

# Edinburgh Inspiring Capital

## December 2007/January 2008, newsletter



Welcome to the latest edition of the Edinburgh Inspiring Capital newsletter.

2007 has indeed been another inspiring and busy year for Edinburgh and the Edinburgh Inspiring Capital team.

We are currently preparing for the launch of the Official Edinburgh Inspiring Capital Website on 8 February 2008. [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com) represents the first collaborative city region wide project to promote the Edinburgh City Region as a place to live, invest, visit and study.

### Highlights of 2007 include:



**January 2007** - The launch of the Edinburgh Inspiring Capital DVD, a key marketing tool to promote the city region as a place to live, invest, visit and study. This DVD was screened as part of the IRB Rugby 7's to a TV audience of millions worldwide.

**February 2007** – VisitScotland, Edinburgh Inspiring Capital and GNER ran a successful marketing campaign which included, 100 posters on the London underground and cross promotional linkages on the GNER and VisitScotland websites.



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**March 2007** – Extensive brand exposure at Ceilidh Culture, the annual showcase of the traditional arts, featured on 25,000 brochures, 20,000 promotional postcards and at Festival Club venues around the City.

**April 2007** – Edinburgh Inspiring Capital played an integral part in the VisitScotland Expo. The Royal Highland Hall at Ingliston was full dressed in brand colours and nearly 1,000 exhibitors attended a gala event at a branded Jam House on Queen Street.



**May 2007** – Once again the Achieving the Vision Conference took place with Edinburgh Inspiring Capital branding highly visible in the dressing of the event and the delegates were handed branded delegate packs.



**June 2007** – The Taste of Edinburgh event showcased Edinburgh Inspiring Cuisine. This initiative aims to promote Edinburgh as an inspiring place to eat for residents and visitors, and featured sample sized signature and the chance to attain new culinary skills from Michelin starred chefs such as Martin Wishart.



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**July 2007** – The Audience Business (TAB) run annually a summer familiarisation event to update individuals and organisations such as taxi drivers, tour guides, and guest house owner in a relaxed and informal way, what is going on in the city region. The brand took a stand to inspire and inform over 150 delegates to this event.

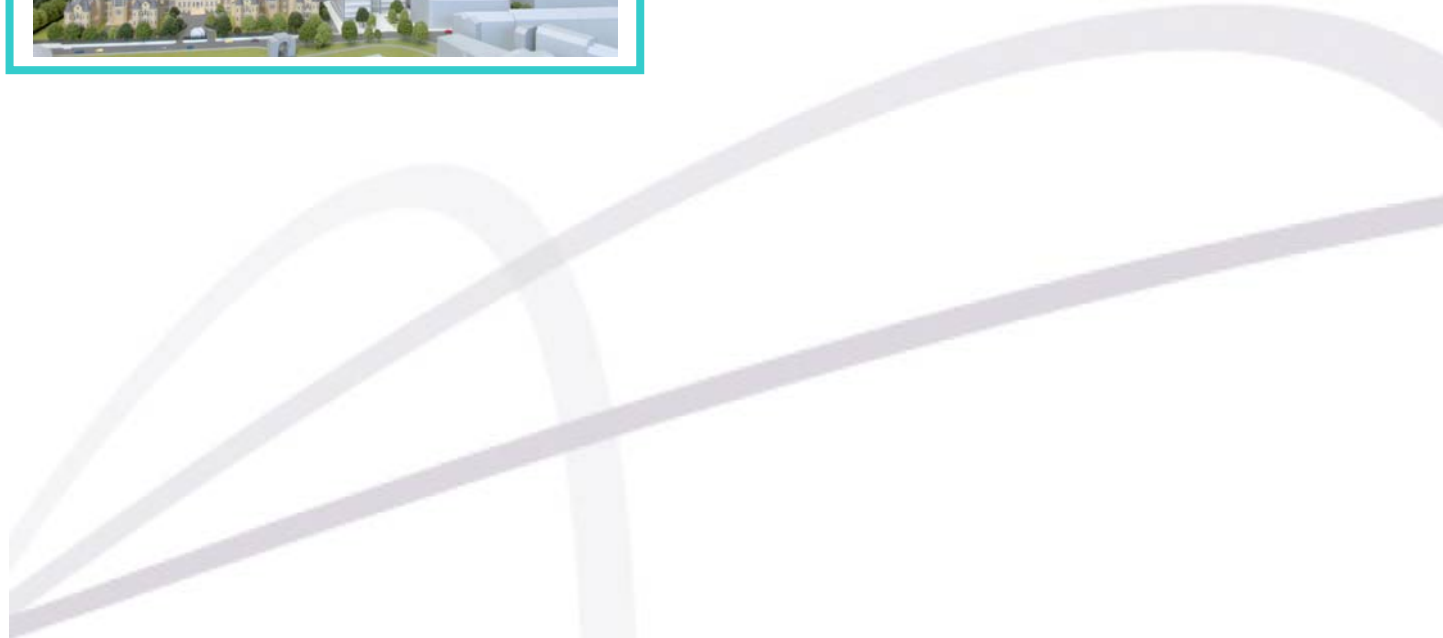


**August 2007** – Once again festival fever sweeps the city Edinburgh Inspiring Capital works closely with Festivals Edinburgh to brand events such as press/programme launches, featuring on programmes with a reach of over 500,000 festival goers.

**September 2007** – The Arts and Business Awards took place at the Festival Theatre and the brand was a key supporter. Edinburgh Inspiring Capital had a presence at the event in the form of dressing the event and an advert featured in the souvenir brochure, which was given out on the night to nearly 400 guests.



**October 2007** – This month saw Edinburgh retain the accolade of the UK's Favourite City by Guardian/Observer readers for an unprecedented 8<sup>th</sup> year in a row. Edinburgh was also voted best place to live in the UK by Channel 4's property programme Location, Location, Location – Best and Worst. The criterion for this momentous win was based on statistical information on crime, environment, lifestyle, education and employment.



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**November 2007** – The brand featured prominently at The MAPIC conference, which is the international market for retail real estate. Over 2500 visitors were drawn to the fully branded exhibition stand over the course of 3 days. This has resulted in contacts with 800+ retailers, 20+ hotel brands and a number of investors with whom follow up meetings are now taking place.



**December 2007** – The festive season is once again upon us and Edinburgh will sparkle and inspire with its own unique magical atmosphere. The Winter Festivals and the brand have once again been working closely on all promotional materials and the pyrotechnical display will be at the top of Calton Hill on the night of the Torchlight Procession!

November 2007 saw the Edinburgh Inspiring Capital receiving some negative coverage in the local newspapers. This was the statement that was sent in response to the article. In addition to this statement, at the end of this newsletter there are several examples of the letters of support that were sent in response to the article from public and private partners.

Jim Inch, Director of Corporate Services for the City of Edinburgh Council said: "I totally refute the implication that Edinburgh's Inspiring Capital Brand has been unsuccessful and there are no plans to 'scrap it'. Many of our European competitors, including Glasgow and London, have a 'city brand', so it would be inconceivable that Edinburgh, Scotland's capital city, did not market itself in a similar way.

"The Edinburgh Inspiring Capital Brand (EICB) has made significant progress since its launch in 2005 towards establishing the brand in the hearts and minds of residents and visitors to the city and in encouraging its adoption by key partners and organisations who are directly responsible for attracting tourism, trade and talent to the city. Indeed the EICB has already been adopted by more than 100 key organisations throughout the city region.

"The groundwork for establishing the brand has been done and we now aim to consolidate that work. With the planned launch for the new Edinburgh City Region website early next year, a focal point for the EICB will be created which will allow us to further develop our Brand and start seeing, in real terms, the investment and tourism benefits of promoting our city through the EICB."

The Edinburgh Inspiring Capital team would like to wish all Seasons Greetings and all the best for 2008!



## Upcoming Events in the Inspiring Capital

These are just a few highlights about what is happening in and around Edinburgh over the next few months.

### January 2008

On 24 January 2008 the Edinburgh Chamber of Commerce is having the first in a series of three interactive sessions designed to make networking easy, fun and a highly effective business development tool. To find out more and how to book for this event please go to [events@edinburghchamber.co.uk](mailto:events@edinburghchamber.co.uk) or call 0131 221 2972.

From January 24 the National Museums of Scotland will be hosting a major exhibition for 2008 at the National Museum of Scotland! This exhibition celebrates the glittering tradition of silversmithing and the anniversary of hallmarking in Scotland. Featuring the Silver of the Stars' touring exhibition. This exhibition runs until 27 April 2008.

The City of Edinburgh Council Adult Education Classes for Winter/Spring 2008 are now open for enrolment. A printed copy of the brochure is available in local libraries. Should you like a copy of the Adult Education Class Programme brochure for next term (January) posted to you, please go to <http://ces.egfl.net/programme> or [adult.education@edinburgh.gov.uk](mailto:adult.education@edinburgh.gov.uk)

## EXAMPLE OF LETTERS OF SUPPORT IN RESPONSE TO NEWSPAPER ARTICLE

*Instead of short term budgeting Edinburgh's Brand needs long term funding for effective future planning. By all means review, but establish KPI's and maximise potential rather make early judgement.*

*The Edinburgh Principal Hotels Assoc backs the message of the Brand. Several hotels provide staff with lapel pins, Brand banners are distributed to host hotels and the Edinburgh International Conference Centre when major conferences are in the city. This helps get a tangible theme about Edinburgh over to our UK and International guests. It features on our web site. We further plan to have awareness of the message of the Brand built into hotels staff induction programmes and posters are currently in production for hotels to place in staff areas.*

*Brian Fergusson's article rightly points out some of the gaps missed and these opportunities must be grasped by all who can influence its take up.*

*Simon Williams  
Chief Executive  
Edinburgh Principal Hotel Assoc*

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Dear Sir,

### **Inspiring Capital**

*I think you missed the point in your article (Friday 23<sup>rd</sup> November) regarding the possible shelving of the Inspiring Capital slogan and logo. The logo itself is only a small part of a major new branding and marketing initiative which will help to promote Edinburgh as a world class destination for inward investors, tourists and top talent. I believe that the wider campaign will be hugely beneficial for the whole city*

*While Edinburgh has admirable qualities as a destination it has, in my opinion, been very poorly marketed in recent years, especially when compared with other cities in the UK and Europe, many of which have started from a significantly weaker position. As part of a fresh and overdue attempt by the city to raise its game in this respect, the Inspiring Capital campaign should be applauded and not criticised. The fact that it was commissioned at all is an encouraging sign that some of our city leaders are beginning to shake themselves out of the complacency which I think has held Edinburgh back for years.*

*Concerns about the Inspiring Capital brand being a waste of money will only come true if it is scrapped now, just at a time when a "Destination Edinburgh" campaign looks like gathering pace.*

Yours faithfully

**Alan S Robertson**  
**Managing Director**  
**Jones Lang LaSalle Scotland**

## EXAMPLES OF LETTERS OF SUPPORT IN RESPONSE TO NEWSPAPER ARTICLE cont...

### *Edinburgh Inspiring Capital Brand*

*It was with some interest that I read your reporter's article on this issue before it had come to me as a council paper and I feel that your readers deserve some context on why we are calling for a wide range of reports which range across the complete spectrum of Council activity.*

*The Edinburgh Inspiring Capital Brand is the umbrella brand for the city region used for promotion, which organisations can use in conjunction with their own brand to show their support for their city and city region. It is not the City of Edinburgh Council's brand, however the Council is a lead partner and does use it in specified areas such as for events, and attracting inward investment, talent and tourism to the area.*

*More than 100 organisations including the Edinburgh Principal Hotels Association, property developers Cala Homes and AMA/Grosvnor, festivals, higher and further education institutions, VisitScotland Edinburgh and Lothians, Scottish Enterprise Edinburgh and Lothian, Edinburgh Convention Bureau and Edinburgh Chamber of Commerce use the brand in their work. The brand consists of values, messages, colours, and images - the logo being only the tip of the iceberg in promotion terms. The launch of a new portal style website in early February which will promote the area for investment, students, new residents and tourists will hopefully see the number of brand adopters increase. The website has been a considerable undertaking, involving more than 16 months development and collaboration with a number of organisations. This will not only be a tool for external consumers, but also for organisations within the city region, providing key information to help in their efforts of attracting employees, investment and visitors to the area.*

*The Brand was launched in May 2005 following a nine month development period. Interbrand, an international brand consultancy with offices in a number of countries, was appointed to assist with brand development following standard EU procurement processes. The company was considered to be the best out of 77 interested parties in terms of value for money and quality of service offered. They worked with a Steering Group of senior individuals of all the key sectors of the city region to develop the brand.*

*Some people suggest that an Edinburgh based organisation should have been appointed. Are they also suggesting that Edinburgh or Scottish-based organisations should be prohibited from tendering for contracts outside Edinburgh or the UK? We operate in a global market for tourism, talent and inward investment as well as for services and this needs to be recognised.*

*Far from being paid £800,000 to develop the brand, Interbrand were paid approximately £250,000 to research, develop and test a number of brand concepts which ultimately resulted in the Edinburgh Inspiring Capital brand, its values, messages, and style. They also helped develop brand guidelines and a monitoring and evaluation framework.*

*Remaining funds were used to launch the Brand and its subsequent implementation. A number of marketing tools have also been developed to assist with city promotion. These include a DVD and brochure to showcase the city region, which are widely used to attract events, conferences, film producers, and overseas recruitment drives by a number of organisations.*

*The brand management team has four staff which is small in comparison to other city's marketing organisations. The Glasgow Marketing Bureau has approximately 40 staff involved in city promotion. The Team has worked with Edinburgh's Festivals to develop an electronic press kit which is proving to be an invaluable tool by providing immediately available footage. High quality images and promotional items are also available to organisations promoting the city. International arrivals at Edinburgh Airport and the Leith cruise liner terminal now have a branded 'Welcome' to the city and our main road gateways should have a branded welcome very shortly.*

*The brand has also contributed funding to a number of events and initiatives including the first Edinburgh International Fashion Festival, the city's tourism promotion website Eventful Ed, the recent British Touring Cars Event last August and next March's World Cross Country Championships. The brand has also been widely used at key events including G8 and the Cow Parade.*

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*The brand has also been used for a joint promotional campaign with VisitScotland and GNER in the South East of UK which resulted in 21% of consumers making a journey they otherwise wouldn't have done - the highest in four years.*

*The Edinburgh Inspiring Capital brand is proving to be a cohesive force for city promotion. I led a small delegation attending MAPIC, an international retail property event, with the aim of attracting investment in the regeneration of Princes Street. The brand dominated the City's stand, which proved to be extremely popular. A similar approach will be taken next March at MIPIM, the world's largest property trade exhibition.*

*A city-wide review of promotion in Edinburgh is currently underway. As part of that review a number of interviews have been carried out with key individuals from public and private organisations. More than two thirds of those interviewed consider the Brand to be a positive way of promoting Edinburgh and feel it should be used for the future promotion of the city. The team has also had numerous enquiries from cities as far afield as Buenos Aires, Rotterdam and Tokyo who regard Edinburgh's approach as 'best practice'.*

*Many of our European competitors, including Glasgow and London, have recognised the importance of destination marketing and place branding in an increasingly competitive world. If Edinburgh, Scotland's capital city, wants to continue operating on an international stage in regards to tourism, talent and inward investment we have to work together to promote our city. The Edinburgh Inspiring Capital brand is the cohesive force that pulls together our efforts*

### Join with us

We hope that you have enjoyed reading about all the rich and diverse activities that have been happening in the Edinburgh Inspiring Capital and our plans for the future. What we need from you now is to join us and help strengthen the collective messages for the city region. To help us achieve this please:

- Visit [www.edinburghbrand.com](http://www.edinburghbrand.com) and sign up to use and adopt the colours, values and messages of the brand.
- Let us know how and where you have used the brand in your business/organisation.
- Volunteer to be a case study for the city region brand project.
- If you want to feature in our events section of the newsletter, just let us know, we will endeavour to feature it.

Contact us directly to find out more about how the brand can assist your business/organisation. The team are:

- **Ailsa Falconer**, Edinburgh Inspiring Capital Brand Project Manager +44 (0) 131 529 4449
- **Marie Knock**, Edinburgh Inspiring Capital Communications Manager (Marketing) +44 (0) 0131 529 4605
- **Lindsey Taylor**, Edinburgh Inspiring Capital Communications Manager (PR & Events) +44 (0) 131 529 4443
- **Frances Spencer**, Edinburgh Inspiring Communications Executive (Marketing & PR) +44 (0) 131 529 4446
- Email the team at [info@edinburghbrand.com](mailto:info@edinburghbrand.com)

**L to R Marie Knock, Lindsey Taylor, Frances Spencer, Ailsa Falconer**