

Understanding how a location is perceived and its influence on individual and corporate decision making

How do they see us?

For many locations an essential starting point, before strategy development or the launch of any communications activity, is a clear understanding of how their location is perceived by the audience or audiences that they are seeking to address.

The Place Marketing Company has a developed expertise in working with locations to build a strong appreciation of how either individuals or corporate entities view their location – whether they would recommend it, invest in it and whether they would commit their future to it if they have the option to go elsewhere.

The Place Marketing Approach

We believe very strongly in an integrated approach to place marketing, which acknowledges the key investment audiences of existing residents, potential residents, visitors and existing and new corporate investors.

All of these audiences are equally important to the development of a sense of place and identity and the 'feel' of what a particular place is all about. Each audience of course plays a different role, calls for variation in approach and breaks down in to a number of sub audiences – each with their own characteristics and needs in terms of marketing approach and place within the overall marketing strategy. But each must be considered and researched and receive equal attention if the place marketing strategy is to achieve its fullest impact. It is also vital to recognise that the approach to one audience can directly influence the approach to other key audiences. Effective research and any subsequent strategy and programme of action must take this in to account and be constructed accordingly.

Place Marketing Deliverables

Our approach is different every time and very tailored to the client that we are working with and the audience or audiences that they are particularly interested in. The examples of recent activity below however illustrate how our work often combines an external view with the views of either individuals or companies who already live or work in the place in question.

We undertake questionnaire surveys using email and direct interviews either by telephone or face

to face. We combine structured questionnaires to produce numbers and statistics with more detailed questioning where we utilize our in depth understanding of the issues that surround place marketing to achieve a full appreciation of the perceptions that affect the understanding of each client's location. We also utilize focus groups on particular issues and draw in a range of knowledgeable others to ensure a full understanding of the issues and the perceptions that need to be either addressed or built upon.

We draw together our findings in a detailed final report which describes and reflects on what we have found and makes a series of detailed recommendations on strategies and actions to address and support those findings – again using our extensive place marketing experience and understanding of what works and what doesn't work.

Place Marketing Experience

In the last twelve months The Place Marketing Company has undertaken detailed perceptions work for Dorset and Somerset County Councils

In **Dorset**, The Place Marketing Company has researched and interviewed widely on perceptions of Dorset as a location for living, working, and for business. Of particular importance in this work was an understanding of the views of young people in the county and its appeal to them as a location to find work and develop a career in. 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.

In **Somerset**, The Place Marketing Company researched and interviewed widely on corporate views on Somerset as a location to do business within and for business investment. Particular emphasis here was placed on an external view of the county and the approach for questionnaire response and interview to be within specific sectors that the client identified at the inception of the project

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.



Challenging Convention, Stimulating Success