

# Branding & Tourism Marketing in Flanders

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**Knorr**

**Fix**

# Spaghetti Bolognese


*Frisch* dazu:  
\* 200 g Hackfleisch  
\* 250 g Spaghetti



# But place branding $\neq$ branding

- 
- A large field of dark, closed umbrellas stretches into the distance. In the foreground, a single bright yellow umbrella is open, standing out prominently against the sea of dark ones.
- Places are complex
  - Less controllable
  - Interlinked
  - Political
  - Contested identities
  - Without enforcement

# Place branding aims to:

- 
- A field of dark umbrellas with one bright yellow umbrella standing out. The yellow umbrella is positioned on the left side of the frame, and its vibrant color contrasts sharply with the surrounding dark umbrellas, symbolizing uniqueness and standing out in a crowd.
- Increase awareness
  - Create a distinctive, credible, meaningful attractive and memorable image
  - Enhance customer satisfaction and loyalty



# Do you do this with logos?



**Moldova**  
*Discover us.*



**Maldives**  
*...the sunny side of life*  
[www.visitmaldives.com](http://www.visitmaldives.com)

# Or slogans?



There's no place like Hong Kong .  
Philippines. More than the usual.  
Amazing Thailand - Experience Variety.  
Amazing Thailand - Dreams for all seasons.  
Where Else But Queensland .  
Incredible India.  
Kerala. God's own country.  
New South Wales: There's no place like it.  
Indonesia: Ultimate in Diversity.  
Live it up in Singapore!  
Surprising Singapore.  
Live it. Visit Scotland.  
Lancashire. It's a real pleasure.  
Ireland. The Island of Memories...  
Live your myth in Greece .

Greece. Beyond Words.  
Cyprus. The Island for All Seasons .  
Cyprus. A whole world on a single island.  
Spain. Everything Under the Sun  
Andalucía. There's only one.  
Latvia. The Heartland of the Baltic.  
Sicilia. Everything else is in the shade.  
Estonia. Positively Transforming.  
Uganda, the pearl of Africa.  
Hong Kong, the pearl of the orient.  
Montenegro, the pearl of the Mediterranean.  
Haiti, the pearl of the Antilles.  
Sri Lanka, pearl of the Indian Ocean.  
Madeira, pearl of the Atlantic  
Flanders fits you

# Brand identity is not the issue

It is about:

'Competitive Identity',  
focusing on brand  
purpose, strategy, policy,  
partnerships and  
symbolic actions.



# So don't confuse place branding and marketing

Marketing is demand driven.  
Place branding shouldn't,  
because of:

- The essential role of image
- Identity & Internal branding
- Cooperation




# So no brand Flanders without Belgium!



- Flanders among laggards in NBI
- Moves up for neighbours, but so does Belgium
- Belgium in STABLE top 20
- Umbrella brands needed

# Simon Anholt:

A bright yellow umbrella stands out prominently in the foreground, surrounded by a dense field of dark grey umbrellas. The scene is set against a dark background, creating a strong contrast between the vibrant yellow and the muted greys.

*Although Belgium isn't the greatest brand on earth it does have some equity, and to replace it with two completely unknown words (Flanders, which for most people is a character in the Simpsons, and Wallonia which for most people is simply ludicrous) isn't just foolish, it's criminal.*

*The Flemish government is deleting billions of dollars from the Belgium economy and they shouldn't merely not be in power, they should be in jail.*

# Flemish tourism marketers understand this

Link with Belgium, Brussels  
and neighbours always  
referred and exploited for  
**PRODUCT MARKETING.**




A large field of black umbrellas is shown against a dark background. In the lower-left quadrant, a single bright yellow umbrella stands out prominently, creating a strong visual contrast with the surrounding black umbrellas.

Interestingly:

Branding and marketing  
should not be confused, but  
core method for the future  
should be the same.

# Future Tourists

- 
- A field of dark umbrellas with one bright yellow umbrella standing out. The yellow umbrella is positioned on the left side of the frame, and the dark umbrellas are arranged in a grid-like pattern, receding into the background.
- Individualised
  - Demanding
  - Vocal
  - Online (pull vs. push)
  - Less impacted by adverts, more by peers.

# A bright future when travel is no longer a commodity



# Future tourist offices

- 
- A field of dark umbrellas with one bright yellow umbrella standing out. The yellow umbrella is positioned on the left side of the frame, and the dark umbrellas are arranged in a grid-like pattern, receding into the background.
- Cooperate to
  - Co-create
  - Attractive
  - Accessible
  - Experience Networks, by
  - Exploiting global platforms.

(cross-sector clustering)

# Conclusion

Cooperation is essential:  
In place branding (Belgium,  
Low Countries, Benelux)  
As in marketing (co-creation)



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Info

[www.katarakt.tv](http://www.katarakt.tv)



# Bedenkingen

- 
- Geloven ondernemingen in Merk Vlaanderen?
  - Toerisme Vlaanderen als 'incoming tour operator', minder gericht op campagnes en regulering (Visit Britain);
  - Eens met SARiV: integratie beleid en samenwerking, open organisatie i.p.v. top-down, zelfs 'betrekken' is niet voldoende;
  - Onderwijs: van kennis naar attitude en analyse



Mijn paraplu staat open voor tomaten of vragen

