

Marketing & Branding for Investment Attraction

Marketing and Branding Conference
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www.pleddg.org.ua



ECONOMIC DEVELOPMENT

4 KEY FUNCTIONS

ENHANCED ECONOMIC GROWTH



Retention

Expansion

Start Up

Attraction

MARKETING & BRANDING APPLIES TO ALL

ENHANCED ECONOMIC GROWTH



Retention

Start Up

Attraction

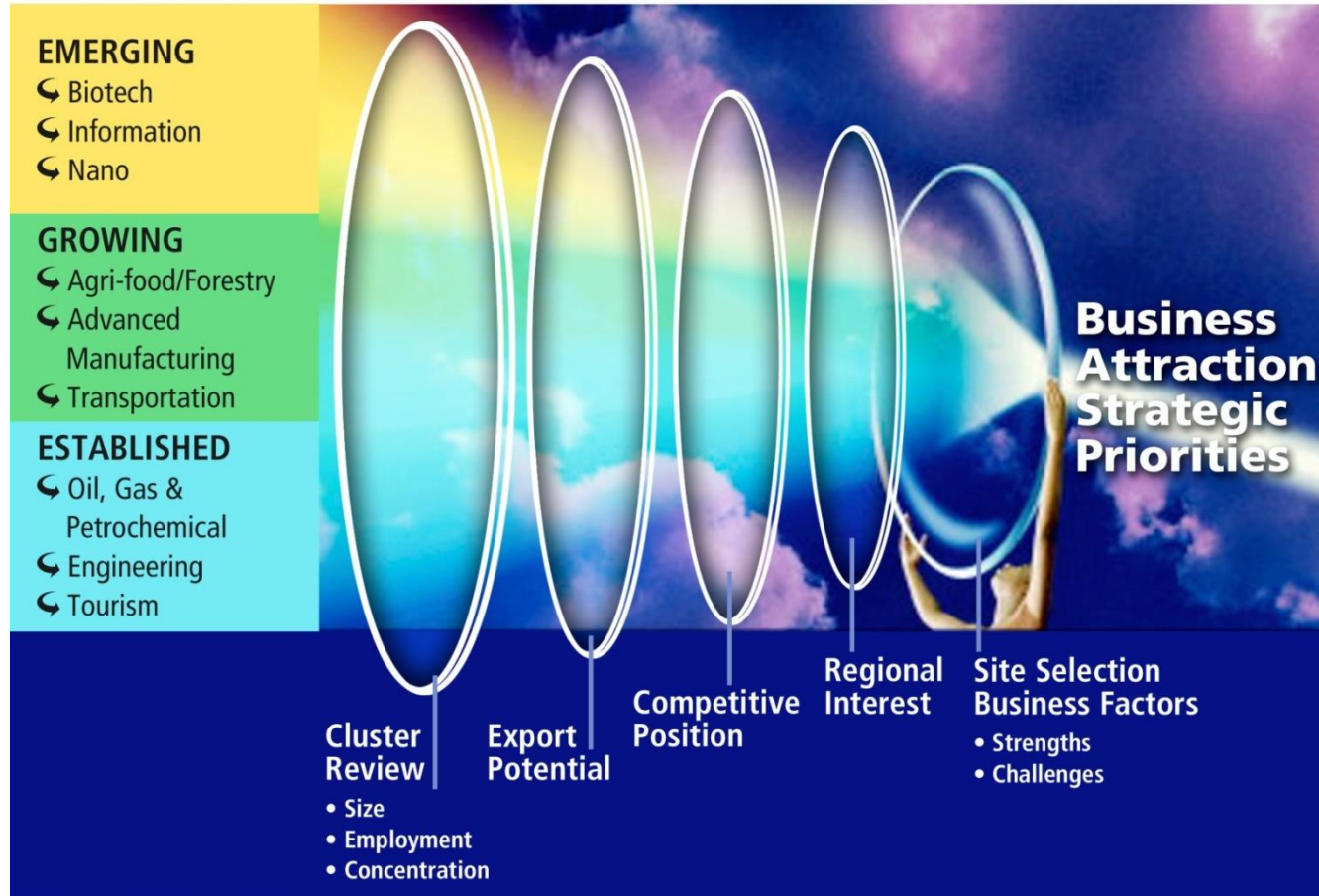
Expansion

1. INVESTMENT POTENTIAL

- Identify Investment Sectors
- Identify Investment Locations

ATTRACTION PRIORITIES

CLUSTERS



GERMAN INVESTMENT STRATEGY:

Sectors of Focus

- Manufacturing – Metal Fabrication, Process Improvement, Technology
- Life Sciences – Biotechnology (Clinical Trails/Contract Drug Manufacturing),
- Nanotechnology (Supply Chain)
- Transportation and Distribution – retail warehousing

INVESTMENT LOCATIONS

1. Germany, Austria, Switzerland
2. The United Kingdom
3. The Netherlands

2. BRAND DEVELOPMENT

BRAND

A community brand is a clear and consistent vision and message that conveys what a community represents.

Your brand is central to your marketing efforts.

INVESTMENT MARKETING

You are from City X.

You want to attract investment.

What is your City's Investment Attraction Story or Brand?

Why should the Investor put their money or business in City X?

DIFFERENTIATION

What differentiates your community from another?

	Population
City 1	9.6 million
City 2	9.8 million
City 3	8.4 million

DIFFERENTIATION

What makes you special?

City 1



DIFFERENTIATION

What makes you special?



City 1

City 2



DIFFERENTIATION

What makes you special?



City 1

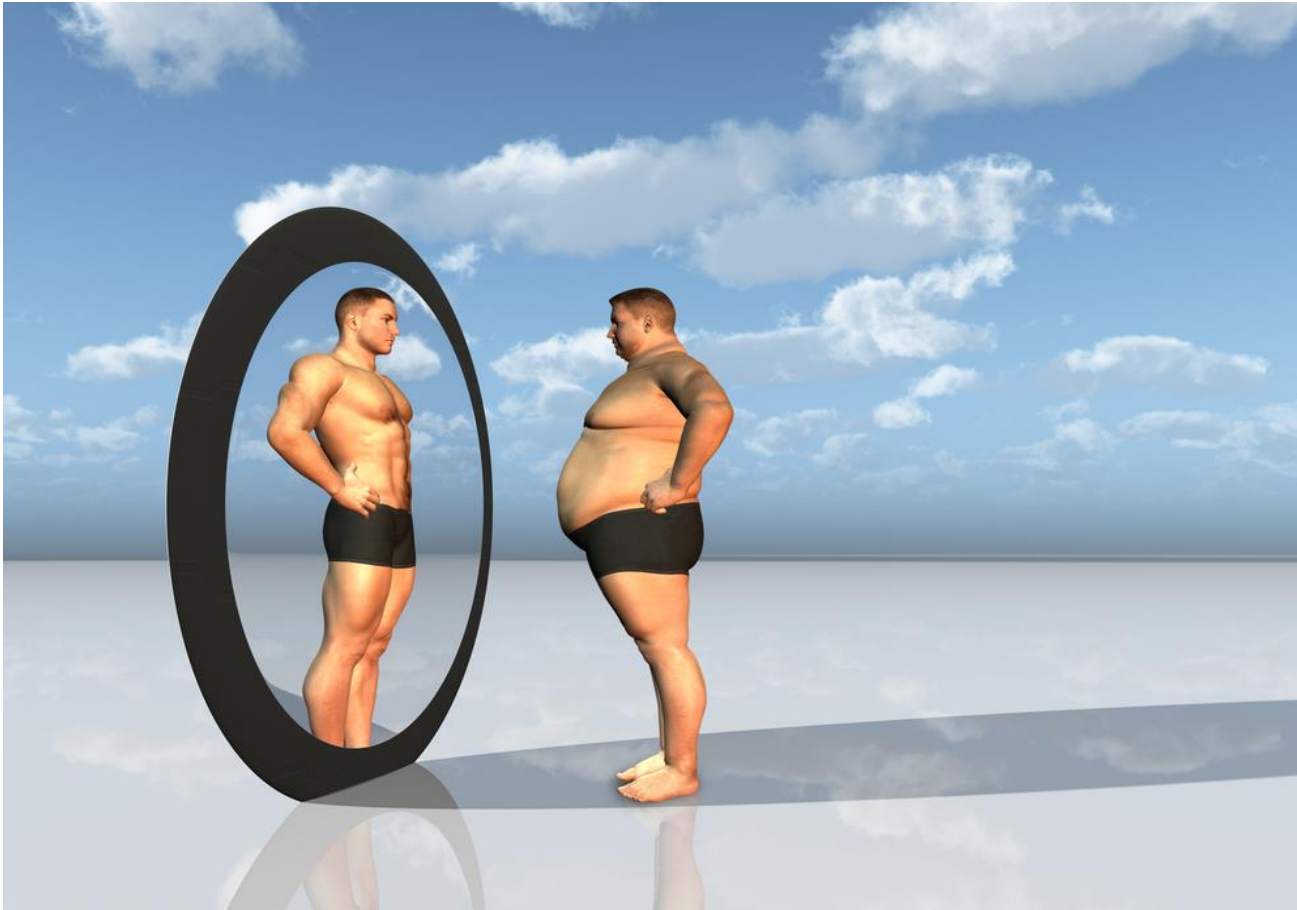


City 2

City 3



LOOK AT YOURSELF IN THE MIRROR – REALITY CHECK



KEY MESSAGES - MAPPING

- Comprehensive list of attributes.
- Gets everyone sing together.

A bold Brand statement followed by supporting messages for:

- Economic Development
- Quality of Life
- Tourism

Positioning:

Edmonton offers Canada's best combination of thriving economy
and vibrant quality of life

Edmonton is:

...a diverse economy where businesses
and careers thrive...

...where the lifestyle you dream of is yours...

...and there's something new to
enjoy, everywhere you turn, no
matter the season.

What makes that believable?

Impressive growth & investment	Ambitious & talented workforce	A lot more than energy	Hotbed of research & innovation	Connected to the world	Passionate community, energetically involved	Leading in medicine & focused on health	Enrichment through life-long education	Committed to keeping it green	More to life	Canada's Festival City	A gateway to nature & outdoor adventure	Forever celebrating culture & the arts	A tourist destination for family, friends & the world
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WHAT ARE "SITE SELECTORS" LOOKING FOR?

CORPORATE SURVEY 2017		
Site Selection Factors	2017	2016
Ranking		
1. Highway accessibility	91.3	94.4 (1)**
2. Labor costs	91.1	89.6 (3)
3. Availability of skilled labor	88.8	89.8 (2)
4. Quality of life	87.2	76.4 (10)
5. Tax exemptions	85.9	79.7 (7)
5. Occupancy or construction costs	85.9	86.0 (4)
7. Proximity to major markets	84.6	78.1 (9)
8. Corporate tax rate	83.2	82.3 (6)
9. State and local incentives	81.3	84.0 (5)
10. Available land	76.9	75.3 (12)

4. INVESTMENT ATTRACTION STRATEGIES

FOUR PRINCIPLE ACTIVITIES

- 1) Business to Business
- 2) Trade Shows
- 3) Outbound Marketing
- 4) Events - Hosting, Special

4.1 BUSINESS TO BUSINESS



BUSINESS TO BUSINESS ACTIVITIES

Target Market Research/Lead Generation Consultant

Identify niche investment opportunities and potential investment candidates.

B2B Direct Marketing

Using a targeted database of commercial realtors, site selectors, media, assorted business people, VC's and federal government trade staff; communicate specific strategic messages via email campaigns and direct mail.

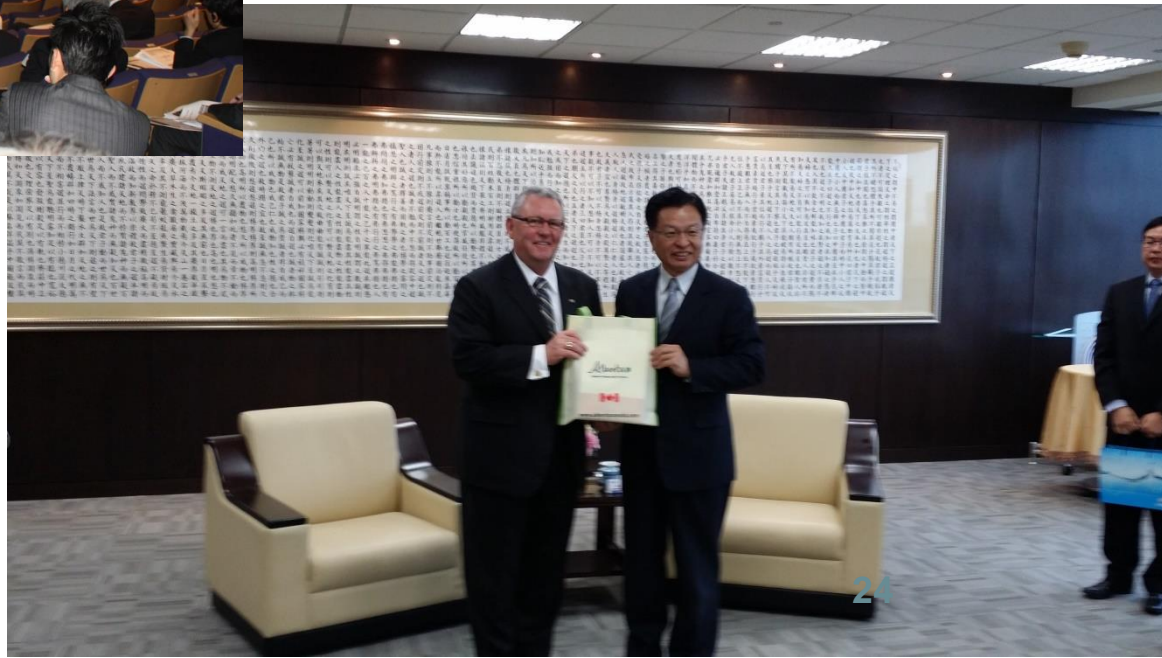
Canadian Foreign Offices

Working with the Canadian Embassies, Consulates and Alberta Foreign Offices and our current database, identify new leads.

4.2 TRADE SHOWS



4.3 OUTBOUND MARKETING MISSIONS



4.4 HOSTING EVENTS



4.4 SPECIAL EVENTS



CONCLUSION

Four Steps

- 1) Identify Investment Potential
- 2) Create Your Brand
- 3) Marketing and Brand Implementation
- 4) Investment Attraction Strategies

**DEFEND YOUR
BRAND**

FOR FOLLOW UP QUESTIONS

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THANK YOU FOR ATTENTION!

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