



**BRATISLAVA MICE LINER TICKET**

**BRATISLAVA  
MICE LINER TICKET**

# VITAJTE NA PALUBE

Sme cestujúcimi aj kapitánom  
tejto lode zároveň.

**24.2.2016**

Otvárame pre Vás nové spojenie **BRATISLAVA - MICEWORLD**  
so zastávkami vo Frankfurt, Londýne a v Barcelone.

MICE LINER TICKET



**WELCOME ON BOARD  
WELCOME ON BOARD**



**Towards a USP for  
Bratislava as a MICE  
destination**

**INTRODUCTION**



# What does success look like?

- What would be a successful outcome to this project for you?
  - I'd find it easier to sell Bratislava
  - My business would grow
  - I'd make more money
  - There would be better awareness of Bratislava as a MICE destination

SLI.DO

- Not a Place Branding project
- Not about a new logo
- Project focused on “Congress Tourism” – MICE, Business Events, Meetings & Events etc
- Project aimed at creating a new marketing and communications platform aimed at the MICE market

**Ní neart gur cur le cheile**

Gaelic proverb

**Be different or die**

SoolNua

# Latest Thinking in Destination Marketing

Trying to impose a single, manufactured identity on a community is the single biggest reason why the majority of place branding initiatives fail.

Our process helps a city identify its differentiating characteristics and competitive advantages, using a combination of qualitative and quantitative research. Based on those we then create a positioning strategy for a city or community to attract specific types of talent, tourism and/or investment.

**Chris Fair, Resonance, Canada**

# Latest Thinking in Destination Marketing

...

**reinvent destination**

**marketing organizations (DMO)** and turn them into **destination management** organizations. Place brands, ... are too much influenced by advertising promises, and not enough connected to local communities.

**Doug Lanksy**

# Latest Thinking in Destination Marketing

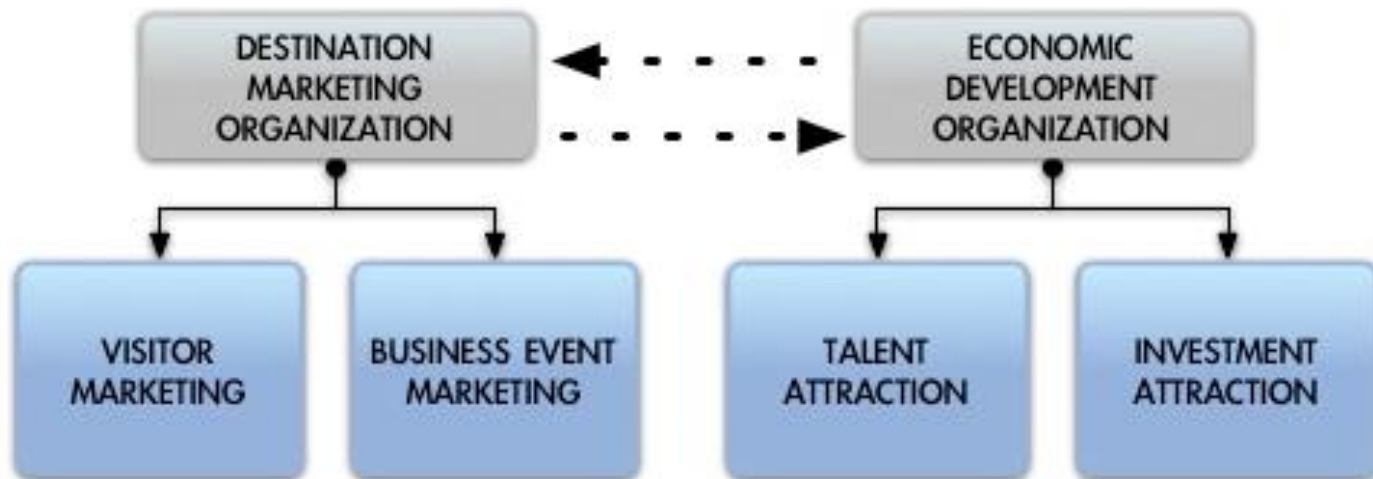
... the millennial traveller is less drawn by traditional tourism offers and seeks to “travel like a local’ wherever they go. Indeed they’re often better tipped than the locals too, thanks to their ability to connect and engage with social tribes anywhere as if the world were flat.

**Nick Hall, founder and CEO of the Digital Tourism  
Think Tank**



# Latest Thinking in Destination Marketing

...



# Latest Thinking in Destination Marketing



# Latest Thinking in Destination Marketing



## What is your destination's brand essence?

Destinations can no longer be marketed as a collection of hotels, restaurants, attractions, and retail to be successful in the marketplace. Today's destination brands require constant development, management, and vigilance to ensure their brand essence is protected.

This webinar will help DMO leaders:

- 1) Understand the context for the destination brand management transformational opportunity;
- 2) Understand the evolving role of branding in destination marketing;
- 3) Consider DMO strategies for responding to the transformational opportunity;



# Brand Slovakia

The new brand "Slovakia" should portray the diversity, vitality, ingenuity and authenticity [of Slovakia]

It should be truthful and trustworthy for both foreign and domestic public.

Overall, Slovakia should be presented as a country with potential.

**Ministry of Foreign Affairs**

# I Like ...

SLIDO

- Please favourite the phrases / statements which most resonate with you at this time
  - Ní neart gur cur le cheile
  - Be different or die
  - Place brands are too influenced by advertising promises, and not enough connected to local communities
  - Trying to impose a single, manufactured identity on a community is the single biggest reason why the majority of place branding initiatives fail
  - Destinations can no longer be marketed as a collection of hotels, restaurants, attractions and retail to be successful in the marketplace



BRATISLAVA  
TOURIST BOARD

**Identifying the pillars  
for up-coming  
communication of  
Bratislava as a MICE  
destination 1**



**PILLARS**



# Pillars | Themes | Framework

## Core Task

Identify 3 – 5 core concepts, pillars, themes that are undeniably and uniquely “Bratislava” AND, simultaneously, meaningful, appealing and relevant to MICE buyers

# Possible Themes

DIVERSITY | VITALITY | INGENUITY  
| AUTHENTICITY | HERITAGE | HISTORY |  
LEGACY | CORONATION | GASTRONOMY | WINE  
| PEOPLE | TRUTHFUL | TRUSTWORTHY |  
EXECUTION | ACCESSIBILITY | INNOVATION |  
START-UP | HUB | NEXUS | MEETING POINT |  
KNOWLEDGE | KNOW-HOW | COMMUNITY |  
CONNECTIONS | FRIENDLY | HOSPITABLE |  
OPEN | TRANSPARENT | SCALE | SIZE |  
PROXIMITY |



# Words | Phrases that capture the DNA of Bratislava

Please submit your words | phrases that capture the DNA of Bratislava; Please favourite any others that match your vision

SLIDO

# SoolNua Research 1

- **Access** - good air and road access and easy to get to, get around, small city, smart city
- **Connectivity** - with local thought leaders, availability and openness of mayor,
- **Innovators** - flying car, medical diagnostics, Pixel Foundation, Esset anti virus systems, IT security
- **Excellence in Arts** - better opera than Vienna and less expensive
- **Automotive** - excellence in manufacturing and distribution, all the different brands that depend on quality are present, if they choose Bratislava, then you should too

# SoolNua Research 2

- **Coronation City** - ancient birthplace of good times, history of old Austro Hungarain empire
- **Safe city** - little or no crime
- **Process** - opposite to innovators; great at making the manufacturing process even better, “we take what you do and make it better” solution partners
- **Small** perfectly formed market place, ideal for testing out the viability of product, big enough to test and small enough to allow for failure
- **Danube river city** - invisible city, yet to be discovered, peninsula gallery



# SoolNua Research 3

- **Incubation**, start up city home of R&D for Industry Slido, last man on the moon was a Slovak
- **Hub city** for central europe, get anywhere quickly get any product
- **The future** of the world industry is focused on process improvement and Bratislava has the tradition and experience of bring this about successfully
- **The bridge** - to central europe

# Accessibility 1

- Bratislava is within 40 minutes of 2 international airports. There are also rapid connections by rail, road and indeed river to other conurbations in central Europe and beyond.
- Getting around the intimate, compact city is easy too with a well developed bus and tram network and roads remarkably free from traffic.
- The surrounding countryside, a haven for hikers, bikers and outdoor enthusiasts, is reached in minutes.

# Accessibility 2

- But accessibility in Bratislava is more than air access. Business is connected with politics (in a good way!) and President Andrej Kiska accessible is the business community. Kiska is personally committed to enhancing Bratislava's reputation as new emerging technology and start-up hub and regularly turns up to launches.

# New Thinking | Experimentation | Innovation 1

- The start-up ecosystem in Bratislava is expanding rapidly with proactive government assistance and the personal support of the country's president.
- The poster-boys of the ecosystem are, of course, ESET (valued at over 1bn and ranked amongst the Top 5 antivirus softwares in the world) and Pixel Federation (which makes games for Facebook).

# New Thinking | Experimentation | Innovation 2

- MICE professionals, of course, will be familiar with Sli.do, the audience engagement platform that's having a huge, positive impact on how conferences and meetings are run these days.
- All over the city there's a plethora of incubator units and co-working spaces that foster entrepreneurship and new thinking.



# Exceptional Execution | Making 1

- Slovakia has a long tradition as a manufacturing location and even today, out of 1500 companies trading in the country, 70% are classed as heavy industry. The know-how and skill set that results from this legacy has led to an extraordinary influx of global automotive plants for Volkswagen, PSA Peugeot Citroën and KIA with Jaguar rumoured to be en route.

# Exceptional Execution | Making 2

- The Volkswagen plant, in particular, has been pioneering some of the most advanced and cutting edge robotics technology and is regarded as a world leader for exceptional execution in manufacturing.
- The scope for combining a burgeoning start-up ecosystem with a peerless legacy in manufacturing augurs well for a country that only declared its sovereign independence 23 years ago in 1993.

- Please rank the following
  - Accessibility | Innovation | Execution
  - Heritage | Accessibility | Innovation | Execution
  - Heritage | Gastronomy | People
  - People | Place | Purpose
  - Safety | Accessibility | Innovation | Execution

**Identifying the pillars  
for up-coming  
communication of  
Bratislava as a MICE  
destination 2**



**TAGLINE**



# Tagline

## Core Task

Identify a tagline that is undeniably and uniquely “Bratislava” AND, simultaneously, meaningful, appealing and relevant to MICE buyers

# Examples

- Jump into Ireland
- Latvia – Best enjoyed slowly
- Lithuania – See it! Feel it! Love it!
- Luxembourg – Discover the unexpected
- Malta – Truly Mediterranean
- MonteNegro – Wild Beauty
- Bratislava – Little Big City



# Taglines that capture the DNA of Bratislava for MICE

Please submit your tagline that capture the DNA  
of Bratislava;

Please favourite any others that match your  
vision

SLIDO

# SoolNua Research

- Bratislava - start-up city, innovation hub
- Bratislava - proud past, smart future
- Bratislava - smart hub for Meetings & Events
- Bratislava - uncover the undiscovered
- Bratislava - live your dreams, find your answers
- Bratislava - where good times continue to happen
- Bratislava - close to everything
- Bratislava - rich past, exciting future
- Bratislava - Accessibility | Innovation | Execution
- Bratislava - smart hub for a new Europe OR smart hub in a new Europe





# SoolNua Research

SLIDO

- Please rank ...
  - Bratislava - start-up city, innovation hub
  - Bratislava - proud past, smart future
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TOURIST BOARD

Implementing the  
pillars and new  
messages | Target  
Audience | Market



CONCLUSION



- Test all outcomes – qualitative surveys etc
- Finalise Themes and Tags
- Create messaging framework – series of talking points, paragraphs, statements, phrases, soundbytes to be used across all communications platforms throughout 2016 but commencing with iMEX16

Tento materiál je majetkom BTB a akékoľvek šírenie jeho obsahu vyžaduje uvádzanie zdroja v súlade s autorským zákonom.

V Bratislave, dňa 24.2.2016