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  – Change any outdated perceptions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)
• 1st 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.
Dundee ignites a spark
in everyone

enjoy, enrich, excel
We champion Dundee

Dundee’s foremost key strength... was its excellence in certain ‘niche’ industries and folklore surrounding the success of local heroes. This is a source of pride in the city, even for in corners not working in these industries. Dundee is changing rapidly and has at least two high-profile, focused industries: life sciences and digital media.

Demos report: The Place Race (Feb 2008)

The city of Dundee, offers its inhabitants, companies, students and visitors more choices and opportunities than most other urban conurbations in the UK – choices which can be surprising for their multitude and depth.

Proposition

The Economic Development Department of Dundee City Council commissioned research earlier this year, carried out by Klein O’Rorke about Dundee’s perceptions and positioning. This work generated the ‘3 Es’ as being fundamental to Dundee’s new positioning.

These are:

**Enjoy:** Great quality of life.

**Enrich:** Through wide-ranging activities in Dundee and prime location for Scottish countryside.

**Excel:** In innovative industries.

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.**
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 you're 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.

DUNDEE
ONE CITY, MANY DISCOVERIES
THIS IS WHAT YOU CALL MODERN ART.
THE V&A IS COMING TO DUNDEE.

IGNITE YOUR WEEKEND
Go to dundee.com

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IGNITE YOUR WEEKEND
Dundee
WE’VE GOT CASTLES TOO. FIVE OF THEM.

IGNITE YOUR WEEKEND
Go to dundee.com

DUNDEE
ONE CITY, MANY DISCOVERIES
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

*Average 1822 hours of sunshine per year
IMMUNO-ME-SOMETHING.
PHARMA-ME-BOAB.

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

IGNITE A NEW CAREER
Go to dundee.com

DUNDEE
ONE CITY, MANY DISCOVERIES
WE’RE SLAP BANG IN THE MIDDLE OF SCOTLAND.

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

IGNITE YOUR AMBITION
Go to dundee.com

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ONE CITY, MANY DISCOVERIES