

# YOUR CITY IS YOUR BRAND

POSITIONING IT RIGHT,  
MATTERS!



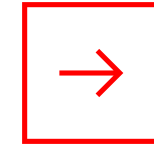
# WHY YOUR CITY?

You want to drive attraction, recognition and inspiration for your city. But in a context where many other cities strive for attention and compete very hard to get it.

**When you create a strong brand for your city, its promise and how it delivers on that promise, become the big differentiators.**





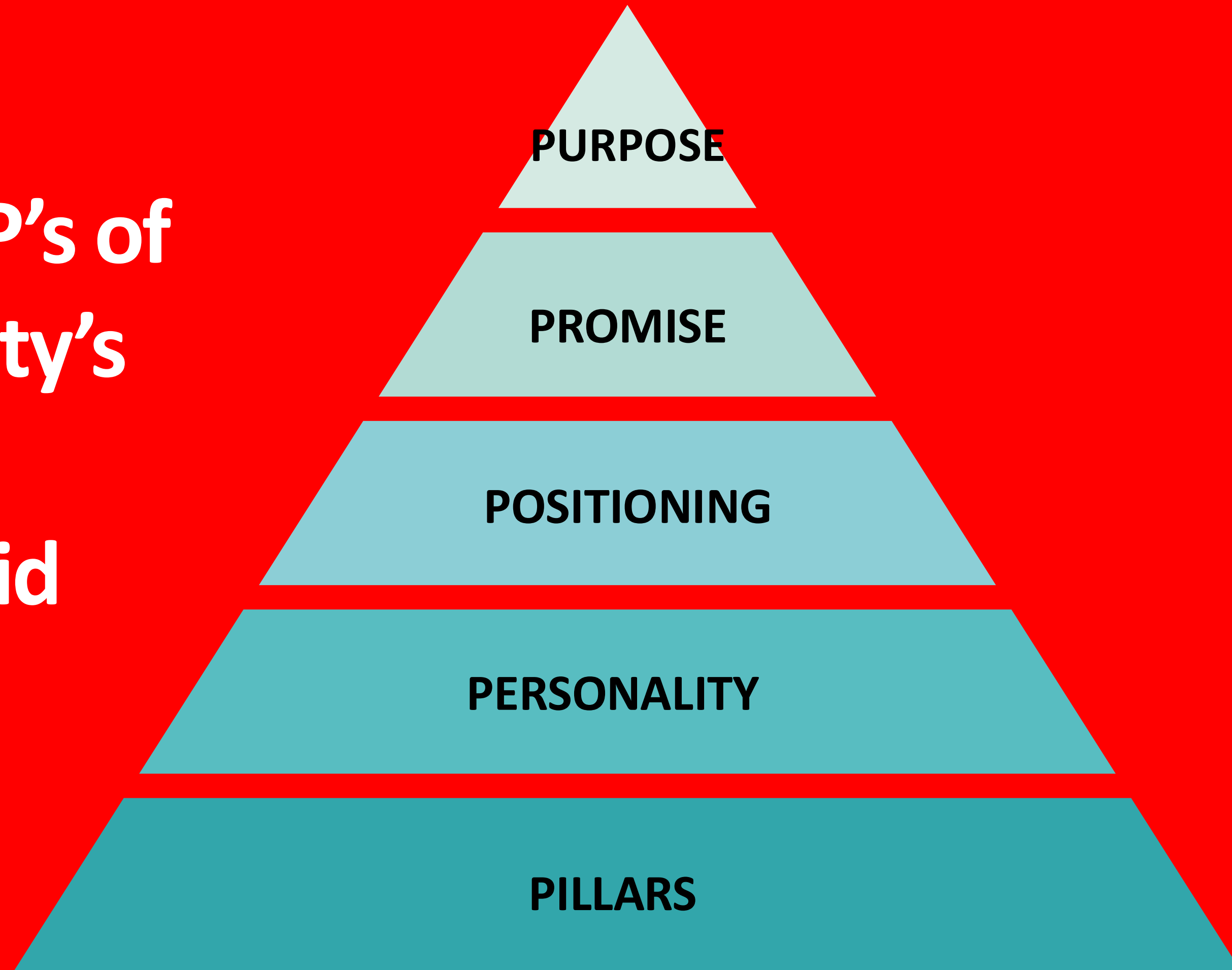


# Crafting your story

**A strong brand matters, because it:**

- raises awareness for the city
- creates a recognizable identity that sets it apart
- conveys its unique advantages
- unifies and energizes all stakeholders

# The 5 P's of your city's brand pyramid



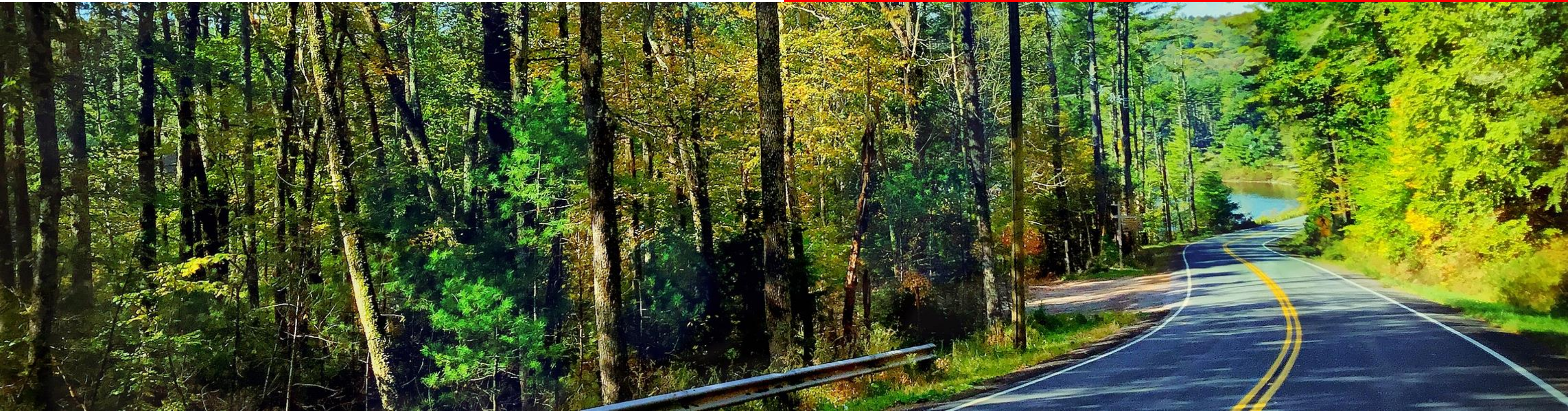


Your Purpose statement defines your core objective and the reason you exist. It articulates your mission, your commitment to your values, your guiding actions, culture and impact to the communities you serve.

**Your purpose inspires and aligns the efforts of you all towards a common goal.**



# PURPOSE





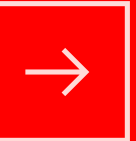
European Youth Capital: Activ∞ Youth

European City of Sports: **SPRINT**Tirana

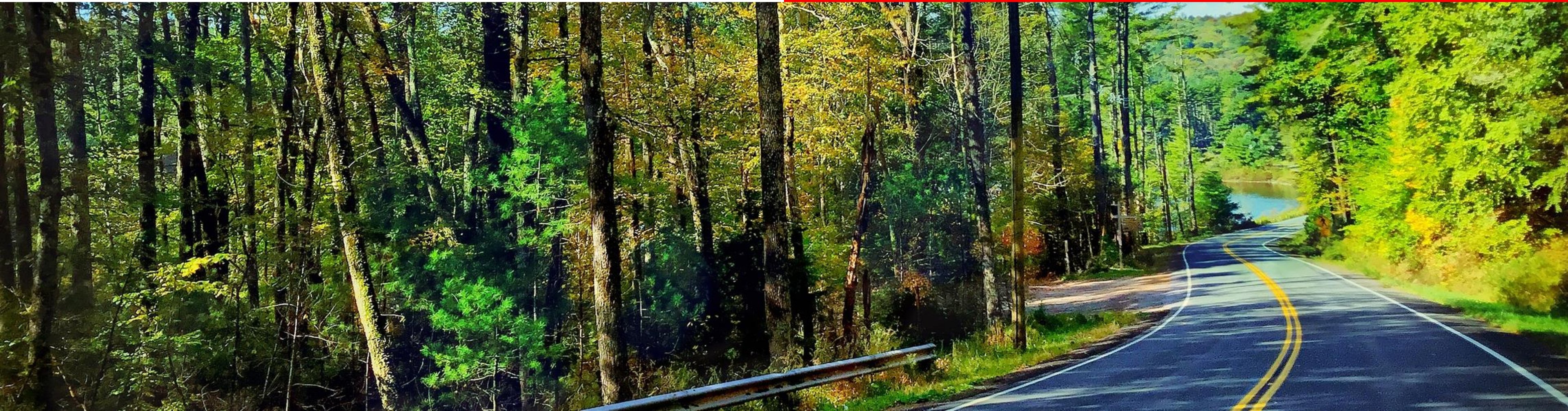
(Sport as a **P**romoter of **R**esilience, **I**nclusiveness, **N**ature and **T**ransformation)

Tirana Mediterranean Capital of Culture & Dialogue

TIRANA BRIDGES: Building Resilient Intercultural Dialogues of Growing and Empowered Societies



# PURPOSE (continued)





# PROMISE



Now you need to share this purpose to the outside world, in a meaningful way, and that is your promise. Your city's promise stands in the intersection between what your stakeholders need and what your city is uniquely positioned to create.

**Promise is that signal that cuts through the noise.**

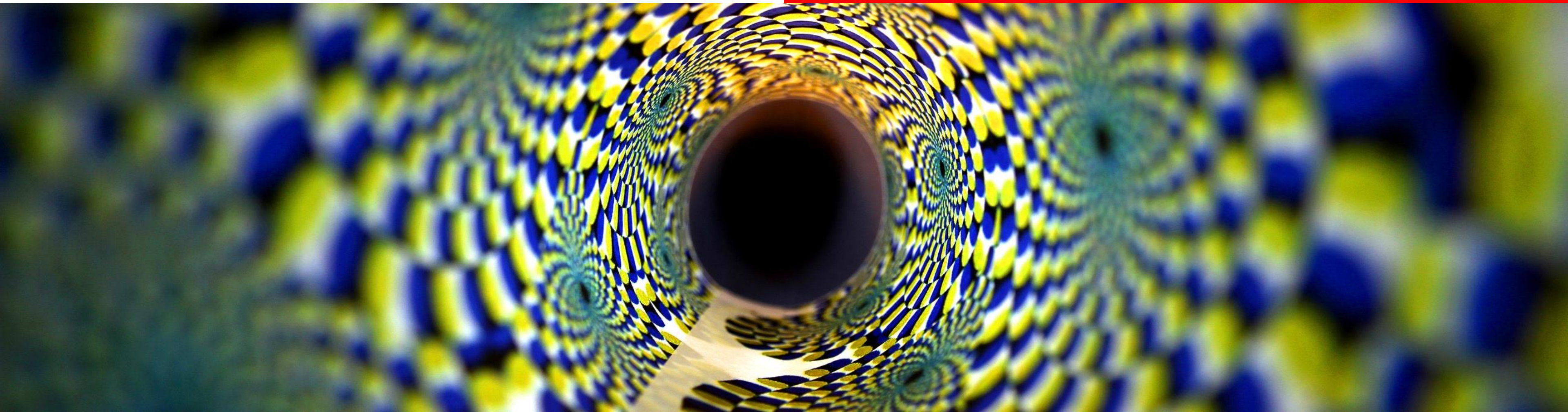




This is where you realistically map where your city stands versus the other cities that are competing against you. What are the clear values you are offering, your competitive differentiation and key attributes. Your positioning needs to be aspirational and motivational.

**Positioning is not what you do with your city, positioning is what you do to the minds of your target audience.**

# POSITIONING





# PERSONALITY

Think of your city as a person. Brand personality is the set of human traits associated with your brand, shaping how the audience relates to it emotionally.

**Think of Paris – one of its personality traits is... romantic, hence it is often branded the city of love**





# PILLARS



These are the tangible, deliverable aspects of your city.

They are evidence-based reasons why your city is unique and attractive.

**The pillars are the differentiators and your strategic advantage to have a winning city.**





**LET'S GO TO  
WORK**



**The title of European Capital of Culture shall be awarded in 2031 to one city in Malta and to one city in Spain.**

**Exercise Cities: ZARAGOZA & VALLETA**





**EVALUATION**  
**5-10 MINUTES**

