

# Edinburgh Inspiring Capital Newsletter, Winter 2006



“Edinburgh Inspiring Capital is the brand which has been created to promote the Edinburgh city region. Launched on the 25th May, 2005, the brand is supported by a dedicated team. The purpose of the brand is to market the vibrant and magical package that is Edinburgh, to help increase tourism, attract workers and generate higher levels of inward investment.

Edinburgh Inspiring Capital is a public/private partnership. The group consists of senior representatives of the major sectors of the Edinburgh economy, including local business, finance, higher education, local government, festivals, tourism, voluntary, biotechnology, information technology, retail, creative industries, local enterprise and other professional sectors. The public sector partners are The City of Edinburgh Council, Scottish Enterprise Edinburgh and Lothian and VisitScotland Edinburgh and Lothians.

This newsletter is to update you on progress. It is 18 months since the launch of the brand and we are delighted to report that the brand is delivering inspirational results for our inspiring capital. The brand has become much more visible to the resident population, and is working towards being established in the hearts and minds of both citizens and tourists.

This has been achieved through an extensive programme of activity. For example, over the 2006 summer months the brand's exposure peaked, featuring in the programme of every summer festival.



In addition, the Inspiring Capital and Edinburgh International Film Festival cinema trailer was seen by a UK wide audience of over 160,000 people.

Over the last 18 months, our integrated marketing campaign for the brand utilised a variety of media to maximise brand exposure, including billboard advertising at Omni, mobile (taxi) advertising, print adverts and a Forth One radio campaign conducted in association with the City of Edinburgh Council's "Keep Edinburgh Clean" initiative.

The team are always striving for excellence, and are wholly committed to showcasing the rich diversity and sincere warmth of the city. Further expanded in August 2006, the team is poised to deliver an authentic and vibrant approach to city region marketing and will start to target investors. Crucial to our success is the support of local residents and businesses. Everyone can join in, benefit and be a part of the largest and most cohesive ever promotion of Edinburgh and the surrounding areas. Local businesses using the brand can take advantage of our extensive research and development by connecting their business to the Edinburgh Inspiring Capital brand. We look forward to working with you.”

*Ailsa Falconer*

Ailsa Falconer, Brand Project  
Manager

## Did you know?

- The team now have over 3,300 contacts on the brand database. In addition over 1,200 people have registered for our brand toolkit.
- Edinburgh has been named the favourite UK city in the Guardian Travel Awards for a remarkable seventh consecutive year.
- The team has provided around 16,000 branded items for use at over 28 events and conferences since the launch.
- Over 1,500 metres of Inspiring Capital branding was used at the British Touring Cars (BTCC) event on August 31 at both Knockhill and Johnston Terrace.

### Inspirations old and moo

**January 2006** – Edinburgh retained its prestigious, world-wide reputation as the home of Hogmanay, with the Hogmanay festivities and the Royal Bank Street Party being heralded as another major success for the capital. An estimated 100,000 revellers celebrated the New Year at The Royal Bank Street Party, Concert in the Gardens and Ceilidh in the Gardens where party-goers from far and wide enjoyed top class music and entertainment. The Inspiring Capital team continue to work closely with the Edinburgh Winter Festivals team to promote the city's festive season.

**February 2006** – Edinburgh Inspiring Capital was the presenting partner, and the umbrella organisation representing BAFTA Scotland, The City of Edinburgh Council, Edinburgh Film Focus, Historic Scotland, Scottish Enterprise Edinburgh and Lothian and VisitScotland, for the world premiere of the film Greyfriars Bobby, held at Vue Cinemas in the Omni Centre.

**March/April 2006** – Edinburgh Inspiring Capital played a key part in the successful inaugural Edinburgh International Fashion Festival. Headline talent for this event included the imaginative designer Vivienne Westwood. In addition, Edinburgh Inspiring Capital was proud to host the annual Ceilidh Culture Festival, the city's vibrant spring celebration of traditional arts featuring song, music, dance and storytelling. Also this month, the brand featured at Tartan Week celebrations in both New York and Edinburgh, presenting the city to a domestic and international audience.

**May 2006** – Edinburgh Inspiring Capital was a presenting partner in bringing the world renowned Cow Parade to Edinburgh. The event culminated in a gala auction on September 7<sup>th</sup> at which 60 of the top cows were sold for £252,200. 75% of the net total is donated to the chosen charities OneCity Trust and VETAID.

**June 2006** – From this month international arrivals at Edinburgh Airport were greeted by a state of the art new Tourist Information Centre featuring the Edinburgh Inspiring Capital brand. This was the first permanent display of the Edinburgh Inspiring Capital brand at a key international gateway to Edinburgh city region. Providing an eye-catching and welcome to the city

**July 2006** – Ahead of the start of the summer festival season, Edinburgh Inspiring Capital collaborated with the Summer Festivals, The International Festival, The Fringe, The International Book Festival and The International Film Festival to develop an electronic press kit aimed at promoting the capital's festivals around the world for next year. In addition, the city region brand was a visible partner at the Edinburgh Jazz and Blues Festival.

**August 2006** – Edinburgh Inspiring Capital was a supporting partner of the summer festivals and featured in the official events programme for each festival. Each programme had, on average, a print run of 150,000 copies. Another event this month was the British Touring Car Championships (BTCC). The brand was a presenting partner at the event and was highly visible at the Knockhill racing course, as well as on Johnston Terrace. Simultaneously, Inspiring Capital ran a campaign on ForthOne in conjunction with The City of Edinburgh Council's 'Keep Edinburgh Clean' campaign. The advert was played five times per day and reached approximately 1.1million people across the three week festival period.

August was a very busy month and saw Scotland's capital city winning yet another accolade. Edinburgh was voted the place to visit for the perfect night out in the UK, thanks to the rich diversity and vibrancy of its venues.

The poll, conducted by Amstel revealed that factors such as the capital's no-smoking policy, ease of access to clubs, open-all hours policy, good seating and superb service all played a part.

**September 2006** – New brand materials were launched to complement the existing brand toolkit. These included a VIP brochure for the Edinburgh city region showcasing Edinburgh and its surrounding areas as the place to live, invest and visit.

A series of workshops and events took place to raise awareness of the Inspiring Capital brand and encourage uptake by local businesses and organisations. Adoption and awareness of the brand is significant, with Harvey Nichols and Edinburgh Chamber of Commerce being two prime examples of organisations who have actively adopted the brand's logo, message and tone of voice into their marketing collateral and point of sale activity this year.



**October 2006** – October was kicked off with the good news that Edinburgh was named the favourite UK city in the Guardian Travel Awards for a remarkable seventh consecutive year. The awards, which are voted for by readers of the newspaper are part of the longest running independent survey of its kind.

Edinburgh Waterfront was showcased at WATERFRONT EXPO 2006 in Glasgow. The newly formed Waterfront Partnership will promote the area using the city region brand, under the banner – Edinburgh Inspiring Waterfront.

Business and tourism leaders from Edinburgh visited the German port of Hamburg to inspire greater links between the two cities. The 20-strong delegation was tasked with promoting our Inspiring Capital to their German counterparts in a bid to attract more

visitors and trade across the North Sea. The visit marked the launch of a new direct air service from Edinburgh to Hamburg by BA Connect.

Edinburgh Inspiring Capital attended and had high visibility at the Chartered Institute of Public Relations (CIPR) Scotland PRide awards event which took place in the Sheraton Grand Hotel and Spa. Edinburgh was shown to be a hub of creativity and innovation with many of the award finalists and winners being Edinburgh based agencies and organisations. The big winners of the night included The City of Edinburgh Council who scooped four of the prestigious awards:

- Best Issues or Crisis Management Campaign, G8 – Gold award.
- Best Newsletter, Newspaper or Magazine, Outlook – Gold award.
- Best In-House Campaign, Foster Care Campaign – Gold award.
- Grand Prix award - G8.

## An Inspiring Future

### Extension of the brand toolkit

Continuing our role to support the promotion of the city region, our brand toolkit is constantly expanding to meet the needs of residents, visitors and businesses. You can benefit from the resources the brand office has to offer, including:

- Key fact sheets on the city region for use in recruitment and communications.
- A library of inspirational images to market your business. Several new images have been added to our rich and diverse library bank of images of Edinburgh and its surrounding areas. In addition, the existing images have been renamed for ease of access.
- To gain access these images free of charge, please go to the brand toolkit and register your details - it will only take 2 minutes. You are then free to pick and choose your inspirational image.
- A set of inspirational values and messages for use within communications about Edinburgh and your business.
- PR opportunities via our website and other communications, as case studies.
- Networking opportunities at events the brand's partners support and host.
- New brand materials promoting the city region - a chapterised DVD and brochure will be available this autumn to complement our new and existing ranges of postcards and stationary items.
- Exhibition stands and materials to brand conferences and events.
- E news.
- Advice and support on how to apply the brand most effectively.

# Edinburgh Inspiring Capital

## Newsletter, Winter 2006



Projects currently underway include production of city branded merchandise, and development of a suite of websites that will facilitate presentation of the city and the brand toolkit across two distinct platforms.

### Exploring new agendas

Competitive worldwide destination marketing is increasing in strength. To secure our place in the Global Village, as well as to win the hearts and minds of residents, tourists and businesses, the Edinburgh city region needs to continue to proactively market itself.

As the brand has become more visible to the resident population in recent months, the INVEST agenda has been propelled to the fore. Working with our partners across the city region, we aim to change the perceptions of both domestic and international audiences about the city as a destination for business. As part of a wider action plan, a key priority for the team is the development of bespoke marketing materials to help attract inward investment to the region.

To complement our LIVE, INVEST and VISIT agenda, Inspiring Capital will launch a fourth agenda; STUDY. Created to present the Edinburgh city region as a world influencer in education, this agenda will formally launch on the new city region website in 2007.

### Inspiring Inward Investment

Proposals have been agreed to create two websites for Edinburgh Inspiring Capital. The first – will be a redevelopment of the existing Brand toolkit [www.edinburghbrand.com](http://www.edinburghbrand.com) and the second – a consumer facing website. This website will be the primary public face of the collaborative effort between public and private sectors to raise the profile of the Edinburgh city region as a place to LIVE, INVEST, VISIT and STUDY. The emphasis is on utilising the 'Edinburgh Inspiring Capital brand' to stimulate commercial yield and attract quality businesses, talent, residents and tourists to the region.

The consumer facing website will highlight Edinburgh's key sectors, the quality of life within the city region, details on moving to Edinburgh, staying on in Edinburgh after graduation and visiting Edinburgh. This site will also provide a festivals subsection. The INVEST section of the website will cover a broad range and depth of information including talent availability, connectivity of the city region, professional support services and suppliers within the city region. In particular, in-depth content will be provided for the Financial Services and Life Science sectors. The aim is not to reinvent the wheel within the website, but to link to websites of key third parties and present a consistent message for the Edinburgh city region.

### City region gateways

Edinburgh Airport's new £19 million south east pier terminal extension opened at the beginning of September 2006 and provides six new boarding gates, additional lounge facilities, more retail space and extra office accommodation. The promotion of Scotland and its capital city lies at the heart of the development, and the pier's connecting bridge is illuminated with inspiring images of Edinburgh by local photographer, Jason Baxter. As well as the imagery, two poems about Edinburgh by contemporary poets Helen Walker and Laura Fiorentini are featured on the wall.

The brand team are undergoing discussions around the feasibility and cost implications of branding the other gateways to the capital. Conversations are ongoing with the city's bus station, the city Port, and railway stations. New welcome signage will be erected on the key road arteries into the city.

### Planned Campaigns

A joint campaign with VisitScotland and GNER is proposed for January / February 2007 to promote Edinburgh as a city break destination during a period when visitor numbers within the city region traditionally reduce.

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### 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.

#### November 2006

23<sup>rd</sup> to 30<sup>th</sup> November, 'Edinburgh's Light Night.' Watch Edinburgh sparkle for the festive season. The event is free and open to all. To find out more about Edinburgh's Winter Festivals and what's happening in Edinburgh this festive season visit [www.edinburghschristmas.com](http://www.edinburghschristmas.com) and [www.edinburghshogmanay.com](http://www.edinburghshogmanay.com)

Say Ciao – to the very best of il cinema italiano. The 13th edition of the Italian Film Festival UK runs across the country from 17 November to 3 December 2006. **Ticket Deal** See any six programmes in the Italian Film Festival for £24/£18 concessions, or all 24 for £60/£30 concessions. For Further details please go to [www.edinburghfilmhouse.com](http://www.edinburghfilmhouse.com)

#### December 2006

Edinburgh's Winter Festivals. For full information on what's happening in Edinburgh this festive season visit [www.edinburghschristmas.com](http://www.edinburghschristmas.com) To find out

how to have the best Hogmanay ever visit [www.edinburghshogmanay.org](http://www.edinburghshogmanay.org) The advice is to book soon as the Party Packs and tickets for Concert in the Gardens are going fast!

7th December. The Edinburgh Chamber of Commerce is running a Speed Networking Lunch event. To find out how to book a place please visit [www.edinburghchamber.co.uk](http://www.edinburghchamber.co.uk)

11th December. Professor Sue Black is speaking at the Royal Society of Edinburgh on 'Forensic anthropology - the journey from Culloden to Iraq'. This is one in a series of Edinburgh Lectures. For more information on the times and prices of all the Edinburgh Lectures visit [www.edinburghlectures.org](http://www.edinburghlectures.org)

#### January/February 2007

Until January 7<sup>th</sup>. Harry Benson Exhibition, '50 Years of Photojournalism' at the Scottish National Portrait Gallery. For tickets and further information visit [www.nationalgalleries.org/benson](http://www.nationalgalleries.org/benson) or call 0870 118 1859.

Until March 07. Dance Base - Classes, days out, workshops, activities and fun. Get fit and have fun in our Inspiring Capital. For further information call 0131 225 5525 or visit [www.dancebase.co.uk](http://www.dancebase.co.uk)

1st February. The Edinburgh Chamber of Commerce is running a Speed Networking Marathon event. To find out how to book a place or receive further information please visit [www.edinburghchamber.co.uk](http://www.edinburghchamber.co.uk)

#### March 2007

24th March to 15th April. Ceilidh Culture Festival. Edinburgh's celebration of traditional arts featuring song, music, dance and storytelling. For further information please visit [www.ceilidhculture.co.uk](http://www.ceilidhculture.co.uk)

For further news on the Inspiring Capital please visit [www.edinburghbrand.com/news](http://www.edinburghbrand.com/news)

### 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.  
The team are:

- Ailsa Falconer, Edinburgh Inspiring Capital Brand Project Manager +44 (0) 131 529 4449
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### Keeping up to date

To receive regular updates please register at [www.edinburghbrand.com](http://www.edinburghbrand.com) or alternatively if you want to be removed from our database please email [info@edinburghbrand.com](mailto:info@edinburghbrand.com)

STOP PRESS\*\*\*\*\*

At an awards ceremony in London on 10 November Edinburgh was given the prestigious honour of being named the European City of the Year 2006 by the Academy of Urbanism.