

**Welcome to the latest newsletter from Edinburgh Inspiring Capital.**

As always this newsletter aims to highlight some of the events and projects that the city region brand is involved in as well as informing you of how to get involved and get more out of our Inspiring Capital.

### **An Innovative new look for [www.edinburghbrand.com](http://www.edinburghbrand.com)**

As mentioned in previous newsletters Edinburgh Inspiring Capital is redeveloping [www.edinburghbrand.com](http://www.edinburghbrand.com) and opposite is an initial proposed design idea.

The website, scheduled for launch later this year, will host a variety of new features and an inspirational new look for our brand adopters. The website will include a brand new image library from which visitors will be able to download high resolution images themselves.

The website will also feature an online store from which a variety of Edinburgh Inspiring Capital merchandise can be purchased. Visitors to the website will also be able to order brand materials to help dress and support their own events. Materials available for loan include pop up stands, flying banners and branding roll.

Also available will be brand materials – ideal supporting aides for events and conferences: brochures, copies of the Edinburgh Inspiring Capital DVD and bags.

As well as redeveloping our current website we are developing a completely new site to sit alongside [www.edinburghbrand.com](http://www.edinburghbrand.com) Working with the cooperating Council's and third parties from across the city region, Edinburgh inspiring Capital aims to consolidate and incorporate the industrial, academic, tourism and residential strengths of each respective area into the new website. The aim of the website is to provide a balanced approach to the strengths of Edinburgh City region and the geographical areas within.

Those who have already registered to the Edinburgh Inspiring Capital database will be kept abreast of further developments and of all Edinburgh inspiring Capital activities. If you wish to find out more please register with [info@edinburghbrand.com](mailto:info@edinburghbrand.com)



### Two Good to Be True

Edinburgh Inspiring Capital is celebrating its second anniversary. Launched on May 25 2005, the Edinburgh City Region Brand project is now 2 years old and has enjoyed considerable success to date. From humble beginnings on the drawing board of Interbrand, to the celebrated brand it is today, Edinburgh Inspiring Capital's success is an inspiration.

A few of our successes include:

- To date over 3000 contacts have registered with the brand team.
- Extensive branding of local, national and international events: including G8, Tartan Week, Taste of Edinburgh, BTCC, Visit Scotland Expo, Forthside Half Marathon.
- Assisting in the tendering process for major events: e.g Rugby World Cup.
- Branding of key gateways, including Edinburgh airport and Forth Ports Cruise liner terminal.
- Extensive brand uptake by the public and private sectors across the city region, including property developers, transport providers, retailers, hotels and restaurants and Edinburgh Science triangle.
- Development of a comprehensive print family; including brand books, VIP brochures and guidelines documents.
- Extension of the brand image library – now includes over 300 images.



The brand's toolkit of resources and materials has benefited business, industry and individuals across the city region. Our free image library has provided access to stunning visual images for use in marketing collateral and our brand materials have been provided to over 150 international and domestic conference and event delegates.

To find out more about how the brand can benefit you and Edinburgh City Region visit [www.edinburghbrand.com](http://www.edinburghbrand.com)

For further information on the brand's success and plans for the year ahead look out for our progress report in Autumn this year.



### Taste of Edinburgh 7- 10 June 2007

We hope that you noticed the Meadows becoming transformed into a tented moveable feast over the weekend 7-10 June with the delicious Taste of Edinburgh event. Taste Festivals are upmarket food and drink events set in beautiful outdoor surroundings. Taste of Edinburgh, sponsored by Quatermile, gave thousands of foodies the opportunity to enjoy the best that Scottish restaurants and food and drink producers have to offer.

Edinburgh's most prestigious restaurants and celebrated chefs served sample-sized signature dishes. Michelin-starred chefs such as Martin Wishart and restaurateur-hotelier James Thomson from the Witchery, performed alongside revered Edinburgh restaurants such as Skippers and Duck's at Le Marche Noir. There are plans for the event to return to Edinburgh next year!

Also showcasing was the Edinburgh Inspiring Cuisine, this initiative aims to promote Edinburgh as an inspiring place to eat for residents and visitors, to find out much more please go to [http://eatscotland.visitscotland.com/regional\\_flavours/edinburgh\\_lothians/](http://eatscotland.visitscotland.com/regional_flavours/edinburgh_lothians/)

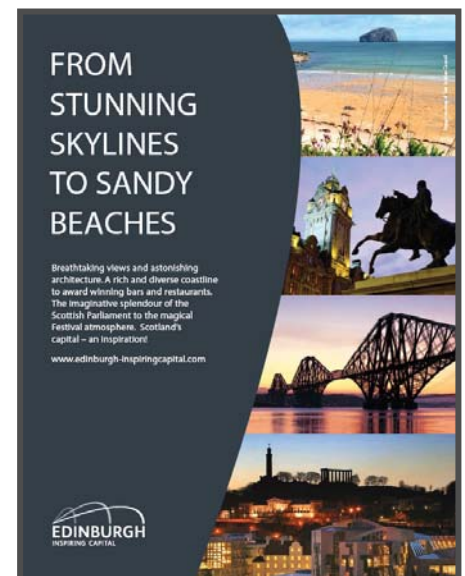
### Brand Visibility

The Inspiring Capital team have been spreading the word about how the Edinburgh city region is an excellent area in which to do business, live, visit or study through targeted marketing in the form of several adverts. The stunning skylines advert went into the official IRB Sevens event as part of our support for the city.

The event took place at Murrayfield on the weekend of the 2-3 June 2007. The Brand was also highly visible with advertising boards 40 x 4 ft, the event had over 30,000 people in attendance. Edinburgh Inspiring Capitals advert and brand presence were negotiated at no cost.

This particular advert also will be running in the City of Edinburgh Council A-Z of Council Services 2007/08, which is free to 227,000 city residents.

Opposite is an advert that you will see featuring in the Traverse Theatre's 2007 Festival Programme, go out and grab a copy and enjoy the drama!



### **A warm Willkommen for Edinburgh**

A host of representatives from Edinburgh's tourism, business and culture sectors are heading to the south of Germany to build on an historic relationship and promote the Scottish capital as a place to visit and invest.

In celebration of the first direct air link between Scotland and the Bavarian region the delegation will travel to Munich, which has been twinned with Edinburgh since 1954, to showcase the Scottish capital and network with local government officials, business people and travel trade.

Palace Neuschwanstein

The event will take place on June 20th as part of a 3-day German Trade Mission organised by Visit Scotland which has the aim of giving Scottish businesses the opportunity to meet German counterparts and of encouraging further trade and investment between the two countries.

The representatives from the Scottish capital will be a mix from both private and public sectors and will meet with tourism business in Munich as well as representatives from R&D and financial sectors and showcase Scottish produce and culture, with whisky tasting and traditional entertainment

### **COMING SOON**

#### **Business Matters**

Corkscrew Events will be running an event entitled The Friday Business Club. This event offers a unique networking opportunity and exhibition for business clients to meet up to 500 new business contacts from across the U.K. This event will take place in Friday 29 June, at the Thistle Hotel, 107 Leith Street, Edinburgh, EH1 3SW. It will run from 10.00-16.30hrs and there is no cost, all attendees will receive a delegate list from the event with full contact details.

To book Online [www.corkscrewevents.com](http://www.corkscrewevents.com) or for more information Tel: 0871 222 3703

#### **Royal Highland Show 2007**

This is Scotland's National Show and no matter which part of the country you come from, all will be give a sincere and warm welcome, whether this is the 1<sup>st</sup> or 51<sup>st</sup> visit. 2006 saw 161,000 visitors and in 2007 that target will hopefully be topped!!

Advanced Ticket Sales for this year's show have doubled previous year's efforts! Don't miss out, book your ticket now! Kids go free! Call this number 0131 335 6236 or go to [www.royalhighlandshow.org](http://www.royalhighlandshow.org)

#### **Upcoming Events & Festivals**

We are almost there. Summer Festival season kicks off next month with the launch of the Edinburgh International Film Festival programme happening on the 11 July, and the Edinburgh Art Festival and Starbucks Edinburgh Jazz & Blues Festival events happening at the end of July. The programmes for the Fringe, International and Book Festival are now out and waiting to be snatched up by culture vultures! Book early to avoid disappointment.

### Now Showing

#### Celebrate 100 years of Art in Edinburgh

Midway through its Centenary Year celebrations, Edinburgh College of Art's Degree Show 2007 proved to be as popular as ever. The annual June event transforms the College into an enormous exhibition space showing works by 400 students from art, design and architecture specialisms with crowds coming to view, buy or commission original and unconventional work by artists and designers of the future. (Picture: Textiles graduate Emily Hogarth's beautiful collection of fashion fabric designs were inspired by the romantic and sometimes dark imagery of poetry).

Further Centenary events on the College calendar include Edinburgh Arts Festival shows 'Warhol in Film' – a collection of films and documentaries about the artist including rare footage – and painting exhibition 'No More Stars'. In October 'Ten Decades' opens at the City Art Centre. This retrospective exhibition spans 100 years of art from established collections including Edinburgh College of Art. The exhibition will run until 20 January 2008. See [www.eca.ac.uk](http://www.eca.ac.uk) for more information.

#### Join with us

We hope that you have enjoyed reading about all the rich and diverse activities 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.

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