

Exciting the people and attracting new people to support the development of place

Quality of Life

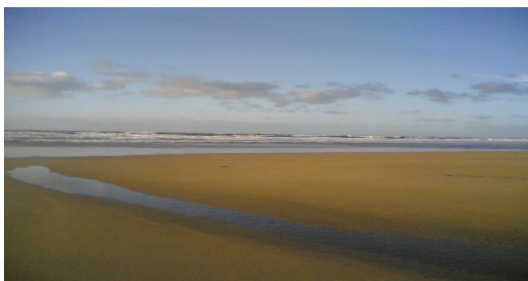
Everybody has it! Or at least if you read the material that most place marketing agencies produce – you would assume that everybody has it. It is one of the 'must haves' of place promotion and no self respecting agency brochure is complete without it.

Everybody has it, or claims to have it of course because it is commonly recognized that to successfully attract and retain most corporate investment the key decision makers and most particularly the senior managers who will manage the new facility (very often not locally recruited), need to be persuaded that this is a place that they can not only work in, but they and their families can also happily live in.

So the attraction of the individual is closely allied to the attraction of specific companies and all too often is a secondary consideration to the actual attraction of the company in question.

Enthuse and attract the people and the companies will come

The basis of successful place marketing is in enthusing and exciting individuals about any one place. Whether that be through ensuring engagement and buy in from the local population or attracting new people, a positive perception and attraction of a place to the individual is the starting point for all the successful outcomes of the place marketing process.



And there is no real gain to be had in manufacturing a positive image of 'quality of life' in your place (pictures of green rolling hills, happy people enjoying happy life on the beach / in the city streets etc., etc.).

The people who live in your place – all of the people – have to define the image or at least

acknowledge it / agree with it. They are the ambassadors – the most effective selling tool and are the difference between a short lived marketing generated 'image' and a sustainable positive perception of place.

Virtually any place, if it is to become successful and to maintain its success, needs to continue to attract new people and new ideas. These people need to want to come, not just because the company they work for is coming, but because they see a vibrant, diverse community that has multiple opportunities for them and their family. Place marketing needs to understand that if that message comes first and is embraced by both existing and potential individual investors – then the approach to new corporate investors can only be enhanced.

Toulouse

Toulouse, based particularly upon the Aerospace and IT industries, is the fastest growing city in France. The pace of growth and continuing creation of new jobs means that the city relies on the regular arrival of new people – up to 15,000 a year – to sustain the presence of the principle companies and industries. The city's universities (see briefing note - Universities and the development and positioning of place) are the most popular in France outside of Paris and a key part of the city's strategy to promote Toulouse and to continue to attract new people is to enthuse those who come to live, work and study in the city.

Before 1960 there was very little industrial tradition. Supported by the French government the city has built its reputation and its success around the presence of key industries, the consistent attraction of new people and the presentation of an image acknowledged by a large part of its established and newly arrived population.

For more on the importance of enthusing and exciting the individual and how The Place Marketing Company can help you more effectively promote and market your place, please contact us on:

+44 (0) 7921 132887 – or visit our website below

© The Place Marketing Company 2005