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# Business Case

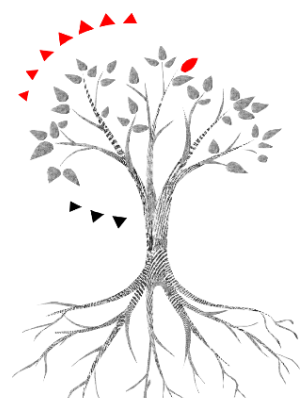
“Branding of a Municipality”

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## “Branding of a Municipality”

|                                       |  |
|---------------------------------------|--|
| <b>Industry</b>                       | Public Sector  |
| <b>Functional Practices</b>           | Corporate Strategy   |
| <b>Client Description</b>             | The client, a public regional business development agency, aims to serve its municipality with several services with the goal of increasing economic attractiveness. One of the major objectives is the development of the two business parks of the municipality. Additionally, the agency is responsible for city marketing to create a varied and exciting city life by organizing events and fairs.  |
| <b>Mandate</b>                        | Due to several different activities and a wide service portfolio, the client was afraid of losing consistency within its different activities and efforts. Their ability to maintain a consistent external perception was challenged. The objective was to support the client by developing an affine branding solution for the municipality, represented by its agency, under which all activities and efforts could be summarized.   |
| <b>Methodology &amp; Achievements</b> | <ol style="list-style-type: none"><li>1. Executed a strategy workshop regarding the creation of a brand for the municipality represented by its agency</li><li>2. Set up a stakeholder forum to gain perceptions regarding the purpose of the public agency, the stakeholder requirements and their expectations</li><li>3. Interviewed existing companies within the business parks to identify strengths and weaknesses of the location</li><li>4. Matched the current situation (internally) with future expectations (externally)</li><li>5. Developed an exhaustive branding concept under the consideration of the future branding purpose</li><li>6. Set up a budget and execution plan</li><li>7. Provided support for contracting a marketing and design agency</li></ol> |



Please contact us for further information.  
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