

Changing regional images

Are regional marketing campaigns successful?

W.J. Meester & P.H. Pellenbarg
University of Groningen

Geographical marketing

- Promotional activities
- Spatial activities
- Organisational measures
- Financial measures

Ashworth & Voogd (1987)

Relevance of images

success of geographical marketing



willingness to come/stay



perception of regional qualities

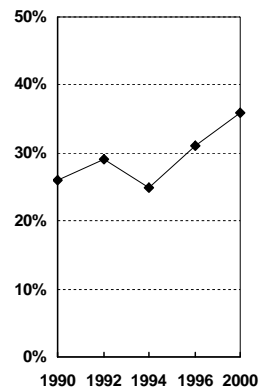


regional qualities

Main questions

1. Pace and nature of changes in image in the observed provinces?
2. Influence of the promotion campaign of Groningen on its image?

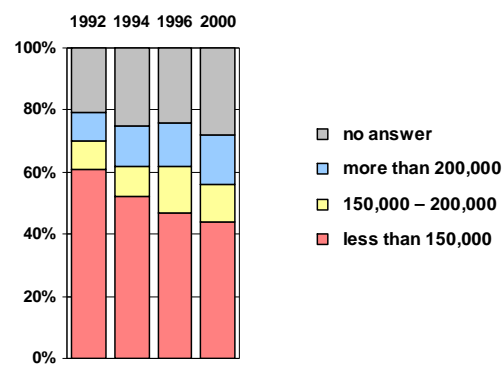
Campaign awareness



Meester & Pellenberg (2000)

RUG

Estimation of city size Groningen



Meester & Pellenberg (2000)

RUG

Provinces mentioned to respondents



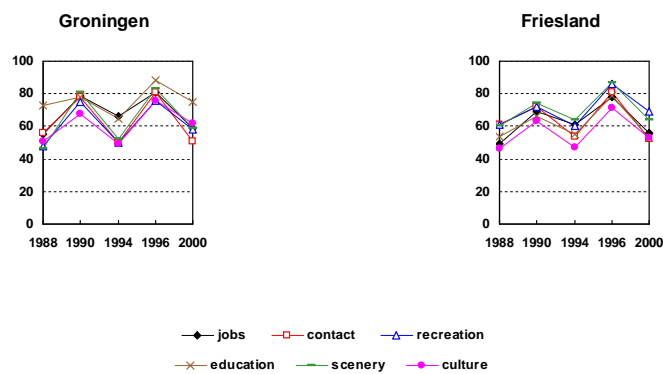
Propositions

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

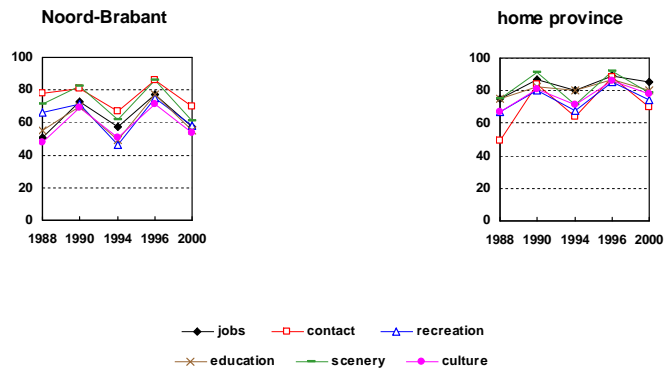
Indices

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

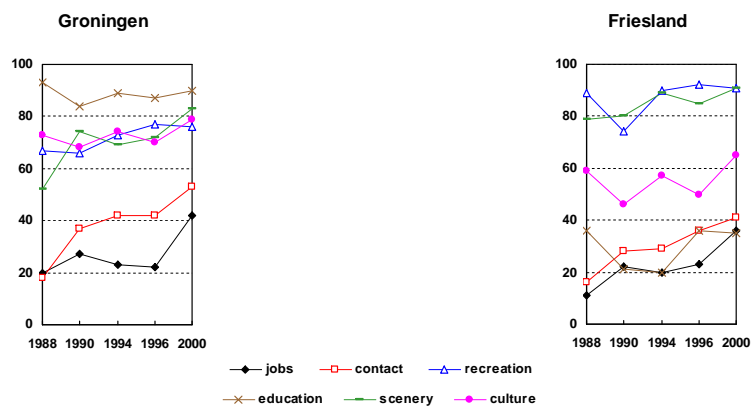
Profile indices



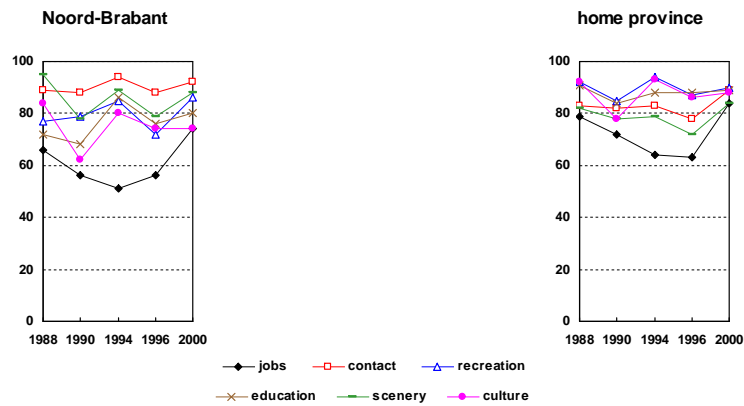
Profile indices



Relative value indices



Relative value indices



Conclusions

What do we learn from effect measurements of geographical marketing?

- To establish effects of geographical marketing, time series of effect measurements are required
- From such time series, it generally appears that spatial images are fairly stable
- In the course of time, objective image factors tend to change more (by changes in real world conditions) than subjective image factors
- Image profile indices show high fluctuations with different styles of interviewing
- It is very difficult to establish a relationship between image changes and marketing efforts

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