

2013

Branding Hafen-City



Didde, Mike, Nicolai & Sahra (2.Y)

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Description of the project:

What is branding? Branding is how you promote your “product”, how you would make them “buy” the “product”. There are different ways to do so. Things that should be shown to the costumers, is that it is unique, in the way that it has other things that “products” with the same function doesn’t have. The “product” has to be sustainably, that means that it can still be used after a long time of usage, instead of just being unusable after a short period of time. And the company has to be credible, credible means that its trustworthy they don’t lie about there company or products.

This project is about how you would brand HafenCity to a specific target group, what makes the city unique in its way that no other city is. What makes them credible, they could show there progress every week, and give a release date they think is possible, and if they get problems say it to the public straight away instead of just hiding it. It also has to show sustainability, show that they can keep it going, and not just stop mid way trough the progress, they could show that by showing how much the “product” cost to finish and tell if they have enough, and if they don't have enough they could ask for donations.

Branding strategy:

Short situational analysis:

Internal

Strengths:

There are lots of exciting projects, educational opportunities, interesting shops, fine architecture, many jobs, modern culture, science center, central location and the high quality standards.

“With the high quality standards and its central location in Hamburg (Germany) - is Hafen-City the largest urban development project in Europe. Hafen-city is covering over 157 hectares, of which 28 ha are public parks, squares and promenades. Hafen-City was first presented in 1997 - now after 12 years of construction, there are 2000 inhabitants and an increasing number of visitors. There are more than 9000 staff spread over more than 450

companies - with 45,000 jobs (including 35,000 office jobs), so there is room for many more. 56 projects have already been completed, while 48 projects are under constructions or planning. Hafen-City is expected to be completed in 2025.”

Weaknesses:

There is too much construction mess, which is unattractive to people working/living there. Expensive shopping, which can be a problem for young people who moves to the city. Noisy city, that will keep people awake at the night or give the problems with work, etc.

External

Opportunities:

Development opportunities: A chance for newcomers to settle down in the city, opportunities to evolve with time, many possibilities for jobs, because the view is great and the salary is also higher than people would think. Hafen City also has things to offer for newborn and teens. They will all get a chance to grow up and be successful.

Threats:

Other places with the same opportunities, like Hamburg, New York or Copenhagen. Hamburg is a big city with many opportunities too, but Hafen City will definitely be the best place. Copenhagen and New York are big cities in other countries, which many people will travel to, just to get a work. Many people would go after America, because it such an incredible place to work. And the cities are huge with a big population.

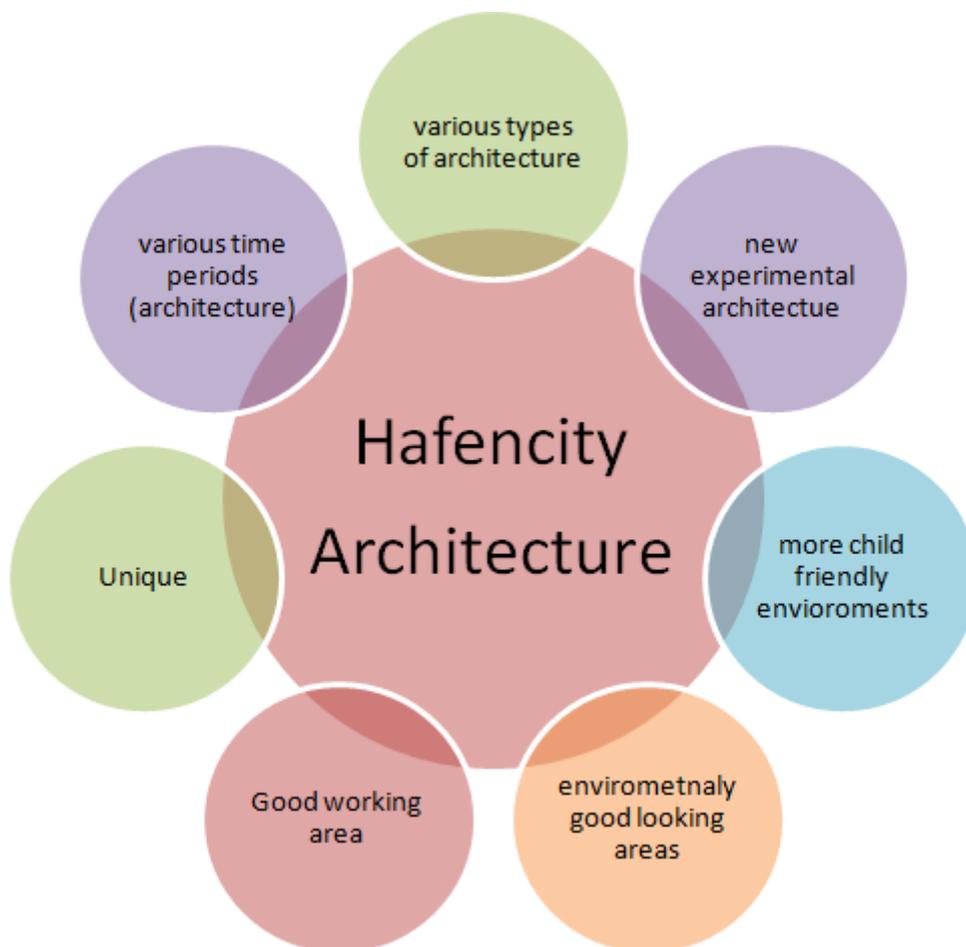
Objective description & Vision:

In 2025, when constructions in Hafen City are finished, we want Hafen City to be a place for people that want to work. They will start with a job, later start a family so in the end their children can study there and later work. We want it to be a place for young adults to start a family and raise their kids in a great environment. So we want to make playgrounds, parks and other places for the kids to have fun.

We want many great transport options. We also want to be #1 at the labor market and residential market. We also want the city to be the best place to have a great lifestyle. The place is an exclusive place, where the rent, clothes, coffee shops etc. won't be too cheap, but the salary is also bigger. It means that the city has financial balance. We also want it to be a place where children can be raised and have fun at playgrounds and parks.

We want the city to be unique and credible. That's why we will make new ways to have a shopping center, new museums like the Science Museum and for example the biggest waterpark in the world. It has to be the place where tourists want to come, because they think that the things Hafen City has to offer is unique or credible. It has to be something that doesn't look like every other small city. Hafen City has to focus on family, workers and young adults. The city has to be a package with many options for people between 20-35 years.

Brand-molecule:



Unique

The city is a one of a kind and it's still evolving more different than any other city. The city itself is different time eras in one place, old and new types of architecture.

Environmentally good looking areas

The different areas in Hafen-city is or is going to be better looking and more green, this is very important for the architecture of the city.

More child friendly environments

We are focusing on making Hafen-city a more child friendly environment, so that families with children or families with plans on getting children will be able to be safe. The children are very important, that's why we need to be able to protect them and make sure they have places to be at.

New experimental architecture

We are experimenting with new architecture to make the city even more interesting to look at and be in. The city needs to be greener too and here the buildings can help a lot, with grass roofs, solar cells and so on.

Various types of architecture

The city is old, very old, but still expanding, renovating and renewing, that means that there are a lot of different types of architecture form a lot of different time periods.

Various time periods (architecture)

As said before there is a lot of different time periods in Hafencity, and a lot of history to come with it. Some buildings have been built in the gothic era others are more modern or even futuristic

Tactics:

The 4 p's:

Product: We want to “sell” the city by using the architecture and how the city has been set up, there is not a big market around it, so it makes it a bit easier to “sell”, the market is not really raising. The city has been made easy to navigate around and there are good streets where there are different shops, everything is not in one place but spread around the city. An easy way to present it in a better light is to show an area where there is a mix of different shops good architecture, places where you can live and workplaces. That would show that they could have everything they need in a little area.

Price: The rent for the houses are higher than normal but the money you earn is high enough for you to still buy other things, so we make the houses a bit more expensive than other places but the salary is making it up.

Place: You can find information on the city on the website, there's information about which project there are, you can check where the different projects are so that you know what is going on where you live. You can also check what the different projects are going to be used for. you can check what the master plan for the city is. You can check how it is to live there.

Promoting: It would be best to promote it using posters around working places or universities so that young people think about moving there when they are finished with their education, and get jobs there, and start families there.

The 3 extra p's:

People: If you want the best out of your workers you should find people who themselves would live there, they could work harder because they want to live there and make the place they live the best, it would also show the people who aren't sure if they want to live there or not, that the people who work on the place want the best for the place because they want to live there too. It would make a good impression on people, and that could make more people think about coming to the city and live there.

Physical evidence: As a physical evidence you could send out questions to people around the city and ask them, how they want the city to be, and then integrate that into the city, to show that they think about how people want the city to be and not just how they want it to. They could look around in other cities and ask would they like about the city and combine that into the city.

Process: It should be easy to buy the building/apartment you want, it shouldn't take more than 20-40 minutes, it should be short but be everything you need to know, and if you don't know how to get further, you should have easy access to customer service using email and phone with fast response, so that you don't begin to reconsider, because it takes 2 days or more to get further.

Positioning Statement (elevator pitch):

We are the future Working and studying city, Hafencity is full of work places and schools for students and we are still expanding out. Hafencity is a lovely place that evolves after its inhabitants.

There is a lot of different exciting architecture, both old, new and experimental buildings so go around and take a look at the buildings, the new centers like the science Centre or some of our many churches. There's a lot to look at in Hafencity, a lot to experience, just look around you.

And if you really like our city, then why not settle down here? Come join us and make Hafencity a better place.

Target group Description

Target group Description (20-35 year old international audience) and analysis of target:

The target group 20-35 year old, are people that wants to reach the top, but still want to start a family. They want luxury, money and expensive dinners. But they will work their way to the top like always.

The group we focused on is in the modern segment and modern-individual-oriented segment.

The modern segment: is usually found in the younger part of the population who are trying to build up a career. They are under 40 which our target group is too. They often live in the capital of the country or in big cities. Many of the people in the modern segment is men, cause women is busy at home or will love to make a family, without always think on their job. The people in this segment is always educated and well paid. 1 out of 3 earns around 300.000 kr. In one year. It's the highest income level of the eight segments. They are

working for the money and have long weeks with work. They work over 40 hours a week, just to get a career and earn money. This segment uses a lot of electronics, like cellphone, laptop and tablets. They use the websites to read the news or sites like Facebook and Twitter to connect with the world. Business trip is also a big part of their life. The trips are in Denmark but also abroad. They also have time for exercises individual or team sports, both in and outside a club. They love new technology and cellphones. And success is a big milestone, not money.

The modern-individual-oriented segment: is usually young people with their head in the game. They are dynamic and career seekers. They want to make the effort that has to get them up in the top. It's maybe not an academic education that brought them to their success. The persons in this segment are around 20-39 years old with a clear presentation of men. Many have not even got a family yet. They use many activities outside their homes. They love coffee shops, discos and cinemas. Their outfit and the way they look is in the top of their daily pattern. Their everyday life is often busy and when they want a vacation, they'll do it together with their friends or families and then leaves the country. They always want to do things in their own without anyone to help them. They reads a lot of newspapers and magazines, but new technology is thing they can't let go. It's like their babies.

Product:

<http://www.youtube.com/watch?v=fxCMVINiaOw&feature=youtu.be>



Choice of media and communication.

We have chosen a video (advertisement) for our product, because our target group (20-25 years) isn't exactly those who spend a long time on Facebook. And you need to know a website to be able to find it, and for that you would have to know something about Hafencity for being able to find the website.

We would like to spread out the message about the city to all ages from the target group, also those who haven't heard about Hafencity yet. And from that we thought that an advertisement as a movie would be the best way to get the message out to everyone in the target group. This is because a movie can be shown in a lot of places, everything from on a TV, in a cinema, to shop windows and so on.

Description of the product:

It is a short video / advertising that likely would be able to catch the audiences attention. We have used images taken from our Hamburg trip (Hafen-City) and used a video from youtube (which we have written in the beginning of the video).

We have used the styles: Corier new (24) & and Segoe UI (48 + 20). It is simple, easy to read fonts, as it is not the thing that you should notice the most in the video, it's only for easy reading.

The text colour is blue because the blue color stands for peace, tranquillity, harmony, trust and confidence. And these are the words which we would like to have associations with.

The music is the song: "Fill my heart", from "Two steps from hell". It's a good background melody that is quiet and calm, and do not steal attention from the voice over.

The voice over is reading out the elevator speech.

A city full of exiting architecture, now it's not only the buildings we are talking about here, but also the city itself.

An Evolving city full of life and dreams, a city with centuries of history.

Video has been used:

<http://www.youtube.com/watch?v=tuAOcCk1G84>

Technical theory:

The programs used for making the video are three very simple programs.

For downloading the YouTube video the YouTube downloader was used, this program was also used for converting the video to a video type that's usable with the next program used.

The second program that was used is cyberlink power director, which is a movie making program that's easy to use.

This program was used to make the video, by editing a YouTube clip, putting in pictures and music, and making a speaker. (A voice over)

The third program used was windows movie maker, which was used for making the small intro and the credits.

Evaluation of the final product:

Our product is really nice, but with a few minor errors. As the voice over is a little low, and the quality of the pictures could be better. Not used too many effects as it is not something that the target group will like to look at, as it would be too messy.

Otherwise it's a really good movie, which probably would be able to capture attention, and increase awareness of Hafen City.

Illustration:

The groups have taken some pictures on the trip to Hafen-city. While the video have been downloaded from YouTube, we have thought about the copyright, this we have fixed by the small note in the beginning of the video, the text says that its only a demonstration video and that we are "borrowing" the movie clip.

<http://www.youtube.com/watch?v=tuAOcCk1G84>

Ending/Conclusion.

Our product / video fits our target very well. We have tried to show the movie to anyone in the audience who all got captured by the video - but the sound is a little too low.

So from this we can conclude that the video is a success and a good product for branding of Hafen-City.

We expect Hafen-City to be a great success, with citizens with many different backgrounds. Hafen-City has the potential to be a huge and a famous city that we now are closer to see.

Literature/Source list:

<http://www.youtube.com/watch?v=tuAOcCk1G84>

<http://www.tns-gallup.dk/services/gallup-kompas>

<http://www.hafencity.com/>

Who made what:	(in order, who made most comes first)
Contests	Didde
Description of the project:	Mike
Short situational analysis:	Didde, Sahra, Nicolai, mike
Objective description & Vision:	Sahra, Didde, Nicolai, mike
Brand molecule:	Nicolai
Tactics:	Mike
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Target group Description:	Sahra
Product:	Nicolai & Didde
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Rewriting of the English	Nicolai, Sahra & Didde