

The Place Marketing Company is a leading edge place marketing agency. We work with our clients to achieve place marketing excellence and impact. Here are some examples of work that we have undertaken in the last 12 months:

Individual and Business Perceptions – understanding how a location is perceived

Working in the UK with the **Dorset Economic Partnership**, The Place Marketing Company has researched and interviewed widely on perceptions of Dorset as a location for living, working, and for business. One of several such initiatives we have undertaken in this year, the report at the end of the project looks in detail at issues raised during the research; considers best practice; and makes a series of detailed recommendations on future actions and activity.



Understanding and developing the product – what exactly is it you have to offer?

Working in the English East Midlands with the Alliance sub region of **North Nottinghamshire and North Derbyshire**, The Place Marketing Company has helped to define the business message for the sub region's pursuit of corporate investment – the recommendations focused on a detailed analysis of important sectors and investment market opportunities.



Developing a marketing strategy and action plan – preparing to take the product to market

In the South West of England we are working with the **Somerset Strategic Partnership** to develop a marketing strategy and action plan for the county – the plan involves close collaboration with the local community, the business community and strong support for the South West regional approach as well as local activity in key towns and districts in Somerset.



Place branding: building a clearly understood identity and delivering it in the marketplace

We have undertaken a number of pieces of work on place branding in the past year – in **West Dorset** in England we are working with the local authority to identify an investment brand for the area – an identity that is understood and used by the local community – but which clearly describes the distinct group of benefits that West Dorset offers to individual and business investors.



Targeting the prospective investor – building and delivering the proposition

In the English East Midlands, working with **Invest Northamptonshire** we developed a clear and simple proposition for investment in the fast growing waste management industry in the county. Building on a set of specific attributes in Northamptonshire we developed promotional materials and drew up a list of UK and North American target companies and delivered a targeted marketing campaign to each of the identified companies. The programme produced a series of new leads and enquiries and visits by interested companies to the county



Building links to partners – making sure the message gets through

Working with the UK Department of Trade and Industry and its **UK Trade and Investment** team, The Place Marketing Company has developed a series of proposals and recommendations on how the marketing and promotion of the UK as a business destination could be improved by developing closer links with the UK business and academic community. The work involved interviews and research across the UK and built upon The Place Marketing Company's extensive experience of partnership and making investment marketing partnerships work in a range of investment markets across the world.



Using investment marketing to influence wider economic change

In the **Middle East and North Africa** (MENA) The Place Marketing Company is working with the UK Foreign and Commonwealth Office and the OECD in Paris to support the development of the approach to investment marketing and the use of that approach to influence economic reforms and development of new economic structures in the participating MENA countries. The Place Marketing Company involvement is based upon its detailed understanding of the investment marketing process and the impact that process can have on the wider economy.



The Place Marketing Company is a full service research and marketing agency. To find out more and discuss how we can help you at each stage of the place marketing process please email info@placemarketingcompany.com or call +44 1579 371177.