

# Territorial branding

## The Dutch story

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# What if they see your country like this?





But you want to be seen like this:



**I amsterdam.**®



**Then we have only one solution:**

**Territorial branding**



# The Top 20 Most Valuable Nation Brands

01	2011 RANK: 1 \$14,641B ▲19% RATING: AA		11	2011 RANK: 11 \$1,058B ▲84% RATING: A-	
02	2011 RANK: 3 \$4,847B ▲61% RATING: A+		12	2011 RANK: 14 \$962B ▲42% RATING: AA	
03	2011 RANK: 2 \$3,903B ▲27% RATING: AA		13	2011 RANK: 13 \$908B ▼25% RATING: A	
04	2011 RANK: 4 \$2,552B ▲30% RATING: AA		14	2011 RANK: 17 \$885B ▲61% RATING: AA	
05	2011 RANK: 5 \$2,189B ▲16% RATING: AA		15	2011 RANK: 12 \$872B ▲9% RATING: AA	
06	2011 RANK: 6 \$1,963B ▲7% RATING: AA-		16	2011 RANK: 15 \$767B ▲14% RATING: A	
07	2011 RANK: 8 \$1,611B ▲28% RATING: AA		17	2011 RANK: 16 \$722B ▲26% RATING: A+	
08	2011 RANK: 10 \$1,376B ▲46% RATING: A		18	2011 RANK: 18 \$666B ▲48% RATING: AA	
09	2011 RANK: 9 \$1,247B ▲2% RATING: A		19	2011 RANK: 19 \$487B ▲33% RATING: A	
10	2011 RANK: 7 \$1,104B ▼30% RATING: A		20	2011 RANK: 24 \$472B ▲75% RATING: A	

For full results see Appendix 1 or visit [www.brandirectory.com](http://www.brandirectory.com)





# The Netherlands



# Netherlands on the 6<sup>th</sup> place as strongest national brand

	Nation Brand	Brand Rating 2012	BSI 2012	Investment 2012	Tourism 2012	Product 2012	Talent 2012
1	Singapore	AA	74	75	68	73	78
2	Switzerland	AA	74	74	68	72	79
3	United States	AA	74	74	66	73	77
4	Germany	AA	73	72	70	73	72
5	Sweden	AA	72	74	63	71	78
6	Netherlands	AA	71	69	66	70	76
7	Canada	AA	70	70	67	68	77
8	Australia	AA	70	69	72	67	75
9	United Kingdom	AA	70	69	68	67	73
10	Hong Kong	AA	69	70	64	67	70



# What is the secret?

- The Dutch DNA
  - Creative: Amsterdam is the creative capital of Europe
  - High level of education of the population: Netherlands is number 7 of the world on Reading, Mathematics and Science
  - Dutch products are highly appreciated worldwide: Philips, Heineken, Royal Dutch Shell, Viktor & Rolf, Marlies Dekkers, G-Star, Mexx, Gsus and Scotch & Soda
  - Rotterdam is the third largest harbor of the world
  - Adapting to other cultures
  - Leading in technology
  - More?



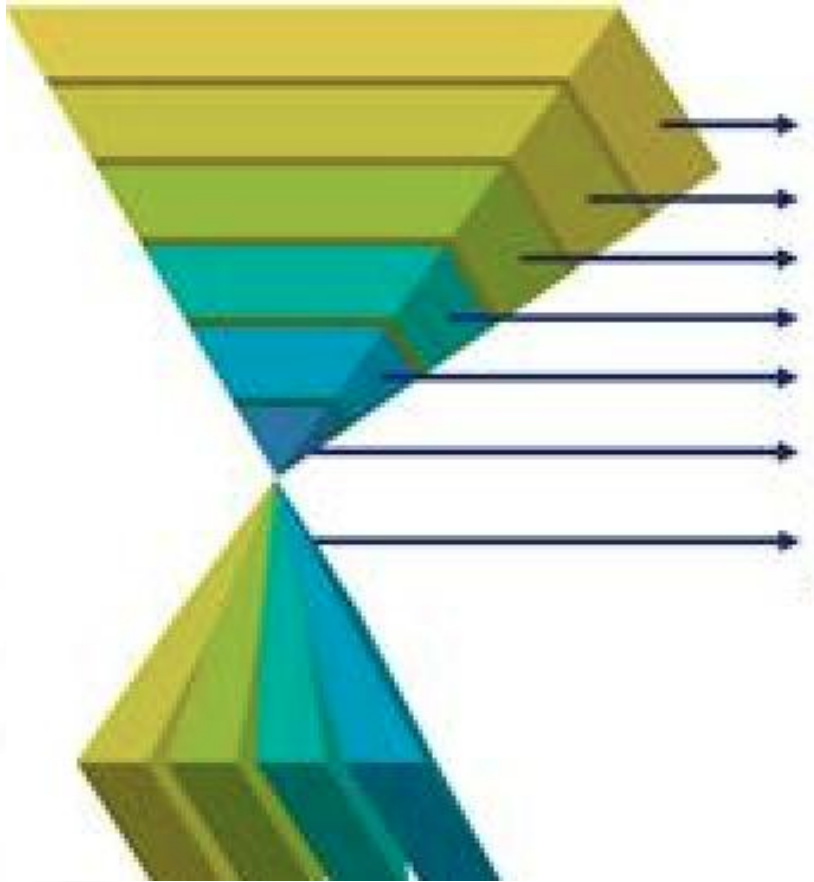


# How NL works on territorial branding

- The term and profession “ city marketing has been developed in the Netherlands in the 80’s.
- On top of agenda of local politicians
  - The Hague invests 8m Euro in city marketing
  - IAMSTERDAM
- Strong focus on tourism
- Development of infrastructure in the broadest sense



# Territorial branding strategy



1. Goal definition
2. Develop an identity and ambition
3. SWOT analysis
4. Define target group
5. Brand story and brand values
6. Strategy development
7. Implementation



# Rules for territorial branding

- Develop strong promotional campaigns
  - Integrate web 2.0: Mobile, Augmented Reality, etc.
  - Organize cultural activities and events
  - Monitor developments and adapt your strategy
  - Always keep your values in mind!
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- **Remember: One police action can destroy a lot!!**

