

“Branding the Baltic Sea Region as a region  
for **blue growth**”

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# Outline

- I. Macro and supranational regions as brands
- II. Past and existing efforts to brand the BSR
- III. Branding the BSR as a ‘region of blue growth’
  - is it feasible?

## I. Macro and supranational regions as brands

Some are defined by natural characteristics..



*The Alps region*

..others are mainly politically created



Some have a long tradition of political cooperation..



..for others it's a newer thing



Some regions have strong political institutions..



*United in diversity*



..for others cooperation is more voluntarily



Some regions are used in the marketing of other regions and places..

- *'The Øresund Region – a gateway to the Baltic Sea Region'*
- *'Innsbruck – the Capital of the Alps'*
- *'Hungary – the essence of Europe'*
- *'Malaysia – truly Asia'*



..and some at the expense of others..

- *'Estonia: Nordic with a twist'* (instead of 'Baltic')
- *'Slovenia – the sunny side of the Alps'* (instead of 'Balkan')
- *'Croatia - the Mediterranean as it once was'* (instead of 'Balkan')



Some regions are used in brands or as home markets..

- SAS – 'it's *Scandinavian*'
- Telia-Sonera – 'provides telecommunication services in the *Nordic and Baltic countries*'
- Nordea – 'the largest financial services group in the *Nordic and Baltic Sea region*'



TeliaSonera

Nordea

..others have no political identity, but boast powerful images based on a shared cultural identity..

- Scandinavia
  - 'Scandinavian vikings', 'Scandinavian design/furniture', 'Scandinavian masters/open', 'Scandinavian Airlines' etc. etc.
- Mediterranean region
  - 'mediterranean lifestyle/culture/holidays/food/diet' etc. etc.

## Regions and brand image

Mediterranean *diet*

Mediterranean *lifestyle*

Mediterranean *holiday*

Mediterranean *architecture*

Mediterranean *landscape*

## Regions and brand image

Baltic Sea Region *diet?*

Baltic Sea Region *lifestyle?*

Baltic Sea Region *holiday?*

Baltic Sea Region *architecture?*

Baltic Sea Region *landscape?*

BUT..

Baltic Sea Region *cooperation*

Baltic Sea Region *market*

Baltic Sea *cruise*

Baltic Sea *herring*



## Summing up

- No strong common cultural identity
- Emerging political identity
- Emerging economic identity

## II. Past and existing efforts to brand the BSR

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## What is a brand?

- Brand: conceptual entity that creates positive, unique and distinguishable associations
- Branding: creating and maintaining these associations – identifying, developing and communicating the parts of the place identity that are favorable in the eyes of specific target groups
- Actions and behavior sometimes more important than communications

# Branding as promise delivered

*‘Promise delivered’*



Promise



Promise  
fulfilled

# A portfolio of brands..

NUMBER OF BRANDS





**FELIX**<sup>®</sup>

*Medelhavspaj*

**Mozzarella**

med Körsbärstomat, Basilika & Röd pestocrème

*Pajskal med olivolja. Bakad med omtanke i Dalarna.*



En paj ger:

520  
kcal

26%

av en vuxens GDA\*



230 g 3,5-4 min



## Experiences from other projects

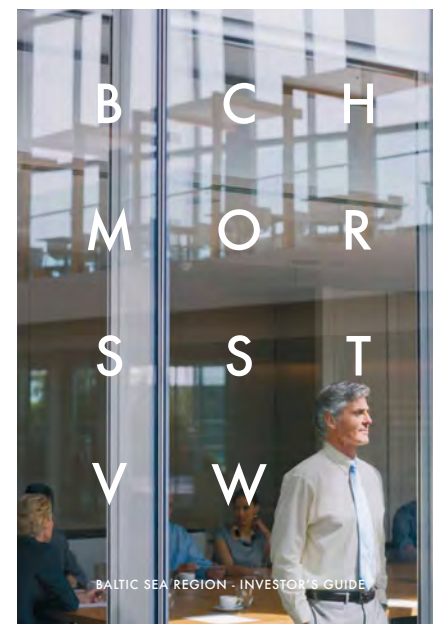


## Experiences from BaltMet Promo

*Japanese tourists*



*Global investors*



*Creative talents (film makers)*

Baltic Sea Region–Japan  
COPRODUCTION FORUM

日本・バルト海沿岸国 共同制作フォーラム



## Experiences from BaltMet Promo

- Supra-national branding benefits from a bottom-up approach using concrete products and services
- A common work plan helps shift from competition to cooperation
- Cooperation on national level and on identity difficult
- The more distant the target market, the more cost effective supra-regional branding becomes.

# ONE BSR

*International tourists*



*Global investors*



*Talent retention*



*Common identity*



III. Branding the BSR as a ‘blue region’ – is it feasible?

## Branding challenges for the BSR

- Coordination and management – no decision-making authority
- Multiple stakeholders, multiple identities and multiple target groups
  - No strong common identity, weak identification
  - No established or clear image
- Competition with national/sub-national initiatives
- No clear definition of the region (which countries? how many inhabitants?)

## Considerations

- Why ‘blue region’? Creating value for whom? What’s the added value of being a region?
- Do we have the critical mass, and capacity to create linkages between the different strongholds and clusters?
  - Leading in marine industries – but need to ‘connect the dots’
- Many initiatives and projects
  - Key role for EUSBSR and EU 2020 to coordinate and connect
- What about our credibility in terms of perceptions?

## Future opportunities and considerations

- Can we build a meta-brand? Identify meta-brand values?
- From 'storytelling' to 'storybuilding'
- Can we brand our cooperation?
- Shall we brand the past, the present or can we brand the future? Do we live in 'nexttopia'?



... It is not easy  
being green...



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*The way to gain a good reputation is to endeavour to be  
what you desire to appear*

Socrates



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