

# **PROMOTING PLACES**

Channel Chamber of Commerce  
Regeneration Conference

13<sup>th</sup> September 2007

Problem

Principles

Positioning

Practice

Problem

# **SAME OLD SAME OLD**

Destination centric

Perfection overdose

Advertising as brochure

Sights not experiences

Brand tease

# WHICH GOES WITH WHICH?

Beyond expectations  
The country of wonder  
Just beyond your imagination  
More than the usual  
There's only one  
Mother Nature's best kept secret  
Discover our true nature  
Your second family  
A dream welcome  
The sunny side of life  
Refreshingly different  
A new point of view  
Once seen, never forgotten



Philippines  
Andalusia  
Belize  
Egypt  
Brittany  
Maldives  
Finland  
Greece  
Ireland  
Qatar  
Kerala  
Mexico  
Morocco

# WHERE AM I

“There are Hidden Treasures waiting to be discovered for all tastes and age groups. We have quaint villages, wonderful heritage, vibrant culture, tranquil gardens, brilliant attractions, awesome coastline and excellent shopping!”

*Essex*

# WHERE AM I

“All the ingredients that make a great day trip or holiday . Rolling countryside, pretty villages, history, and heritage, along with an enviable events calendar make the area perfect for visits.”

*Bedfordshire*

# POSITIONINGS?

Kent

*Relax, refresh, inspire*

Essex

*Hidden treasures*

Northamptonshire

*Heart of England*

Herefordshire

*Unspoilt*

© 2008 THE NEW ZEALAND GOVERNMENT

**100% PURE NEW ZEALAND**



Principles

'Everything in life should be as simple  
as possible, but no simpler'

*Albert Einstein*

# BRUTAL SIMPLICITY OF THOUGHT

It's easier to complicate than to simplify

Simple messages enter the brain quicker  
and stay there longer

Brutal simplicity of thought is therefore  
a painful necessity

# APPLYING BRUTAL SIMPLICITY

## SURT

A compelling insight, often overlooked

+

## BRAND TRUTH

A defining truth about the brand

=

## PROPOSITION

Catalyst for belief & action

# BRITISH AIRWAYS

## SURT

People fly to be  
with  
other people

+

## BRAND TRUTH

British Airways  
flies more people  
to more places  
than anyone else

=

## PROPOSITION

British Airways  
brings the world  
together

# TfL – TEEN ROAD SATEFTY

## SURT

Teenagers believe they will amount to something one day

+

## BRAND TRUTH

2 teenagers are killed or seriously injured every day crossing the road

=

## PROPOSITION

Don't die before you've lived



Positioning

# **CORE CONSIDERATIONS**

Audience

Attitudes

Access

# CONSIDERATIONS FOR SHEPWAY

- District vs places
- Treating live, work and play as one
- Regeneration
- Quality of life
- Locations
  - Fast rail link to London
  - Access to Europe

# SELLING POINTS

Commute

Creativity

Coast

Countryside

Community

# AUDIENCE BEHAVIOUR

- Try before you buy
- Harnessing regional traffic
- Marketing events
- Property PR
- Accommodation as destination

# POSITIONING AREAS

- Try to create a sense of what life would be like in Shepway
- Bring together the unique selling points
- Suggest value for money
- Imply growing affluence
- Easy to attract quality people

# **POSITIONING AREAS**

*A new way of life*

The Continental corner

The creative community

Practice

# CREATIVE MEDIA

- High media spend gives you a higher share of voice
- But clever use of relevant media can add extra power to your message
- Consider unconventional, but impactful media channels that may be uniquely available to your organisation

# BANNERS ON PUBLIC BUILDINGS



Berlaymont – headquarters of the European Commission




Federal Ministry of the Environment in Vienna



PR stunts with famous statues



Climate change film on Ski resort TV

 **aninconvenient** **150906**

This film highlights the significance of climate change for our society – the subject of the European Commissions' climate change programme

**TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE**

Partnership with Al Gore film at cinema screenings


# CABNUMBERS.COM


**SEEDY CARS**  
Six Offenders on wheels  
Over 50 reported rapes in illegal minicabs last year  
\* Actual figure thought to be at least 3 times higher \*



FOR YOUR NEAREST LICENSED MINICAB, TEXT "SEI" FOLLOWED BY YOUR PICK UP POSTCODE  
**TEXT 60040** 

**LEFT-4-DEAD Car Services**  
LEWY, THICKY & WASTE GROUND DROP-OFFS  
At least 1 rape and 4 sexual assaults in unlicensed cabs every week



FOR YOUR NEAREST LICENSED MINICAB, TEXT "THE" FOLLOWED BY YOUR PICK UP POSTCODE  
 **TEXT 60040**

**KERB CRAWLER CABS**  
Over 250 reported sexual assaults in illegal cabs last year

Only 1 in 5 are reported. You do the maths.



WELL A BASTARD IN 40 MINUTES!

FOR YOUR NEAREST LICENSED MINICAB, TEXT "KAI" FOLLOWED BY YOUR PICK UP POSTCODE  
 **TEXT 60-0-40** 

**RISK-A-RAPE TAXIS**  
Operating in this area

Unlicensed  
Uninsured  
Unvetted



32 Rapes & 214 Sexual assaults last year

FOR YOUR NEAREST LICENSED MINICAB, TEXT "TAI" FOLLOWED BY YOUR PICK UP POSTCODE  
 **TEXT 60040** 

Cards in the style of mini cab firm cards distributed in pubs and bars in central London

# CHAT CONTROL



<http://www.travelblog.org/Bloggers/>



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

Consumer generated forums online have become an authority on destination and travel



<http://www.travel-rants.com/>

Conclusion

# CONCLUSION

Simplicity

Relevance

Engagement

Damian Collins, Managing Director  
Influence, M&C Saatchi  
36, Golden Square, London. W1F 9EE  
(T) +44 20 7543 4646 (M) +44 7775 947158  
[damianc@influence.uk.com](mailto:damianc@influence.uk.com)