

VIRAL PLACE BRANDING

by Vasily Dubeykovskiy
Burgas. Bulgaria. September 8th, 2012



City
Branding

CITIES, REGIONS AND COUNTRIES ARE NOW BRANDS



ATTENTION:
FESTIVAL OF VIRAL CREATIVITY

PLACES IN GLOBALIZING WORLD

COMPETITION

For information,
talents, investors
and tourists



SPEED

Lack of time
and globality

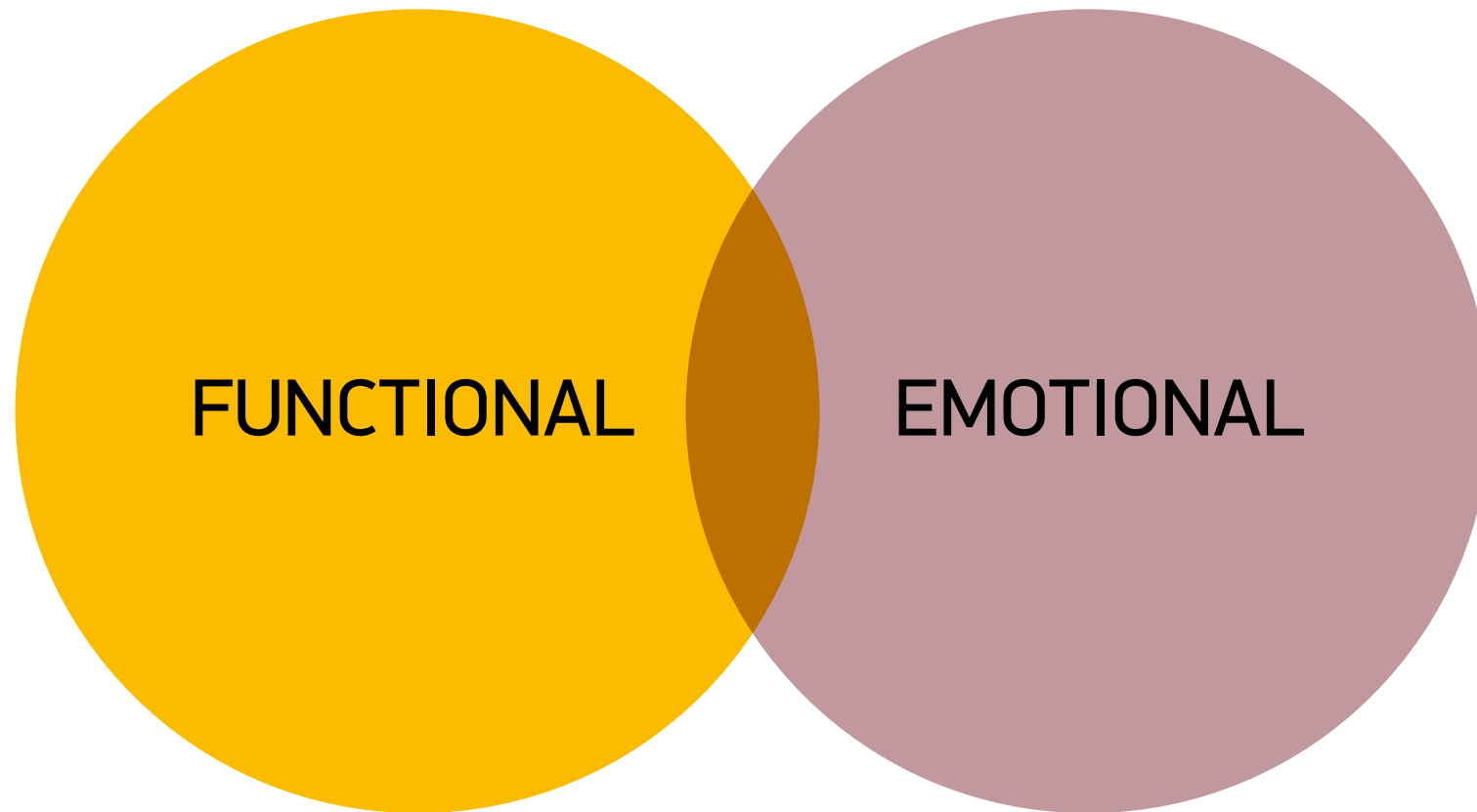


IDENTITY

Finding itself in
the global world



PLACE COMMUNICATION



INSPIRED BY ICELAND

YouTube



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Inspired by Iceland Video

filename84



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0:02 / 2:34



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325,752



Uploaded by [filename84](#) on Jun 3, 2010

The volcano has been turned off - visit Iceland.

3,358 likes, 38 dislikes



This video has been age-restricted based on our [Community Guidelines](#)



Amazing nightlife in Iceland -

by Silentverkefni

40,096 vi **FEATURED VIDEO**

59 videos

Top Tracks for Emiliana Torrini



A esperança está onde menos se espera

by Missrainbowjuice

327,325 views



Sigur Rós - "Heima"

by deeprecords

16,117 views



Build a Workbench - Build it with Bosch

by alanholtham1

139,678 views



คนค้นคน - โลกของลิน 19Jun12

by LadyBimbettes

144,997 views



Weeds - Nancy & her boss get it on (S03E07)

WHAT IS VIRAL? VIRAL PLACE BRANDING

Prehistoric place
promotion

=

What landmarks
we have

WHAT IS VIRAL? VIRAL PLACE BRANDING

Classic place
promotion

=

What unique
landmarks **we** have

WHAT IS VIRAL? VIRAL PLACE BRANDING

Place branding

=

What unique
experience
you can take

WHAT IS VIRAL? VIRAL PLACE BRANDING

Viral Place
Branding

=

What **fun** unique
experience
you can take

I Amsterdam, through the eyes of a tourist

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This video was made by Big Shots for the Amsterdam city marketing brand 'I Amsterdam'. More info on www.amsterdamadblog.com.

8 likes, 0 dislikes

**GERMANY welcomes YOU!!!**by Tim Oneschkow
23,784 vi **FEATURED VIDEO****Visit Amsterdam: Top Ten Sights in**by woltersworld
2,633 views**American tourists about Amsterdam**by roberwter
60,727 views**Amsterdam - 10 Things You Need To Know**by hostelworld
211,820 views**Amsterdam Tourism and Convention Board -**by AmsterdamCruisePort
32,560 views**Tourists in Amsterdam #yologang**by Benjayolo
960 views**Amsterdam Travel Guide -**

WHY VIRAL? VIRAL PLACE BRANDING

Number of views

OR

Type of distribution

WHY VIRAL? VIRAL PLACE BRANDING

Spontaneous

OR

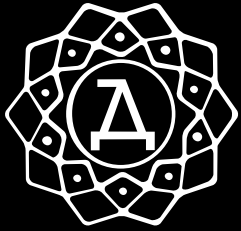
Professional

WHY VIRAL? VIRAL PLACE BRANDING

Cats, dogs,
Dart Wader, sex

OR

Something new



DART WADER IN DOBRYANKA – CAPITAL OF THE KIND

YouTube



Browse | Upload

Дарт Вейдер - добряк. Добрянка - столица доброты

CityBrand

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10 videos ▾



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712 views

Published on Jul 15, 2012 by CityBrand

Ролик создан в рамках программы по разработке бренда "Добрянка - столица доброты". Подробности здесь:

<http://citybranding.ru/v-rossii-poyavilas-stolitsa-dobrotyi/>

10 likes, 0 dislikes



Дарт Вейдер в Добрянке. Добрянка - столица доброты



Из Австралии с любовью. Добрянка - by CityBrand 485 views



Манифест Столицы доброты by CityBrand 377 views



Что такое зло? Добрянка - столица доброты by CityBrand 979 views



Если бы Дарт Вейдер был... девочкой :) by xboхru 3,126 views



Убийство в Добрянке первоклассника - by dobranca 442 views



Дарт Вейдер by comeloversony

Las Vegas commercial

genxAndy7 139 videos



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22,470

Uploaded by [genxAndy7](#) on Dec 20, 2010

As the saying goes "What happens in Vegas, stays in Vegas." Just don't fool around too much, ok?

29 likes, 1 dislike



Jackpot In Las Vegas
by jamiejansen32
259,322 views



What Happens Here, Stays Here
Welcome to the Las Vegas Channel. Your source for 67 videos



Funny Bud Light Commercials
by AleksIsCool
97,452 views



The Big Bang Theory Facebook
by kypdurr0n33
261,881 views



Adam & Hanan-Film Al Akhr (The
by az111za
256,142 views



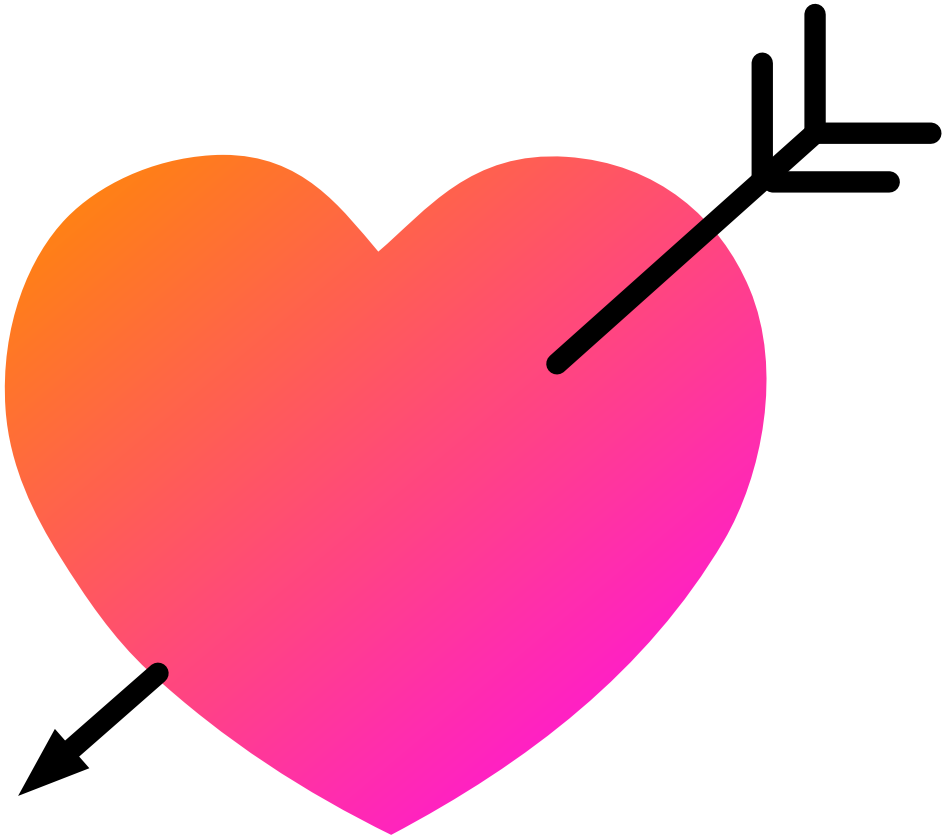
Triznasty's Vlog- My First Kiss
by TristenMacDonald
7,954 views



the scariest

VIRAL PLACE BRANDING

- 1 Based on place identity
- 2 Leveraging place stereotypes
- 3 Showing unique experience in dynamics

I  **VIRUS**



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