PLACE BRAND MANAGEMENT: THE OSLO MODEL

MARTIN BOISEN

INDEPENDENT ADVISOR - BOISEN: FOR THE LOVE OF PLACE
VICE-CHAIRMAN - THE INTERNATIONAL PLACE BRANDING ASSOCIATION
CO-FOUNDER - PHÔNIX: THE INTERNATIONAL PLACE BRANDING PANEL
INTERNATIONAL EXPERT - THE EUROPEAN PLACE MARKETING INSTITUTE
LECTURER - UNIVERSITY OF GRONINGEN
PLACE MARKETING & PLACE BRANDING
behaviour

PLACE MARKETING

&

PLACE BRANDING

image
REALITY

behaviour

CHOICE

PLACE MARKETING & PLACE BRANDING

PERCEPTION

image

REPUTATION
REALITY

behaviour

CHOICE

PLACE MARKETING

&

PLACE BRANDING

PERCEPTION

image

REPUTATION
MANDATED ORGANISATIONS

KEY PERFORMANCE INDICATORS = BEHAVIOUR AND REALITY

PLACE MARKETING
&
PLACE BRANDING

KEY PERCEPTION INDICATORS = IMAGE AND REPUTATION

WHO’S RESPONSIBLE?
OSLO IS THE BRAND
OSLO

2.100.000 INHABITANTS
78 MUNICIPALITIES
5 REGIONS
VISIT OSLO / D.M.O.
TOURISM
M.I.C.E.

OSLO BUSINESS REGION
F.D.I.
EXPATS / START-UP SCENE
REAL-ESTATE - VIA OMR

OSLO REGIONAL ALLIANCE
REGIONAL PLANNING
INTERNATIONAL POSITIONING

OSLO
2.100.000 INHABITANTS
78 MUNICIPALITIES
5 REGIONS
THE OSLO ON-BRAND / OFF-BRAND FILTER

VISION:
THE BEST IS YET TO COME

VALUES:
PIONEERING, ENRICHING, REAL

GOAL:
THE WORLD’S
FAVOURITE COMPACT
CITY

OSLO
YOUNG, PIONEERING
CITY
THE BEST IS YET TO COME

PIONEERING + ENRICHING + REAL = OSLO
THE BEST IS YET TO COME

PIONEERING + ENRICHING + REAL = OSLO
THE BEST IS YET TO COME

PIONEERING + ENRICHING + REAL = OSLO

15-18 MARCH 2016
Palais des Festivals, Cannes, France
THE BEST IS YET TO COME

PIONEERING + ENRICHING + REAL = OSLO
THE BEST IS YET TO COME

#ProjectOsloRegion

The Oslo Region Brand Management Strategy

Place Brand Of The Year
WINNER

OSLO
Oslo Business Region

PIONEERING + ENRICHING + REAL = OSLO
“PLACES DON’T NEED BRANDS THEY ARE BRANDS”
“PLACES DON’T NEED BRANDS THEY ARE BRANDS”
I. Place brand management aim to improve the reputation

II. Place marketing management aim to improve the reality

III. They need to be integrated exercises sustained over long periods of time

IV. Therefore, place brand management needs to be a joint venture

V. And DMO’s have important mandates to lead in tourism and M.I.C.E