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## **Business Case**

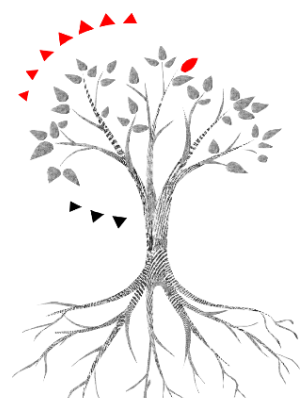
**“Development of Promotion Strategies for a  
Municipality Brand”**

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## “Development of Promotion Strategies for a Municipality Brand”

<b>Industry</b>	Public Sector
<b>Functional Practices</b>	Corporate Strategy
<b>Client Description</b>	The client, a public regional business development agency, has the purpose of serving its municipality with several services, with the aim of increasing economic attractiveness. One of the major objectives is the development of the two business parks of the municipality. Additionally to this effort, the agency is responsible for city marketing to create a varied and exciting city life by organizing events and fairs.
<b>Mandate</b>	By supporting the client in a former project, a brand for the municipality was created as an outcome, under which all his activities and efforts could be summarized. To increase the awareness for this new brand, a PR-strategy was requested as well.
<b>Methodology &amp; Achievements</b>	<ol style="list-style-type: none"><li>1. Set up a stakeholder forum</li><li>2. Executed interviews with stakeholders on the new brand and perception</li><li>3. Created a set of values related to the brand</li><li>4. Created statement of a PR budget</li><li>5. Prepared an integral PR concept and presented the concept in front of the board members and selected stakeholders</li><li>6. Gained approval for the PR strategy</li><li>7. Contracted a PR agency for the execution of all PR activities</li><li>8. Defined milestones and set up a monitoring plan</li></ol>



Please contact us for further information.  
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