

PLACE MARKETING EFFECTS

*Results of the Groningen marketing
campaign monitor 1988-2005*

Piet Pellenbarg
Faculty of Spatial Sciences
University of Groningen



URBAN & REGIONAL STUDIES INSTITUTE

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Measuring effects of place marketing

- Effect measuring's place in the citymarketing process
- How to measure effects?
- The limits of effect measurement
- Case Groningen: monitoring the campaign
Er gaat niets boven Groningen
(Nothing tops Groningen)

Place of effect measuring in place marketing policy

- *The place marketing process:*

Consensus about main targets

Market analysis (SWOT).... *Zero measurement*

Choice of strategy

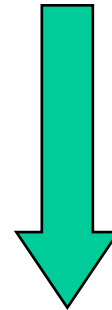
Choice of instruments

Operational phase

..... *Effect measurement*

Evaluation phase

Possible redirection of policy



How to measure effects?

- With *surveys* – by repeating questions from the zero measuring
- What is measured in fact in this way are *changes in the existing image* of a place or region (since the zero measuring)
- The real *causal effects* of place marketing are very difficult to establish
- It is extremely difficult to *tell them apart* from the effects of all kinds of other events

The limits of place marketing

- Questionnaire surveys by telephone are increasingly *difficult* (i.e. by increasing use of mobile phones)
- Human *recollection fails*. People forget things, or make them up
- The *relation* between changed behaviour and place marketing activities is *not* easy to establish without any ambiguity
- The *interpretation* of effect measurement is sometimes very difficult
- *Without a proper zero measurement any effect measurement is useless*

Er gaat niets



boven Groningen

*Ik ontdek de wereld
vanuit Groningen*



RUG

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Rijksuniversiteit Groningen



ER GAAT NIETS BOVEN ^G
GRONINGEN



ER GAAT NIETS BOVEN ^G
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‘Er gaat niets boven’ is by far the most well-known regional marketing campaign

- Provinces known by their marketing campaign by the Dutch people:
- Groningen 23%
- Zeeland 7%
- Friesland 7%
- Flevoland 5%
- Drenthe 3%

Campaign start and ‘effect measurements’

- Preliminary investigation: 1988 (*zero measurement*)
- Start of the campaign: 1989
- Newspaper advertisements, TV spots, Radio spots, flyers inserted in magazines....
- Parts of the preliminary investigation were repeated (by the FRW RUG) in 1990, 1992, 1994, 1996, 2000, 2002, 2004 and 2005

The surveys

- 600 telephone inquiries
- Cross section of Dutch people > 18
- 50 per province
- Results are “weighed” according to population of provinces

Campaign awareness

- 30% knows the campaign (weighed)

- 2002 35%
- 2000 33%
- 1996 30%
- 1994 24%
- 1992 29%

- regional distribution (unweighed) :

year	1992	1994	1996	2000	2002	2005
north	51	34	39	46	52	41
wost	25	22	29	37	33	28
west	30	27	30	34	36	29
south	18	19	31	31	28	24

What is noticed (remembered)?

- A tv spot: 71% (was 42% in 2002)
- A (newspaper) advertisement: 20% (was 20% in 2002)
- Less noticed: radio spots: 13% (was 29% in 2002)
- Best recollected themes of tv or radio spots:
*the slogan Er gaat niets boven Groningen (14%),
Culture/Groningen Museum (13%), Tourism (9%)*
- 35% forgot what was the theme of the radio/tv spot

Associations with “Groningen”

- Almost exactly the same as in previous measurements (1992-1994-1996-2000-2002)
- The city, that is far away, and the Martini tower dominate the picture:

- city of Groningen	20%
- Martini tower	15%
- location (far)	13%
- university	11% (gradually higher)
- firms	7%
- landscape	6%
- family	3%
- agriculture	2%

Well-known firms and persons

- Gas Union (10%), RUG (9%), KPN (7%, decreases sharply) and UMCG (6%) dominate the picture
- *Almost two thirds (62%) of the respondents cannot mention any firm located in the province of Groningen!*
- *Three quarters cannot mention any well known Dutchman whose roots are in Groningen*
- Wallage (7%), d'Ancona (4%) and Visscher (4%) are the most well-known Groningers

Events observed from Groningen, mentioned spontaneously

unweighed	2000	2002	2004	2005
referendum Big Market sq.	*)	3 %	0 %	8 %
Blue City event	1 %	0 %	1 %	4 %
riots Oosterpark neighbourhd	12 %	5 %	1 %	3 %
Murders	4 %	3 %	4 %	2 %
Groningen Museum	5 %	10 %	3 %	3 %
various events	3 %	1 %	2 %	2 %
student ragging incidents	0 %	0 %	0 %	2 %
explosion Warffum	*)	*)	*)	1 %
start Giro d'Italia	*)	19 %	1 %	1 %
Queen's day 2004	*)	*)	2 %	1 %
mayor's resignation	6 %	2 %	0 %	1 %
SBS6 Oosterpark neighbourhd	*)	*)	*)	0 %
Delfsail (tall ships) event	1 %	0 %	1 %	0 %
local governmt crisis Delfzijl	*)	*)	1 %	0 %
MPC Capitals champion	*)	*)	0 %	0 %

Observed events in the province of Groningen, helped

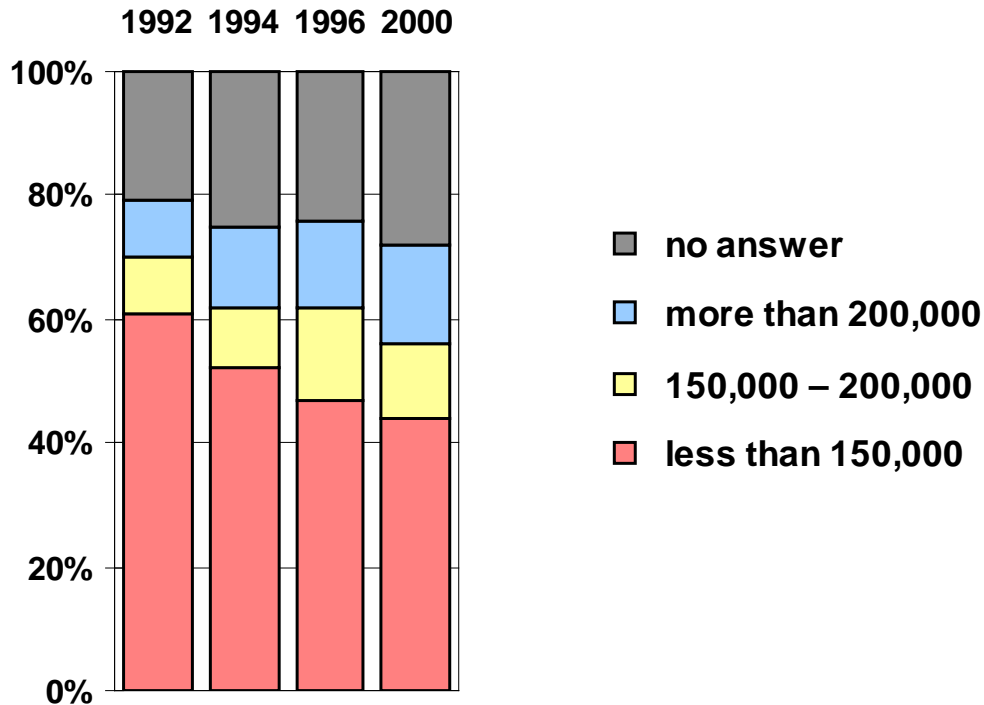
unweighed	2004		2005	
	abs.	in %	abs.	in %
SBS6 Oosterpark neighb.	*)	*)	287	52 %
Queen's day 2004	281	51 %	275	50 %
Delfsail (tall ships)event	266	48 %	239	43 %
Blue city	*)	*)	142	26 %
Diaghilev exhibition	*)	*)	97	18 %
Local man. crisis Delfzijl	171	31 %	*)	*)
Russian Landscape exh.	123	22 %	*)	*)
MPC Capitals champion	81	15 %	*)	*)
none	116	21 %	78	14 %

What is especially noticed: *events* and *buildings*

- Referenda
- Riots
- Murders
- Government crises
- Sport events
- Exhibitions
- Royal family visits
- Groningen Museum
- Blue City
- Redevelopment Central Market Square
- Gasunion Building
- Chinese garden Hortus
- Euroborg stadium

(summary from all effect measurements since 1988)

Estimation of city size Groningen



The 1990s saw an improvement (see figure left) but since 2000 *underestimation* is rising again (see figures below)

-2000 44%
-2002 47 %
-2004 57%
-2005 60%

The central question: judgement on six image aspects

- Six propositions are offered to the respondents
- They have to admit or deny that the proposition fits ..
 - the province of Groningen
 - two other provinces (Friesland, N-Brabant)
 - the province where they live themselves

Provinces mentioned to respondents



The six propositions

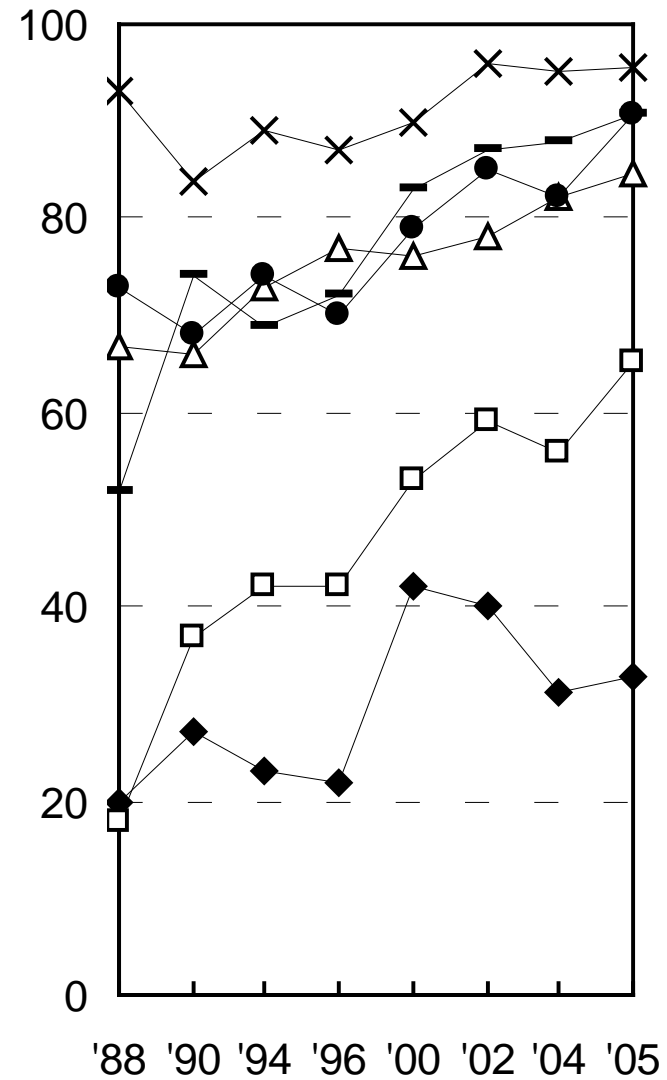
1. It is easy to find a job there
2. It is easy to make contact with people there
3. It offers facilities for active recreation
4. It offers many educational facilities
5. It is a beautiful province
6. It offers a lot of cultural facilities

Indices

- Profile index = $\frac{\text{positive} + \text{negative}}{\text{all}}$
- Relative value index = $\frac{\text{positive}}{\text{positive} + \text{negative}}$

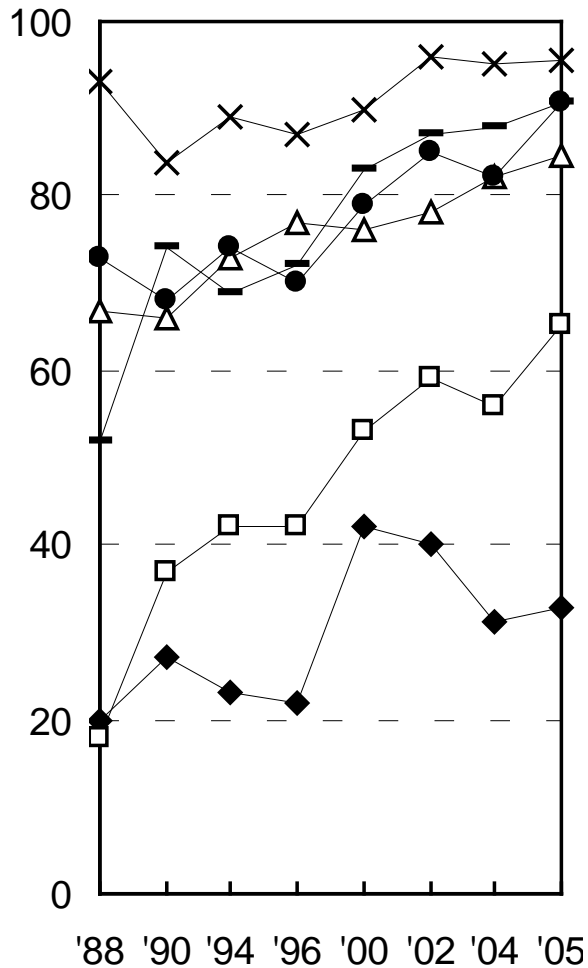
Relative value indices 1988-2005

Groningen

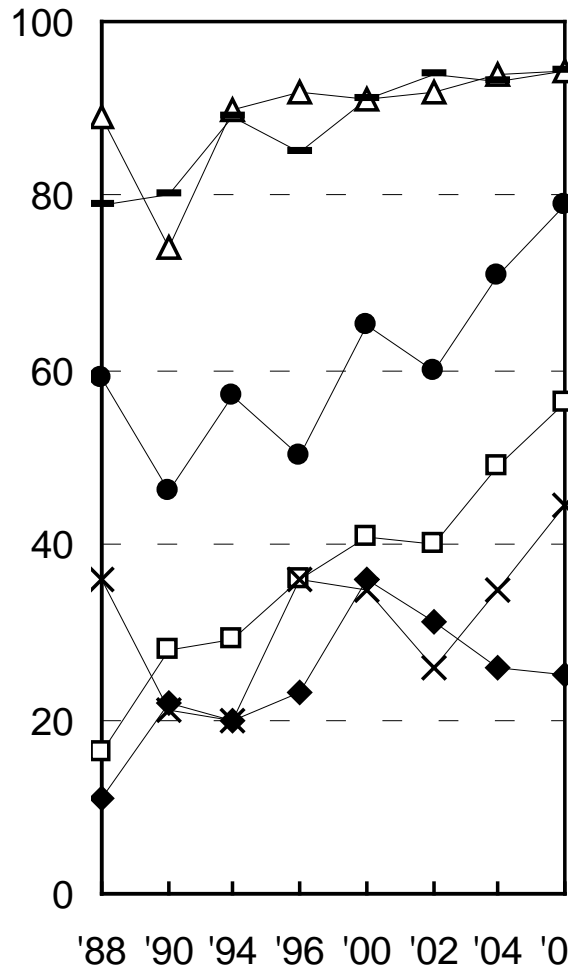


- jobs - contacts - sport&recr - education - landscape - culture
-◆- banen -□- contacten -△- sport. recr. -×- opleidingen -▬- landschap -●- cultuur

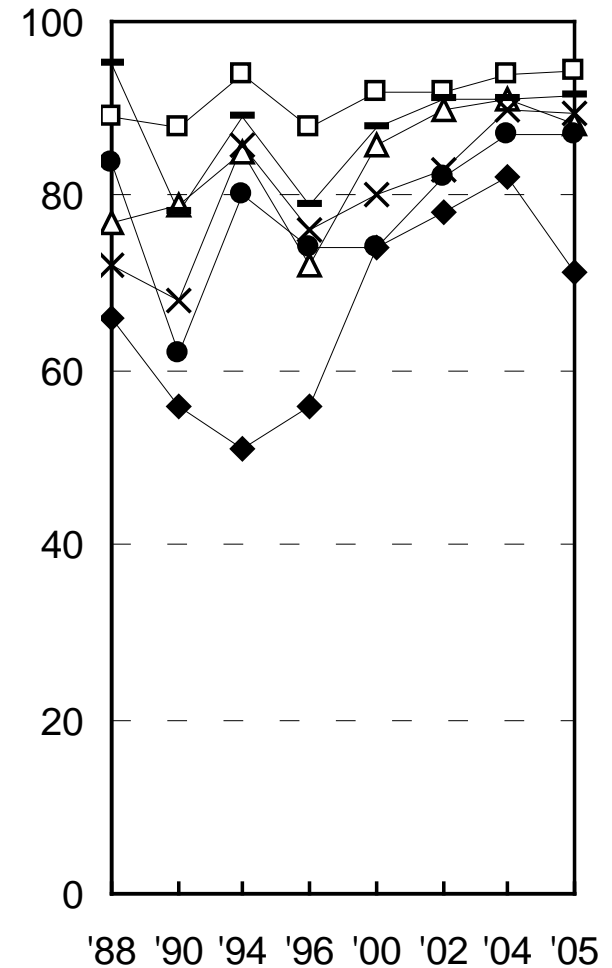
Groningen



Friesland



Noord-Brabant



jobs - contacts - sport&recre - education - landscape - culture
◆ banen ◻ contacten △ sport. recr. × opleidingen — landschap ● cultuur

Relative value indices 1988 - 2005

Conclusions 1

What do we learn from effect measurements concerning the image of Groningen?

- ‘Jobs’ is the real problem aspect (33%); it has dropped since 2002 while it went up earlier
- The idea of the ‘surly people from the North’ disappears: now 65% positive versus 20% in 1988
- Groningen scores since 2000 better on ‘might want to live there’ than the ‘own province’ (reason: West Netherlands is being disapproved more and more)
- Score on ‘education’ is almost maximal (96%).
Also residential climate, landscape and culture score very high (>90%)

Conclusions 2

What do we learn from effect measurements concerning the image of Groningen?

- The appreciation of Groningen still increases, but attention for the campaign is diminishing
- Most of the image aspects score quite well, but the job theme is still a weak point
- 80% of all Dutchmen think the residential climate in Groningen is better than in the Randstad, but 75% doesn't want to live there in their old age
- Of alle inhabitants of the Netherlands 30% has never visited in Groningen !
- The city of Groningen is still underestimated according to its size

Recommendations

- Go on with the campaign, but **increase media-presentation**
- Focus the campaign on the **economy theme**
- Picture Groningen more intensively as a **residential area**
- Continue to picture Groningen as a **tourist area**
- Dedicate part of the campaign to an **underlining of Groningen as a big city that matters**

Conclusions 3

What do we learn from effect measurements of geographical marketing?

- To establish effects of geographical marketing, sufficiently long time series of effect measurements are required
- From such time series, it generally appears that spatial images are fairly stable; changes occur, but quite slow
- In the course of time, objective image factors tend to change more (by changes in real world conditions) than subjective image factors
- It is very difficult to establish a relationship between image changes and marketing efforts

(Meester&Pellenbarg, Zagreb 2001)

Implications

In view of the modest effects, does geographical marketing make sense?

- Yes, because empirical evidence shows that changes in the place product which spectators have noticed, do affect place images
- Yes, because empirical evidence shows that even soft and/or subjective image aspects may change in the course of somewhat longer time periods
- Yes, because modern marketing views emphasize the necessity of maintaining customer relations. Especially those who fancy the (place) product need an occasional confirmation of their views
- Yes, because if you don't try to catch the attention of clients your competitors will (*Meester&Pellenbarg, Zagreb 2001*)