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Context

At its simplest, a destination is a place where people want to be.

Destinations have always driven the flow of people, capital and trade. But there is no winning post in the destination race – destinations must undergo constant renewal and refreshment.

The power of destinations : why it matters to be different



Why bother?

- Competition
- Create a brand experience for the city
 - Associated values/perceptions
 - Creating what comes to mind when people think about Dundee
 - Change any outdated perceptions
 - Let others know Dundee exists
 - Bring together the city wide stakeholders
 - Sum of the parts greater than the whole



What makes a city great

All great cities are comprised of three elements:-

-Offer :

The facilities available, culture, healthcare, retail, catering , housing etc

-Environment : the buildings, geography, infrastructure, open spaces, location

- Experience : what you feel about the place



Anytown Anywhere

Jack Trout, the originator of the positioning concept: "Competition is not a battle of products or services, it is a battle of perceptions in the costumer's mind". Destination may offer the best products and experiences, but unless it is able to create the perception in the minds of potential travellers that it offers something different, better and more appealing than other destinations it may not be in a position to convince travellers to visit.



Background

- Post industrial city
- Negative image within Scotland
- Not much international profile

- Return of the RRS Discovery (late 1980s)
- Ist Campaign City of Discovery
- Focus on cultural regeneration



City of Discovery Campaign



- Media and PR led
- Funding available to attract events

 Felt to be relatively successful but not everyone on board (impact mostly within Scotland or very niche)



Campaign Review

- 2009 review city of discovery and logo too restrictive, focus groups – association with the RRS Discovery and that was it.
- New refreshed campaign. Based on the 3 Es
- Excel, Enjoy, Enrich and the spark
- Strong narrative around the many discoveries to be made about Dundee
- First time strong visual imagery used



Creative activity

- Differentiation UNESCO status, V&A Dundee, river setting, young population
- Distinctiveness location, city + offer sunshine hrs, independent food producers/restauranteurs
- Association works for food loving culturalists/curious travellers ,
- Affiliation create narratives/promotional actions that chime with them.



REBRANDING





Dundee ignites a spark in everyone

enjoy, enrich, excel

Dundee - One City, Many Discoveries brand guidelines Our visual and verbal identity



Dundee ignites a spark in everyone

We champion Dundee



Dundee's foremost key strength... was its

excellence in certain 'niche' industries and

Proposition

The Economic Development Department

Dundee - One City, Many Discoveries brand guidelines Introduction to the Dundee brand identity



Building on the research carried out as part of Dundee City Positioning project (Klein O'Rorke) we have created a focused proposition:

Dundee ignites a spark in everyone, encouraging them to embrace all life has to offer.

Discover

motivation





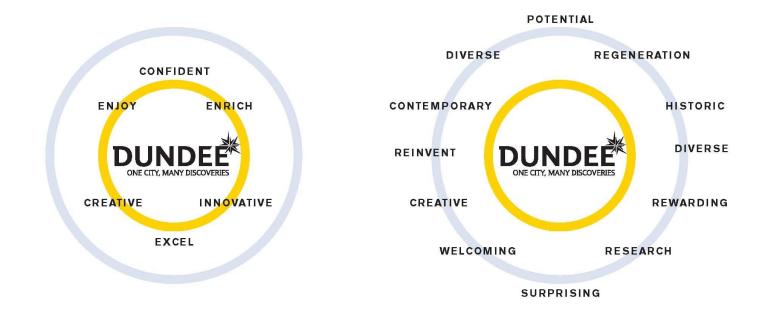




How do we talk about Dundee?

When you talk about Dundee we would like to focus on the fact that there are multiple layers to discover about the city.

Ideally using two words, one broad and one more specific as a guide to the message your trying to communicate.. The centre rings holds words that illustrate the most true and enduring traits about Dundee and Dundonians. Dundee is this above all else. The second layer guides you to be more factual, illustrating why this is so.





Types of promotion Tactics

Social Media/ Digital platforms

Promotional competitions

Public relations – endorsements/editorials

Published itineraries

Sponsorship

FAM trips – journalists/tour operators/bloggers Events



- The Wall street journal article lists Dundee in Top 10 hottest destination for 2018
- 1 page guide to Dundee in the world renowned National Geographic
- hosted at least one digital influencer blogger/vlogger each month in the city.



Destination Marketing – events are strategically

important.









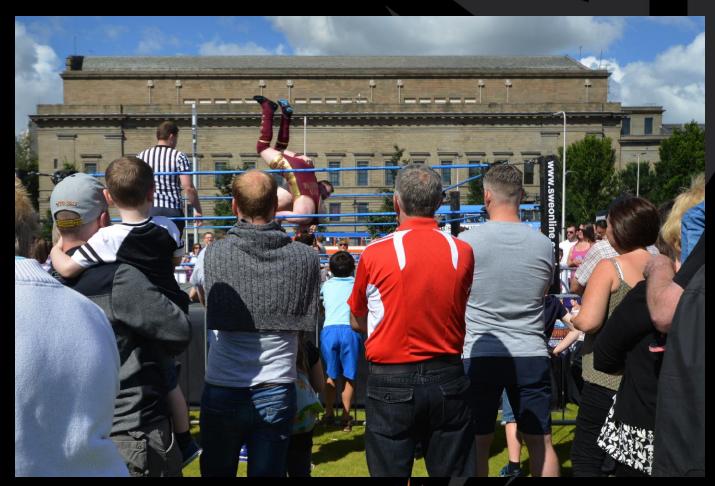
Event tourism

Adds to range of tourist attractions Facilitates media coverage Promotes awareness of Dundee as place to visit Supports Business events

"The age of special events" One off leisure/social events - beyond the everyday experience



A City Centre space to play together









Heartspace Yoga event -31st May





THE TAY BRIDGE. ONE BIG, LONG WELCOME MAT.





Probugraph by Lin Res

THIS IS WHAT YOU CALL MODERN ART. THE V&A IS COMING TO DUNDEE.







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WE'VE GOT CASTLES TOO. FIVE OF THEM.







DUNDEE-SUR-MER.

Welcome to le Cote de Dundee, the city with more sunshine hours* than any other city in Scotland.

IGNITE YOUR IMAGINATION Go to dundee.com

DUNDEE

ONE CITY, MANY DISCOVERIE



IMMUNO-ME-SOMETHING. PHARMA-ME-BOAB.

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Unlike most folk, Dundee really does know about life sciences.

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WE'RE SLAP BANG IN THE MIDDLE OF SCOTLAND.

A CONTRACT

90% of Scotland's population is only 90 minutes away from Dundee.



