The City of Nordhausen as a brand

International Project Week 2015 - Final Presentation

PROJECT NO. 25
PLACE BRANDING: HOW TO TRANSFORM A CITY INTO A BRAND?

LECTURER: MARINA OCHKOVSKAIA

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What is a city?

- Collective consumption
- Identity
- Character
- Values
- Ideas
- Design
- Image
General image of a city

- People represent their countries cultural background (rituals, values) within a city

- Citizens do live the social, ethical, political and economical national standards so that the city mirrors its country.
Pros & Cons for the city of Nordhausen

PRO
Pro
Cons
Lindstrom's sensogram for the city of Nordhausen
Lindstrom`s sensogram

- Smell
- Taste
- Sound
- Touch
- Sight
Visual
Smell
Audial
Taste
Lindstrom's sensogram for the city of Nordhausen

smell

touch

visual

audial

taste
Target audience for building the city brand of Nordhausen

Young adults in Nordhausen, which are interested in education... which have plans, hopes, and opportunities for their future... which also take care about their health and who are motivated to get back to their society...

... in Nordhausen, in Thuringia, Germany and the rest of the world!
STUDENTS
Survey about Nordhausen

• Reason: To get an overview about the current opinions of our special target audience.
Survey about Nordhausen

- What do you like / prefer in Nordhausen?
Survey about Nordhausen

- What do you not like in Nordhausen?
Survey about Nordhausen

- Do you know what this symbol means?
Survey about Nordhausen

- It is time for a change!

„Nordhausen needs a poetic, interesting & eye catching logo!“
I love Nordhausen

- individual & impressive life experiences
- environmental friendly city
- innovative ways to study
Conclusion