

 RESONANCE



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PLACE BRANDING





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ABOUT US

Resonance Consultancy is a global advisor on real estate, tourism and economic development for countries, cities and communities around the world.





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RECENT PROJECTS

Vancouver Economic Development Branding

Cincinnati Destination Development Strategy

Ireland Regional Branding

Tulsa Regional Branding

Portland Tourism Master Plan

Montreal Destination Assessment

Copenhagen Competitive Identity Benchmarking

Calgary East Village Branding



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PLACES ARE OUR PASSION





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PLACES INSPIRE US





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PLACES CREATE ENERGY





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PLACES CREATE CONNECTIONS





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PLACES CREATE PROSPERITY





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HOW DO YOU MEASURE THE QUALITY AND COMPETITIVE IDENTITY OF ONE PLACE TO ANOTHER?





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**RESONANCE
CONSULTANCY HAS
ANALYZED AND
BENCHMARKED MORE
THAN 400 CITIES IN AN
EFFORT TO ANSWER
THIS QUESTION.**





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THE BRAND OF A CITY

-
- 01** What is place branding?

 - 02** The key factors that shape perception of place

 - 03** Evaluating the competitive strengths and weaknesses of a place

 - 04** Mapping the competitive identity of place

 - 05** Developing a place branding strategy

 - 06** An analysis of the perception shaping factors most highly correlated with FDI
-



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1. WHAT IS PLACE BRANDING?





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WHAT IS PLACE?





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WHAT IS PLACE?





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PLACES OF ALL SIZES COMPETE FOR TALENT, TOURISM, AND INVESTMENT

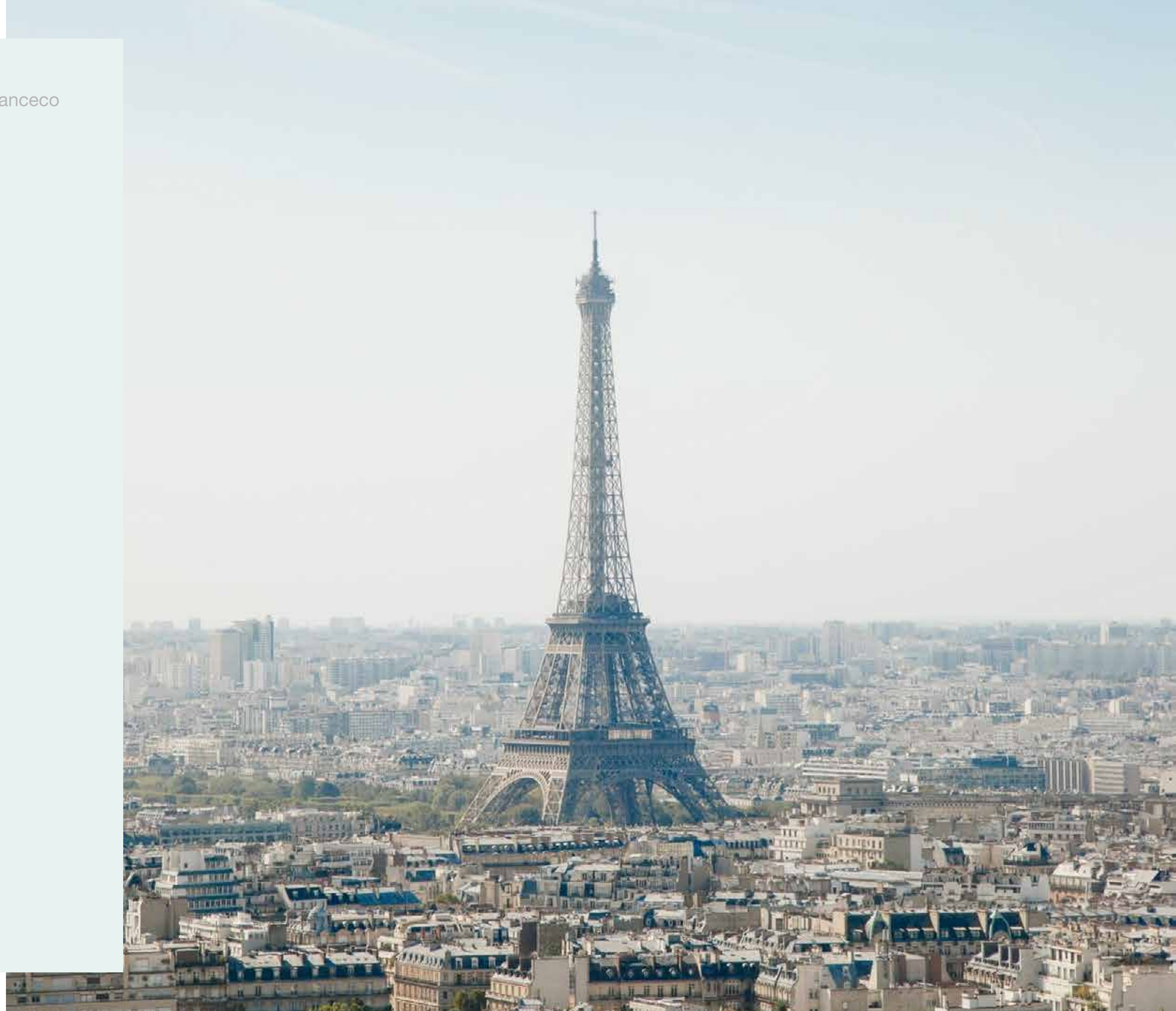




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PLACE

The perceived identity of a place has historically been defined by hardware: attractions, landmarks, geography, or industries.





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DETROIT





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MACAU





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ROME





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VANCOUVER





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**BUT THE MORE FREELY
PEOPLE AND CAPITAL
MOVE AROUND THE
WORLD, THE MORE
IMPORTANT A CITY'S
IDENTITY OR "BRAND"
BECOMES IN DETERMINING
WHERE TALENT, TOURISM,
MEETINGS AND
INVESTMENT FLOWS.**





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WHAT IS BRAND?





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ESTIMATED VALUE OF COCA-COLA'S "BRAND" IS \$69.7 BILLION

– Interbrand 2017





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BRAND EQUITY

Brand Equity is “the set of assets and liabilities linked to a brand’s name and symbol that adds or subtracts from the value provided by a product or service to a firm and/or that firm’s customers.”

– David Aaker, *Managing Brand Equity*





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THE IDENTITY OF A PLACE IS SHAPED BY MANY MORE DIMENSIONS THAN THAT OF A CONSUMER PRODUCT OR SERVICE.





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A PLACE TO LIVE





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A PLACE TO DO BUSINESS





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A PLACE TO VISIT





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PLACE EQUITY

Place Equity is the set of assets and liabilities linked to a place's name and identity that adds or subtracts from the perceived attractiveness of a community as a place to live, visit and invest.

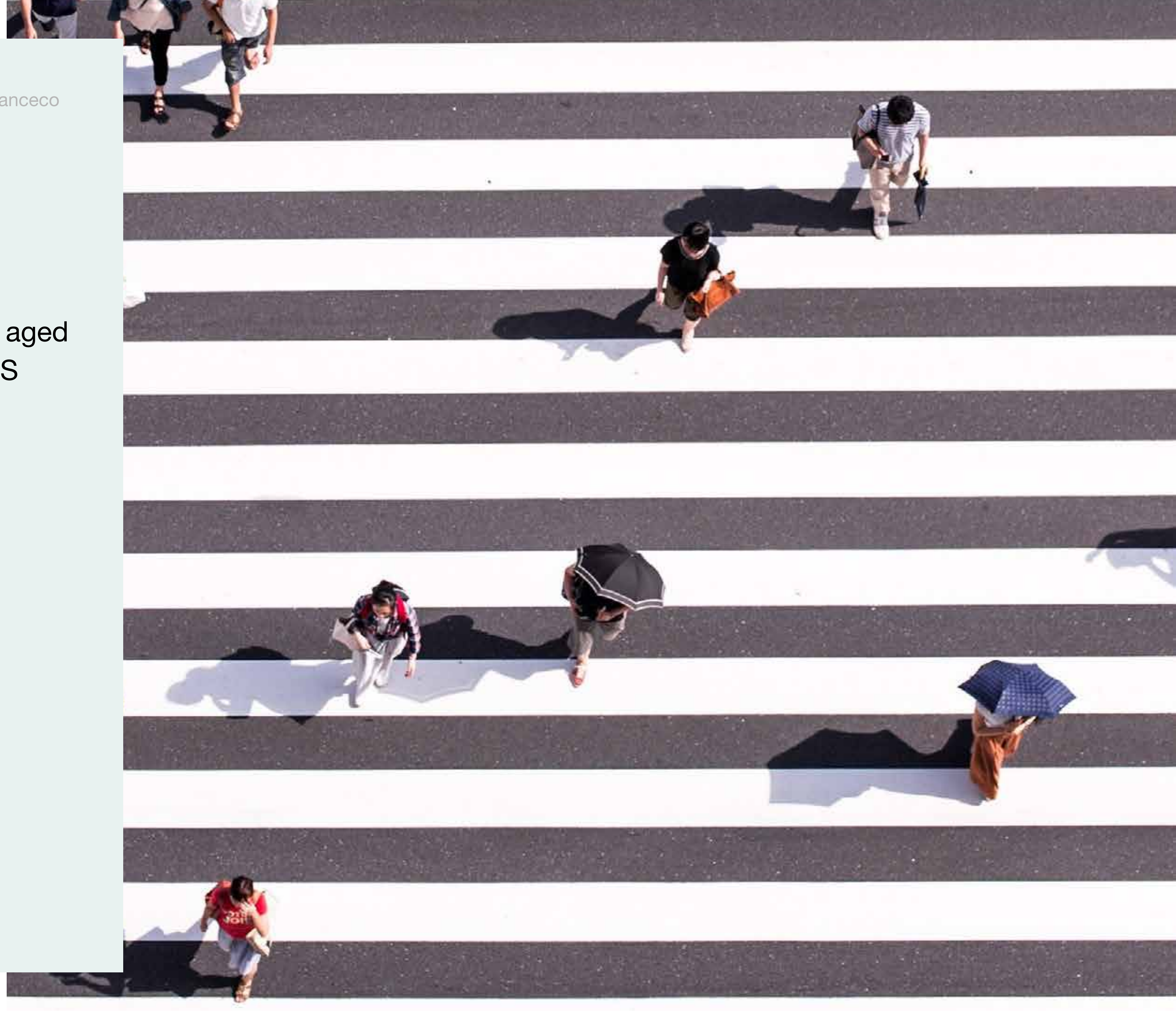




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MEASURING PERCEPTION

In 2017, IPSOS interviewed 18,557 adults aged 16-64 across 26 countries using the IPSOS online panel system.





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TOP CITIES FOR LIVING

IPSOS City Index

<i>City</i>	<i>% score</i>	<i>2017 rank</i>	<i>2013 rank</i>
Zurich	18	1	1
Sydney	16	2	2
Abu Dhabi	13	3	7
Vancouver	13	3	–
Stockholm	13	3	8
London	12	6	3
Amsterdam	12	6	10
Toronto	12	6	6
Oslo	12	6	10
New York	11	10	5
Paris	11	10	3



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TOP CITIES TO DO BUSINESS

IPSOS City Index

<i>City</i>	<i>% score</i>	<i>2017 rank</i>	<i>2013 rank</i>
New York	23	1	1
Abu Dhabi	21	2	2
London	16	3	5
Hong Kong	16	3	3
Tokyo	15	5	4
Zurich	11	6	7
Beijing	11	6	6
Los Angeles	11	6	10
Berlin	10	9	9
Shanghai	10	9	9



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TOP CITIES TO VISIT

IPSOS City Index

<i>City</i>	<i>% score</i>	<i>2017 rank</i>	<i>2013 rank</i>
Paris	21	1	1
Rome	20	2	3
New York	16	3	2
London	12	4	4
Sydney	12	4	5
Abu Dhabi	12	6	6
Tokyo	12	6	6
Amsterdam	10	8	10
Los Angeles	9	9	7
Madrid	8	10	10
Zurich	8	10	10



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TOP CITIES OVERALL

IPSOS City Index

<i>City</i>	<i>% score</i>	<i>2017 rank</i>	<i>2013 rank</i>
New York	50	1	1
Abu Dhabi	46	2	4
London	41	3	2
Paris	39	4	3
Sydney	36	5	5
Zurich	36	5	6
Tokyo	36	5	7
Rome	34	8	9
Los Angeles	28	9	10
Amsterdam	27	10	14



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2. FACTORS THAT SHAPE PERCEPTION OF PLACE

PERCEPTION

PRODUCT





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WHAT ASSETS AND LIABILITIES SHAPE OUR PERCEPTION OF THE DESIRABILITY OF PLACES TO LIVE, WORK & INVEST?





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MILLENNIALS

In 2016, Resonance interviewed 1,500 “mobile” millennials and asked them what they look for in a place to visit or live.





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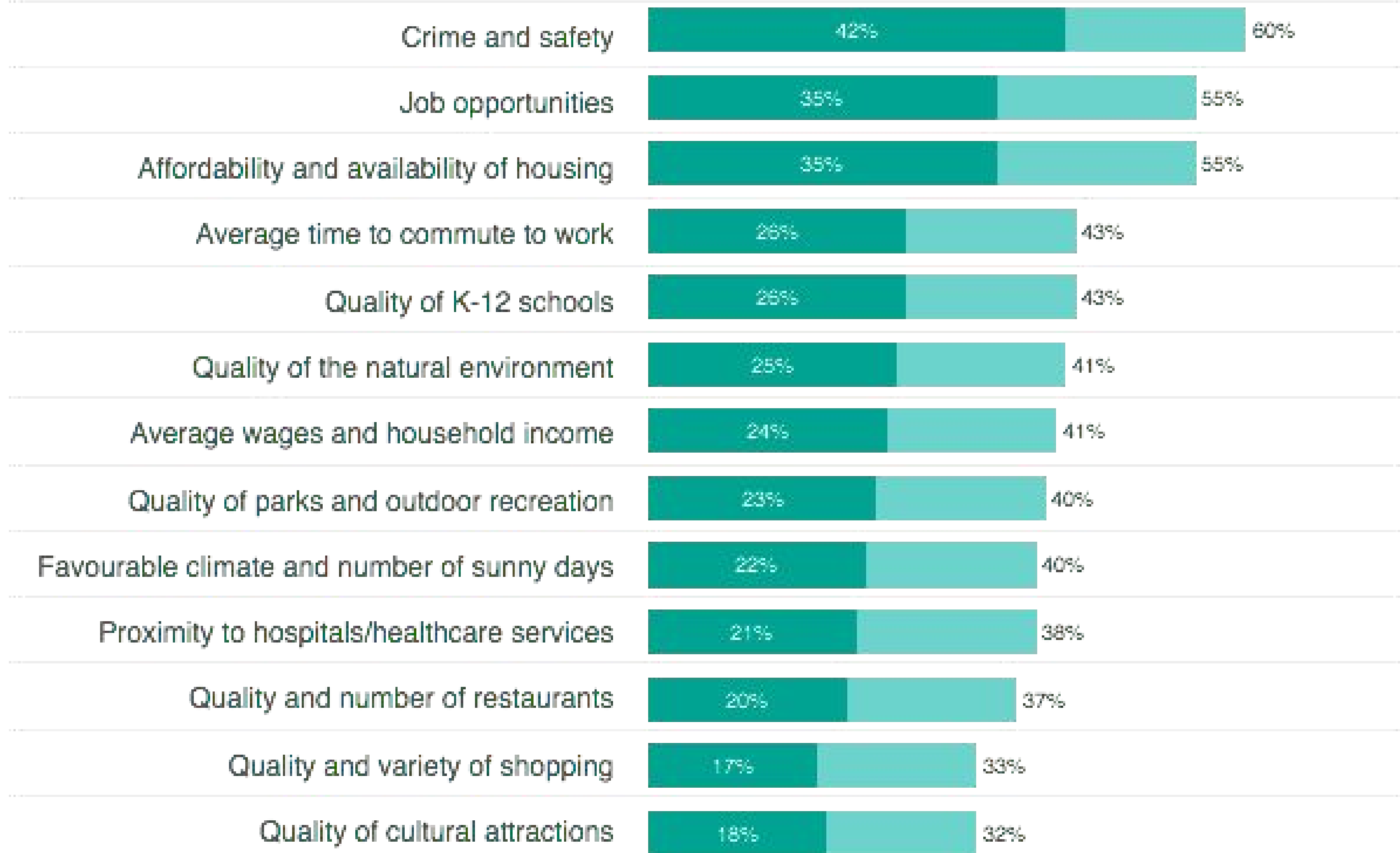
WHAT MILLENNIALS WANT IN A CITY TO LIVE





MILLENNIALS: A CITY TO LIVE

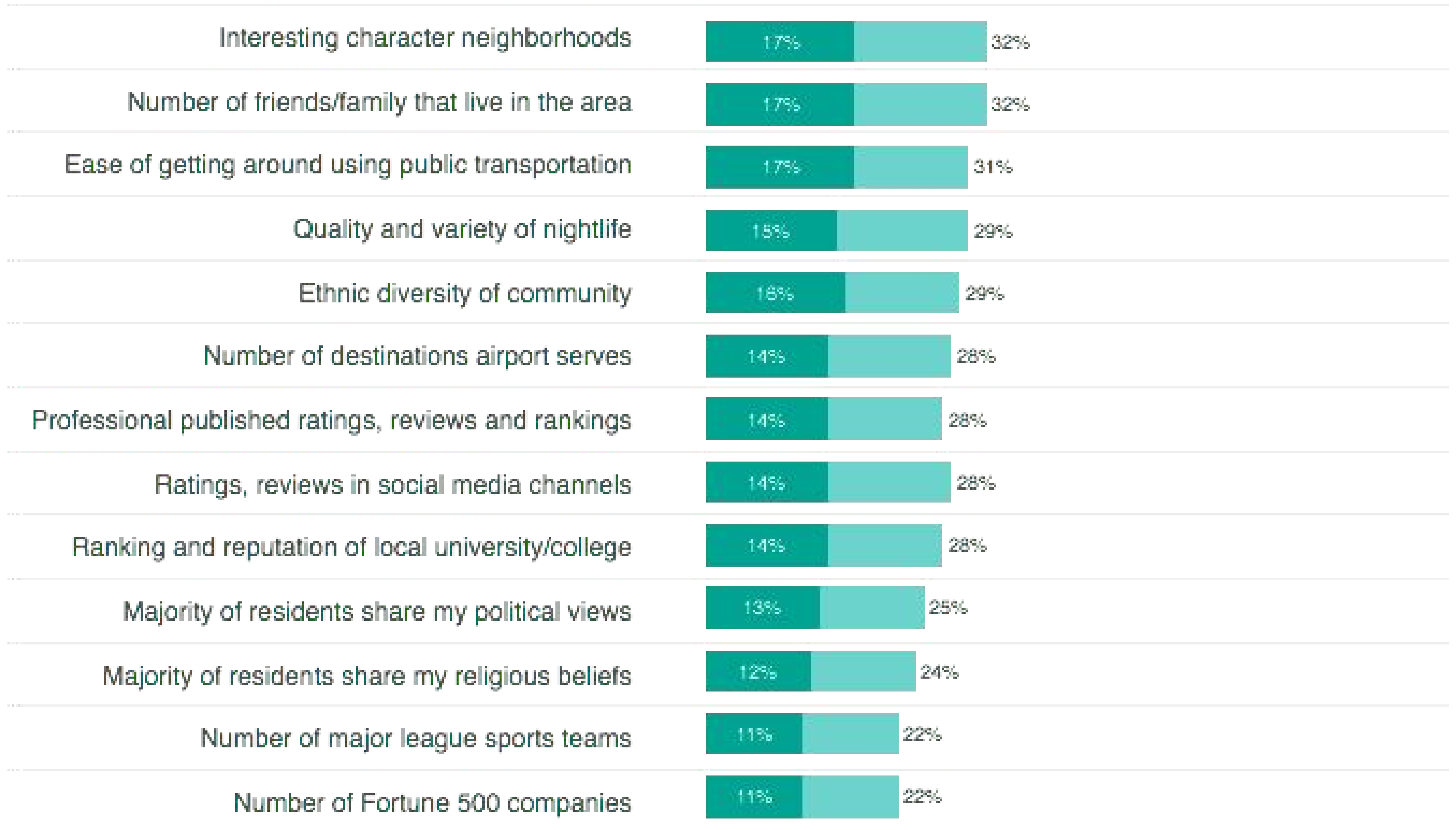
10 – Extremely important 9





MILLENNIALS: A CITY TO LIVE

10 – Extremely important 9





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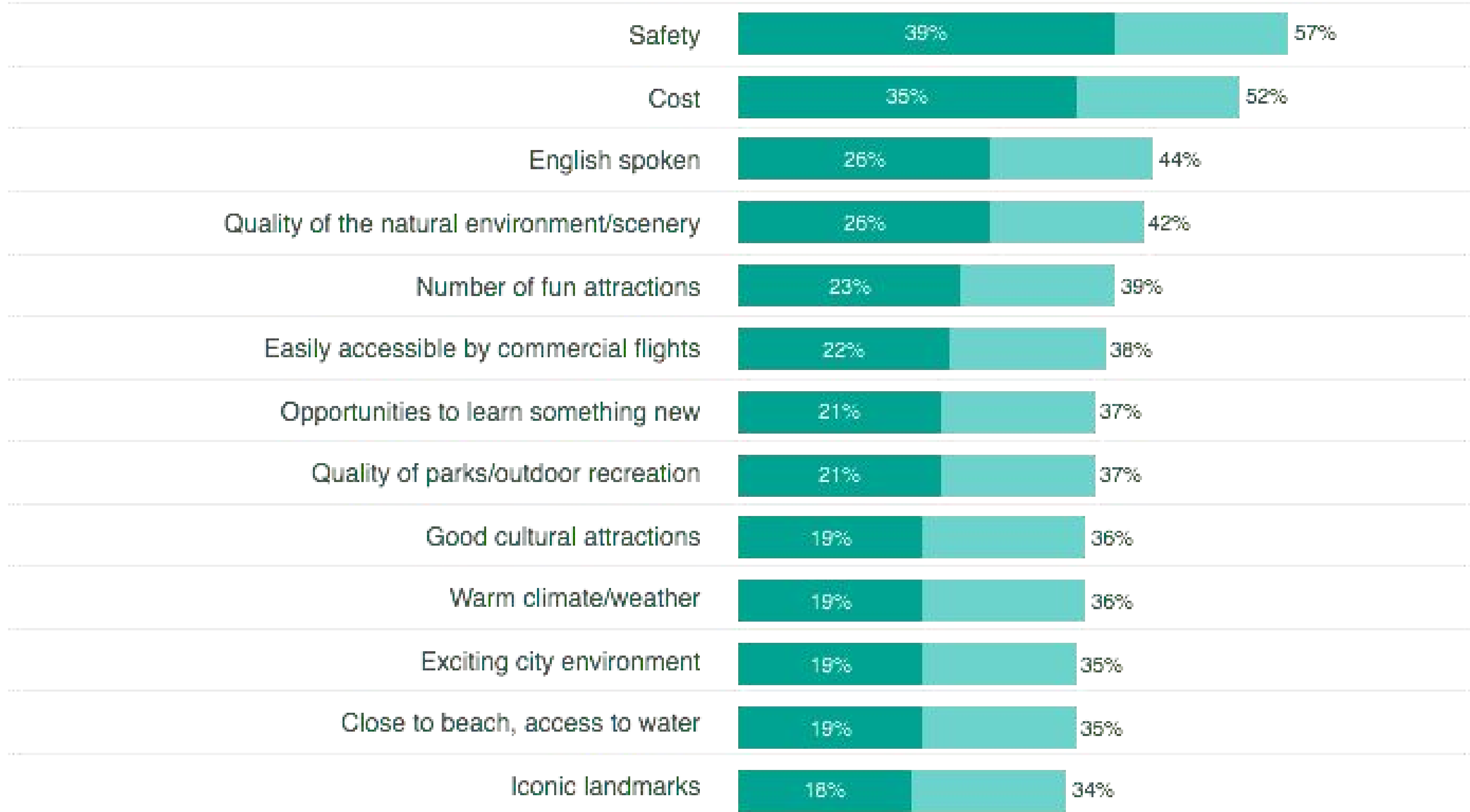
WHAT THEY WANT IN A VACATION DESTINATION





MILLENNIALS: A VACATION DESTINATION

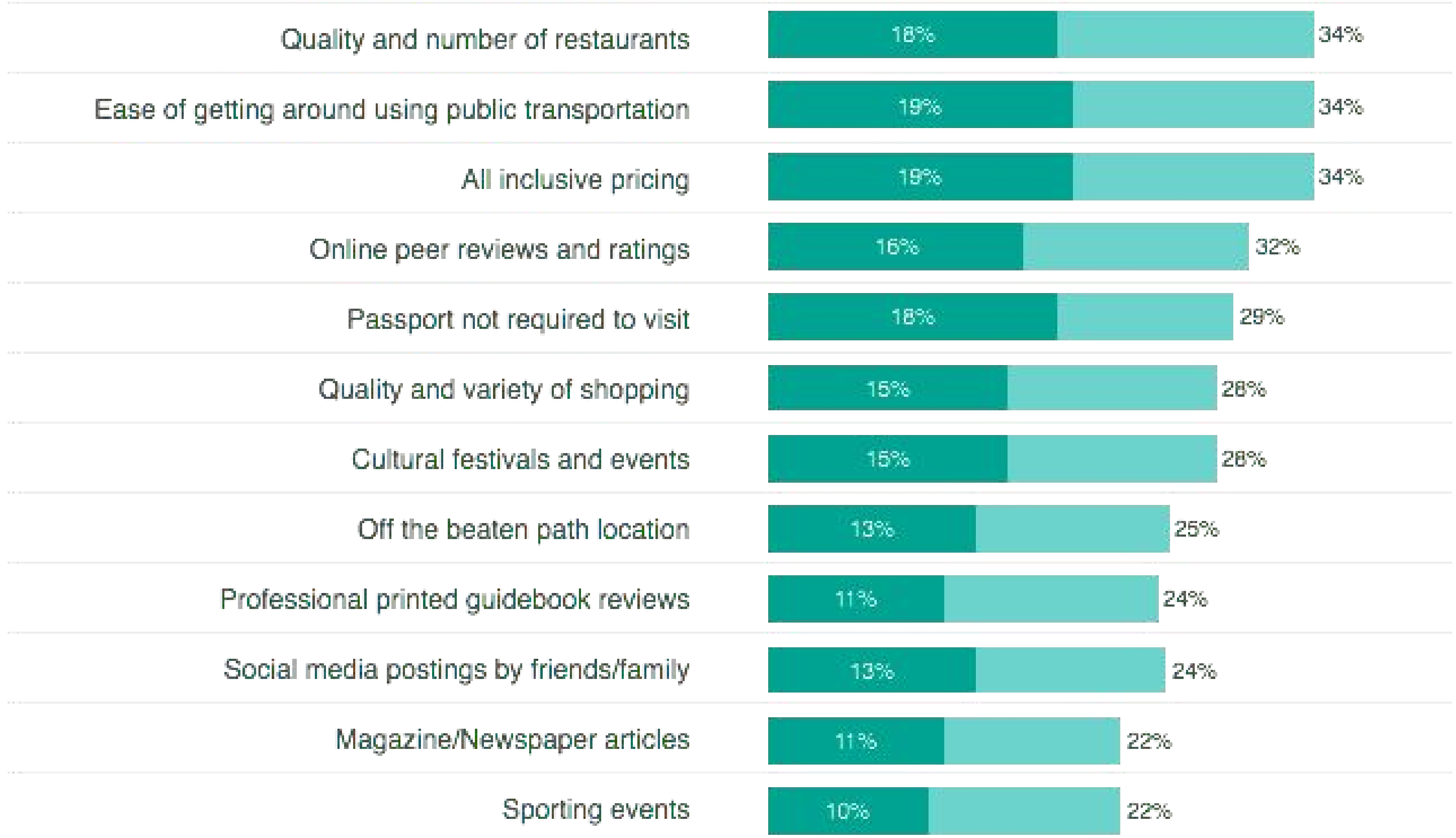
10 – Extremely important 9





MILLENNIALS: A VACATION DESTINATION

■ 10 – Extremely important ■ 9





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TO LIVE TO VISIT

TO LIVE

Safety

Job opportunities

Affordability of housing

Average commute time

Quality of the natural environment

Average wages and household income

Quality of parks and outdoor recreation

Favourable climate

Proximity to hospitals and healthcare services

Quality and number of restaurants

TO VISIT

Safety

Cost

English spoken

Quality of the natural environment

Number of fun attractions

Easily accessible by commercial flights

Opportunities to learn something new

Quality of parks and outdoor recreation

Good cultural attractions

Favourable climate



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3. A MODEL FOR EVALUATING THE COMPETITIVE STRENGTHS & WEAKNESSES OF PLACE





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PERCEPTION IS SHAPED BY 23 FACTORS GROUPED INTO 6 CATEGORIES

- 01 Place:** Quality of a city's natural and built environment
- 02 Product:** A city's key institutions, attractions and infrastructure
- 03 Programming:** The arts, culture and entertainment in a city
- 04 People:** Immigration and diversity of a city
- 05 Prosperity:** Employment, GDP per capita, and companies in a city
- 06 Promotion:** Quantity of articles, references and recommendations online



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COMPETITIVE IDENTITY





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PLACE

Quality of a city or community's natural and built environment.





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PLACE

Quality of a city or community's natural and built environment.

Weather

National Climatic Weather Centre

Crime rate

*Office for National, Regional Statistics,
UN Office Drugs & Crime/Eurostat*

Neighbourhoods & Landmarks

TripAdvisor

Parks & Outdoors

TripAdvisor

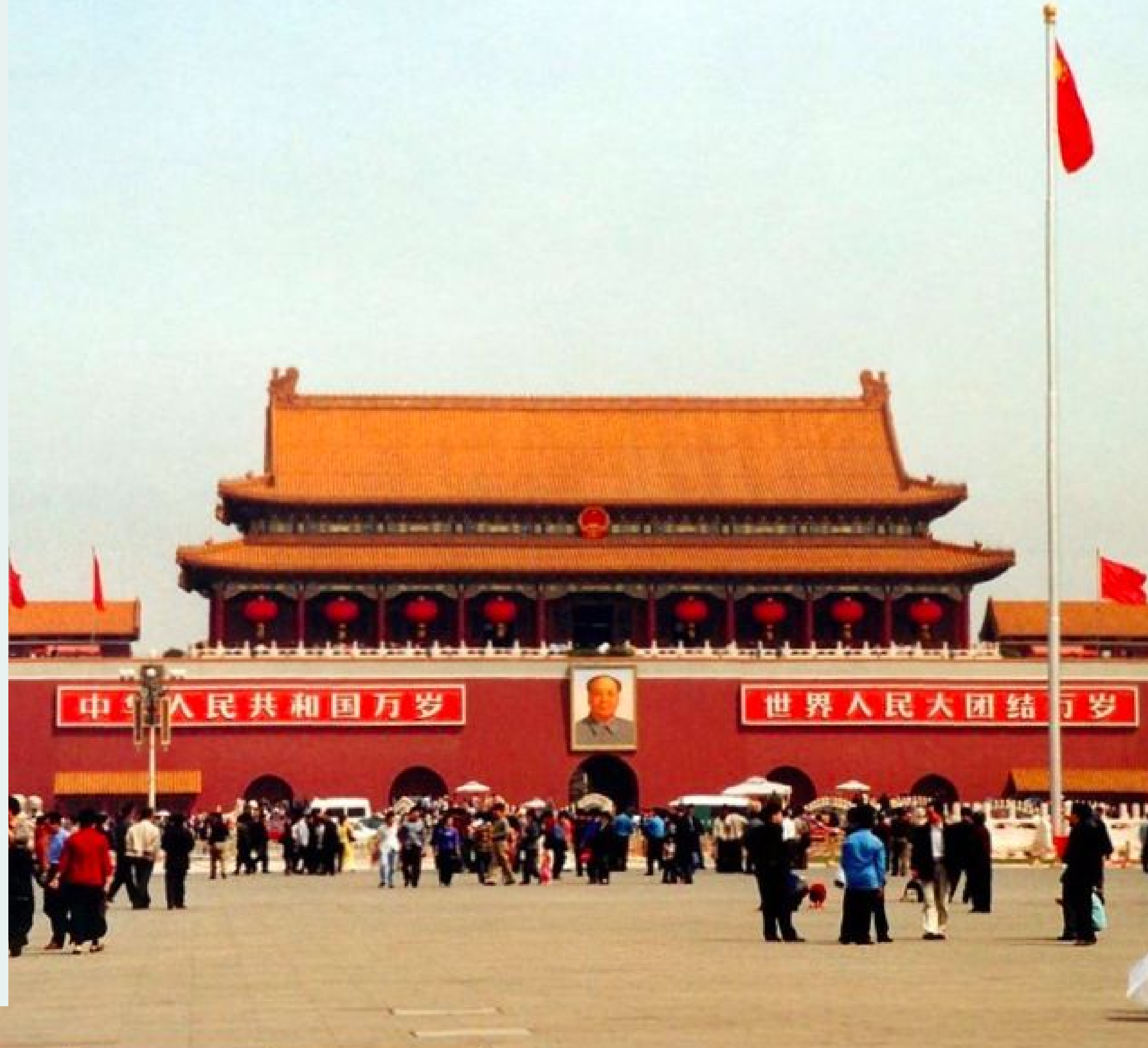
Air Quality Index

World Health Organization



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BEIJING





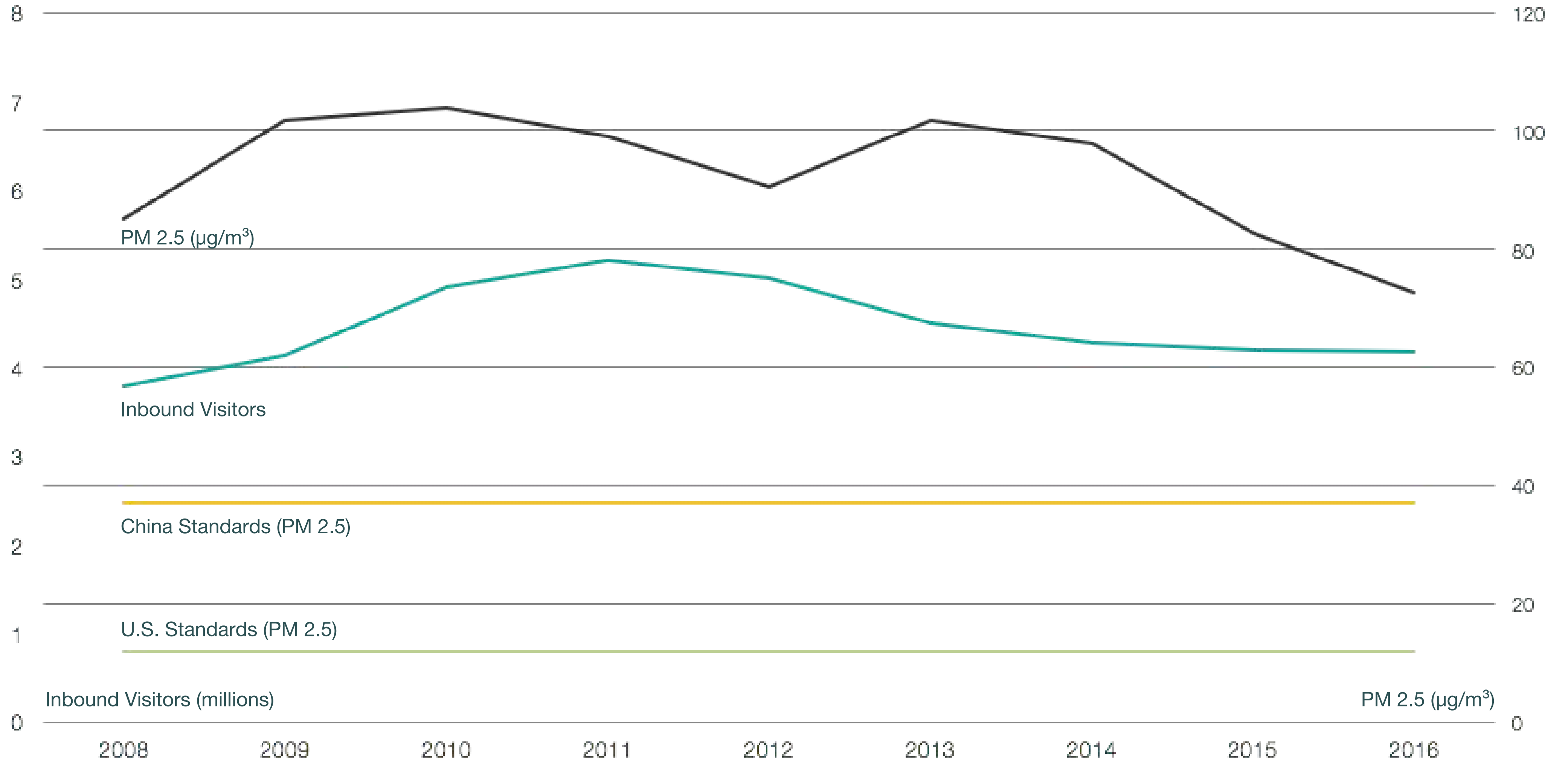
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BEIJING





BEIJING - PM 2.5 / INBOUND VISITORS





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TIMES SQUARE 1970s





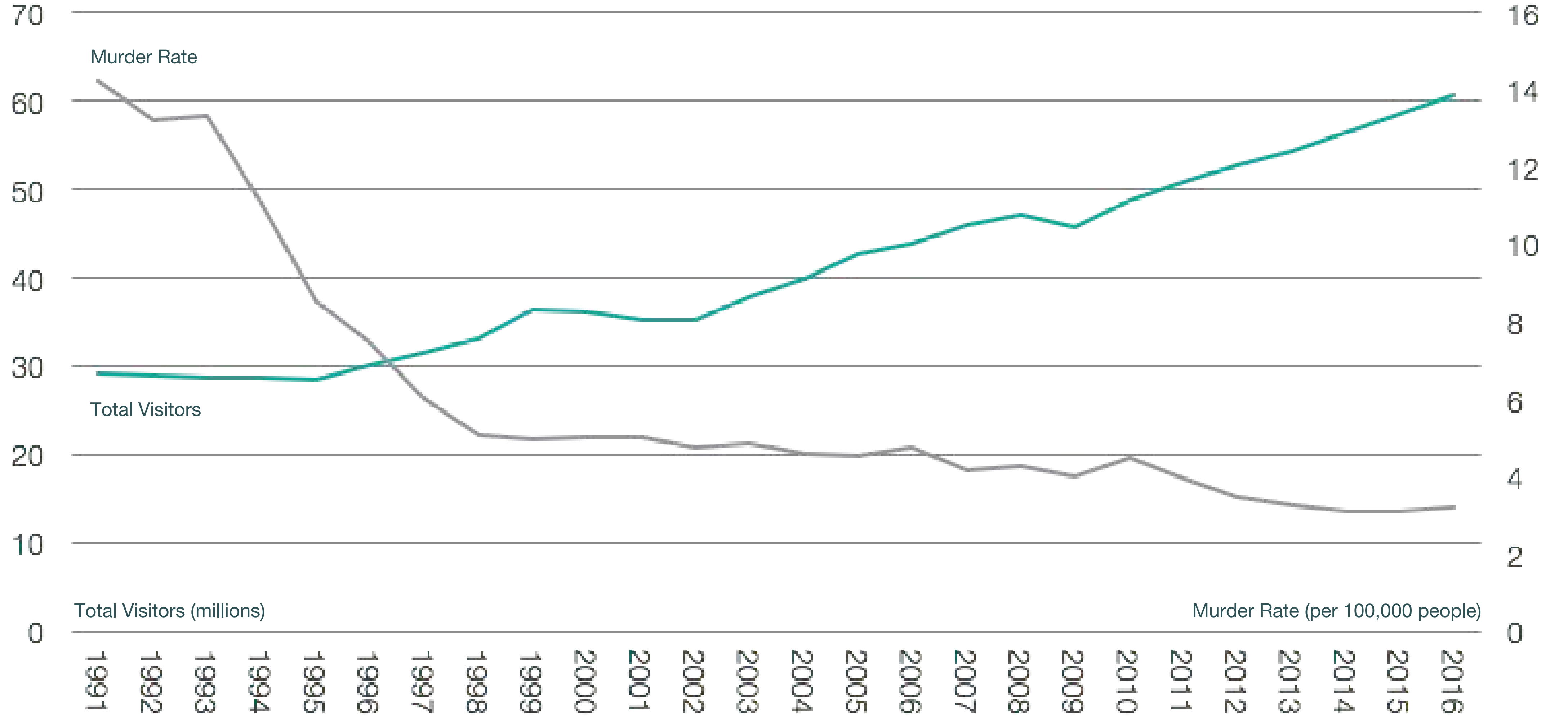
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TIMES SQUARE 2013





NYC – MURDER RATE / ANNUAL VISITORS





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TOP 25 CITIES FOR PLACE

World's Best Cities

01. TOKYO

11. DUBAI

21. HONG KONG

02. BARCELONA

12. MOSCOW

22. AUCKLAND

03. SAN DIEGO

13. SINGAPORE

23. SEATTLE

04. ROME

14. MIAMI

24. ST. PETERSBURG

05. LONDON

15. CAPE TOWN

25. RIO DE JANEIRO

06. VENICE

16. LAS VEGAS

26. AMSTERDAM

07. SYDNEY

17. BEIJING

08. BRISBANE

18. LISBON

09. MADRID

19. SAN FRANCISCO

10. NEW YORK

20. TUCSON



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PRODUCT

A community's key institutions, attractions and infrastructure.





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PRODUCT

A community's key institutions, attractions and infrastructure.

University Ranking

OS World University Rankings

Connectivity

Google Flights

Convention Centres

Official Convention Centre Website

Entertainment

TripAdvisor

Museums & Fine Arts Institutions

TripAdvisor



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BILBAO

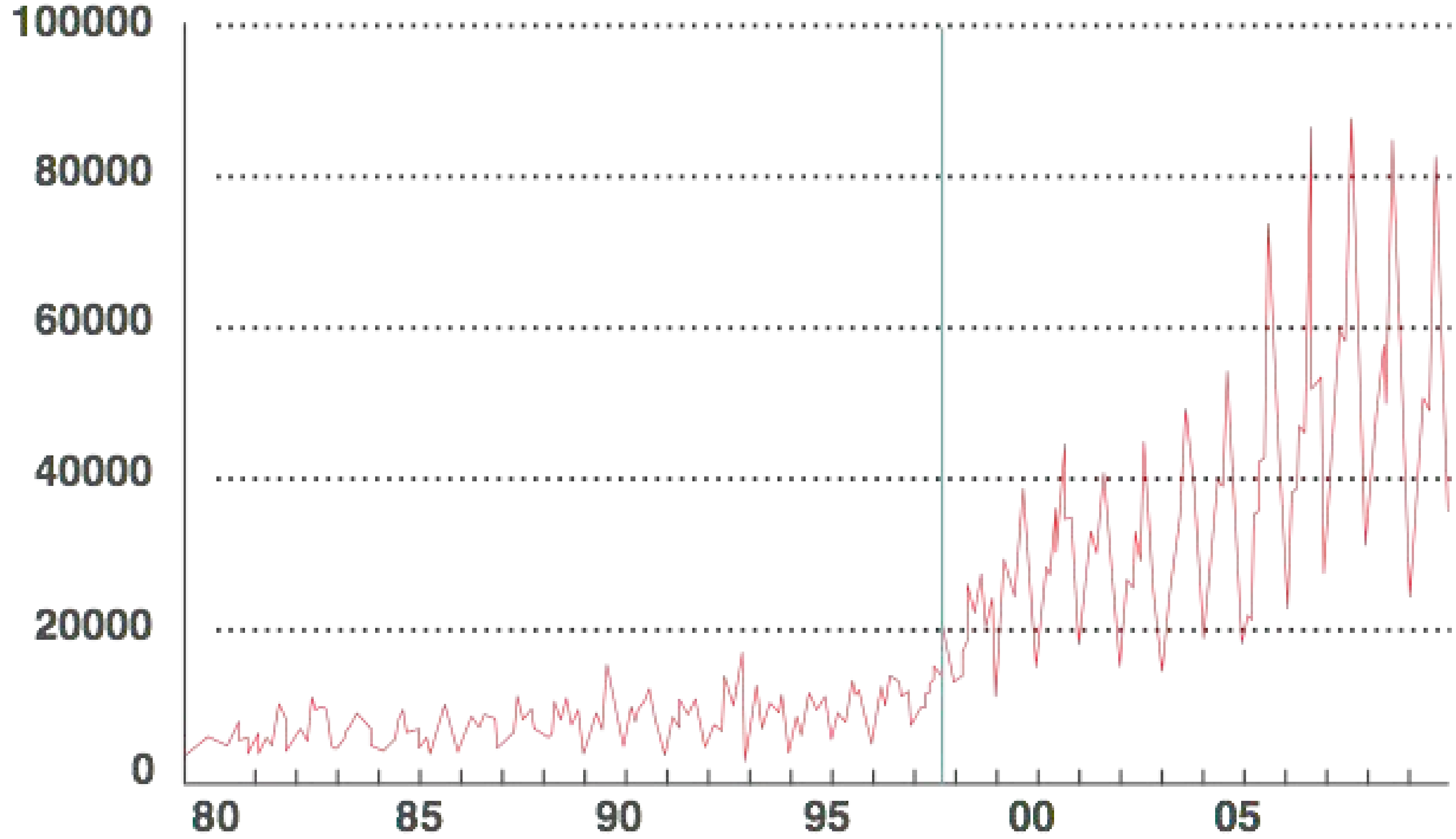
Guggenheim Museum Bilbao.

Monthly overnight stays of foreign visitors in the province of biscay from January 1980 to December 2010.





BISCAY PROVINCE: OVERNIGHT STAYS





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TOP 25 CITIES FOR PRODUCT

World's Best Cities

01. MOSCOW

11. BARCELONA

21. LOS ANGELES

02. PARIS

12. GUANGZHOU

22. DUSSELDORF

03. LONDON

13. LAS VEGAS

23. ROME

04. FRANKFURT

14. BEIJING

24. BRUSSELS

05. ISTANBUL

15. BERLIN

25. MADRID

06. TOKYO

16. AMSTERDAM

07. CHICAGO

17. SEOUL

08. ST. PETERSBURG

18. PRAGUE

09. NEW YORK

19. SHANGHAI

10. BOSTON

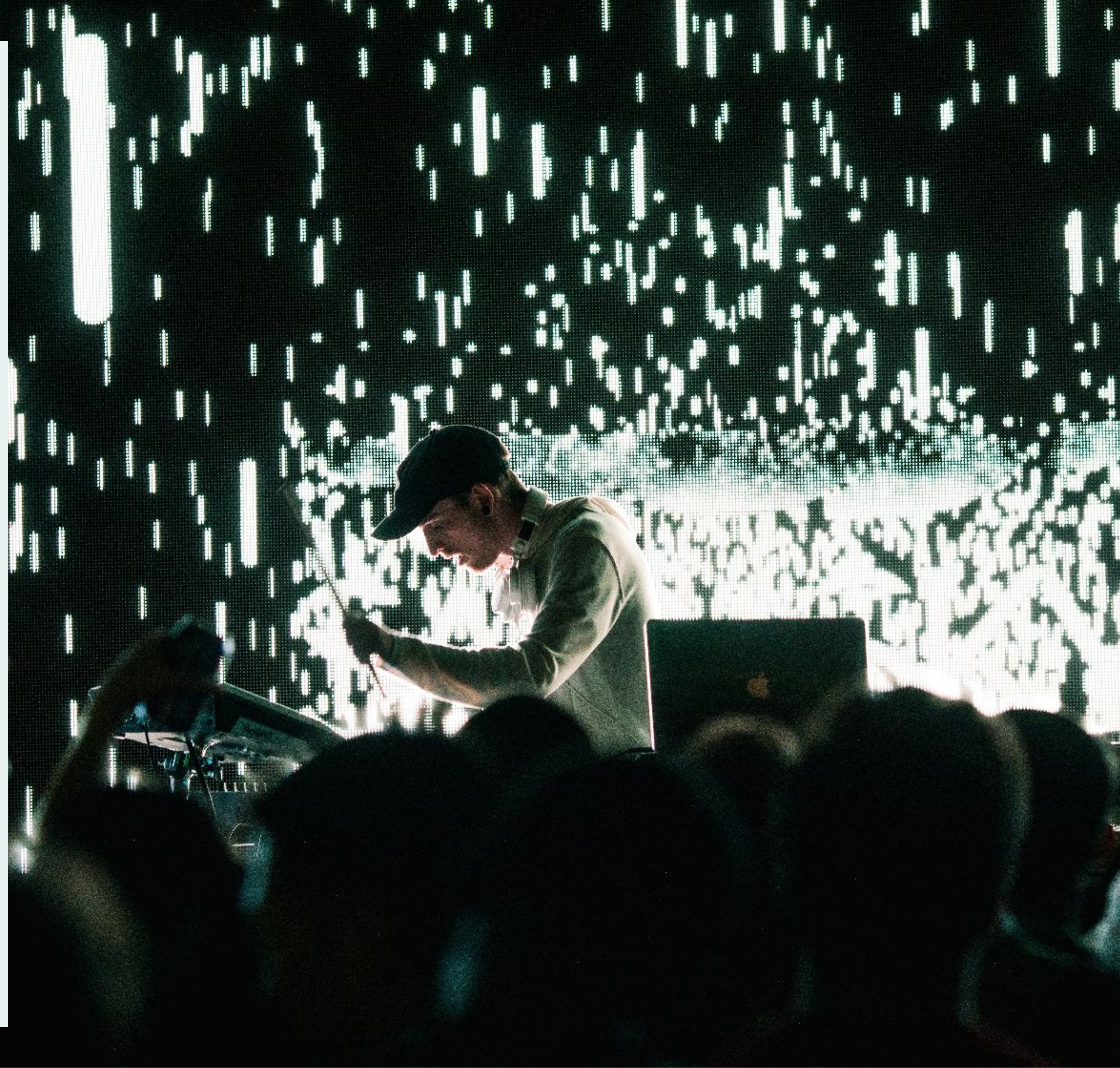
20. MUNICH



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PROGRAMMING

The arts, culture and entertainment in a community.





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PROGRAMMING

The arts, culture and entertainment in a community.

**Restaurants &
Culinary Experiences**

TripAdvisor

Shopping

TripAdvisor

Nightlife

TripAdvisor

Culture & Performing Arts

TripAdvisor



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PORTLAND, OR

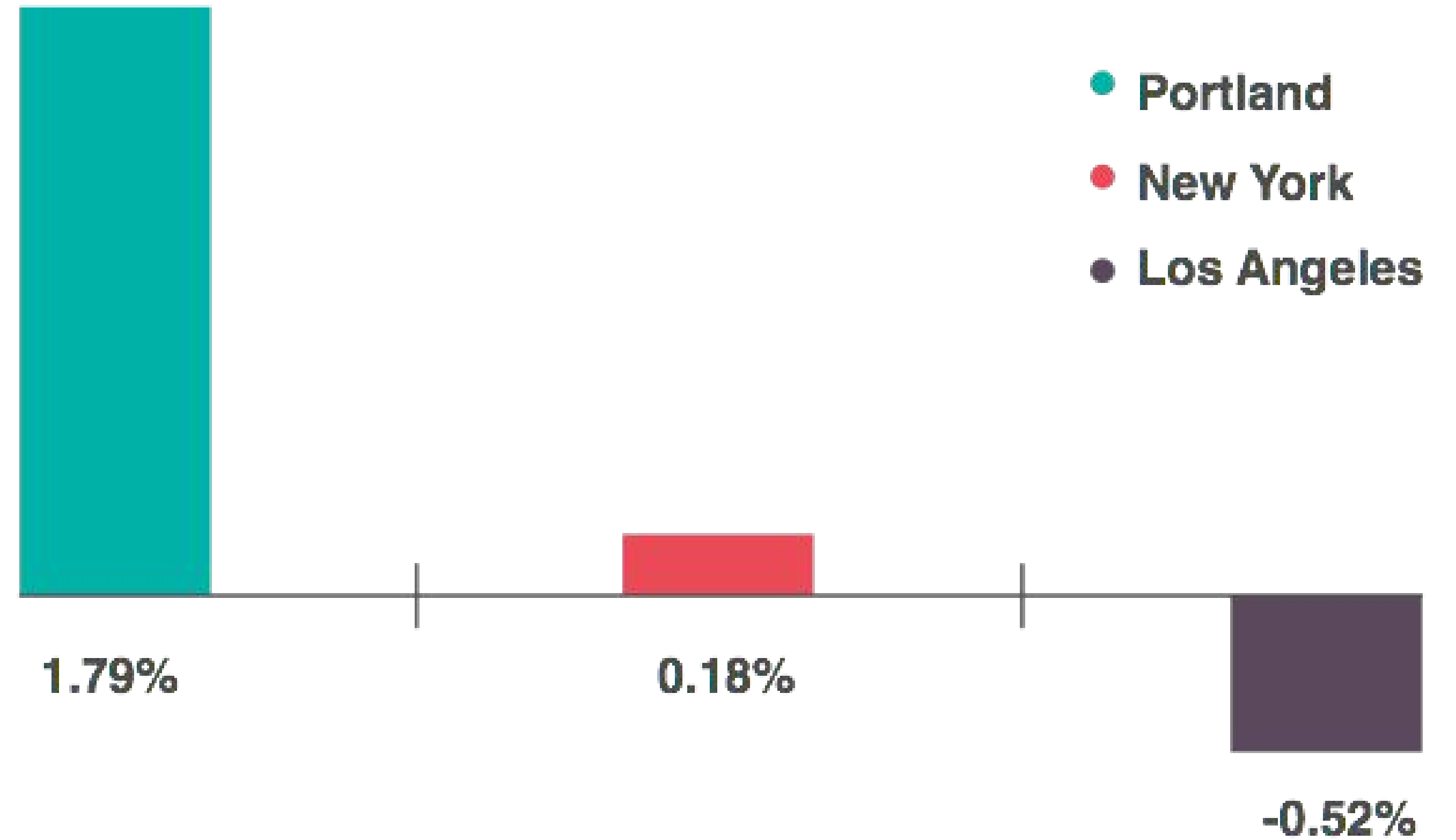




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PORTLAND, OR

Annual growth of population aged 25 to 34, since 2000.





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TOP 25 CITIES FOR PROGRAMMING

World's Best Cities

01. LONDON

11. ISTANBUL

21. RIO DE JANEIRO

02. NEW YORK

12. CHICAGO

22. LOS ANGELES

03. TOKYO

13. BERLIN

23. SHANGHAI

04. PARIS

14. LAS VEGAS

24. BUENOS AIRES

05. ROME

15. SEOUL

25. SINGAPORE

06. MADRID

16. MILAN

07. SAO PAULO

17. BANGKOK

08. BARCELONA

18. SAN FRANCISCO

09. PRAGUE

19. AMSTERDAM

10. MOSCOW

20. ST PETERSBURG



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PEOPLE

Educational attainment, immigration and diversity of a community.





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PEOPLE

Educational attainment, immigration and diversity of a community.

Foreign-born residents

Office for National, Regional Statistics, World Bank, Eurostat

Educational Attainment

Office for National, Regional Statistics, World Bank, Eurostat



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TOP 25 CITIES FOR PEOPLE

World's Best Cities

01. VANCOUVER

11. BASEL

21. LUXEMBOURG

02. TORONTO

12. OTTAWA

22. MELBOURNE

03. SAN FRANCISCO

13. SINGAPORE

23. EDMONTON

04. ZURICH

14. BRUSSELS

24. MOSCOW

05. DUBAI

15. SAN JOSE

25. SYDNEY

06. LONDON

16. MONTREAL

07. ABU DHABI

17. AMSTERDAM

08. CALGARY

18. MIAMI

09. PARIS

19. PERTH

10. SEATTLE

20. TEL AVIV



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PROSPERITY

The relative wealth of a community.





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PROSPERITY

The relative wealth of a community.

Global Fortune 500
companies

Fortune

GDP
per Capita

*Brookings - Metropolitan Policy
Program*

Unemployment
Rate

*Office for National, Regional
Statistics, Eurostat*



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TOP 25 CITIES FOR PROSPERITY

World's Best Cities

01. BEIJING

11. HOUSTON

21. LOS ANGELES

02. DUBAI

12. SINGAPORE

22. PERTH

03. NEW YORK

13. SEATTLE

23. DALLAS

04. TOKYO

14. CHICAGO

24. SALT LAKE CITY

05. SAN JOSE

15. MINNEAPOLIS

25. MOSCOW

06. PARIS

16. PORTLANC

50. AMSTERDAM

07. LONDON

17. DENVER

08. WASHINGTON

18. HONG KONG

09. BOSTON

19. ZURICH

10. SAN FRANCISCO

20. CALGARY



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PROMOTION

How much does the world
talk about you online?





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PROMOTION

How much does the world
talk about you online?

Google References

Google

TripAdvisor Reviews

TripAdvisor

Google Trends

Google

Facebook check-ins

Facebook



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TOP 25 CITIES FOR PROMOTION

World's Best Cities

1. LONDON

11. CHICAGO

21. AMSTERDAM

2. NEW YORK

12. LOS ANGELES

22. MILAN

3. PARIS

13. SAO PAULO

23. SYDNEY

4. SINGAPORE

14. BERLIN

24. ISTANBUL

5. HONG KONG

15. WASHINGTON

25. ORLANDO

6. ROME

16. RIO DE JANEIRO

7. BARCELONA

17. BANGKOK

8. MADRID

18. TORONTO

9. DUBAI

19. SAN FRANCISCO

10. LAS VEGAS

20. HAMBURG



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OVERALL





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TOP 30 CITIES OVERALL

World's Best Cities

1. LONDON

11. MADRID

21. WASHINGTON

2. NEW YORK

12. LOS ANGELES

22. ST. PETERSBURG

3. PARIS

13. TORONTO

23. PRAGUE

4. MOSCOW

14. AMSTERDAM

24. BEIJING

5. TOKYO

15. BOSTON

25. SYDNEY

6. SINGAPORE

16. ROME

26. SAN JOSE

7. DUBAI

17. HONG KONG

27. MIAMI

8. BARCELONA

18. LAS VEGAS

28. BERLIN

9. SAN FRANCISCO

19. SEATTLE

29. VANCOUVER

10. CHICAGO

20. SAN DIEGO

30. ORLANDO



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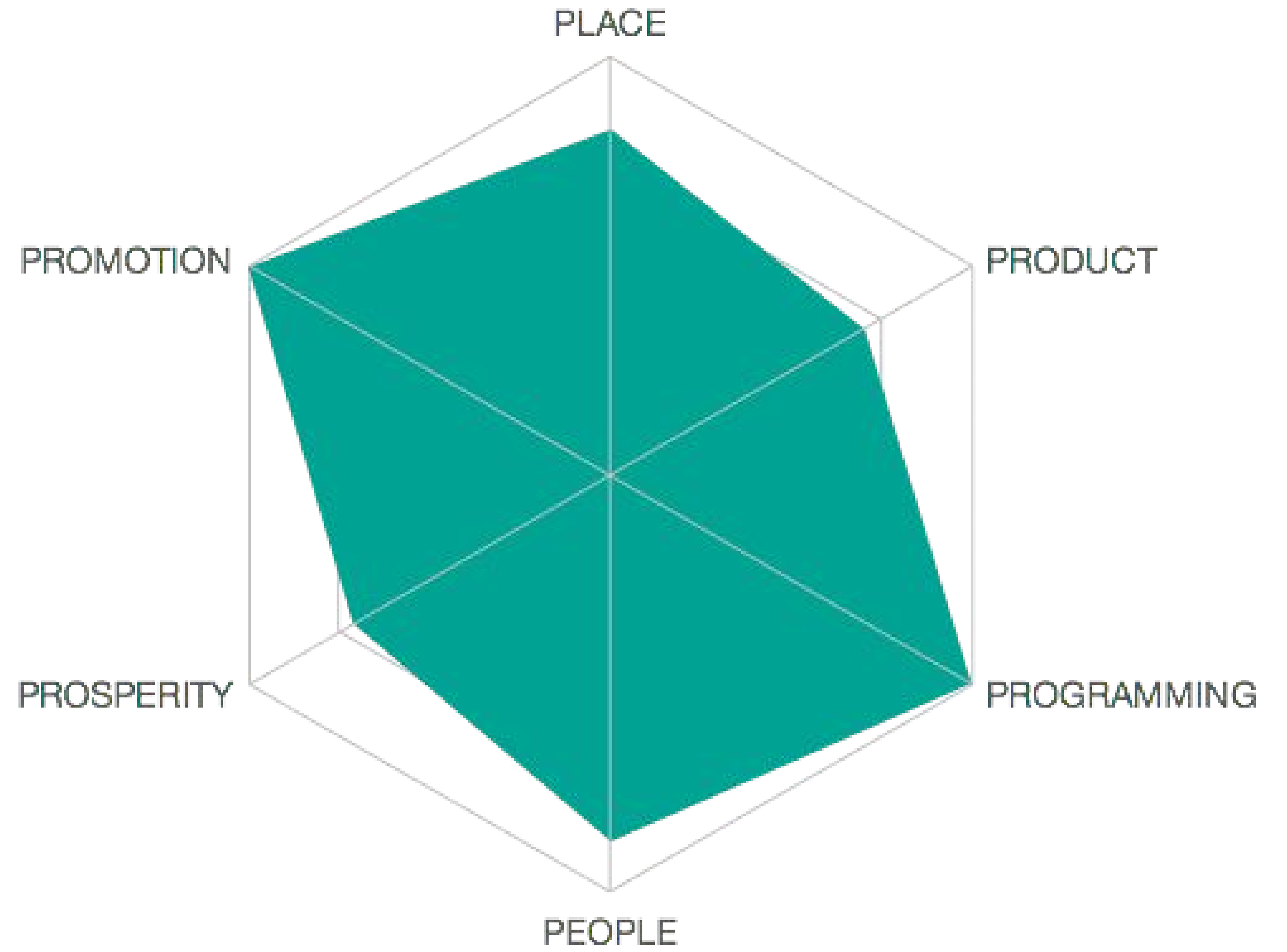
4. A NEW APPROACH TO MAPPING A CITY'S COMPETITIVE IDENTITY





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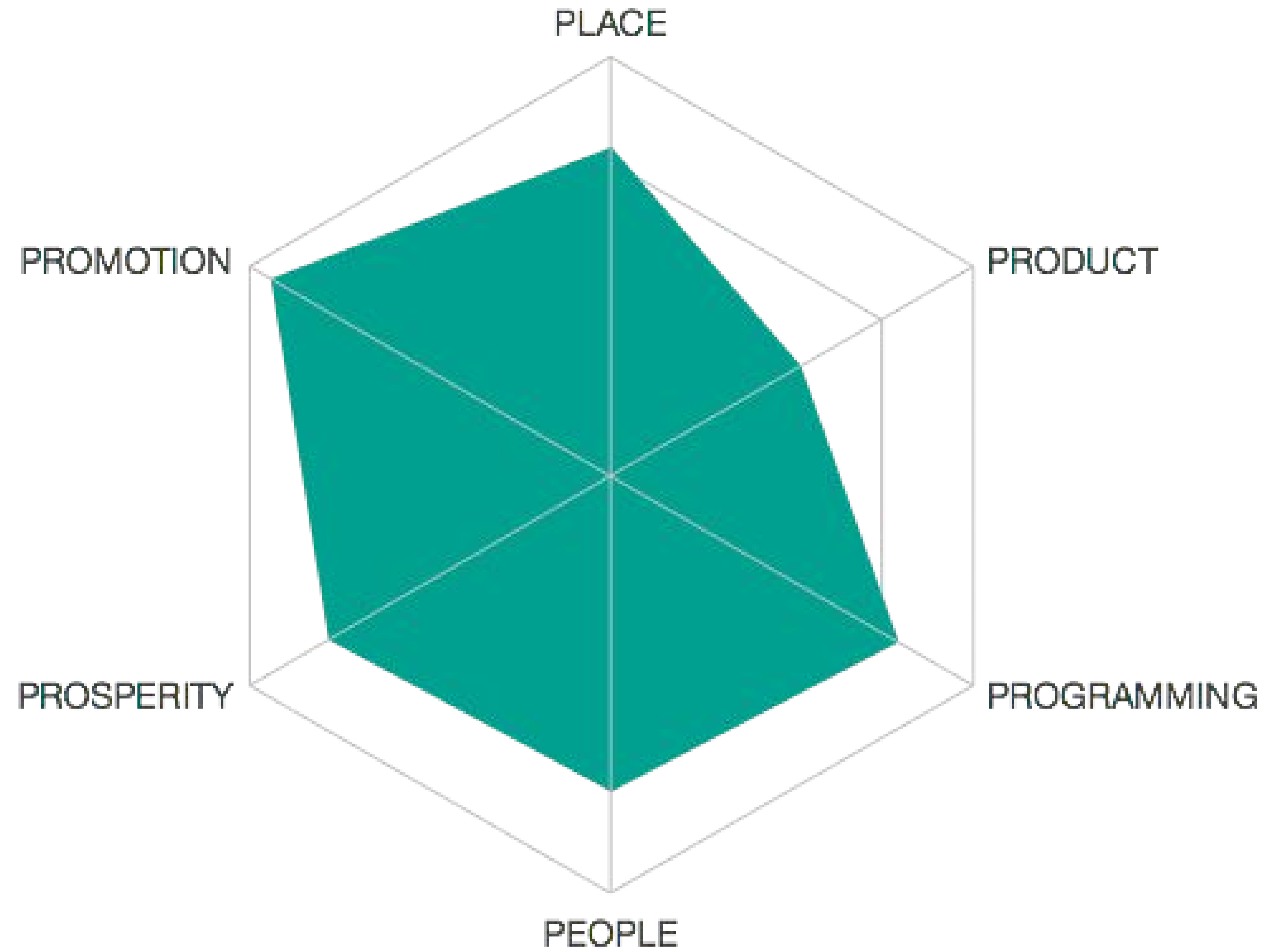
01 LONDON





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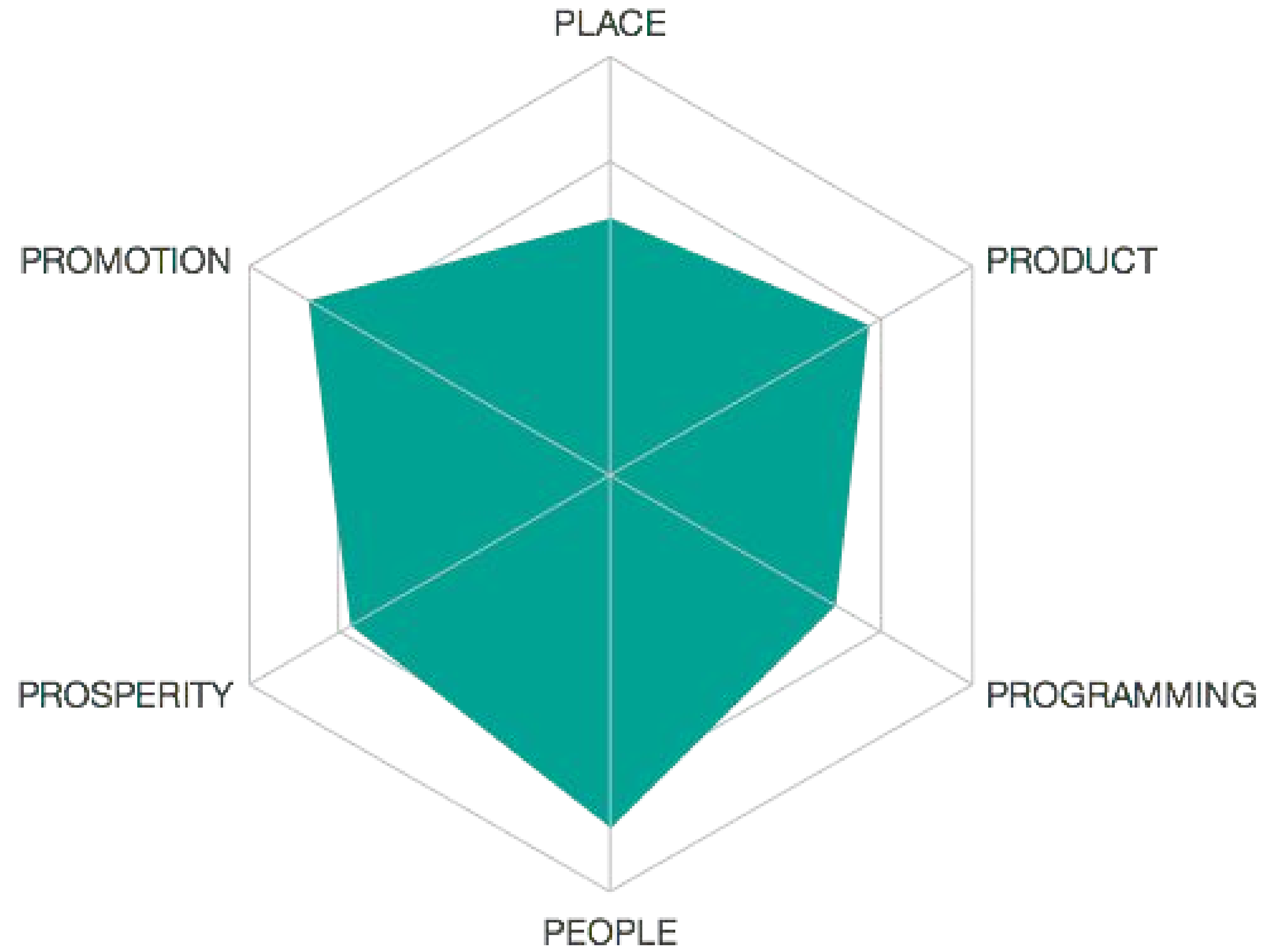
02 NEW YORK





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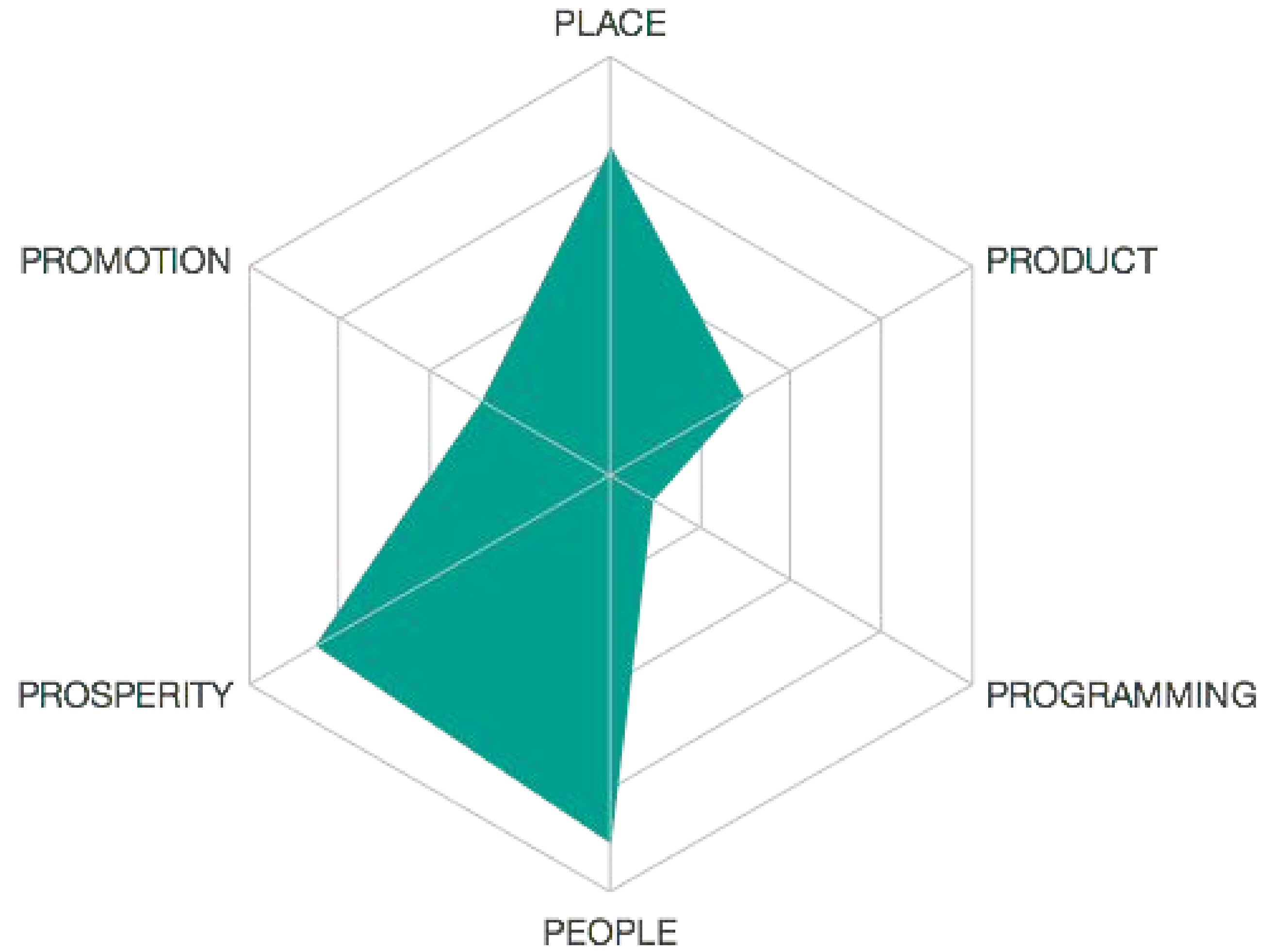
03 PARIS





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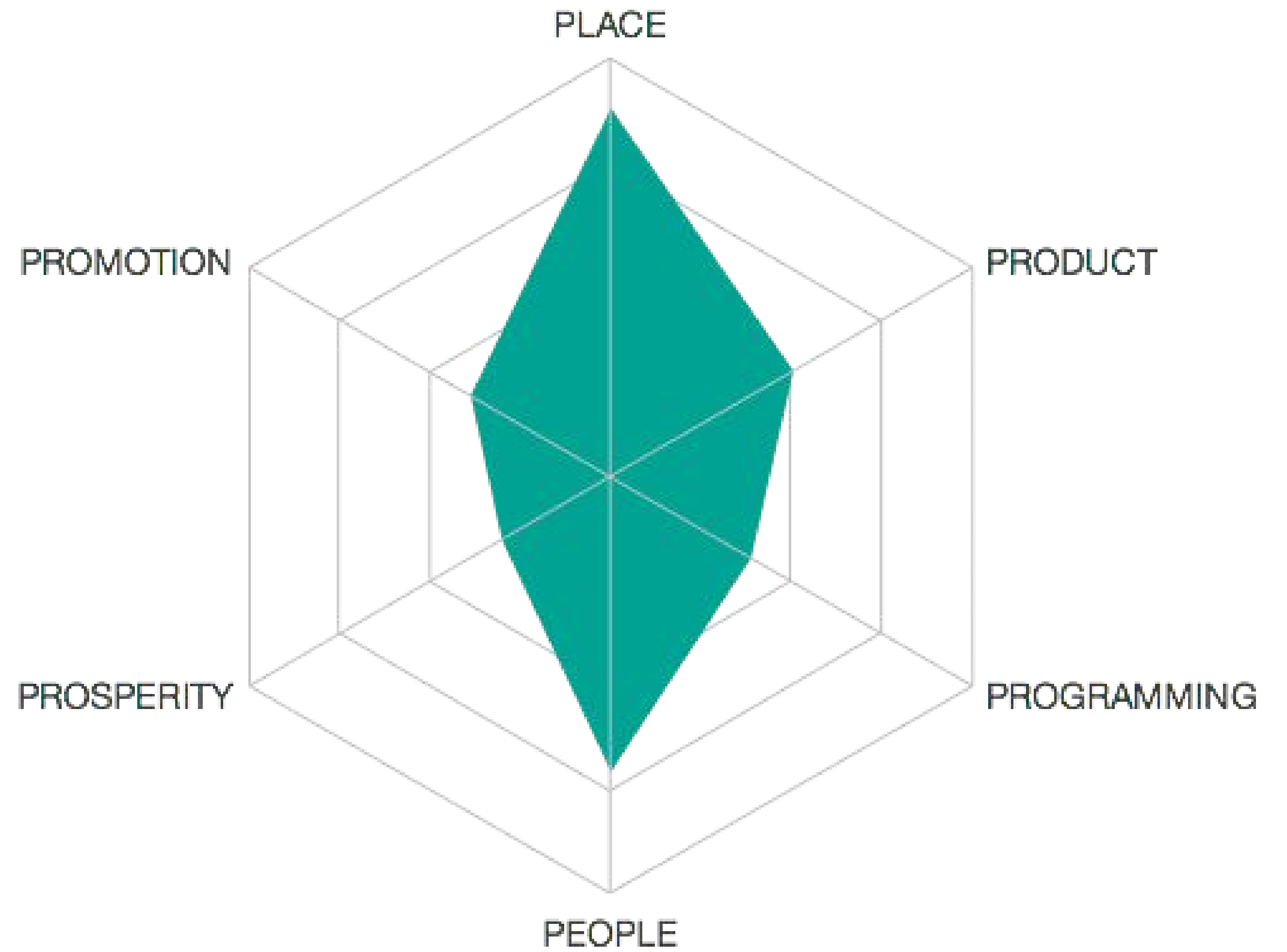
07 DUBAI





@resonanceco

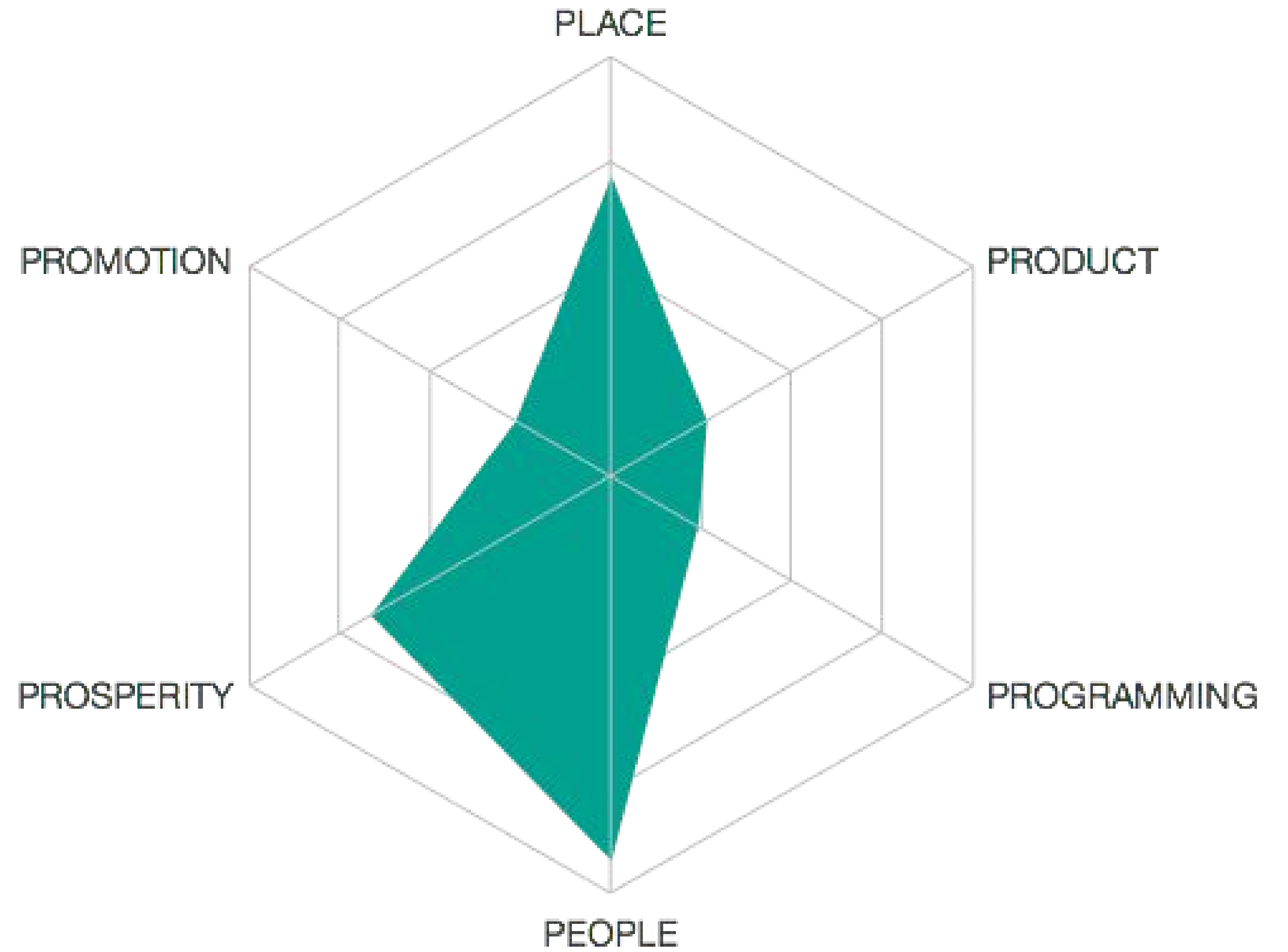
08 BARCELONA





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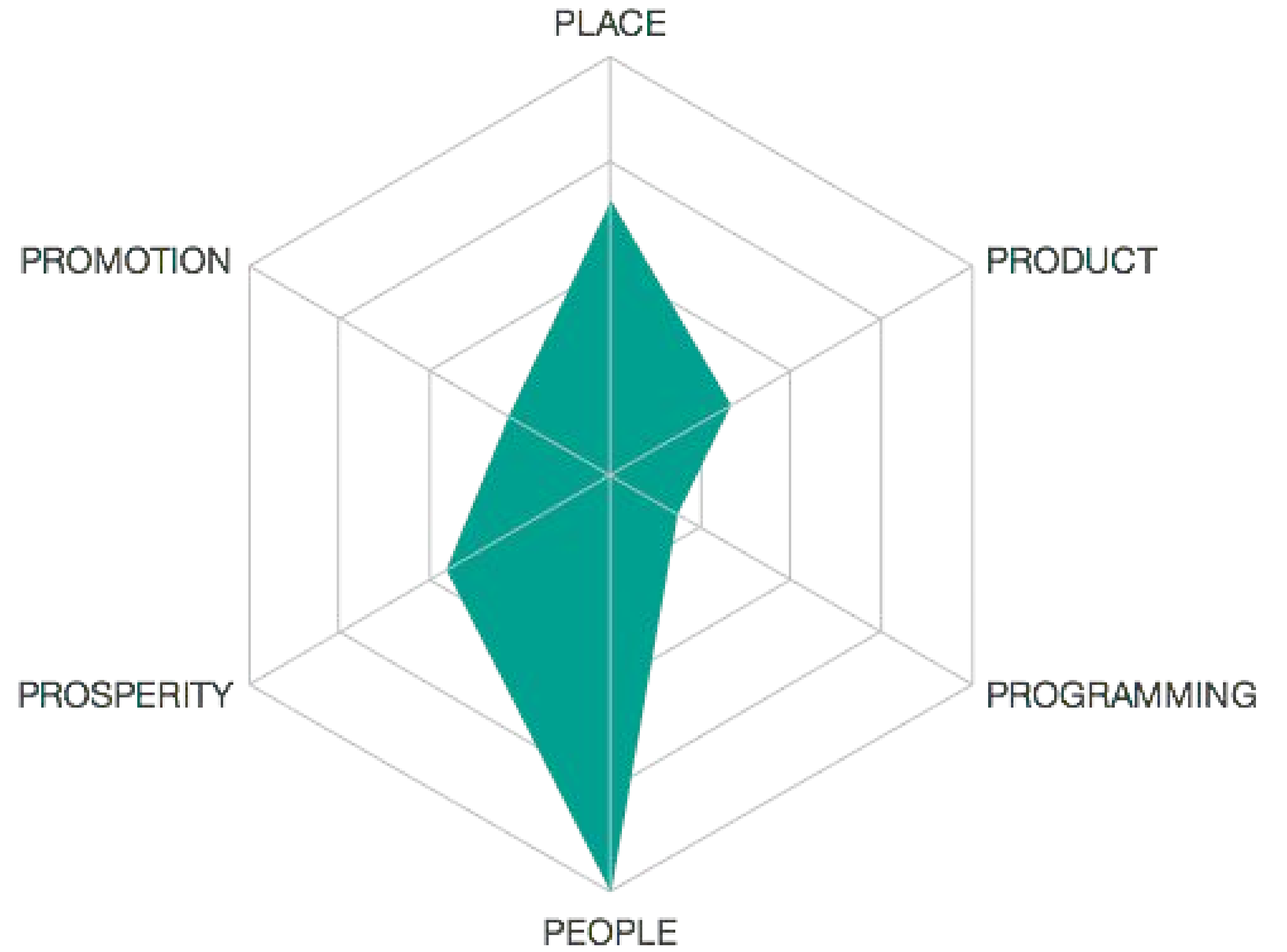
09 SAN FRANCISCO





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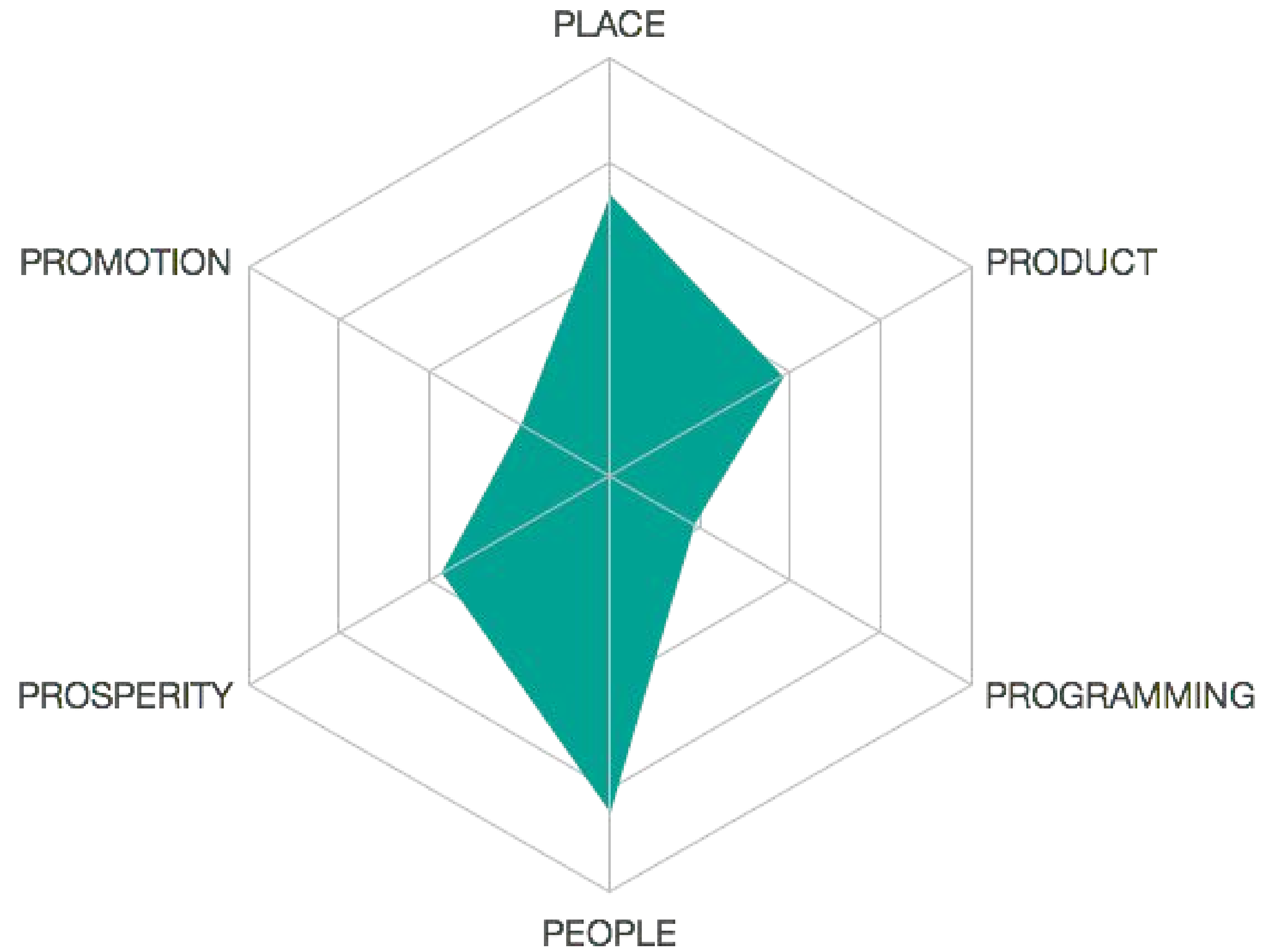
13 TORONTO





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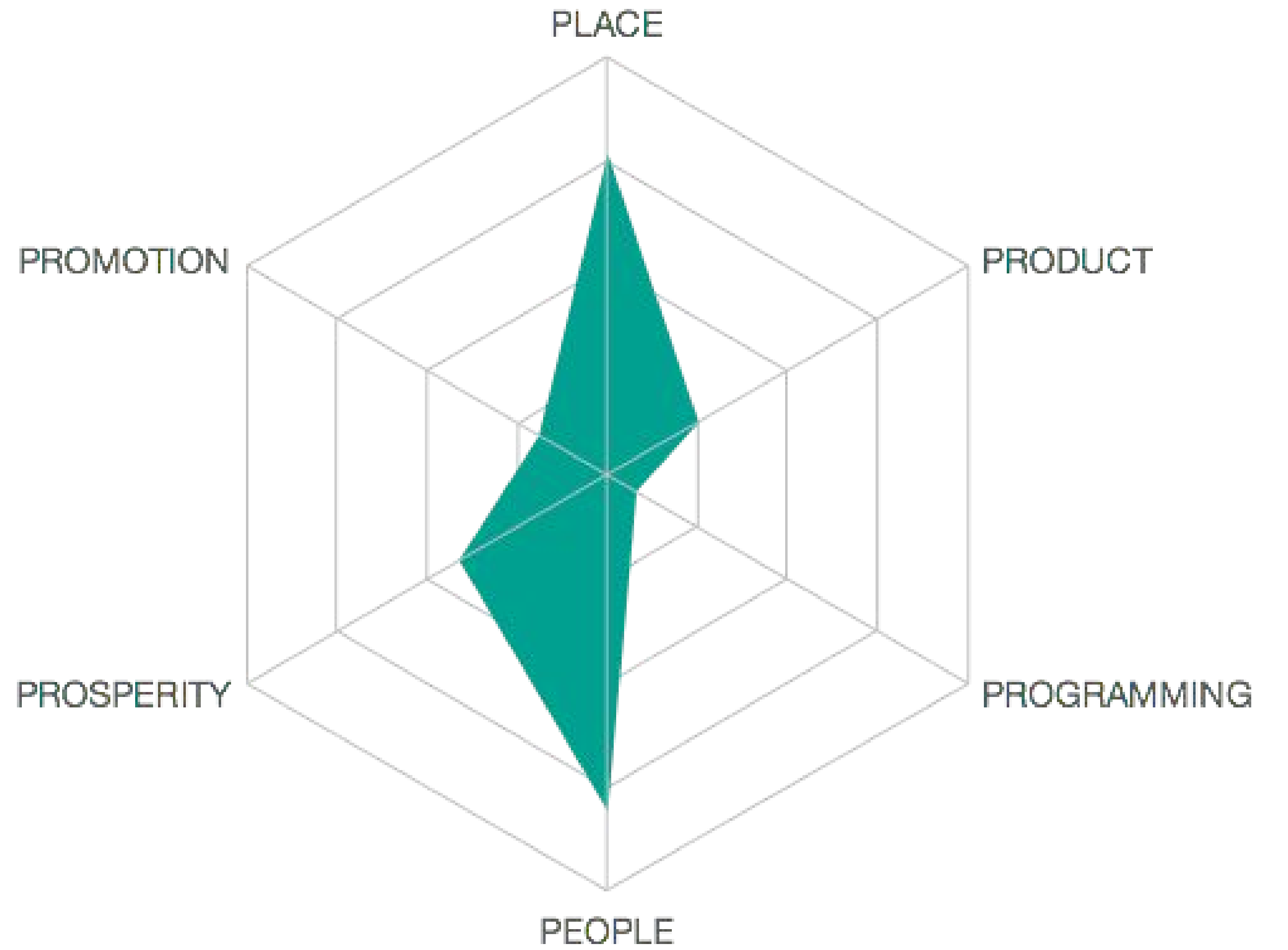
14 AMSTERDAM





@resonanceco

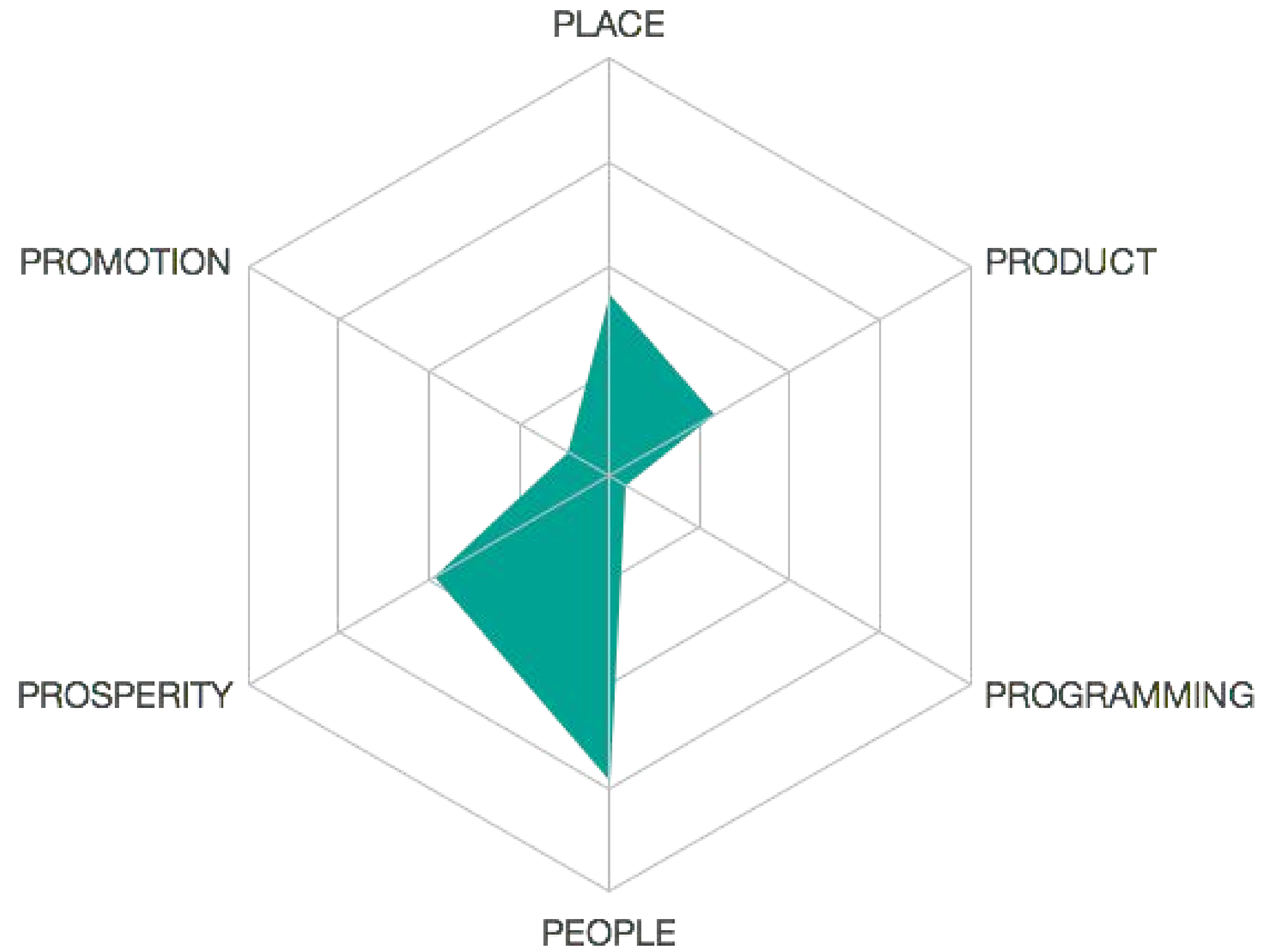
27 MIAMI





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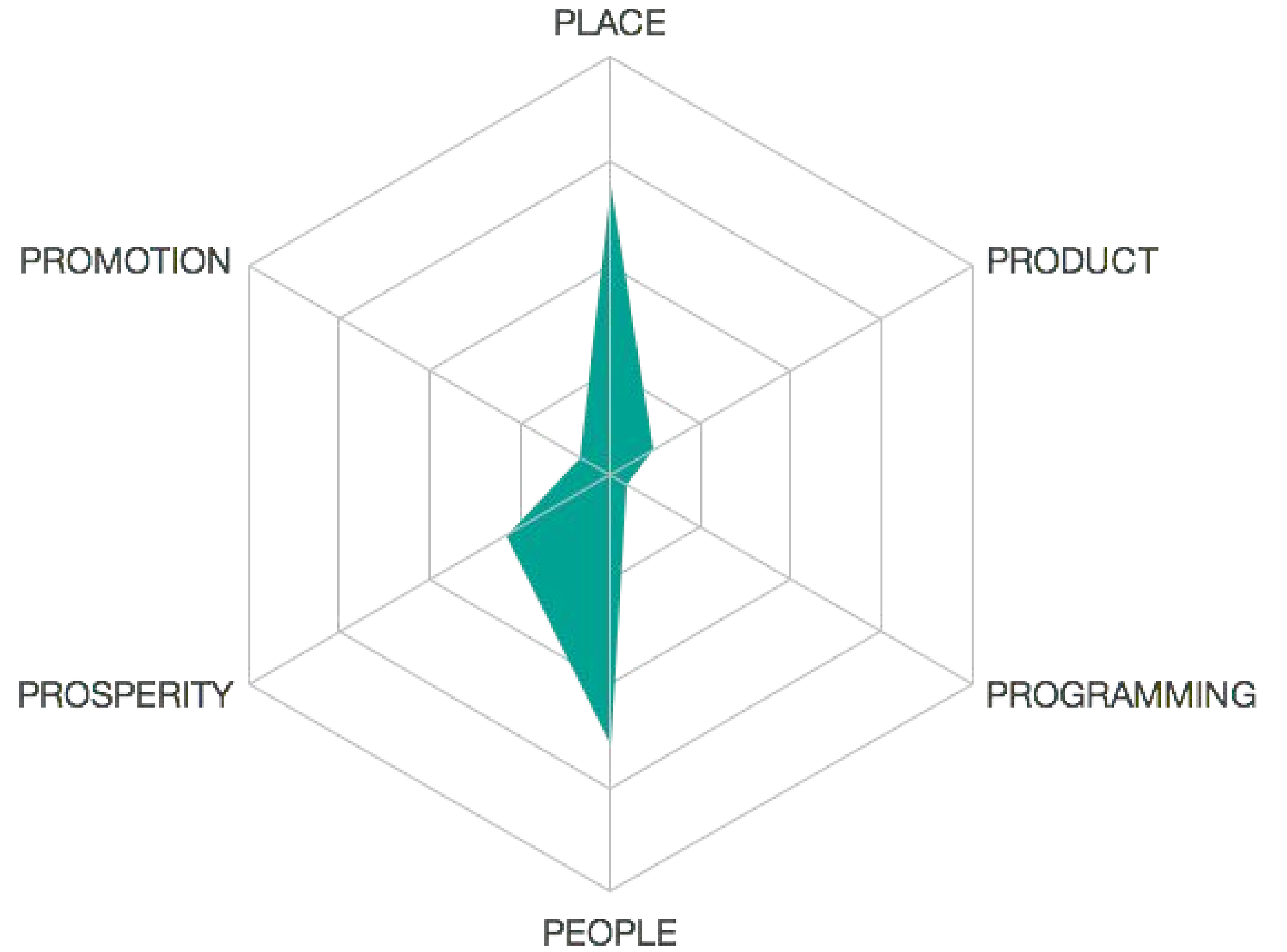
54 STOCKHOLM





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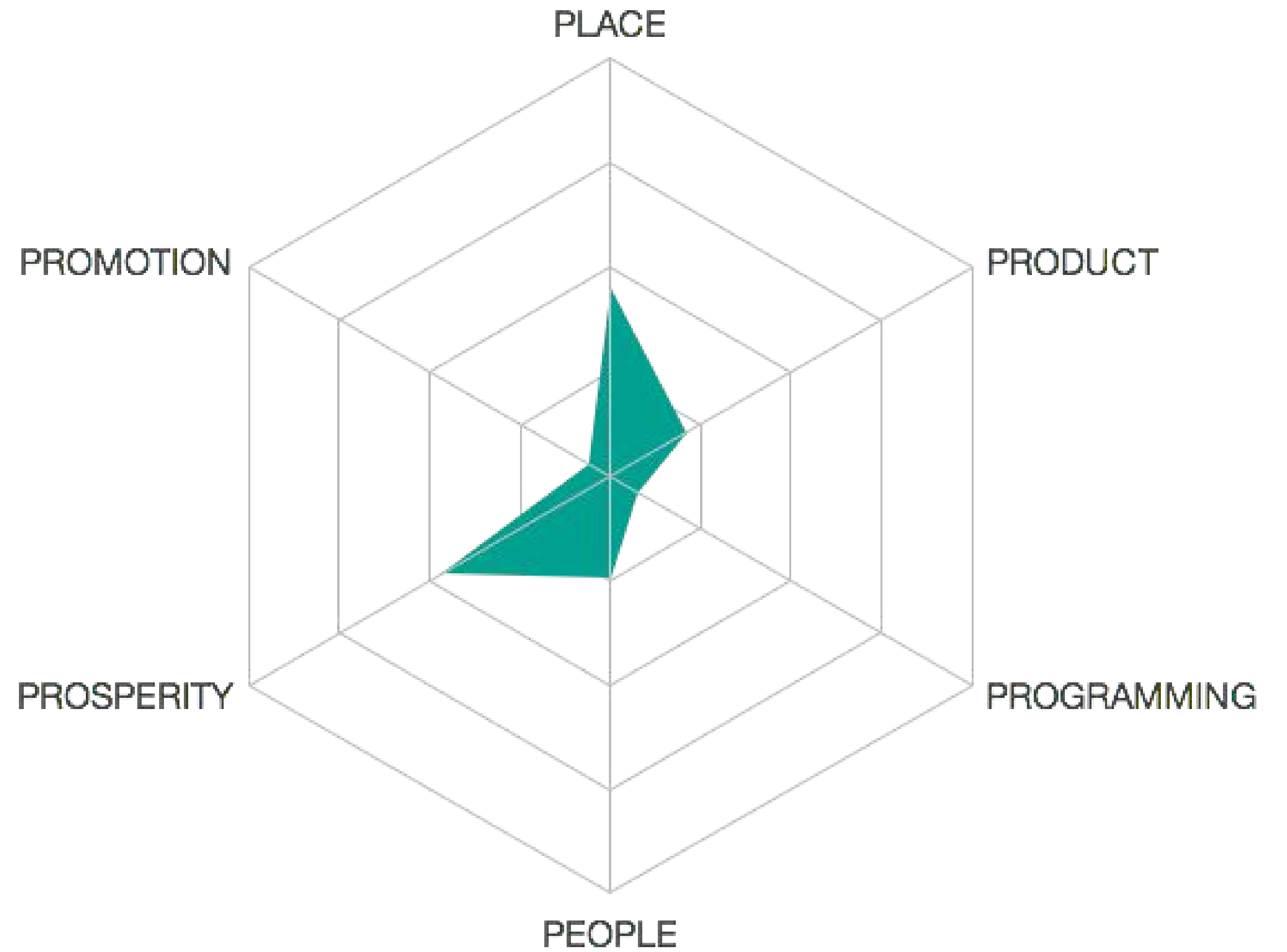
79 AUCKLAND





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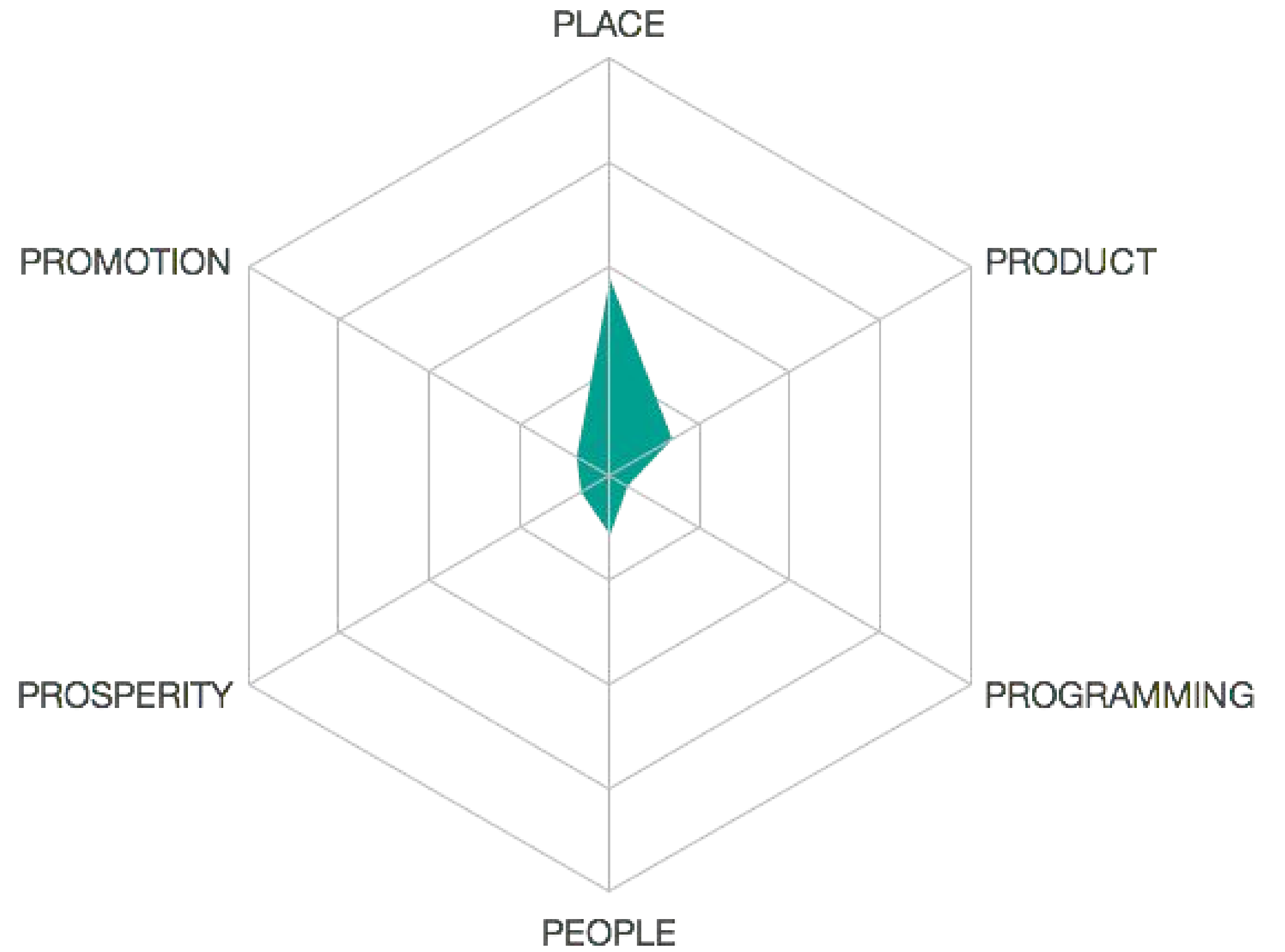
122 BUCHAREST





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161 CAIRO





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5. DEVELOPING YOUR PLACE BRANDING STRATEGY





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FACTORS THAT SHAPE PERCEPTION OF PLACE

PERCEPTION

PRODUCT





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WORLD'S BEST CITIES

Top 30 cities based on core statistics and online data.

1. LONDON

11. MADRID

21. WASHINGTON

2. NEW YORK

12. LOS ANGELES

22. ST. PETERSBURG

3. PARIS

13. TORONTO

23. PRAGUE

4. MOSCOW

14. AMSTERDAM

24. BEIJING

5. TOKYO

15. BOSTON

25. SYDNEY

6. SINGAPORE

16. ROME

26. SAN JOSE

7. DUBAI

17. HONG KONG

27. MIAMI

8. BARCELONA

18. LAS VEGAS

28. BERLIN

9. SAN FRANCISCO

19. SEATTLE

29. VANCOUVER

10. CHICAGO

20. SAN DIEGO

30. ORLANDO



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IPSOS CITY INDEX

Top 10 cities based on a survey of 18,557 adults aged 16-64 across 26 countries.

<i>City</i>	<i>% score</i>	<i>2017 rank</i>	<i>2013 rank</i>
New York	50	1	1
Abu Dhabi	46	2	4
London	41	3	2
Paris	39	4	3
Sydney	36	5	5
Zurich	36	5	6
Tokyo	36	5	7
Rome	34	8	9
Los Angeles	28	9	10
Amsterdam	27	10	14



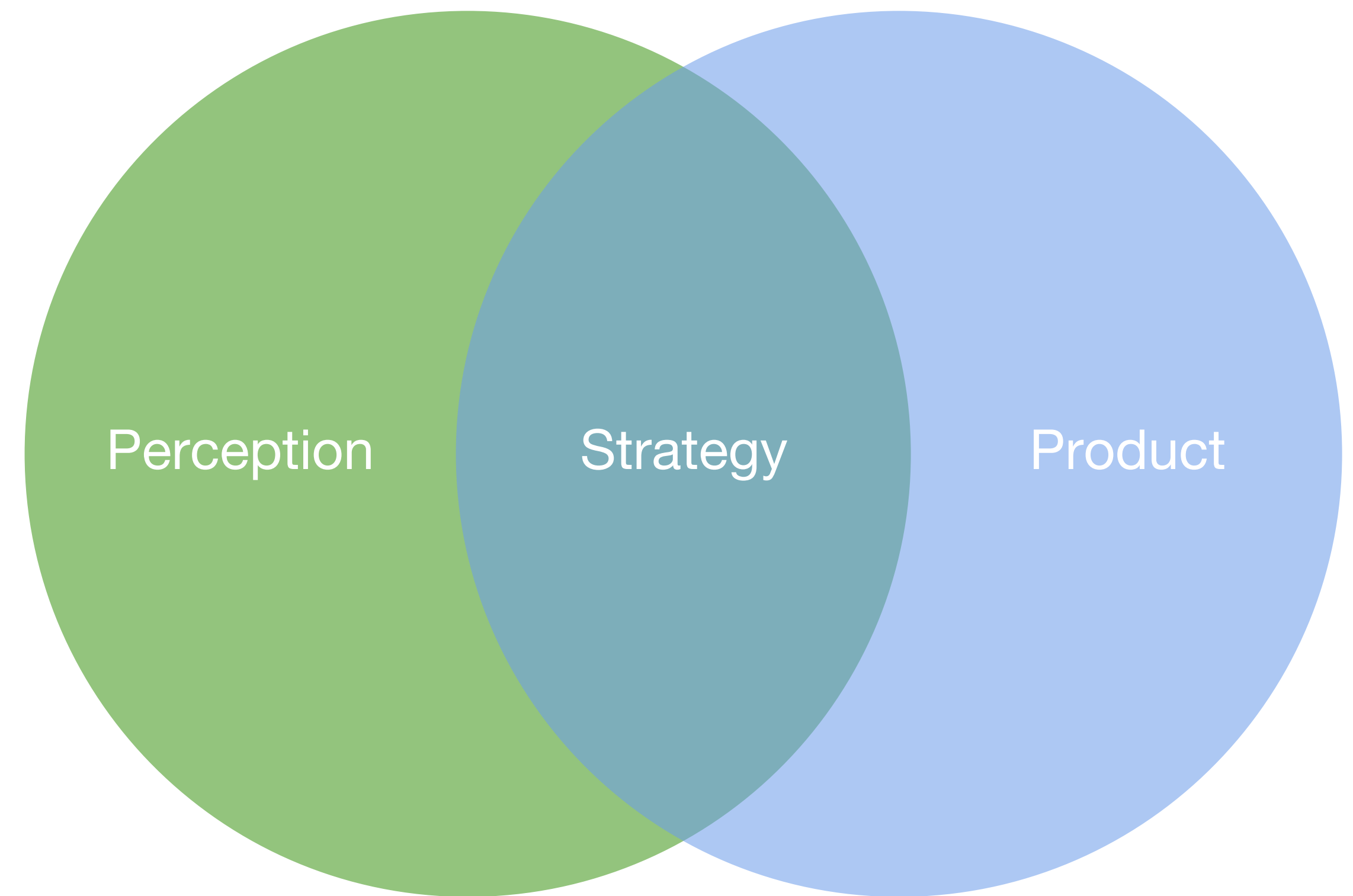
RISK & OPPORTUNITY : IPSOS CITY INDEX





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THE STRATEGY





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**PLACE BRANDING IS
ABOUT MUCH MORE THAN
A LOGO OR A TAGLINE.**

**IT'S A POSITIONING
STRATEGY BASED ON AN
UNDERSTANDING OF YOUR
PERCEPTION AND
PRODUCT.**





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6. PERCEPTION & PERFORMANCE





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WHICH OF THESE AREAS ARE MOST CLOSELY CORRELATED WITH INTERNATIONAL TOURISM ARRIVALS?





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INTERNATIONAL VISITORS

Correlation Coefficient

PROMOTION

0.90

PROGRAMMING

0.82

PRODUCT

0.66

PLACE

0.61

PEOPLE

0.58

PROSPERITY

0.29



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INTERNATIONAL VISITORS

	<i>Correlation Coefficient</i>
Facebook Check-in	0.89
TripAdvisor Reviews	0.86
Google Trends	0.85
Neighbourhoods & Landmarks	0.82
Culinary	0.80
Culture	0.78
Google Search Results	0.78
Nightlife	0.78
Shopping	0.78
Museums	0.72



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WHICH OF THESE AREAS ARE MOST CLOSELY CORRELATED WITH FOREIGN INVESTMENT?





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FOREIGN DIRECT INVESTMENT

Correlation Coefficient

PROMOTION

0.85

PROGRAMMING

0.82

PRODUCT

0.79

PEOPLE

0.44

PLACE

0.35

PROSPERITY

0.29



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FOREIGN DIRECT INVESTMENT

	<i>Correlation Coefficient</i>
Google Trends	0.91
Sports Teams	0.87
Facebook Check-in	0.87
Culinary	0.84
Google Search Results	0.83
Museums	0.81
Fortune 500	0.81
Neighbourhoods & Landmarks	0.78
Culture	0.77
Nightlife	0.77



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**THE FACTORS THAT MAKE
A PLACE ATTRACTIVE TO
VISIT ARE INCREASINGLY
ALIGNED WITH THOSE
THAT MAKE IT ATTRACTIVE
TO INVEST.**

TOURISTS

Facebook Check-in

TripAdvisor Reviews

Google Trends

Neighbourhoods / Landmarks

Culinary

Culture

Google Search Results

Nightlife

Shopping

Museums

INVESTMENT

Google Trends

Sports Teams

Facebook Check-in

Culinary

Google Search Results

Museums

Fortune 500

Neighbourhoods / Landmarks

Culture

Nightlife



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PLACE & PROSPERITY

While livability shapes perception, it has a low correlation with visitor arrivals and foreign investment.

The relative “vibrancy” of the city is determining where tourism and investment flows.





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“THE PROBLEM IS NOT SO MUCH TO BRAND THE CITY, BUT TO MAKE THE CITY INTO A BETTER CITY, A CLEANER CITY, A MORE CARING CITY – A CITY WITH SOME INTERESTING THINGS TO SEE AND DO.”

– Philip Kotler, Author of Marketing Places





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AMAZON HQ2 RFP CRITERIA

Incentives

Tax credits, relocation grants

Labor Force

Educational attainment, university system

Connectivity

Daily direct flights to Seattle, New York, the San Francisco Bay area, and Washington DC.

Infrastructure

Mass transit, inter-connected highway system

Culture

Diversity, inclusion

Quality of Life

Programming, recreational opportunities



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COMPETITIVE IDENTITY





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THANK YOU

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