

NOTHING TOPS GRONINGEN

*Measuring the practical effectiveness
of the Groningen marketing campaign*

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Er gaat niets



boven Groningen

*Ik ontdek de wereld
vanuit Groningen*



RUG

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ER GAAT NIETS BOVEN ^G
GRONINGEN



ER GAAT NIETS BOVEN ^G
GRONINGEN

'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
- 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

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

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 exhib | 123 | 22 % | *) | *) |
| MPC Capitals champion | 81 | 15 % | *) | *) |
| none | 116 | 21 % | 78 | 14 % |

Events observed from Groningen, mentoined spontaneously

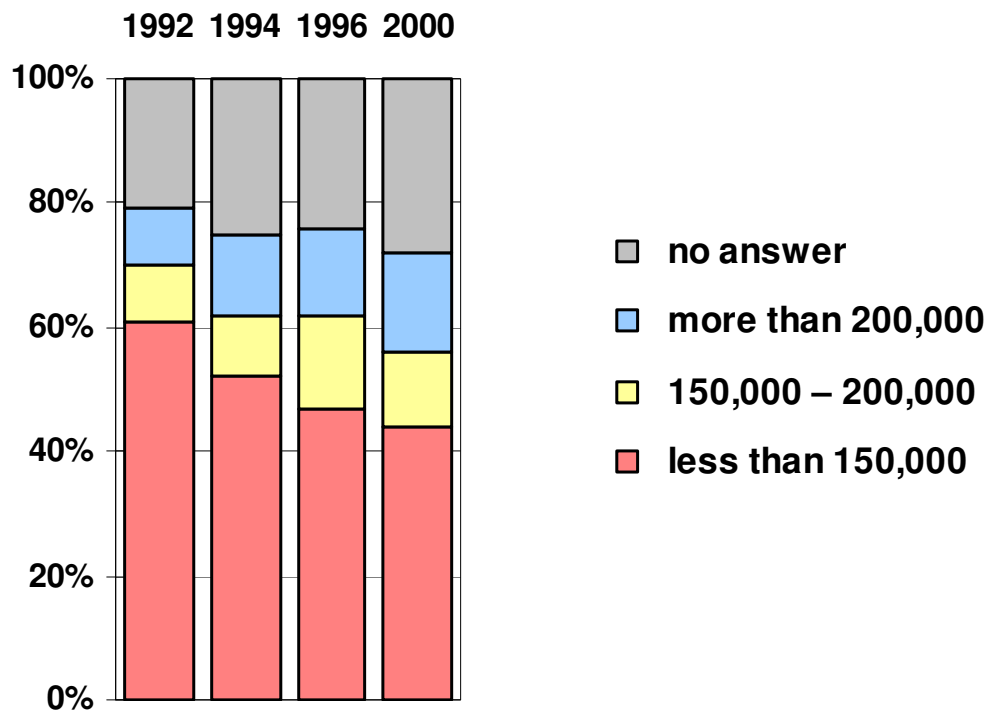
| | 2000 | 2002 | 2004 | 2005 |
|--------------------------------|------|------|------|------|
| unweighed | | | | |
| referendum Big Market square | *) | 3 % | 0 % | 8 % |
| Blue City | 1 % | 0 % | 1 % | 4 % |
| riots Oosterpark neighbourhd | 12 % | 5 % | 1 % | 3 % |
| Murders | 4 % | 3 % | 4 % | 2 % |
| 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 % |

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



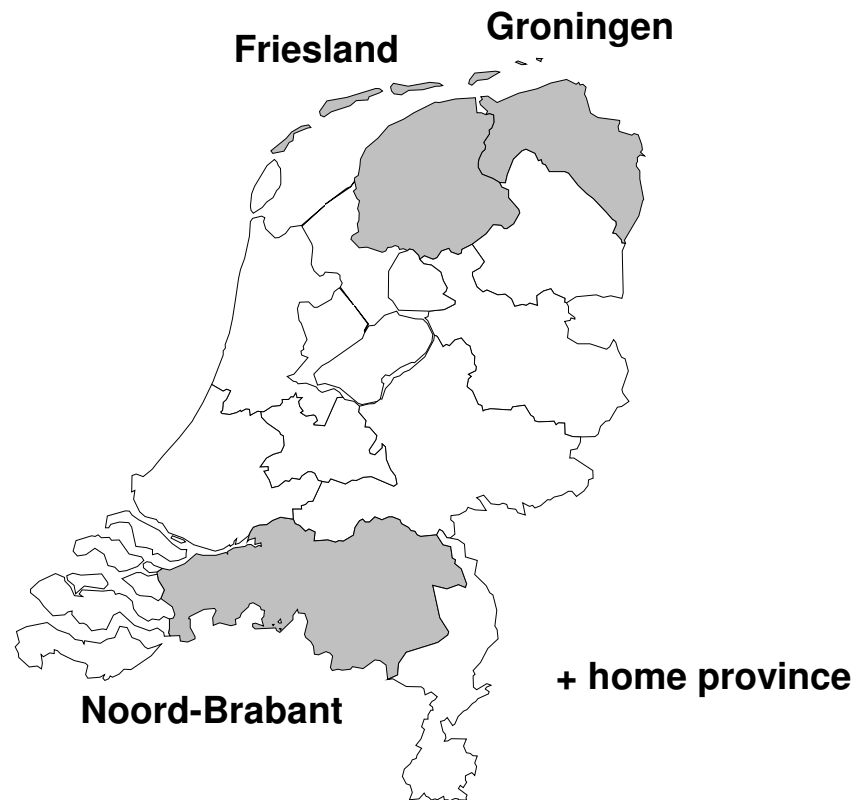
The 1990s saw an improvement (see figure left) but since 2000 *underestimation* is rising again (see figures below)

-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

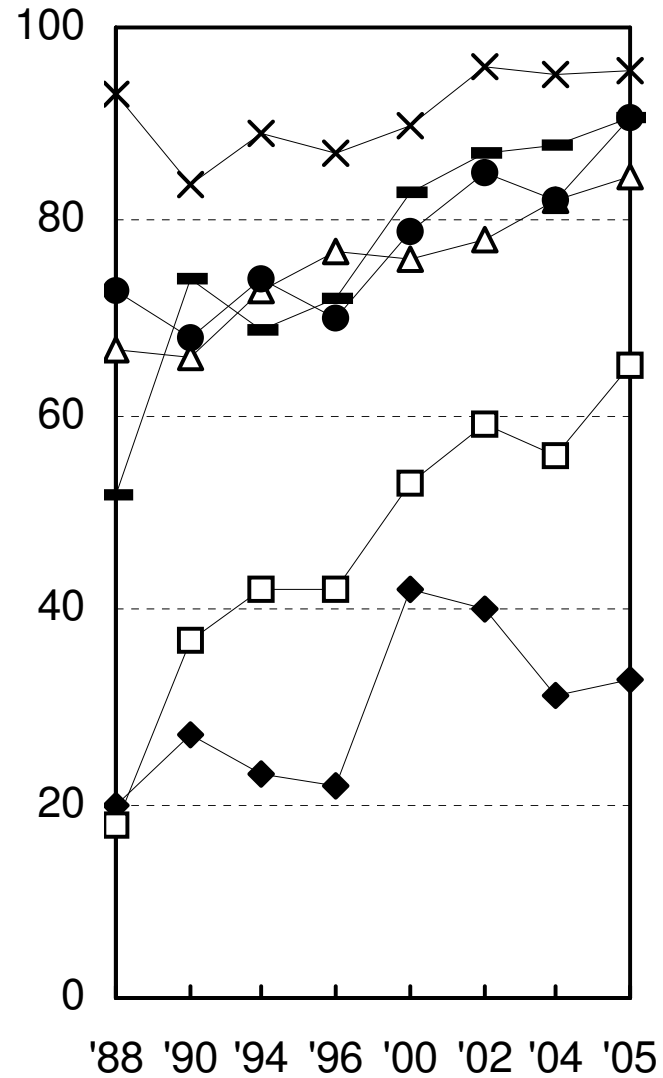
1. It is easy to find a job there
2. It is easy to make contact with people there
3. It offers facilities for active recreation
4. It offers many educational facilities
5. It is a beautiful province
6. It offers a lot of cultural facilities

Indices

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

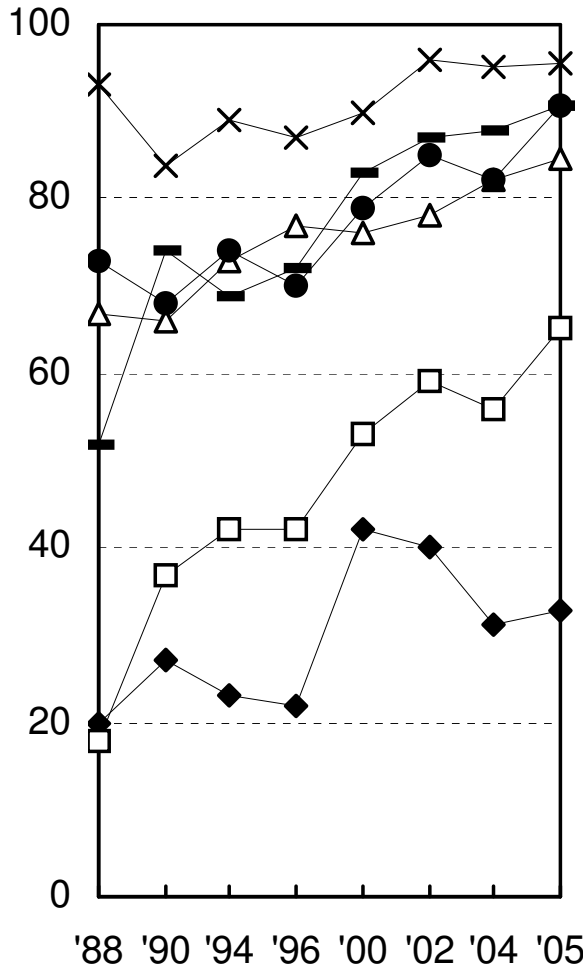
Relative value indices 1988-2005

Groningen

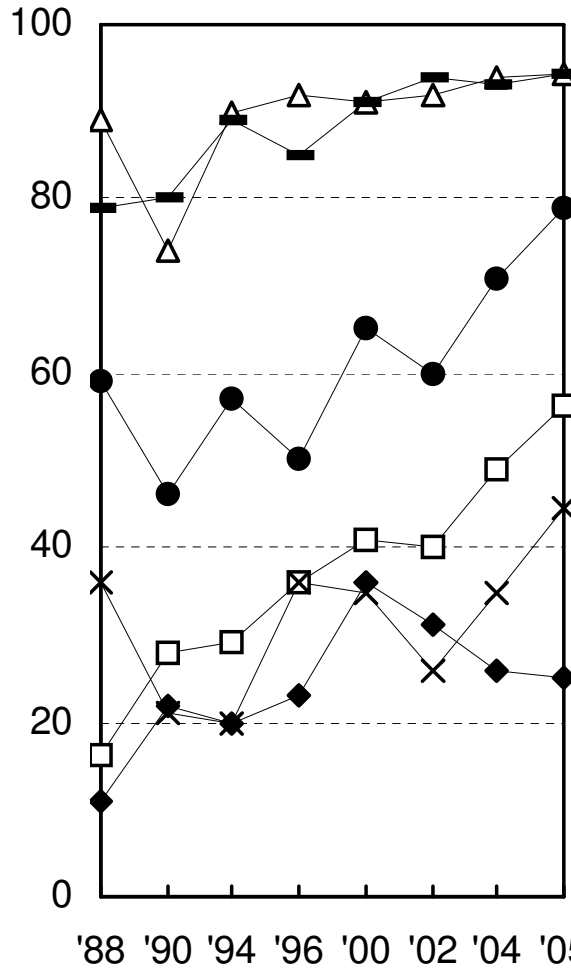


- *jobs* - *contacts* - *sport&recre* - *education* - *landscape* - *culture*
 —◆— banen —□— contacten —△— sport. recr. —×— opleidingen —■— landschap —●— cultuur

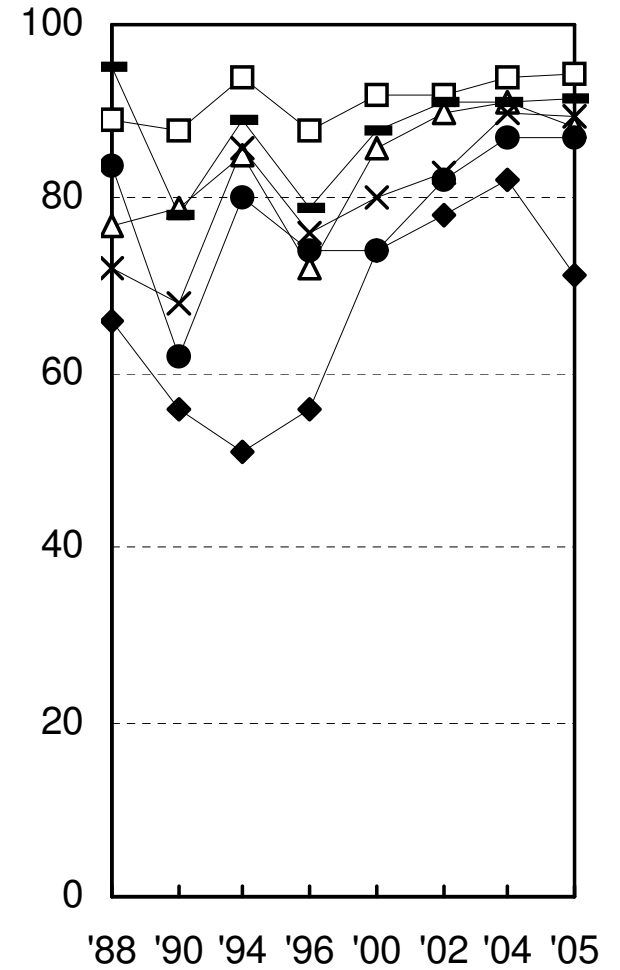
Groningen



Friesland



Noord-Brabant



jobs - contacts - sport&recreation - 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*)