

PLACE BRANDING. TENDENCIES AND CHALLENGES.

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City
Branding

PLACES IN GLOBALIZING WORLD

COMPETITION

For information,
talents, investors
and tourists

SPEED

Shortage of time
and cosmopolitanism

IDENTITY

Find itself in
a global world



PLACE BRANDING TENDENCIES

1

SELF-
IDENTIFICATION
through the place



2

new way of
PUBLIC
DIPLOMACY



3

new tool for
PLACE
RENAISSANCE



PLACE BRANDING CHALLENGES

WHO? HOW? WHAT? WHY?

WHICH? CAN WE?



PLACE BRANDING CHALLENGES

WHO? ...should manage place brand?



CITIZENS/
GOVERNMENT/
SPECIALISTS



DESIGN/
MARKETING/
PR



PLACE BRANDING CHALLENGES

HOW?

...to marry the requests
of 5 audiences?



CITIZENS



TOURISTS



GOVERNMENT



INVESTORS



POTENTIAL
INHABITANTS



PLACE BRANDING CHALLENGES

WHICH?

...places has really powerful identity?



COUNTRY



REGION



CITY



AREA



PLACE BRANDING CHALLENGES

CAN WE?

...leverage product branding tools to brand the place?



GEOGRAPHY



HISTORY



PATH
DEPENDENCY



IDENTITY



PLACE BRANDING CHALLENGES

WHAT? ...is place branding?



I 
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