

—
ICCA Best Marketing Award Submission
Submission date: 18 September 2015

—
Re-branding Istanbul for the Meeting Industry
A Tale of Two Cities
by the Istanbul Convention and Visitors Bureau
—

Integrated Global Marketing Campaign duration: January – August 2015

— The Key Marketing Challenges

1. Go beyond clichés and Istanbul as predominantly historic city (East vs West, Bridging Continents, Connecting People etc)

- Need bold new image: contemporary city capable of meeting the demands of the international convention industry while inspiring with its deep-rooted history & culture
- To break with more classic marketing campaigns of the past featuring slogans such as “historically dynamic/the best place to connect”

2. Emotion vs information

- Need a meaningful, emotional yet informative destination rebranding campaign for MICE community

3. Creative working with limited resources – time and budget

- Practical challenges of utilising stock photography with no big budget for photoshoot
- Budget was limited in scope and length as it is the first time the ICVB had its own and separate marketing budget, which was obtained from ISTKA (Istanbul Development Agency) through fundraising after intensive efforts by ICVB to present and convince the Agency of the value of the rebranding project

The Creative Challenge

4. Creating a long-term and multi-channel integrated strategy

- To create a fresh, innovative image of Istanbul, breaking with past more classic campaigns featuring stock photography and slogans such as “historically dynamic/the best place to connect”
- Much of the imagery from available stock photography and previous campaigns portrays an ancient city. The truth is of course very different... Need to shift perception to a dynamic, vibrant and contemporary 21st century city which is looking to the future whilst embracing its past...

Pre-2015 ICVB campaigns



The overall aim: To present Istanbul's breadth & variety of MICE offerings in a single clear, compelling and creative concept to stand out in a highly competitive landscape by focussing on 1-2 key features

In numbers:

- 1. Reach audience of over 400,000 with clear brand message**
- 2. Don't exceed overall campaign budget of £100,000 - 80% of which was for marketing. 20% of the campaign budget was allocated to support and increase the visibility of the marketing campaign through a targeted PR campaign**
- 3. Reach a greater international audience than previous campaigns**
- 4. Going beyond brand image by aiming also to:**
 - ✓ Increase applications and enquiries for Congresses
 - ✓ Increase visitors to ICVB website and downloading meeting planners guide
 - ✓ Increase interactivity across social media & other partnerships
 - ✓ Increase PR coverage (both national and international)

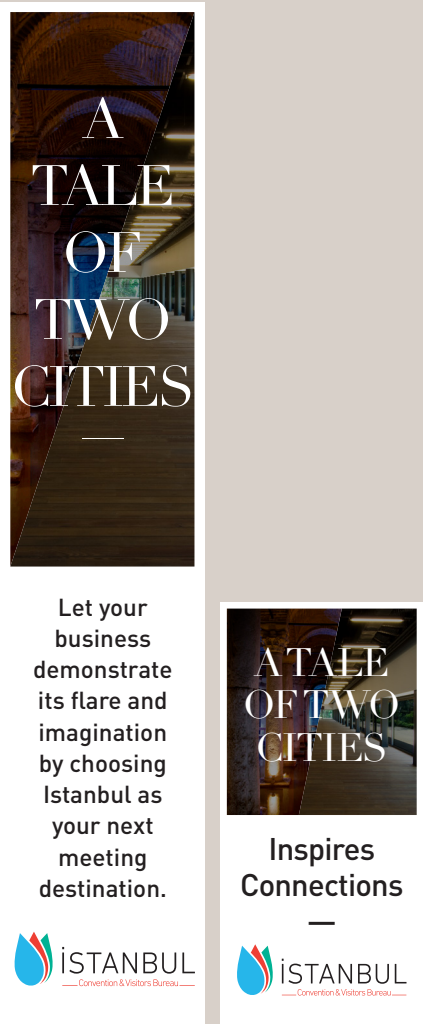
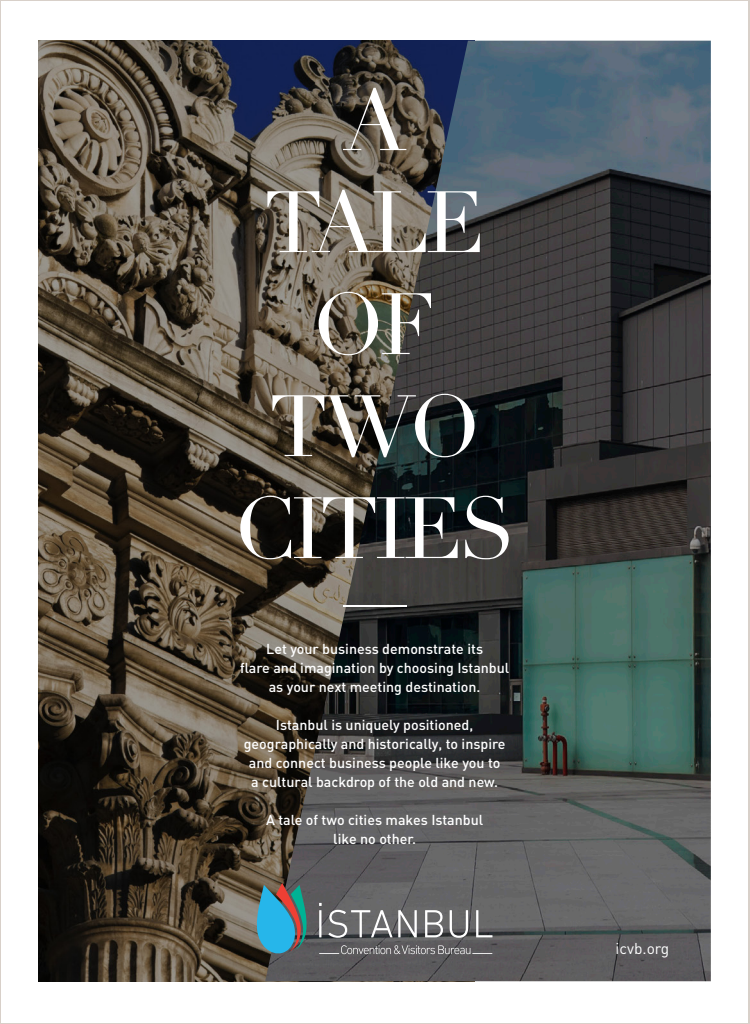
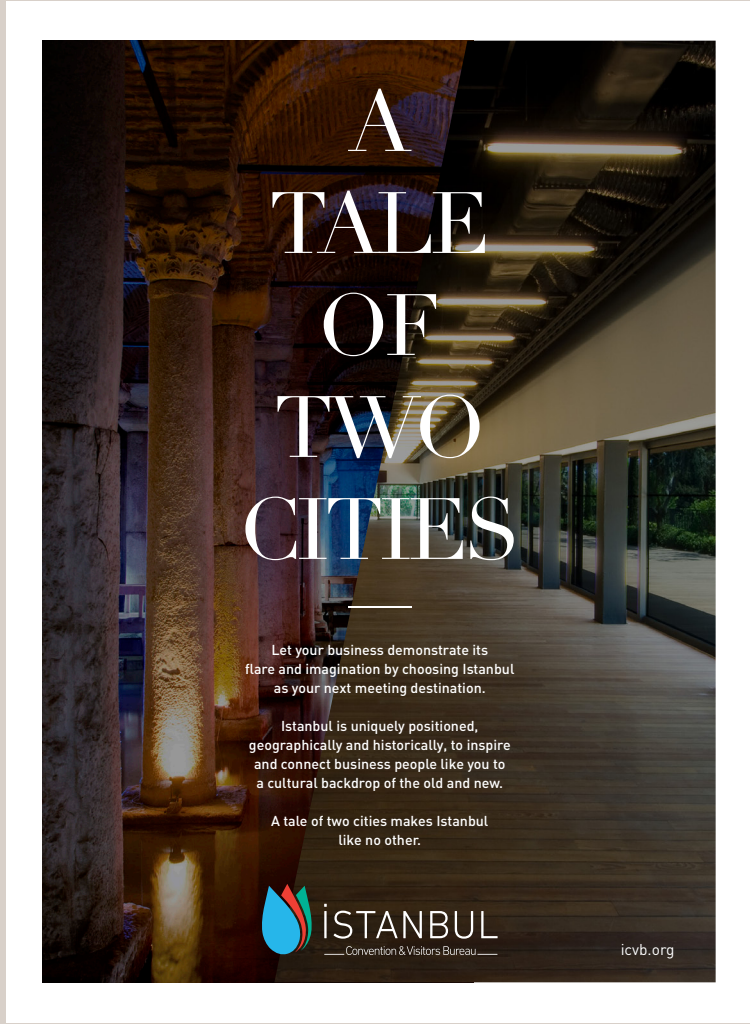
—

The Campaign:
A Tale Of Two Cities



—

New Brand Identity



—

Print Campaign

—

Online Campaign

—

Key Steps in Creating Campaign

The Integrated Tale of Two Cities Campaign involved a great many steps and coordination of a variety of teams and media. It was then rolled-out and adapted into a huge variety of communication tools to maximise the impact of the campaign with the key steps outlined below:

—

January

Tender results announced:

- Turkey specialist agency Redmint appointed as international PR & Marketing Agency
- Local PR agency appointed also to spread the word about the campaign in the Turkish media & social media/ Planning begins
- ICVB begins attending international fairs Jan-July
- PR and Social Media campaign kicks off
- Concepts presented for creative ideas, tone and visual direction then ideas/concept/visuals refined/ integrated media plan finalised
- Launch of New Brand Identity: in line with new Tale of Two Cities campaign we developed and launched a more sleek, contemporary and accessible logo and brand identity
- Global marketing campaign launched

—

February

- Global marketing plan implementation begins across print and online
- Extended visual brand identity across various social media platforms through up-to-date content, presence & increasing activity and interaction across all social media platforms
- Integrated all external communications strategies and formats such as presentations, press conferences, PR activity etc around the Tale of Two Cities campaign
- Implemented Tale of Two Cities visuals across all international fairs

—

March

- Global marketing campaign implementation
- International press trip to Istanbul
- Launch of New Comprehensive Online & Print Meeting Planners Guide

—

April

- Brand-new Infographic Project under Tale of Two Cities campaign for Turkey
- Launch of Twitter Campaign #ATaleOf2C

—

May

- Istanbul wins Best MICE Destination in Europe by 'Business Destinations'
- IMEX Frankfurt press conference and exhibition
- A desk opening to promote our twitter campaign at 6th World Forum On Energy Regulation WFER 2015 in Istanbul

—

June

- ICVB wins ICCA Researcher of the Month
- ICVB publishes brand-new Istanbul Visitors Guide with content produced to encapsulate Tale of Two Cities campaign by including lots of information both on the historic and the modern attractions of Istanbul
- A desk opening to promote our twitter campaign at 10th World Surfactant Congress and Business Convention CESIO 2015 in Istanbul

—

July

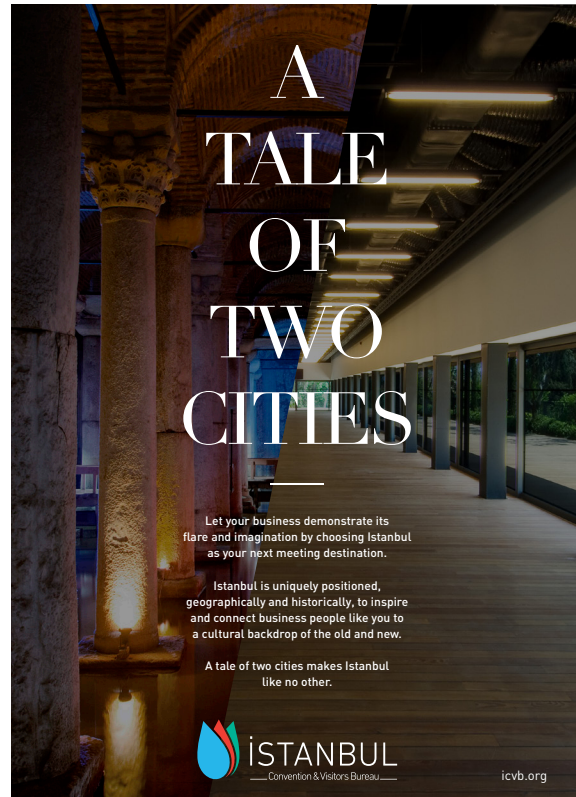
- ICVB press-conference and exhibition at Meetings Show UK under Tale of Two Cities Campaign
- A desk opening to promote our twitter campaign at 20th Soroptimist International Convention in Istanbul

—

August

- Tale of Two Cities E-mailing newsletter campaign design and launch
- A brand new infographic video under tale of two cities for Istanbul

— Re-Branding Istanbul For The Meeting Industry Market: Concept & Strategy



RATIONALE: Our aim has been to differentiate by utilising venue images to clearly communicate a broader message of a contemporary city capable of meeting the demands of the international meeting industry with both its modernity and history by:

- Showcasing Istanbul's contrasting venues and styles to demonstrate the wealth of possibilities to cope with any size or scale of events organisation
- Highlighting the city's high-tech modern infrastructure juxtaposed against its monumental history to metaphorically reflect the city of contrasts or 'Tale of Two Cities'

CREATING THE STORY: 'A Tale of Two Cities' - Bold innovative slogan using familiar literary metaphor which captures attention, reframed for Istanbul's MICE marketing

USING POWERFUL VISUALS: putting the venues at the heart of the campaign

- To speak loudly to clearly inform potential visitors at a glance how the city could meet their needs
- Venues chosen include the late Ottoman Dolmabahce Palace and Roman-era Basilica Cistern juxtaposed against the city's brand new, unique design, unusual venues and modern convention centres

Campaign Successes

1. OPPORTUNITIES TO SEE (OTS)

We achieved more than 10 times the targeted OTS in multi-channel implementation strategy across print & online, e-mail marketing, social media & PR...

Print & Online Campaign



Maximised reach with a limited budget resulting in high impact re-brand of istanbul – reaching over 4,065,500 OTS:

- PRINT ADVERTISING: 465,500 OTS, 17 MICE publications
- ONLINE ADVERTISING: 100,000 OTS, 10 online publications
- SIGNIFICANT GROWTH IN SOCIAL MEDIA:

Twitter 3,270 Followers: increased by 2879 and at a rate of 24 new followers a day during the 90-day period between 3 May and 31 August.

Facebook 641 Page Likes: increased from 397 in March

LinkedIn 129 Followers: Our LinkedIn account currently has 129 followers, an increase of 69 since February.

2. PR CAMPAIGN

Over 3,145,000 OTS & Advertising Value Equivalent: over £250,000 thus more than doubling ROI, with many of the articles and interviews using the headline ‘Tale of Two Cities’ for articles and featuring the campaign within much of the press coverage achieved

3. GROWTH IN KEY TARGET AREAS:

Campaign builds on, yet goes beyond simply re-branding to bring visible growth in key areas in line with Istanbul's increase popularity as a meeting destination in recent years

- CONGRESS APPLICATIONS 2015: **Doubled year on year**
- VISITORS TO ICVB WEBSITE: **36% increase in visitors** between January-August to ICVB's informative and interactive website including destination videos and congress city map
- INCREASE IN MEETING PLANNER GUIDE DOWNLOADS: **270% increase** between January to August 2015
- INTERACTIVITY ACROSS SOCIAL MEDIA:

TWITTER: Our first campaign tweet was retweeted 335 times and favourited 890 times. Our second campaign tweet on was retweeted 2184 times and favourited 4618 times.

In June: 515,000 visitors to the ICVB profile and 3.22 million tweet impressions.

LinkedIn: The impressions are on an upward trend with approx. 800 on 18 July and approx. 1300 on 1 August. Engagement with our Linked-In account reached a high of 10% on 1 August.

Campaign Successes (contd)



4. RAISING ISTANBUL'S PROFILE

- 1st time: Voted 'Best MICE Destination, Europe' by Business Destinations Magazine in May 2015 after voting in 144 countries
- Istanbul remains in Top 10 Congress Destinations in the World (ICCA), position held since 2010
- ICVB wins ICCA's Researcher of the Month in June 2015

5. REACHING NEW AUDIENCES AROUND THE WORLD

The new global MICE campaign ran from January until August 2015 and reached a more international audience for the ICVB than ever before across: USA, UK, France, Germany, Netherlands, Belgium, Slovenia and India. The strategy included us continuing our marketing activities in the countries in which we already have good numbers of MICE visitors (UK and Germany). We also entered new markets this year such as Slovenia and India, targeting the significant potential for the meetings industry that we have identified in these growing and emerging markets

The campaign included adaptations in 4 different languages, while maintaining a striking and identifiable brand image for all markets.

6. SUSTAINABILITY & ADOPTION OF CAMPAIGN BY ICVB MEMBERS

The response from ICVB members to our Tale of Two cities campaign and rebranding project has been very positive; so much so that many of our members are now also using the slogan within their own campaigns



— Campaign Successes (contd) Testimonials

“The Tales of Two Cities campaign was one that really helped fire the imagination and certainly spurred me on, as an industry journalist to use the hook and theme to write a major feature in our CMW magazine.

I feel the campaign also helped take Istanbul’s message out to a new travelling generation, not necessarily aware of the new products and infrastructure construction that has come on leaps and bounds in the city and which, allied to the deep, rich seam of heritage and culture, makes for a powerful chemistry for today’s meetings and event planners.

The campaign is so much more than a catch-line, also. Having visited the city and seen first-hand new venue developments and projects at the airport and Bosphorus tunnel, it is clear Istanbul is investing hard in its future and, rather like the bridges that link two great continents, really tells a gripping tale of two cities - East and West, past and present.

The ICVB team is also very much a visionary team, extremely active in the global meetings market and, even the best of campaigns and creatives can fail if those implementing the activity are not fully engaged heart and soul. I can say, without doubt, the ICVB team and its helpers have brought to life a wonderfully creative idea and made a huge impact on the international meetings industry scene, addressing numerous press conferences and engaging live, on the page and digitally. I can really commend their efforts on a perfectly executed campaign, which, like the Besiktas Black Eagles, really took flight!”

Paul Colston
Managing Editor
Conference Division CMW Magazine

“The ICVB’s Tale of Two Cities campaign really highlights the breadth and variety of Istanbul as a destination, juxtaposing the city’s high-tech modern infrastructure with its wonderful history and heritage.

The FAM trip I attended achieved the aims of the campaign by highlighting Istanbul’s vast charm as well as its conference capacity. The bold and dynamic campaign helped to break down my misconceptions about the city while at the same time shining a light on the huge variety of venues and accommodation on offer.”

Paul Harvey
Journalist
Meetings & Incentive Travel

Marketing Istanbul is not as easy a task as it may sound. The reason is that this destination is so rich and diverse that one wouldn’t know where exactly to focus. It is indeed loaded with history, culture and memories, but surely placing the emphasis there, would it not be unfair for the city’s young power, experimental edge and modern infrastructure?

Many cities have the one and many the other, but Istanbul combines them both in an impressive way. It is indeed ‘A Tale of Two Cities’ as it’s not one but two, full and complete destinations. And what a great way to present this duality. Architecture, seats, columns/pillars. Beautiful combinations, beautiful execution (notice the two fonts used - the serif classic one and the sans-serif modern one). Every detail thought out. Well done ICVB!

Demetrios Fakinos
European Design Managing Director

The ICVB has made a great effort in bringing Istanbul as a meeting destination to the minds of international buyers. Their campaign focusing on “The Tales of Two Cities” gave a true and valuable reflection of a city with so much to offer, especially considering the developments in infrastructure and venues. The rich history and cultural blends of Istanbul may already have been famous, but it was important to bring its opportunities for business events to the front, and combine them with the available excellence in high quality hospitality.

Michel Neijmann
IAPCO President

A TALE OF TWO CITIES

- Big ideas can be more effective than big budgets!
- A creative, clear and impactful campaign can be really effective in getting the message heard by new audiences to make a real and measurable difference to its MICE sector
- Getting beyond clichés and a destination's traditional brand image is key to attracting new audiences
- Well-executed integrated marketing campaign supported by international and domestic PR and social media generates high impact to get heard when and where it matters for amplified messaging and increased ROI
- Don't necessarily need to spend large budgets on photo shoots
 - can be enough to present existing imagery/assets in a unique and striking way / story