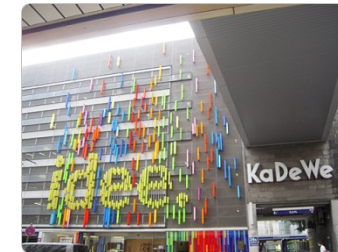
- **Baltic Cities – Riga, Vilnius, Tallinn**
 “これから10日間、バルト三国に行きます!!!”
 [Going for the Baltics for ten days!!]
 - Programme
 - Included both traditional sights and `living like locals´, quite tight but very much liked
 - What was interesting?
 - Differences in food culture, new tastes
 - Details, use of colors, setting, design, cuteness
 - Atmosphere
 - Shopping
 - Nature; wood as material, sea, fishing
- Baltic cities offer a lot for Japanese tourists, the key is to spread to message





Tourism Pilot

- **Berlin & Warsaw – Culture Power Spots**
 - Programme
 - Traditional sights and ‘living like locals’, intensive, ideal way of travelling
 - What was interesting?
 - Meeting with local people, cultural events
 - Cosmopolitan atmosphere of the city
 - Differences in food culture, new tastes
 - Shopping
 - Nature, bicycling
- Organizing the visits also in other cities than capitals
- Publishing ‘Live like locals’ travel programmes



Tourism Pilot

- Dissemination of information and presenting the experiences of trips
 - Local press conferences during blogger visits
 - Brochure 'Live like locals'
 - Seminar at JATA Travel showcase, Tokyo (29th Sep – 2nd Oct)
 - Presentations by cities + talk show with the bloggers
 - JATA Travel showcase participants, press
 - Seminar & Marketing event (4th Oct)
 - Presentations by cities + talk show with the bloggers
 - Reception for networking
 - Around 80 key planners, sales persons in agents, whole sellers, tour operators and press
 - Local stakeholder meetings in Partner Cities & www.baltmetpromo.net



BaltMet Promo Consortium

- City of Helsinki (Lead Partner)
- Aalto University School of Economics CEMAT (Coordinator)
- Baltic Development Forum
- City of Berlin
- City of Warsaw
- Greater Helsinki Promotion Ltd
- The Research Institute of Finnish Economy
- City of Riga
- City of Vilnius

Associated Organisations

- City of Malmö
- Oslo Teknopol
- City of St. Petersburg
- City of Tallinn
- Wonderful Copenhagen
- Baltic Sea Region networks
- National institutions:
 - investment promotion agencies
 - national tourism promotion agencies
 - cultural agencies



Thank you!

For more information
www.baltmetpromo.net

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