



Area Development FDI Forum

Effective International Marketing and Attraction Strategies

St. Louis – April 16, 2013

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Agenda

- ◆ **How to apply marketing principles to formulating and implementing your international FDI strategy**
- ◆ **How to position your location and value proposition in a global context**
- ◆ **Advice for managing the “global/local” dilemma in order to successfully look and act local**

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Your Objectives?



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Allyson Stewart-Allen

- ◆ Marketing advisor to Boards and leadership teams on international expansion, brand localization, global mindsets
- ◆ Local knowledge: US, EU
- ◆ Author (*Working with Americans*)
- ◆ Speaker, broadcaster, commentator (CNN, BBC, CNBC, Sky News “*Muse of Marketing*”, FT, IHT)



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Marketing Wisdom...



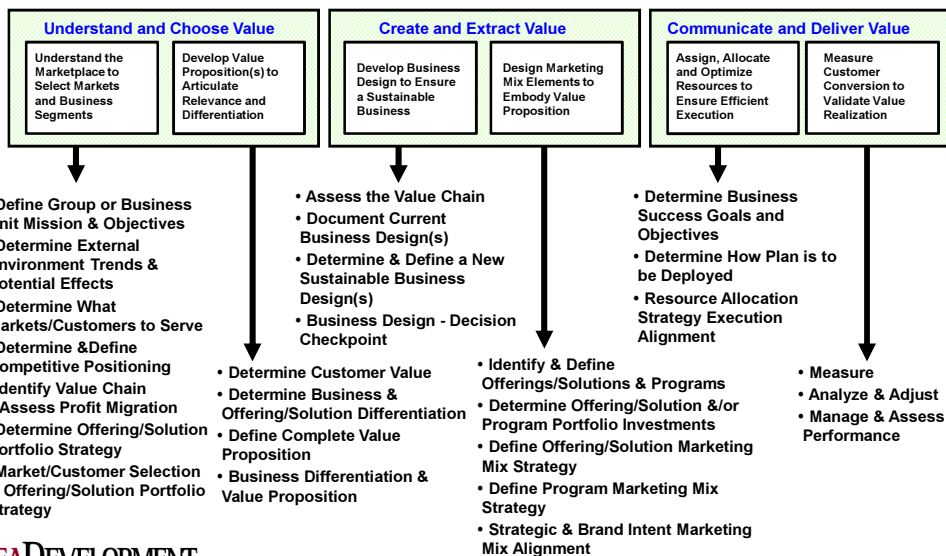
“The customer rarely buys what the business thinks it sells him”

- Peter Drucker

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What good Marketing teams do...



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Place Brands: the Business Case

Your ability to influence these?



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Place Brands: the Business Case

Your ability to influence these?



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Understanding Value

Identifying spheres of influence – Your Ecosystem

In small groups:

- ◆ Use one of the regions/cities in the group as a case study
- ◆ Identify the **key** components/elements in the ecosystem and the **disruptors** changing it
 - *disintermediation? social media? changing economic mix?*
- ◆ What does this reveal about opportunities to better engage ecosystem members?
 - *how do you tie up this network to create sustainable competitive advantage for your location?*



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Understanding Value

$$V = \frac{PQ + SQ}{P + H}$$

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Understanding Value

$$\text{Value} = \frac{\text{Product Quality} + \text{Service Quality}}{\text{Price} + \text{Hassle Factor}}$$

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Understanding Value

Unpacking Your Value Equation

$$\text{Value} = \frac{\text{Product Quality} + \text{Service Quality}}{\text{Price} + \text{Hassle Factor}}$$

In a new small group:

- ◆ As before, use one of the regions/cities in the group as the sample case
- ◆ What are the PQ, SQ, P and H elements for the potential inward investor for that destination?
- ◆ How well does your current marketing promise (aka “value proposition”) line up? (1-10, 10 = perfectly)
- ◆ What can you conclude about ways this promise AND the ecosystem members can be even better leveraged?

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Communicating Value

- ◆ TV/print/radio ads – CNN, WSJ, FT, ...
- ◆ Newsletters – online/offline
- ◆ FAM trips including trade missions
- ◆ Hosting (summits, conferences)
- ◆ Live webinars/events/receptions
- ◆ “Multipliers”
 - *Consultants*
 - *Bankers*
 - *Lawyers*
- ◆ FDI agency account managers
 - *UKTI Fast Track service*



Communicating Value



INFLUENCE THE REGION

The more you invest in a specific industry, the more influence you have over your region. As Mayor of a city specializing in oil or coal production, you can choose to provide power to neighboring cities, trade on the global market, or keep it all for yourself. These decisions will have effects on the global prices of resources. Be wary of the mass pollution that can spread to neighboring cities! Check the leaderboards to see your status as an industrialist, and make a name for your city in your region and the world.

CITY SPECIALISATION

Choose the strategy for your city then specialize in the industry of your choice. Mayors seeking Intelligent Sims can build a college town full of libraries, community colleges and universities. Specialize in Big Business such as Casinos, Electronics, Coal, Trade and more to increase



(SimCity)



Communicating Value

LAX
LOS ANGELES

Top: Grapefruit, Plum, Bergamot
Heart: Orange blossom, Jasmine, Cardamom
Base: Sandalwood, Amber, Musk

Welcome to Hollywood! Where stars are born and dreams come true. A fresh breeze of grapefruit and plum take you down Rodeo Drive for a glamorous stroll. Chic yet subtle notes of jasmine and gardenia dance on the Walk of Fame for an addictive heart that pulsates into the night at LA Live. Lounges, bars and ambers are wrapped in musk for an edgy twist because this city is no angel.

50 ml / 1.7 fl Oz
Eau de Toilette for her and for him
40,00€ [ADD TO MY LUGGAGE >](#)

LHR
LONDON

Top: Pine, Nut, Leaves, Bergamot, Orange, Lemon, Tangerine
Heart: Lotus flower, Jasmine of water, Cyclamen, Marine accord, Freesia
Base: Patchouli, Blonde wood, Treemoss, Galac wood, White musk

Take a stroll down Hyde Park, a garden created by past Kings and Queens. An invigorating bouquet of pine and leaves wrapped in Citrony Bulbs remind you of warm East Grey tea. An aquatic breeze accord dressed in lotus petals dance down the Serpentine Lake as a Chalepessence jasmine unveils a romance of moody woods and white musk for a final wink at the London Eye.

50 ml / 1.7 fl Oz
Eau de Toilette for her and for him
40,00€ [ADD TO MY LUGGAGE >](#)

THE SECRET OF BEAUTIFUL

MEET ALL OUR FACES

MY LUGGAGE

0

DESTINATIONS

| | | |
|-----|-----|-----|
| AUH | BUD | CDG |
| DOH | DPS | DXB |
| FRA | ICN | IST |
| KEF | LAX | LHR |
| MIA | MIL | MUC |
| NYC | SIN | TYO |
| VIE | | |



Communicating Value





Extracting Value

- ◆ **Approach a new/different type of decision maker**
 - *Corporate Affairs?*
 - *CSR?*
 - *Sustainability Officer?*
- ◆ **Use fresh faces, new contacts**
 - *Mayor/Governor giving @TED event*
 - *Link with your Film & TV unit to raise profile/visibility*
- ◆ **Anchor your marketing strategy in your location features**
 - *Attractions (restaurants, venues)*
 - *People (celebrities, industry hubs, talent hotspots)*
 - *Natural resources (Silicon Valley)*



Extracting Value

- ◆ **Appoint “Business Ambassadors”**
- ◆ **Host industry matchmaking programs**
 - *Cal-IT*
- ◆ **Create awards/competitions**
 - *for new or aspiring arrivals only?*
- ◆ **Create a business incubator for outside companies, fund essential advice/support**
 - *Market research*
 - *Market entry strategy*
 - *Legal, property, accounting advice*



Comments/Questions?



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