

# THINK LOCALLY, ACT GLOBALLY. THE NEW POSSIBILITIES FOR PLACE BRANDING.

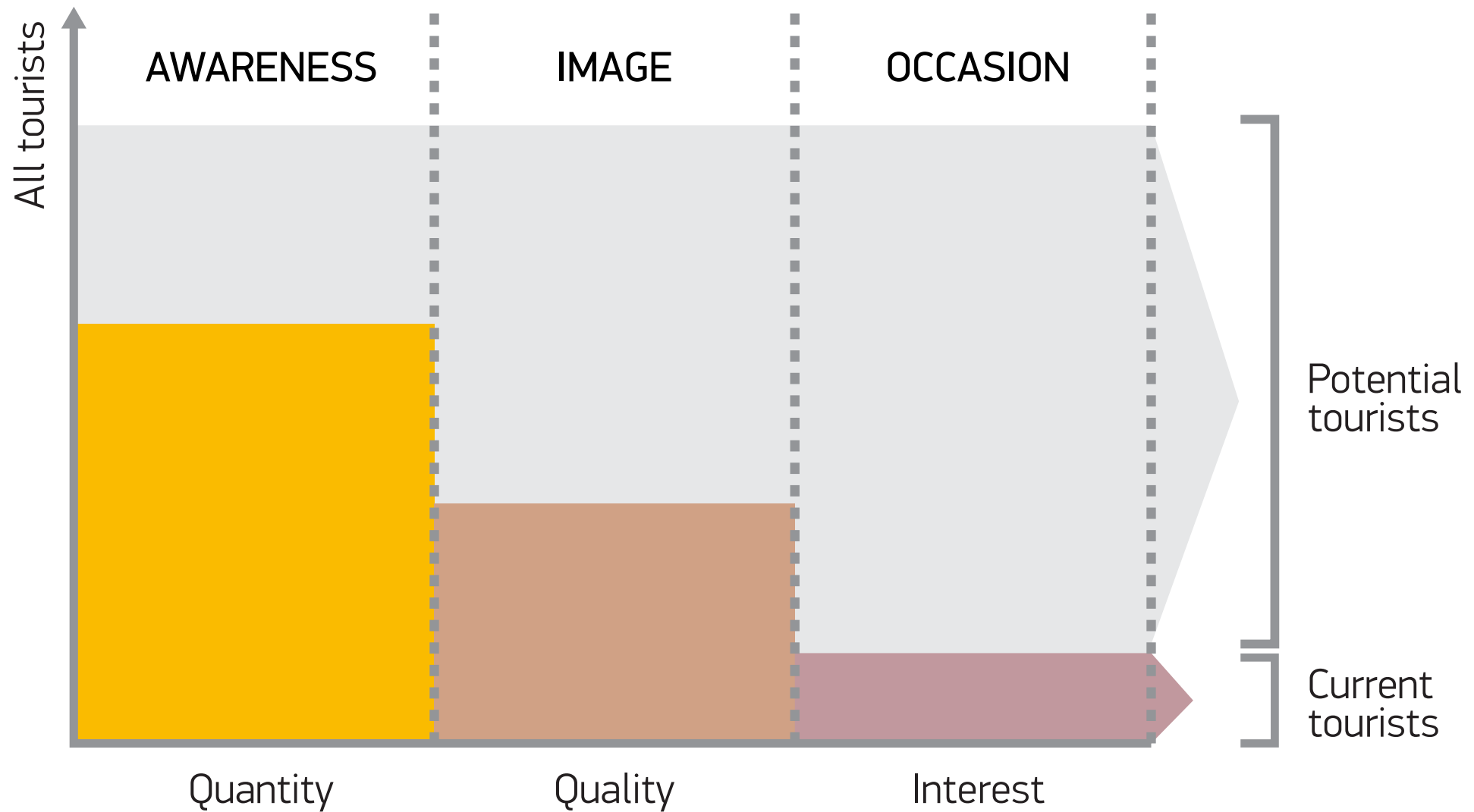
by VASILY DUBEYKOVSKIY.

9th March 2016, Davos



City  
Branding

# TRAVEL DECISION MODEL



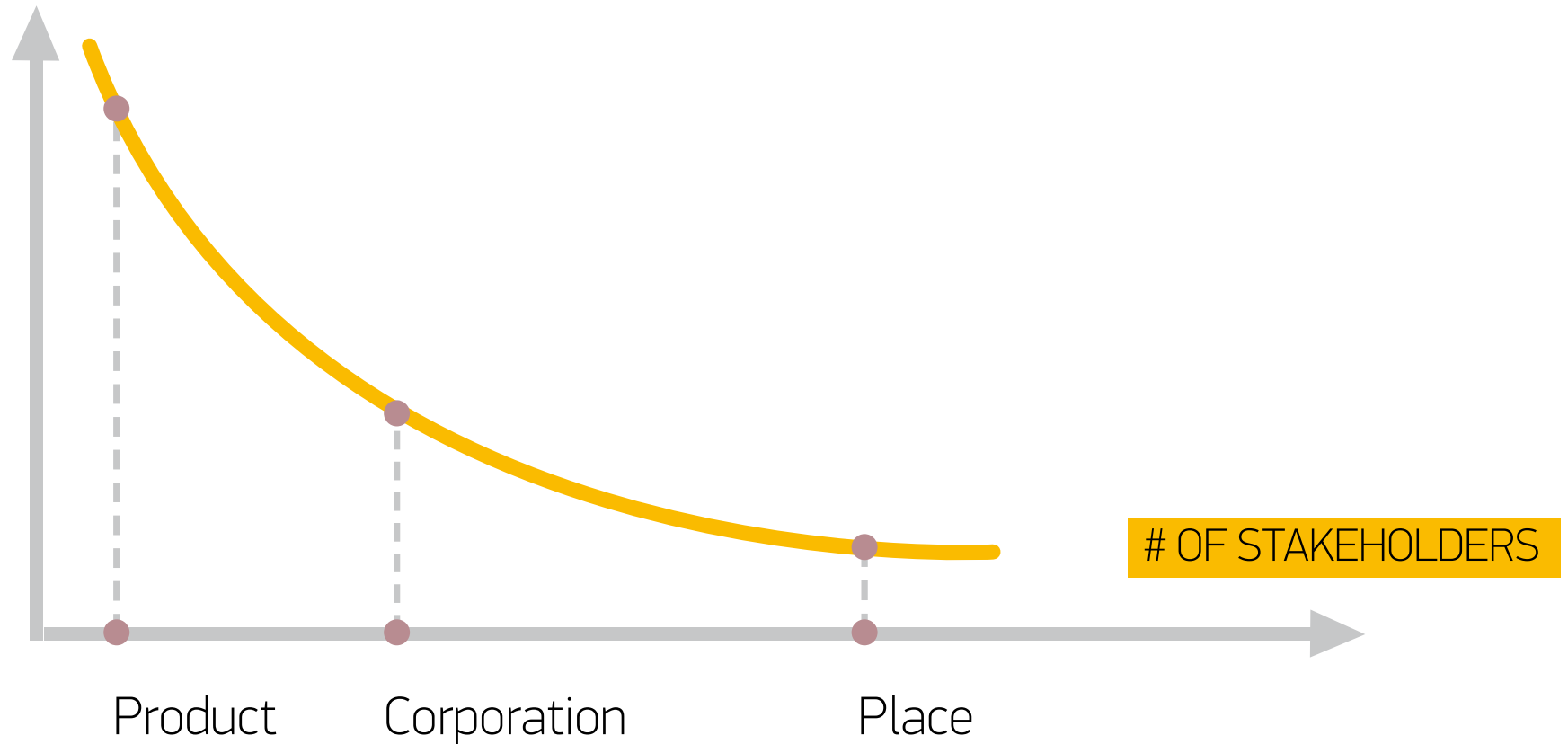
# TOURISM LONG TAIL



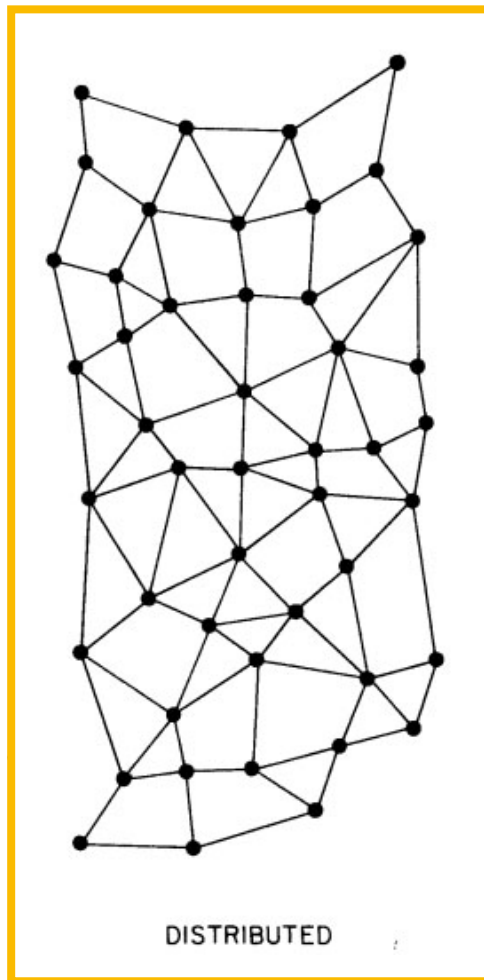
more generic
 more specific

# COMMS CONTROLLABILITY **VS** # OF STAKEHOLDERS

CONTROLLABILITY  
OF COMMUNICATIONS



# THE FUTURE OF PLACE BRAND COMMUNICATION



- 1 Place brand is the idea that:
  - is relevant to the place identity
  - unites all inhabitants
- 2 Each stakeholder becomes a touch point for the place brand.



PASSPORT



I'm  
siberian





# wild thing



первый в мире сибирский бургер!

I'm \*  
fuckin  
wild

I'm \*siberian

**THINK LOCALLY**

**ACT GLOBALLY**

# CONTACT

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