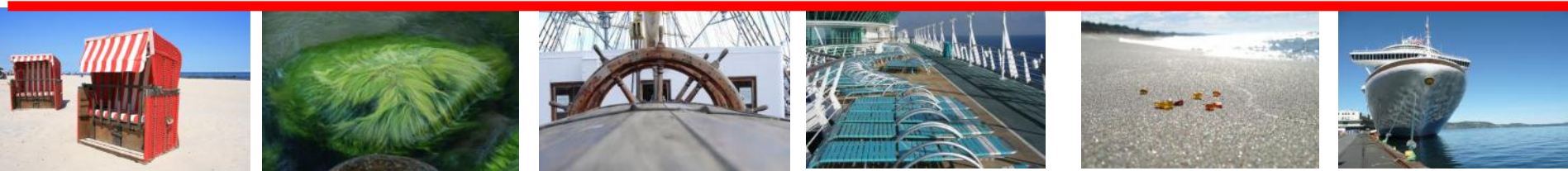


Hubert Gonera

Branding the region – How to do it successfully ?



Building A Baltic Sea Tourism Region

A Cooperation Model of the EU Strategy for the Baltic Sea Region and the Council of the Baltic Sea States

Rostock-Warnemünde, 3 - 4 May 2012

Parallel workshop sessions: Tourism marketing in the Baltic Sea Region (4 May 2012)

Baltic – how to brand it successfully in international terms

1. Baltic - how to brand it – the „candy shop” approach.



1. Baltic - how to brand it – the „candy shop” approach.

- It covers 8 countries and is in fact the most european sea of all
- Can it have a one solid brand that covers all the aspect of it?
- Yes but it must be a brand of a candy shop



Candy shop = shop with best memories

- In Poland everybody knows E.Wedel sweets mixture but every one has it's own favourite
- Baltic phenomen is its diversity
- Everyone likes baltic but for an individual reasons
- In fact its is a „first sea” destination for over 100 million europeans and everyone has its personal reason to love Baltic



2. Best memories – Sea – forget me not sea

- It is the sea of the first family holidays
- Of the first sailing or sea fishing
- Of the first kisses and loves
- Of the first fresh fish and chips
- Of the first music festival...



What candies can we find in Baltic basket?

- Unspoiled nature with sandy beaches, dunes and picturesque islands – Baltic for an Initiated
- Scandinavian design – Helsinki WDC 2012
- Post USSR
- New Europe
- Hansa trade guild
- Culinary tradition of fish, beers and vodkas –
- Copenhagen phenomenon, Tricity Team, Gosch Sylt example

Baltic – how to brand it successfully in international terms

2. Nature basis branding – how to make a strenght out of a weakness?

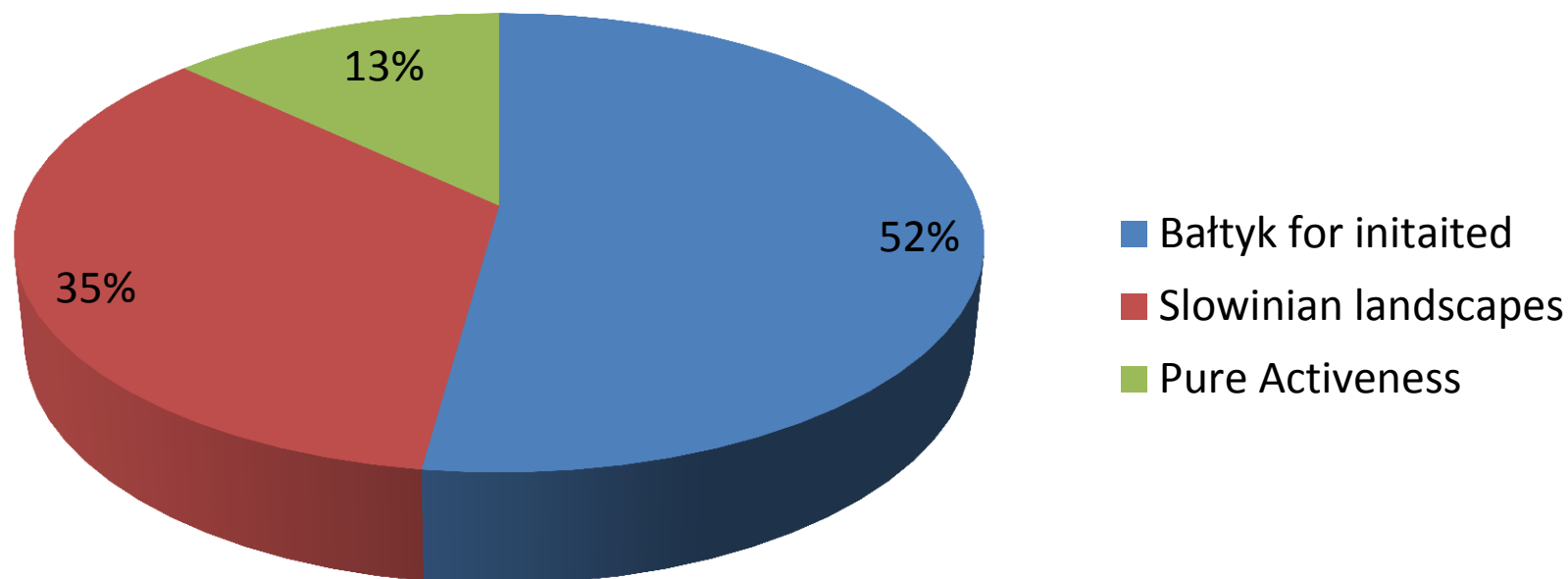


Smołdzino – Baltic for the initiated

- Located between two popular Baltic Resorts Łeba & Ustka souvage baltic commune covered in 75% by National Park
- Ex Top Secret Military Base of Air Missile Forces
- Posted a question who should we follow Łeba or Ustka?
- The answer - remain different and unspoiled

Smołdzino – Baltic for the initiated

Opcje for Smołdzino Commune Brand



Smøldzino – Baltic for the initiated – leading tourism products



**CYCLING TO THE
BALTIC SEA**

**IN SEARCH OF THE
CULTURE OF THE
SLOVINCIA**



ACTIVE HOLIDAY

**A BIRDS'
PARADISE**

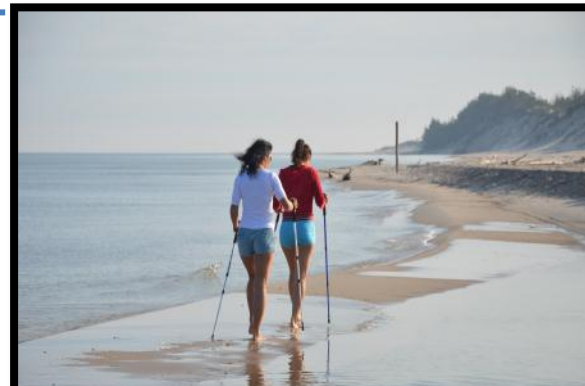


ACTIVE HOLIDAY

Activity is a vital component of leisure in Smołdzino Commune. Thanks to amazing landscapes, it provides extraordinary aesthetic impressions, and the seaside climate allows the organism to regenerate faster than anywhere else. With rich infrastructure, clear marking, as well as numerous sports, recreational, and family events, Smołdzino can be called a seaside active leisure centre – Eco-style, naturally.

Activities worth trying:

- **Kayaking down the Łupawa River from Stojcino to Lake Gardno**
- **Winning the crown of Smołdzino (the Lighthouse in Czołpino, the observation tower on Rowokół Hill, the Czołpino Dune, the observation tower on Lake Gardno)**
- **Nordic walking on the beach**
- **Windsurfing and kitesurfing on Lake Gardno**
- **Horse riding lessons**
- **A walk along nature trails**



Implamentation



New maps, folders, trails signage, cooperation



Baltic – how to brand it successfully in international terms

3. Helsinki – added value of Scandinavian Design



Helsinki – World Design Capital 2012

- Too far for most of the world to visit, too little interesting by the cultural means to stand out of the crowd
- decided to create a new value and be a leader in design field
- In 2009 started to create a design district...in 2012 together with 4 finish town build a design destination that is a globally recognised tourism proposal



Helsinki – World Design Capital 2012



TRANSFORMING THE CITY

**Urban Wheel –
cyclists as city
planners**

Lahti

01.01.2012 - 31.12.2012



COMMUNICATIONS

**Genius loci. School
of Economics: its
architecture, design
and art**

Helsinki

16.01.2012 - 16.01.2012



ENCOUNTERS

spACE

Helsinki

16.09.2012 - 31.12.2012



RETHINKING DESIGN

**SYMBIO Living Lab
– Young creative
entrepreneurs**

Other City

01.09.2009 - 31.08.2012



RETHINKING DESIGN

**Ready Steady GO!
Finland**

Lahti

01.01.2012 - 31.12.2012



EXHIBITIONS

**City and the Sacred
– Unrealized
Visions**

Helsinki

19.11.2012 - 02.12.2012



ENCOUNTERS

**Product Design
Gala**

Espoo

27.04.2012 - 15.05.2012



RETHINKING DESIGN

**The Conference
Hotel of Tomorrow**

Helsinki

01.10.2010 - 30.04.2012



EXHIBITIONS

**Transformation:
Towards a
sustainable future**

Helsinki

06.06.2012 - 30.09.2012



RETHINKING DESIGN

Soft tower

Espoo

01.01.2012 - 31.12.2012



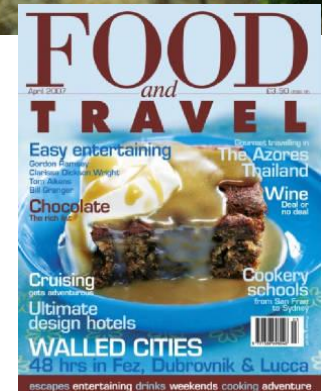
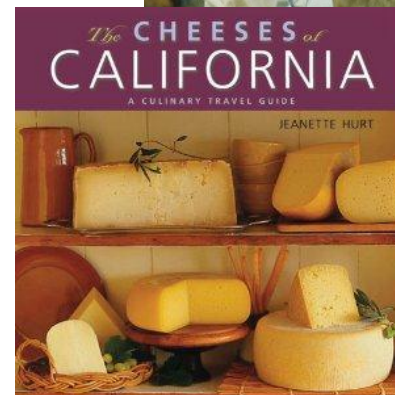
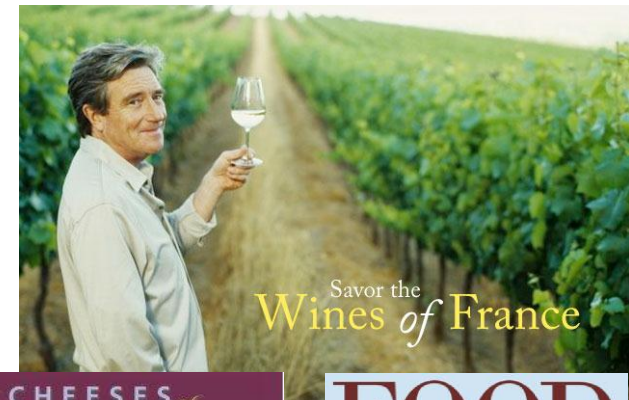
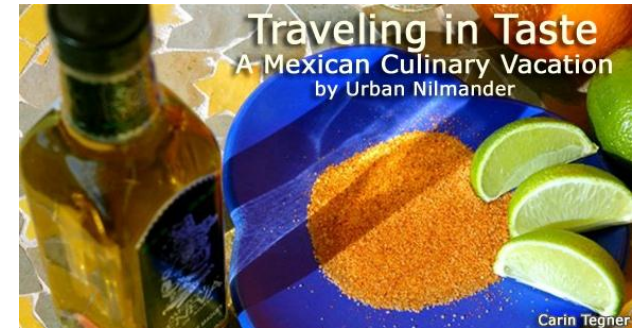
Baltic – how to brand it successfully in international terms

4. One of „possible candies” Baltic – the best teast in the world ?



Baltic – the best feast in the world ?

- *The freshest and most popular than design is only culinary experience.*
- *Culinary traveling is one of the most popular reason to americans to travel*



Baltic – the best teast in the world ?

- Kopenhagen besed restaurant – Noma – considered the best in the word
- Kopenhagen besed chief Rasmus Kofoed considered best chief in the World
- Geranium considered 49th
- 3 Swedish restaurants in 50 worlds best, 1 German



Baltic – the best teast in the world ?

- Bulaj – Atur Mróz,
- Sheraton Sopot - Ewa Olejniczak ,
- Gothic – Bogdan
- Pomeranian Culinary Academy
- Krzysztof Szulborski – President of Chefs and Masters
- Andrzej Ławniczak – author of amber soup



"Experience the Legendary Hospitality and Culinary Traditions of Poland"



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Always open on cooperation on Baltic

Baltic - inspirations

