



Quick Guide

Place Branding vs. Place Marketing

What's the Difference?

Expert insights curated by: **The Place Brand Observer**

What's the Difference between Place Branding and Place Marketing?

There is a lot of confusion about those terms: Is branding a part of marketing? Or does Place Marketing form part of Place Branding?

Essentially, the answer depends on whether you refer to Branding 1.0 (marketing tool), or **Branding 2.0**, a holistic concept and process of developing, managing and communicating a place brand.

Read this Quick Guide to learn:

- ✓ What Place Branding is and its aims
- ✓ What Place Marketing is
- ✓ Similarities between Place Branding and -Marketing
- ✓ How Place Branding and -Marketing differ

About Place Branding

Several definitions of Place Branding exist. Here's our favorite:

Place Branding is “the **process of discovering, creating, developing and realizing ideas and concepts for (re)constructing place identities, their defining traits and ‘genius loci’ and subsequently building the sense of place.**”

“This requires investments in hardware (e.g. infrastructure, buildings), software (e.g. events, stories), orgware (e.g. co-operative organisational structuring) and virtual ware (e.g. symbols and symbolic actions, websites)”.

Definition by **Robert Govers**, Erik van 't Klooster, Gerard van Keken.
More at: <http://placebrandobserver.com>

Place Branding is about:

- ✓ **Place Making:** development, management, policy & innovation
- ✓ Building, regaining or maintaining **competitiveness**
- ✓ Contributing to the **sustainable development** of a place
- ✓ **What** and **who** creates the place: it is **supply driven**
- ✓ **A process** of identifying your strongest assets, building your story, telling your story consistently through marketing & communications
- ✓ Building a **reputation over time**
- ✓ Creating a sense of community: **inward focus**

Place Branding is NOT...

...about logos, slogans, and advertising campaigns! Those might be part of the process (at the very end), but aren't the primary focus.

About Place Marketing

Definition

Place Marketing is the development and implementation of a **managerial process** that assists places in order to achieve their **objectives** by adopting a market-oriented philosophy.

“Place marketing is about ensuring that the brand message and the story of an area are strategically and methodically delivered to the right audiences through the appropriate channels.”

Manolis Psarros, in the Place Marketing & Branding Manifesto, 2015. Source: <http://bestplaceinstytut.org/RAPORT2015.pdf>

Place Marketing is about:

- ✓ **HOW** you communicate who you are (the brand)
- ✓ Analyzing the competitive environment and identifying your position (niche)
- ✓ Using marketing tools, such as price, promotion, etc.
- ✓ **Satisfying needs** of target markets: it is **demand driven, outward focused**
- ✓ Achieving mid-and short term goals, such as increase in foreign investment or visitor numbers. It is **commercially-driven**

In a nutshell...

Place Branding



Place Marketing

- ✓ Focuses on WHO and WHAT creates a place
- ✓ Is Place Making: requires strategic decisions, investment, collaboration and buy-in from all place stakeholders
- ✓ Develops a comprehensive place brand identity
- ✓ Is about building a reputation (long-term process)
- ✓ Is supply-driven, inward-focused

- ✓ Focuses on HOW the place communicates its offerings
- ✓ Is a market-driven process, using marketing techniques
- ✓ Is about satisfying needs of target markets (short- to mid-term process - campaigns)
- ✓ Is demand-driven, outward-focused

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