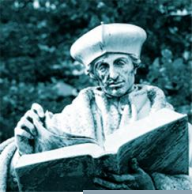




Revitalizing heritage and regions through branding

Erasmus University Rotterdam

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Branding heritage and the region

Erasmus University Rotterdam



Groene Hart

het
**GROENE
HART**
begint
hier



Erasmus
ERASMUS UNIVERSITEIT ROTTERDAM



Upsurge of region branding

Erasmus University Rotterdam



E I F E L

north east
england

Passionate people. Passionate places.



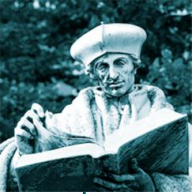


What is a brand?

- Brands: symbolic constructs giving meaning to products by evoking associations
 - psychological and social meaning
 - based on emotive stimuli (feelings, moods, emotions)



- Branding is a governance strategy
 - for managing perceptions
 - for binding people



Approaches to branding

- Brand as sales instrument
 - Goal: sell region and heritage
 - Promotion and advertizing
 - Sales and communication instrument

- Brand as planning instrument
 - Goal: develop regional identity and heritage
 - Brand as guideline in regional development



Challenges

- Prevent hollow marketing
- Value-conflicts around brands
- Counterbranding

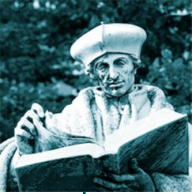




Ideas from innovative approaches

- Interactive branding
 - Determine brand values together with stakeholders
 - Implementation together with stakeholders

- Brand communities
 - Facilitate community events where people experience region and its heritage
 - Facilitate marketing by private parties and ambassadors



Some conclusions

- Branding not about logos and slogans but about:
 - Identity
 - Regional development
- Use branding to involve stakeholders in heritage and regional development
 - develop the brand interactively
 - organize activities and events to experience the brand