

# Стокгольм. Брэндинг

An aerial photograph of Stockholm, Sweden, showing the city built on islands and connected by bridges over the water. The sky is blue with white clouds. The city features a mix of historic and modern architecture, including a prominent church spire and a modern skyscraper. A large bridge with multiple lanes is visible in the foreground, crossing a wide waterway. The water is dark blue, and several boats are visible on the surface.

Осипова Светлана,  
Л-115





  
**Stockholm**  
*The Capital of Scandinavia*

# Информация

## Лен Стокгольм (административная единица)

- 26 городов
- 2,1 миллиона жителей (25% от населения страны)
- 100.000 компаний
- 25.000 в техническом и информационном секторе

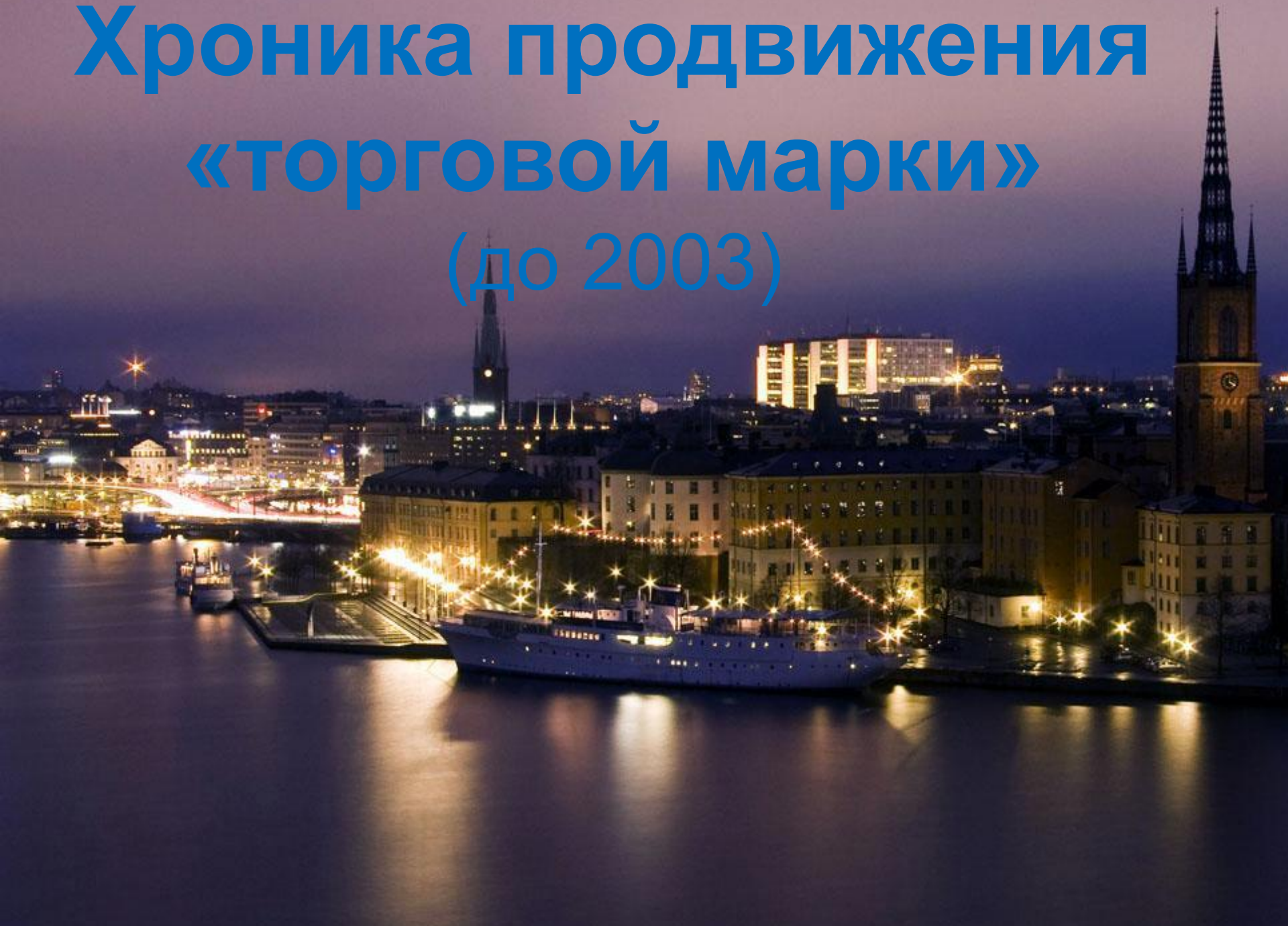
- Одним из партнеров Stockholm Business Region Development является Stockholm Business Alliance, куда помимо лена Стокгольма входят также 24 коммуны региона Стокгольм-Меларен, чей потенциал используется при продвижении города как бизнес-столицы Скандинавии.

- На территории регионов Стокгольма и Стокгольм-Меларен находятся одни из самых крупных фармацевтических, биотехнологических и ИСТ кластеров в Европе.

- Вместо «Стокгольм – северная Венеция» и «Стокгольм – прекрасный город на воде»
- «Стокгольм – столица Скандинавии»



# Хроника продвижения «торговой марки» (до 2003)



- **1997: Business Arena Stockholm (B.A.S.)**

official inward investment office for the region

- for the first time, a joint platform for the regional promotion
- 4 target markets (clusters): ICT / life sciences / enviro / banking&finance

- **1998: Stockholm's Visitors Board (S.V.B.)**

- **1999: Christer Asplund becomes managing director**

of both B.A.S. and S.N.K. (Stockholm Economic Development Agency)

-Asplund specialised in place marketing and branding

(co-author of "*Marketing Places Europe*" [1999])

- strictly followed his work as a guideline in the case of Stockholm



- **2000: Award of Excellence for Innovative Regions (E.U.)**

leads to the “**Region of excellence**” brand, as an umbrella for the **clusters**

Still, the clusters have also been promoted with specific brands, **using slogans** such as:

- “Mobile Valley - the IT capital of Europe”
- “Biotech - a leading cluster in Europe”
- “Environtech - the cleanest capital in the world, exporter of clear air and clean water”
- “Banking and Finance - the financial hub in the Baltic region”

- **2002: The ICT cluster** confronted macroenvironment problems;

the B.A.S. reacted by developing the “**mCity**” brand

(focusing on innovative mobile applications), supported

by private companies

- **2002:** New international marketing plan by B.A.S.-S.N.K. + S.V.B.,  
with a focus on cluster values.

“**Inspired in Stockholm**” slogan, used both for tourism and business

Stockholm place marketing targeted towards “soft place attraction factors”

(quality of life, competence, cluster networking)

- [**2003:** B.A.S. & S.N.K. > budget of 9 m. euros / staff of 50 persons]

# Замечания

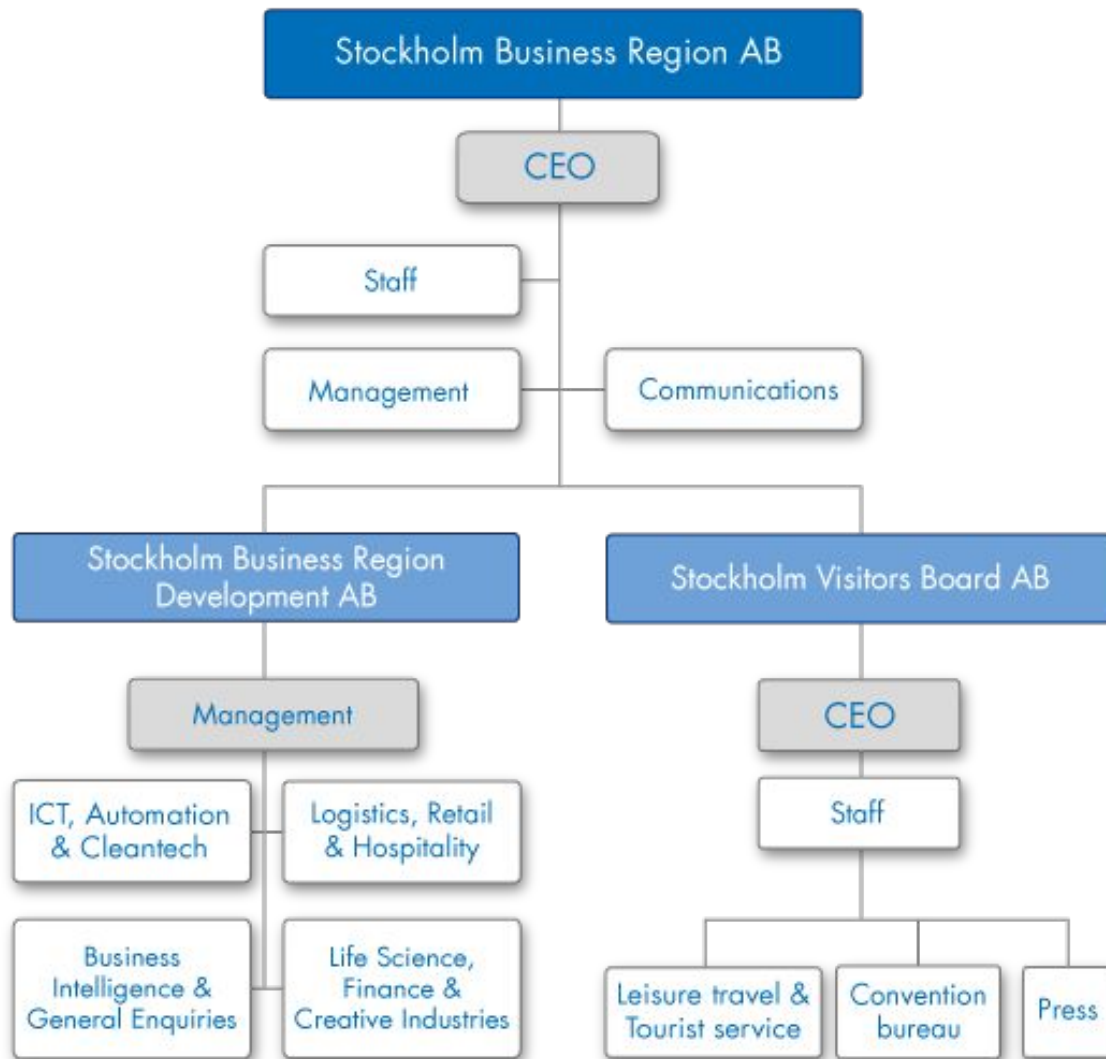
- **detailed & regular strategic analysis** > strong basis (supported quick reactions to market changes, such as that of the ICT)

*НО*

- brand “**Region of Excellence**” > **слишком обобщенно/генерализовано**
- use of two umbrella brands (together with “**Inspired in Stockholm**”) > **нечеткий, запутанный**
- use of parallel cluster-focused brands > **также не точно**

**Finally, Asplund’s resignation led to changes in the management of Stockholm region marketing**





# Брэндинг Стокгольма. Современность

## *Цель:*

- Увеличить прибыль в сферах
  - **бизнеса** (привлечение иностранных инвестиций)
  - **Туризма**

## *Проблема:*

- Приспособление под новое, глобальное конкурентно-способное медиа пространство

**“The big problem with saying too many things  
is that your positioning gets weaker.” (Julian Stubbs)**

## *Предложение / сущность бренда*

- “Simply put, we saw that Stockholm is **the most important place** in Scandinavia for tourism and for business.”

### *> Изложение идеи:*

- **“If Scandinavia was a country then Stockholm would be its capital.”**
  - “bold, simple and just a little provocative”





# Логотип

- Прогрессивное общество
- Высокотехнологичная промышленность

*И также*

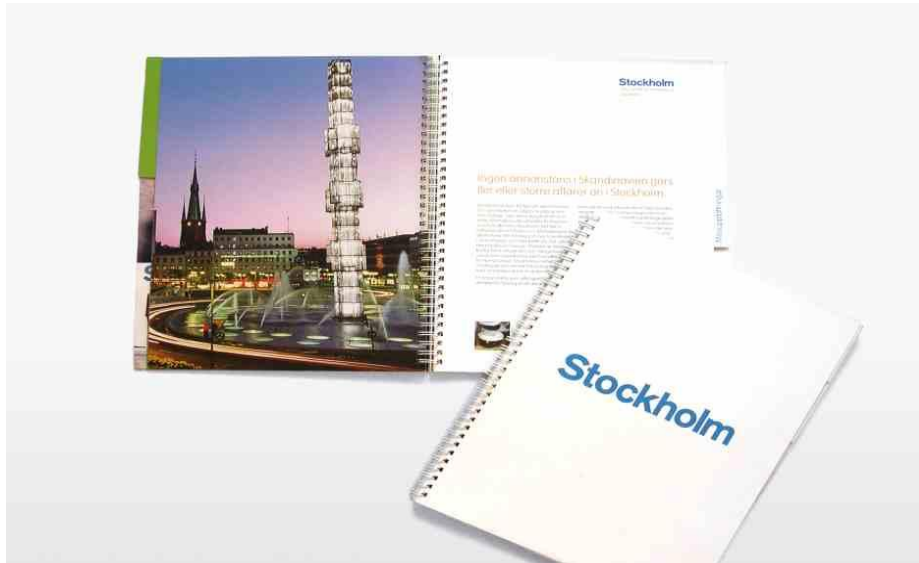
- Старинный город
- Историческое и культурное наследие



*Оформление, цвета, символика*

- Вода и небо (голубой)
- Современный, стильный дизайн (серый)
- Корона ...

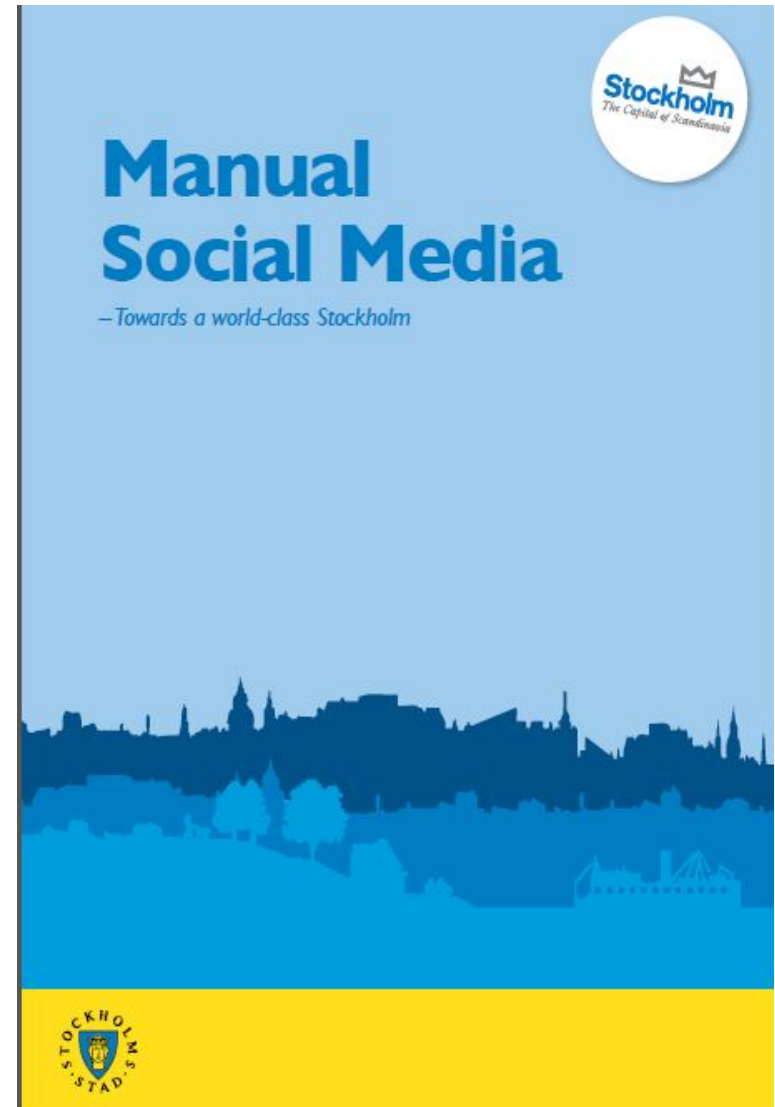
# Сопроводительные материалы



Брэнд Бук

*“to help keep consistency of the verbal and visual identity”*

- + detailed information on how to use logo, text segments etc. in printed material, ads, and for presence on the Internet



# Stockholm Business Alliance

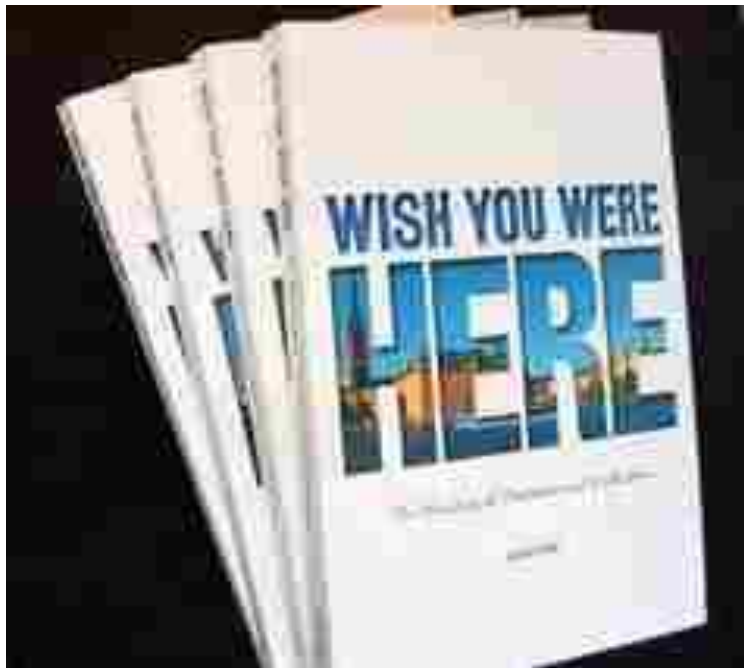
- In 2007, a year after it was formed, the SBA consisted of **43 municipalities in the Stockholm-Mälardalen region (today 51)** and had the specific aim of deepening and developing the **commercial policy** and activities in the region.
- An important element in the partnership is to **attract inbound investments** to the region and thus create a joint responsibility for branding, processing and receiving business organisations to the region.
- Furthermore, **over 430 organisations** around the Stockholm region **are using** today the “**Capital of Scandinavia**” brand.



# And some controversy...

- “... in the Stockholm case ... people obviously have not yet embraced the bold statement it builds on ... to encompass it as an internalized identity”
- “to many it seems that Stockholm is not the natural capital of Scandinavia”
- J. Stubbs: “I’m just a bit worried that the next time I visit Norway they might not let me in ...”

# “Wish You Were Here”



Julian Stubbs' book, published in 2011, examines the issues in building a place brand, focusing on his work in developing the Stockholm brand

***Thank you for your attention!***



**Stockholm**

*The Capital of Scandinavia*