

UNIDO ITPO – Province of Bologna
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Modulo 6

Choosing the right Marketing Mix

"Do it well and let it know"

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TM - Is that really all to know about it ?

- "Marketing" largely depends on a imperfect circulation of information
- Promoting a Mercedes has really so much to do with Mobility needs?
- If the answer is "NO", MKT would be just something like Book Accountancy
- Perception can be stronger then facts.
- Random VS Systemic approach

Different stories, different TM tools

- When promoting a Product, the very first questions will be:

- Price VS Quality
- Consolidated VS Pioneers

"...a concept that can be useful thinking in terms of territories too"



3 main kinds of Marketing Tools

- Turning back to theory, Marketing Tools can be classified into 3 big families:
 - A) IMAGE BUILDING
 - B) INVESTMENTS GENERATING
 - C) INVESTMENT ASSISTENCE
- Any TM strategy will consider an integration of them. As a whole, what we adopt is what we call later :
"Marketing Mix"

A) IMAGE BUILDING

Perception VS Reality. Who's stronger ?

■ IMAGE BUILDING

"Building a new image out of your own place, is much more difficult than building a Motorway"

- I.B. will not directly bring you some new investments.

- Image Building as result of:

- Perception
- Projection

■ I.B. IN 3 Steps

- Audit
- Testimonials
- Communication

Tools:

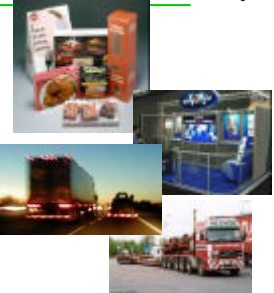
- Off Line tools
- On line tools

... IS IT THAT SIMPLE ?

4 Places 4

Chicago, Usa (FACTS)

- *Chicago is a well know midlands City for its strategic position in the USA e to be the Us "capital city" for Packaging industries and products*



4 Places 4

Chicago, Usa (IMAGE)

- Al Capone
- "Prohibitionism" years
- The Untouchables



4 Places 4

Bologna, Italy (FACTS)

- *Bologna is one of the richest Italian Cities, well known for its SME's Clusters, automatic machinery, quality food, and strategic position towards Europe and Mediterranean area*



4 Places 4 Bologna, Italy (IMAGE)

■ **Spaghetti alla bolognese**



■ **Mortadella "Ballooni"**



■ NOTE: "Spaghetti alla Bolognese" doesn't even exist. Though, you will find it written all over the world's Italian Menus

4 Places 4 China (FACTS)

■ **Top rising Country (10% GDP yearly increasing), it will become the first world economy in the next 30 years, offering foreign investors and international business community, new opportunities and a huge destination Market**



4 Places 4 China (IMAGE)

■ **Tienanmen and the Human Rights**



■ **Fear of the future (Job)**



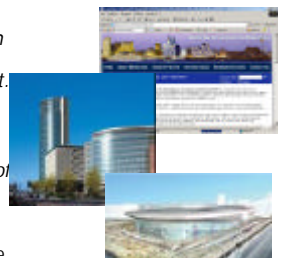
■ **...A lot of people: 1.300.000.000 and still growing...**



4 Places 4 Liverpool, UK (FACTS)

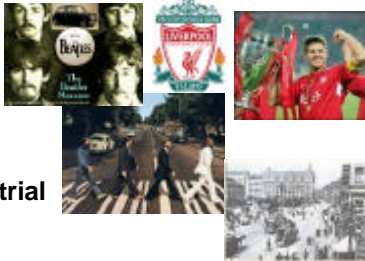
One of the fastest growing in the UK - creating a dynamic and enterprising environment.

The city is undergoing a dramatic renaissance, with over **4.500 MI Euro** worth of major developments and RE. Liverpool will be European Capital of Culture 2008 and its' a UNESCO World Heritage site



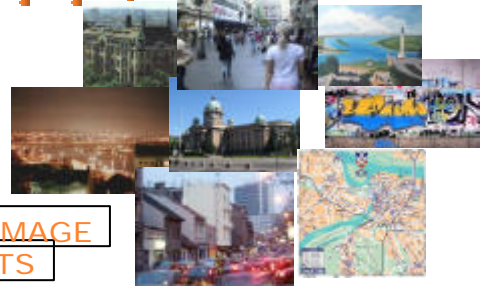
4 Places 4 Liverpool, UK (IMAGE)

- Fabs Four
- Reds
- 1800 Industrial revolution



...What about... Belgrade, Serbia ?

IMAGE
FACTS



A1) AUDIT = Perception

- Half way between a Survey and focused Interviews, a good AUDIT can reveal some new things you didn't want to consider talking about your own territory

PANEL:

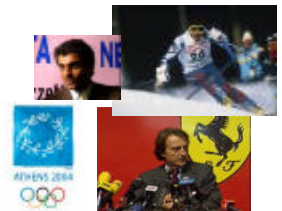
- Institutions
- Embassy Attachees / Consulates
- Opinion Leaders
- Foreign CEO's
- Local Entrepreneurs
- Media experts
- Sociologists

A2) Testimonials = Projection

- Sport Champions or Events can be usefully used to create and deliver a **Winning Image** of a place.

- Famous Trademark
- Famous Scientists
- Sport Champion
- Show business
- Events

"...Let's others
talk about Us"



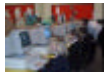
A Fashionable Place Image...

...can be hardly ever built up in the short term, but you can still try to focus on a outwards "message"

BIO
TECH



NANO
TECH



NEW
ECONOMY



IT



TELECOM

I.B. Marketing Tools

Others Tools, half way between I.B. and Investments generating

Communication Tools

- a) Branding
- b) Brossure and Papers
- c) Networking
- d) Medias
- e) The WWW

A - Branding



Chianti, in a new perspective The "Martini Rosso" TV Spot 2003



Communication Tools

B – Brossure & papers

- Brochure, Folders, Key-facts reports
- Newsletters
- CD-Rom VS DVD
- Special Targeted Reports



Marketing tools

b) Investment Generating

- Scouting
- TM Events and Fairgrounds
- Road shows & Missions abroad
- Media
- Networking
- One Stop Shop
- Educational Tours
- After care

Focus 1: SCOUTING AROUND...

- *One to one contact between City and a potential investor, has become a successful way to promote and market a less known business opportunity.*
- *Often result of informal networking, it can produce the "why not" effect in key Managers*

FOUNTS:

- Media e Networking
- International gossip

STEPS:

- One to one contact
- Concrete proposal
- "Long list" chance
- Educational Tour on site

Focus 2: fairgrounds and events

Meet ALL the keyplayers, breathe trend changements

TOP TM YEARLY SCHEDULED EVENTS

- Mipim, Cannes (F)
- Global City, F
- WAIPA, Geneve
- RHL IPA World Forum (EU)
- Barcelona Meeting Point, SP
- Milano Real Estate (I)



Focus 3: Roadshows and Missions abroad

...On the catwalk

■ Something more about Roadshows and Missions

- Expensive
- Focused
- The Bilateral Approach
- Reliable
- The Network approach

Focus 4 - Educational Tours

- Performance hardly ever comes from standard service. Custom your product, get right directions

- TARGETED DOSSIER
- SITE SELECTIONS
- ON SITE MEETINGS

■ Key players:

- Investors
- Specialised Medias
- Professionals



EDUC TOURS: Not only for business



Focus 5 – NETWORKING (1)

- Local and International Stakeholders network
- Testimonials
- Embassy & Consulates
- Foreign Net of Chambers of Commerce (or equivalent)
- Other Agencies (ITA: TCI - Sviluppo Italia)
- Colleagues informal net

Focus 5 – NETWORKING (2)

■ From Competing, to Cooperating:

- **PROMOBOLOGNA**
- Bologna Turismo Srl
- GAL Appennino bolognese
- Bologna Logistic worldwide
- C&VB
- Invest in BO Mountains
- Bologna Congressi
- Fondi UE e Agenda 2000
- Invest in Bologna
- Suap

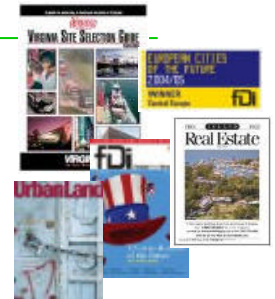


Focus 6 – MEDIAS

■ “Doing it well and letting it know !”

■ Planning an Active use of the Medias:

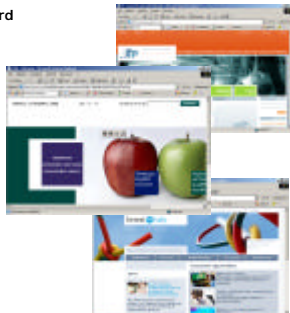
- Affordable
- Politically relevant
- Being on the roadmap



Focus 7 – ONE STOP SHOP

Agency as a marketing tool ?

- **The Agency is the business card of your territory**
- Being a TM Tool itself, it is providing a correct or un-correct image to potential investor or developer
- **Playing in the same Team**
- **Being a real Back Office**



Focus 8 – THE AFTERCARE

In developed areas, about 50% of new FDI's comes from resident Investors enlargements

- A real “customer satisfaction” logical
- Avoiding the “...we learn from Medias” approach
- A solid partnerships on territory
- OECD hot topic: Investments Maintaining
- Feed Back (Strategic Approach)

