Developing Glasgow’s new city brand

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1. When did you realise this entry could be an award winning case study?
Glasgow City Council's five year Strategic Plan to 2017 and the industry-led Glasgow Economic Leadership (GEL) group identified the development of a compelling and cohesive new brand as a major driver through which to articulate the city's credentials across life sciences; financial and business services; low carbon industries; engineering; manufacturing and design; higher and further education; and tourism and major events - each of which are priority growth sectors for Glasgow going forward.
A robust, evidence based approach and a solution supported by facts

Research and Competitor Analysis

Public Conversation

Partner Conversation
What makes Glasgow great?
What makes Glasgow a great city?
You tell us.
PEOPLE MAKE GLASGOW
PEOPLE
MAKE
GLASGOW
CREATIVE

Let's innovate.

peoplemakeglasgow.com
"The Commonwealth Games are known as the Friendly Games."

"Glasgow has succeeded in making them even more than that. These truly have been the people's Games."

Prince Tunku Imran of Malaysia, President, Commonwealth Games Federation
INVEST GLASGOW
www.investglasgow.com
#investglasgow

“Glasgow is unique in the co-operation and support offered to the tourism and hospitality industry, with a partnership approach across the sector that brings a winning formula for the city.”

Deirdre McCann
Co-Chair
Greater Glasgow Hotels Association

“The combination of excellent people, support infrastructure and can-do ethic makes this a perfect place to do business, and I cannot understand why anyone with telephone and internet-control businesses would choose anywhere else.”

Peter Wood
Chairman
#ame
Study in Glasgow, your window to the world

people.make.glasgow.com/study

Let's be social

www.gsen.org.uk

Let's help the kids at Yorkhill

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Marketing Society Star Awards Showcase
10 December 2015
1. When did you realise this entry could be an award winning case study?

Created and delivered the world’s first crowd-sourced city brand.

Marketing Society Star Awards Showcase
10 December 2015
2. Who was involved in the prep and writing of the paper?

- Project leaders from client and agency – Glasgow City Marketing Bureau and Tayburn
- Project Manager from agency Tayburn to ensure information co-ordinated and delivered on time.
- A collaborative entry to represent all aspects of the project.
3. What were the challenges (if any) in putting your paper together?

- Gathering the relevant information/data/stats
- Em…the client! Focus!
4. What timescales would you recommend?

More than you think!
4. What timescales would you recommend?

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<thead>
<tr>
<th>Week</th>
<th>Action</th>
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<td>1</td>
<td>Review Potential Entries</td>
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<td>2 - 3</td>
<td>Data Collection</td>
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<td>4</td>
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<td>7</td>
<td>Review and Submit</td>
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5. What do you believe set your presentation of your paper apart from the other entries?

✓ A well structured story supported by a clear layout
5. What do you believe set your presentation of your paper apart from the other entries?

✔ Presenting key points/quotes as pull-outs to provide 'at a glance' information
5. What do you believe set your presentation of your paper apart from the other entries?

✔ Using clear and interesting visuals to support the storytelling
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