



BaltMet Promo

Branding the Baltic Sea Region with three Baltic Sea Regional products:

ˆLive like localsˆ travel package
BSR-Japan Coproduction Forum
Investor's Guide

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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 business delegation visits)
 - International talent to knowledge centers (improving international student services)

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, Malmo 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

- 'Live like locals' travel experience for Japanese in the BSR
 - Little information on the lifestyles of the Baltic Sea Region
 - Conception of the BSR according to three sub-themes
 - **Nature, design** → **Scandinavian Cities**
 - **The Historic Centre (World Heritage)** → **Three Baltic Cities**
 - **History (e.g. war, architecture)** → **Berlin and Warsaw**
 - Individuals, especially Japanese young women trend-setters in travelling
- Three ten day 'Live like locals' trips
 - Existing supply scarce; programmes tailored in cooperation with Project partners and Local experts
 - **Helsinki + St.Petersburg**
 - **Riga + Vilnius + Tallinn 'Baltic Cities'**
 - **Berlin + Warsaw 'Cultural Power Spots'**
- Competition for individual bloggers:
 - Win a trip to Baltic Sea Region area, travel under "Live like locals theme"

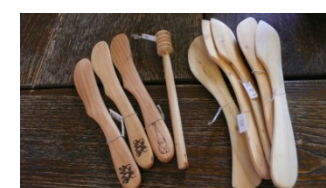




Tourism Pilot

Baltic Sea Region
LIVE LIKE LOCALS

- **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 local’, 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

- 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



Talent Pilot

日本・バルト海沿岸国 共同制作フォーラム

- BSR – Japan Coproduction Forum at Scanorama European Film Forum, 11th – 13th November 2011
 - Possibilities for collaboration and joint film production between Japan and the Baltic Sea Region countries
 - Three-day event for promising filmmakers; 10 from BSR and 10 from Japan
 - Lectures, seminars, discussions with well-known producers and filmmakers
 - Presentation and pitching of selected projects
 - Special film programme including films from all partner countries
- Pre-event field trip
 - Organized to partner cities (Berlin, Helsinki, Riga, Vilnius, Warsaw) for two Japanese and two local film talents; hosted by the local expert, meeting with stakeholders and visiting film schools etc.
- Virtual Guidebook
 - Compilation of information from the demand and supply research



Hiroomi Fukuzawa
Director, scriptwriter



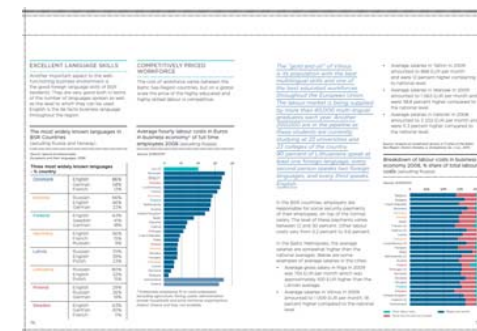
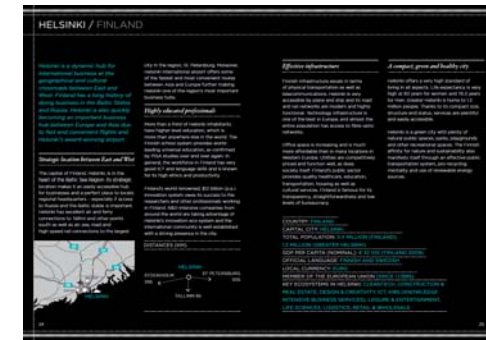
Marcel Lozinski
Director, producer, musician



Dagmar Jakobsen
Director, musician, actress,
stunt, producer

Investment Pilot

- BSR Investor's Guide – unique marketing tool for the entire BSR
 - Promotes the region and offers valuable information for investors
 - Introduces and highlights business and investment opportunities
- Divided into two sections:
 - Introduces and describes the Baltic Sea Region and the 11 Metropoles – Each Baltic Metropolis is presented by an image with the city's headline (black section)
 - Describes the BSR through seven key investment drivers (white section)
 - 89 pages, in English
 - Disseminated at MIPIM and Hannover Messe at Baltic Sea Region Investment Promotion Stand, five city stands and to stakeholders and partners
 - Available online <http://www.baltmetpromo.net/publications>



Investment Pilot

- BSR Investors' Panels
 - Organized at selected trade fairs of MIPIM Cannes (Real estate) and Hannover Messe (Industrial technology)
 - Presenting the BSR Investors' Guide and promoting the Baltic Sea Region
 - Promoting concrete investment projects (best practice)
 - Renew and maintain street lightning in Vilnius, Reinventing the Helsinki Waterfront, Create underground parking in Warsaw, Berlin Adlershof - Germany's biggest Science and Technology Park
 - Informing about investment opportunities in general
 - Participants appr. 40 in both panels
- BSR Investors' Meeting (Matchmaking Event)
 - Online tool to meet potential business partners
 - 92 participants from the BSR, all countries represented
 - 500 meetings in total, average 5.5 meetings per participant



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

Key message

Creation of tangible products and services,
and
people themselves acting as buyers, sellers or end-users,
enable
for a conception of a common regional identity and brand
be born in the minds of people.



Thank you!

For more information
www.baltmetpromo.net

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