



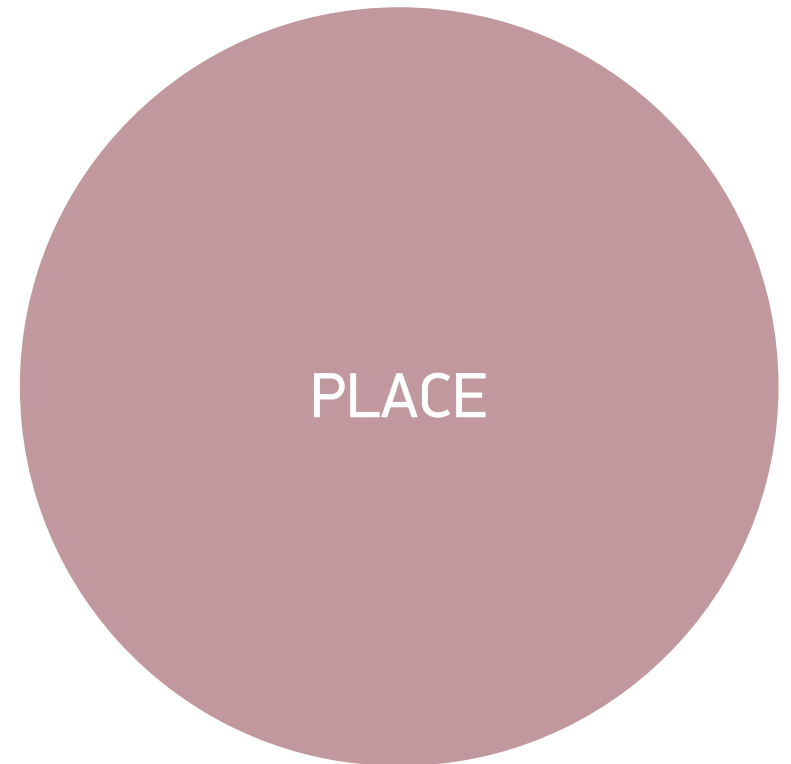
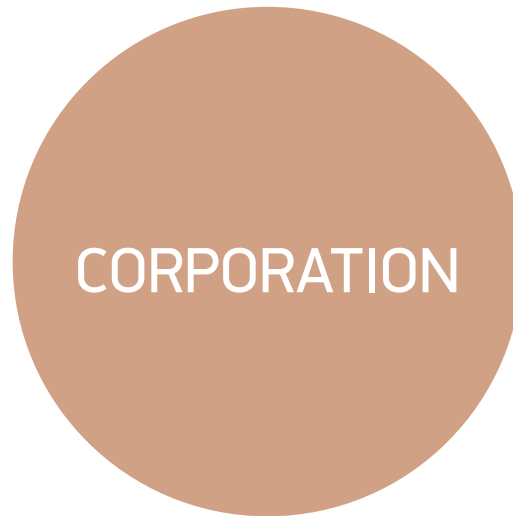
DECENTRALIZATION OF PLACE BRAND COMMUNICATION

Vasily Dubeykovskiy
WCF Davos, 2 february 2013



City
Branding

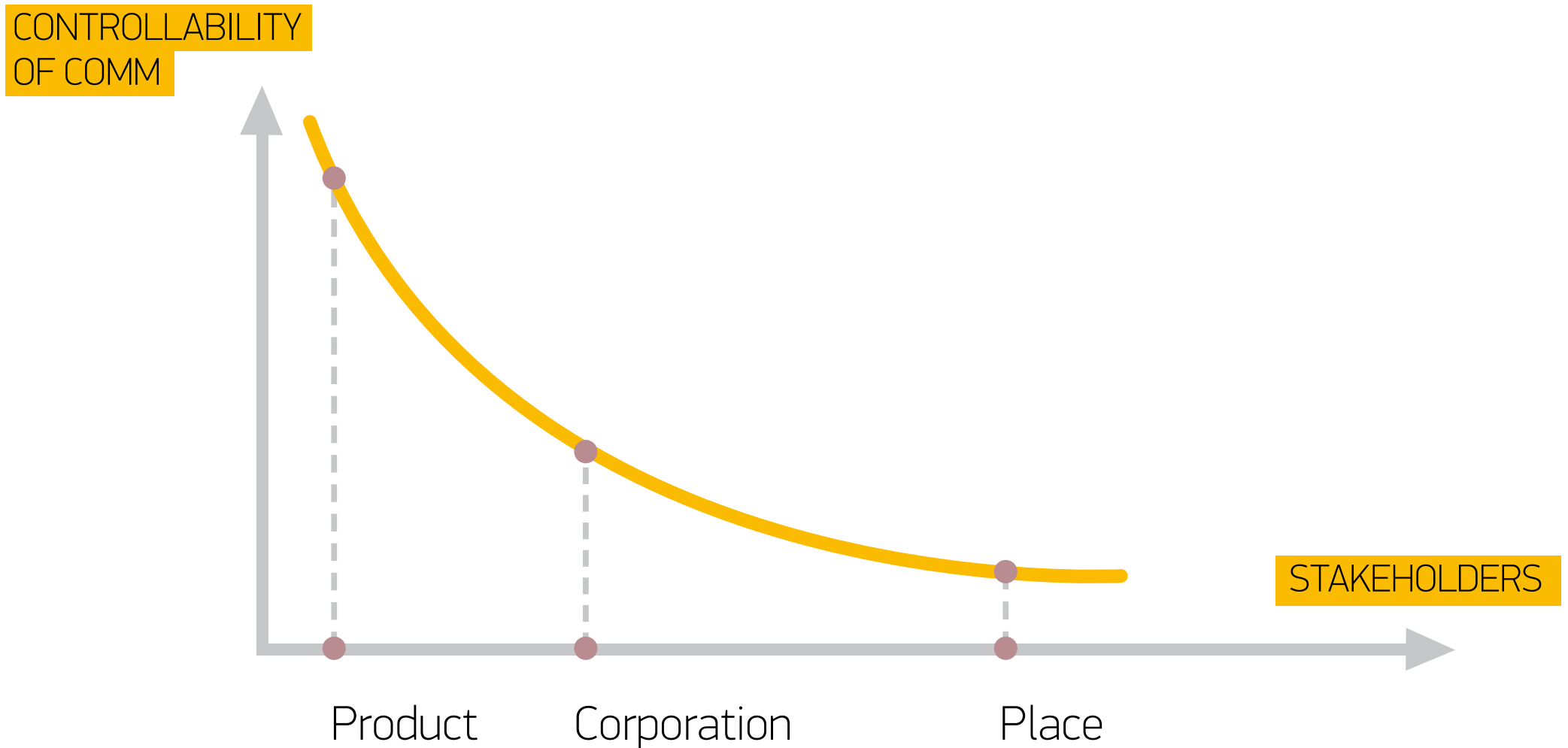
WHO ARE STAKEHOLDERS OF THE BRAND?



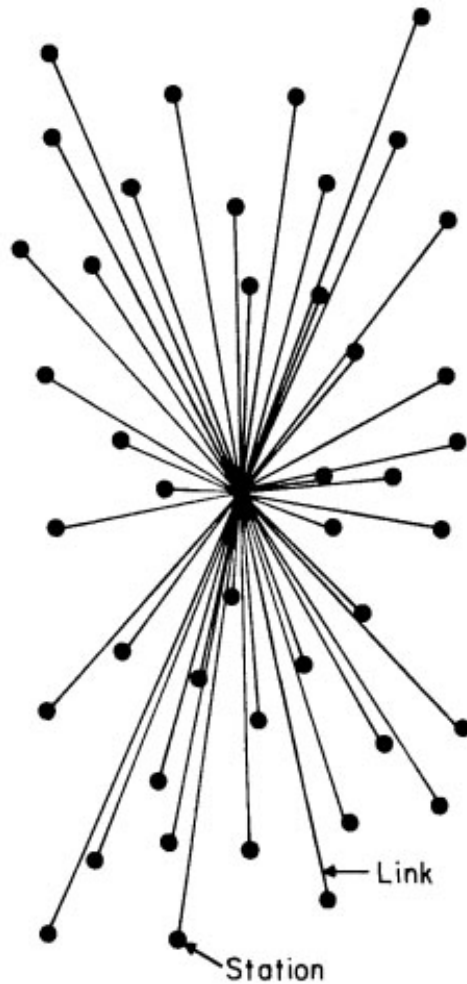
PLACE STAKEHOLDERS



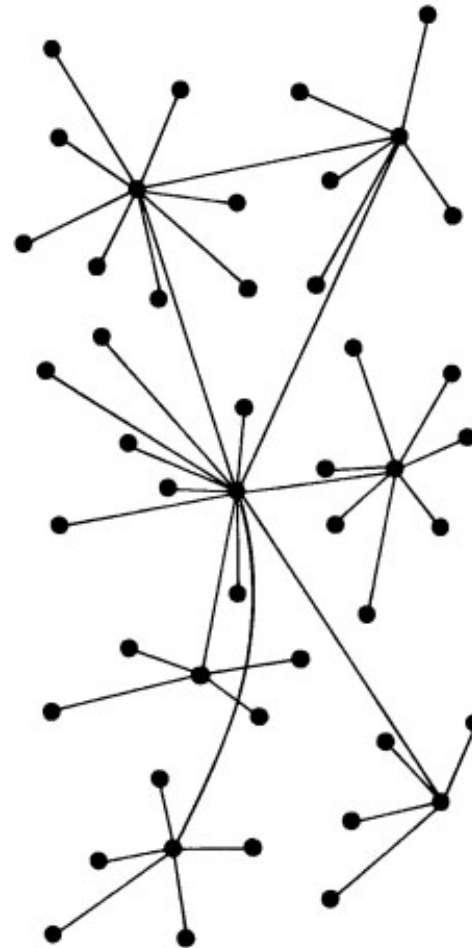
COMM CONTROLLABILITY **VS** # OF STAKEHOLDERS



TYPES OF COMMUNICATION



CENTRALIZED



DECENTRALIZED

By Paul Baran.

On distributed communication,
Memorandum RM-3420-PT pre-
pared for UNITED STATE AIR
FORCE PROJECT RAND.

August 1964

DAVOS. CENTRALIZED COMMUNICATION

DAVOS

WORLD
ECONOMIC
FORUM



BERLIN. DECENTRALIZED COMMUNICATION



LONDON. DECENTRALIZED COMMUNICATION



MAYOR OF LONDON

LONDON

MY REFRIGERATOR



MY REFRIGERATOR



QUESTION #1

WHO KNOWS
THE SONG
GANGNAM STYLE?

QUESTION #2

WHO KNOWS
WHAT IS
GANGNAM?

GANGNAM DISTRICT

GANGNAM-GU IS SEOUL DISTRICT WITH 527K INHABITANTS



GANGNAM OFFICIAL COMMUNICATION

[Home](#) | [FAQ](#) | [Sitemap](#) | [English](#) | [日本語](#) | [中文](#) | [Россия](#)

[About Gangnam](#)
[Visitors/Tour](#)
[Residents/Life](#)
[Business](#)

GLOBAL Center of Korean culture, Gangnam advances globally.
GANG-NAM GU, KOREA

Gangnam-Gu Magpie News
e-book
Gangnam-Gu e-book service

Gangnam Story

- 핵안보정상회의 홍보 동영상
- Gangnam Story 20 - 강남구립국제교육원
- Gangnam Story 19 - 서울중요무형문화재전수...
- Gangnam Story 18 - Metasequoia...

[View Larger Video](#)

21 GANGNAM Tourist Attraction

[VIEW](#)

Visitors/Tour

- ✓ Immigration Guide
- ✓ Tour information desk
- ✓ Map of Gangnam-Gu
- ✓ Tour guide of Gangnam-Gu
- ✓ Embassy information

Residents/Life

- ✓ Administration of foreigner sojourn
- ✓ Service of hospitals and clinics
- ✓ Post/Delivery Service
- ✓ Housing service
- ✓ Multicultural family

Business

- ✓ Visa acquisition
- ✓ Law of investments
- ✓ Incentive of foreign investment
- ✓ Employment information

Tour

Gangnam Medical Tour
Providing world renowned medical service,
[VIEW LIST](#)

Gangnam City Tour
Enjoy delightful and comfortable popular attractions of Gangnam,
[VIEW LIST](#)

Green Tour
Let's explore new and different tour of nature within the city,
[VIEW LIST](#)

History Tour
Feel the vivid history through observing cultural assets within the city,
[VIEW LIST](#)

Tradition Tour
Space to experience and see Korea's traditional culture,
[VIEW LIST](#)

Night Tour
Let's unwind the stress of travel with live music and cocktails,
[VIEW LIST](#)

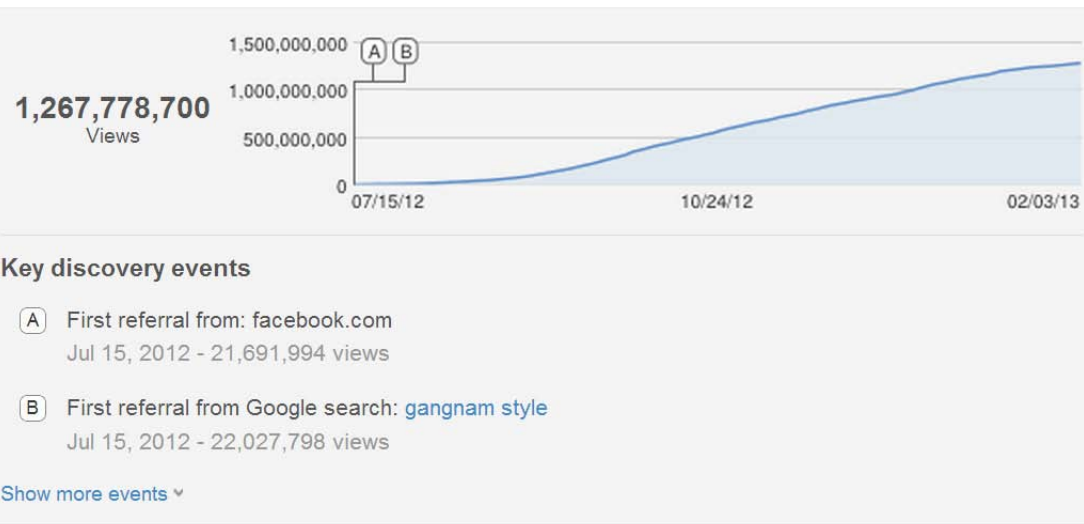
Town Tour

- ✓ **Samseong-dong** Samseong-dong
- ✓ **Apgujeong-dong** Apgujeong-dong
- ✓ **Cheongdam-dong** Cheongdam-dong
- ✓ **Sinsa-dong** Sinsa-dong
- ✓ **Nonhyeon-dong** Nonhyeon-dong
- ✓ **Yeoksam-dong** Yeoksam-dong
- ✓ **Daechi-dong** Daechi-dong
- ✓ **Suseo-dong** Suseo-dong

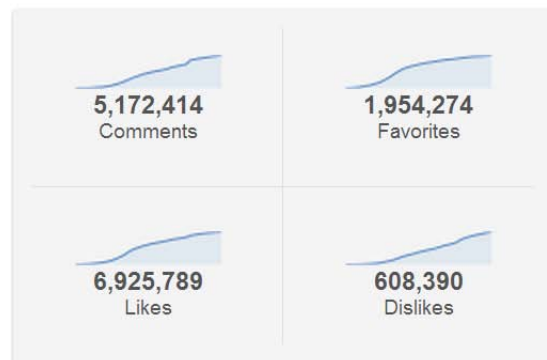
Gangnam Attractions

- ✓ **Bongeunsa Temple** Bongeunsa Temple
- ✓ **Royal Tombs** Royal Tombs
- ✓ **Parks** Parks
- ✓ **Museums** Museums
- ✓ **Cultural Facilities** Cultural Facilities

PSY "GAGNAM STYLE" STATISTICS



Engagement



Audience



People Talking About This

137,873



Page Insights

October 14, 2012

Most Popular Week [?]

Bangkok, Krung Thep, Thailand

Most Popular City [?]

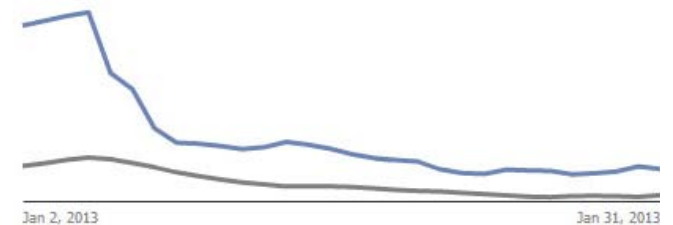
13-17 years old

Most Popular Age Group [?]

Total Likes

4,897,935

● People Talking About This
● New Likes Per Week



PSY VS OFFICIAL COMMUNICATION



PSY 
@psy_oppa
1 BILLION VIEWED GANGNAM STYLE
KOREA

1,055 TWEETS	305 FOLLOWING	2,066,647 FOLLOWERS
-----------------	------------------	------------------------

VS




강남구청
@gn_family
행복한 강남구민을 위한 강남구청의 공식 트위터입니다. 강남구민의 자
존심을 행복으로 승화시킬 수 있도록, 구민 여러분과 함께 만들어가겠습
니다.
37.5172365,127.0473253 · http://twitaddons.com/gn_family

6,431 TWEETS	17,910 FOLLOWING	16,531 FOLLOWERS
-----------------	---------------------	---------------------

PSY VS OFFICIAL COMMUNICATION



Twitter profile of PSY (@psy_oppa). The profile features a yellow profile picture of PSY wearing sunglasses and a bow tie. The bio reads "1 BILLION VIEWED GANGNAM STYLE KOREA". The follower count, 2,066,647, is circled in yellow.

TWEETS	FOLLOWING	FOLLOWERS
1,055	305	2,066,647

VS



Twitter profile of Gangnam-gu Family (@gn_family). The profile features a blue profile picture with the Gangnam-gu logo. The bio reads "행복한 강남구민을 위한 강남구청의 공식 트위터입니다. 강남구민의 자존심을 행복으로 승화시킬 수 있도록, 구민 여러분과 함께 만들어가겠습니다." and includes a phone number and a website link. The follower count, 16,531, is circled in yellow.

TWEETS	FOLLOWING	FOLLOWERS
6,431	17,910	16,531

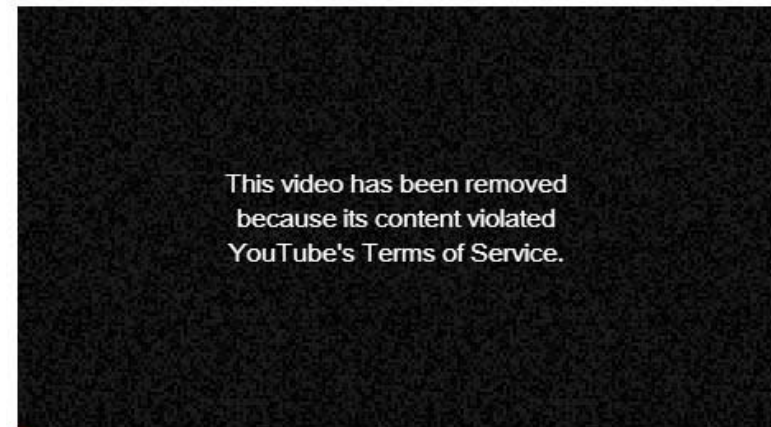
LEVERAGE “GAGNAM STYLE” EQUITY. ATTEMPTS



Seoul encourages Gangnam Style tourism

A new tourist board video aiming to reveal the "real Gangnam" in Seoul is already enjoying a large following, just days after its release.

[Watch the tourist board's video](#)



The area was previously not really on the tourist map, and was described in a recent Time Out guide as "far less visited than other parts of the city."

The success of the tourist board video suggests that may not be the case for much longer. Now, several tour operators are now offering visits

WHO IS THE OWNER OF PLACE BRAND?

FAMOUS SINGER

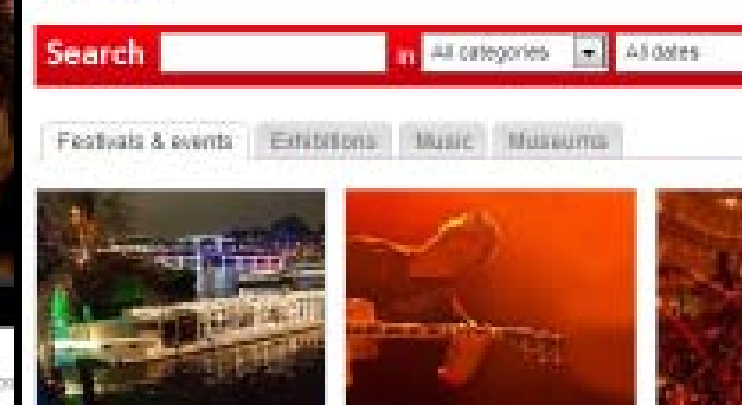


or

STAKEHOLDERS



PLACE BRAND COMMUNICATION VIA SOCIAL MEDIA

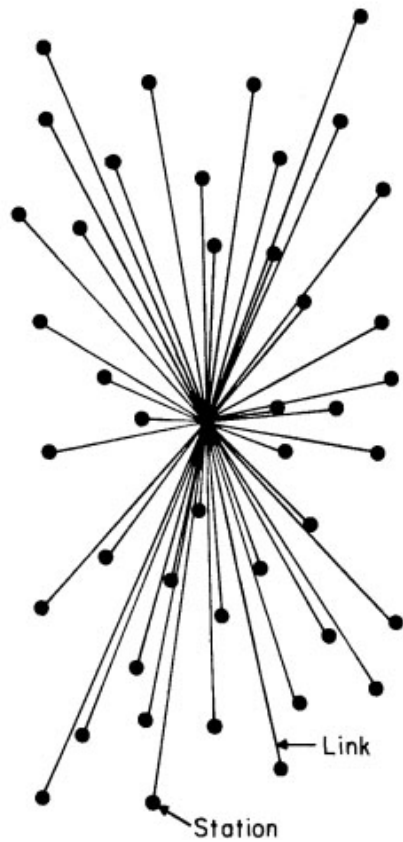


PLACE BRAND ENGAGEMENT BY CROWDSOURCING

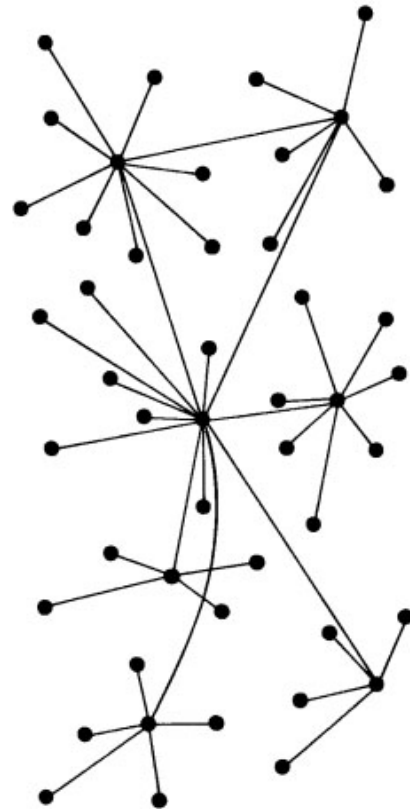


<http://youtu.be/LKm8PoYTXww>

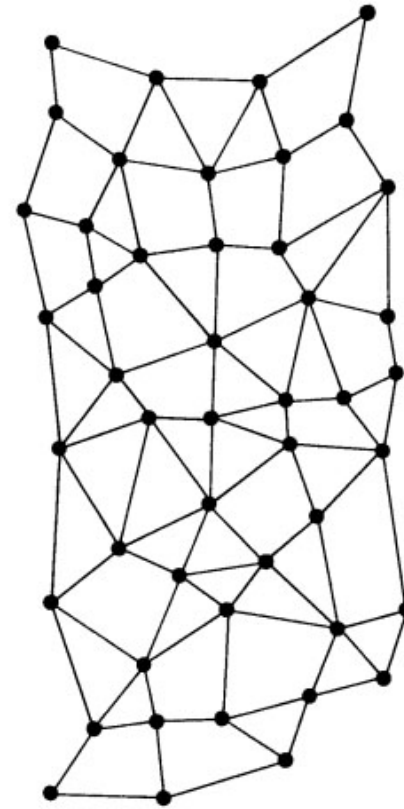
THIRD TYPE OF COMMUNICATION



CENTRALIZED



DECENTRALIZED



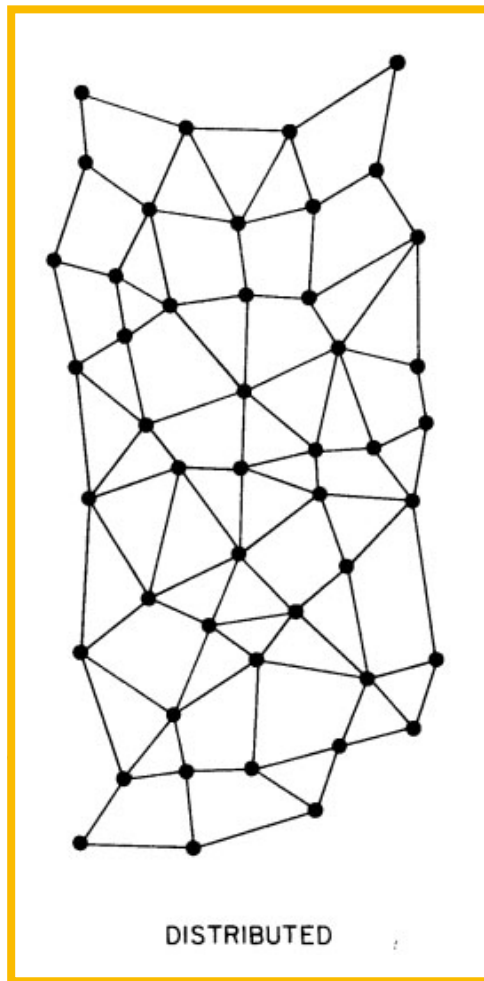
DISTRIBUTED

By Paul Baran.

On distributed communication,
Memorandum RM-3420-PT pre-
pared for UNITED STATE AIR
FORCE PROJECT RAND.

August 1964

THE FUTURE OF PLACE BRAND COMMUNICATION



- 1 Place brand is the idea that
 - relevant to place identity
 - unite all inhabitants,
 - the cover of place emotional space.
- 2 Each stakeholder become a touch point of place brand.

CONTACTS

VASILY DUBEYKOVSKIY
CEO at CityBranding, Moscow

citybranding.ru/en
v@citybranding.ru
+7 (925) 011-02-54



vk.com/citybranding



fb.com/brand4city



twitter.com/brandcity



citybranding.lj.ru



youtube.com/citybrand