



RDA CONTRIBUTION TO THE ATTRACTIVENESS OF THEIR REGIONS

Marketing Your Region

8th European Congress of CEEC Development Agencies

Rzeszow, Poland

Dr. Emerson Smith Metromark Research

emsmith@metromark.net Dallas Texas Columbia SC



Attractiveness

***Question:* What makes
your region
attractive to its
customers?**



Attractiveness

***Question:* What makes
your region
attractive to
investors?**



RDA Role in Marketing

Your Regional Development Agency (RDA) should take the lead role in unifying marketing of the region to its customers and potential investors.



RDA Role in Marketing

Question:

Who are your customers?



Define RDA Customers

Investors within region (existing industry)

Investors from outside region

Small and medium size enterprises (SMEs)

Universities & technical colleges

Hospitals and healthcare

County and municipal government

Others?



Select Clusters for Focus

Aerospace, aviation

Advanced manufacturing

Automotive

Bio-medical, biotechnology

Information, communications technology

Financial Services

Other clusters in your RDA?



Identify Features in Region

Rivers

Skilled technical workers

Highly educated people

Location, Infrastructure, Incentives

History

Airport & airlines

Universities, colleges

Other attractive features?



Label Your Region



SILICON VALLEY



NSW WE MEAN BUSINESS
Department of State and Regional Development



Develop Your Brand

Brand is not a logo or a symbol or a name or tag line.

A brand is a *promise* to your customer.

A brand is an *expectation*.

A brand is *recognition & understanding*.

A brand is *support* for the customer.

A brand is a *guarantee* for performance.



Recognized Brands

Coca Cola

Champagne

Nestle

Deutsche Bank

Toyota

Microsoft

Chopin

Lech Wałęsa

Armani

Nokia

Dell

Texas

Brussels



Brands = Stories

A successful brand places a story in the customer's mind.

The customer *knows* the story.

The customer can *tell others* the story.

The story makes the customer *buy* again and *refer others* to you.



Story of Your Region

If you tell someone the name of your region, what will they tell you about it?

What do you want them to tell you about your region?



Success Stories

How have you taken basic research in your universities and turned that into applied research and commercialized that research?

Example: Copper metal. What are high value uses for this basic metal? Copper has antibacterial quality. Use copper in hospitals and kitchens.



Collaboration Center

Create a Collaboration Center to do applied research and seek innovative ways to use existing resources (universities, technical colleges, existing industry & SMEs, government agencies, NGOs, and others).

Commercialize existing patents and technologies to bring new jobs and attract investors. Get structural funds & grants.



Attractiveness

Describe your customers

Select clusters/industries

Label your region

Create a brand

Agree on the story of your region

Tell the story

Listen to what others say about your story

Organize a Collaboration Center

Use structural funds to make it happen

Unify & coordinate marketing



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Answer:

You do.





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