



PRESS RELEASE

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## **New Awards to Benchmark Place Branding**

The City Nation Place Awards have been launched to identify and recognise excellence in place brand strategy development and implementation. With more national, regional and city governments investing in reputation management and communication, these are the first Awards to benchmark the performance of these areas.

A Jury of place branding strategists and representatives of governments who are themselves tasked with building the strength of a place brand to attract investment, tourism, talent and trade will decide winners in four categories:

- The City Nation Place Award for Best Use of Social Media
- The City Nation Place Award for Best Citizen Engagement
- The City Nation Place Award for Best Communication Strategy
- The City Nation Place Brand of the Year

The Jury includes representatives from Africa, Europe, India and the United States. The Jury Chair, Robert Govers, is a leading researcher in the field of Place Branding, co-editor of the quarterly journal of *Place Branding and Public Diplomacy*, and government advisor to numerous city and country governments. Speaking of the opportunities that the City Nation Place Awards provides, Robert said, "It's important for the teams who are responsible for delivering place brand strategies to achieve recognition for their work – it provides an added argument when negotiating budgets with successive elected governments".

Founder of the City Nation Place project, Clare Dewhirst, said, "We carried out research that revealed that advertising investment to promote tourism, trade and investment will increase over the next three years (by 49%, 34% and 30% respectively\*) and that engaging citizens and integrating social media in to place brand strategy were seen as great challenges for governments. As budgets expand, it is

increasingly important to measure and benchmark effectiveness and we believe that these new Awards will add to that objective.”

The Awards are open for entries from city, regional or national government teams, from those working in government funded organisations such as City or Country Marketing Boards, Tourism or Investment Promotion Boards and also from the agencies and consultancies working with clients in this sector. The deadline for entries is 24 July 2015.

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*\*The Evolution of Place Branding survey, commissioned from research and strategy consultancy Populus by the City Nation Place initiative [[www.citynationplace.com](http://www.citynationplace.com)] was completed by over 100 place branding specialists from 44 countries.*

### **About City Nation Place**

[www.citynationplace.com](http://www.citynationplace.com)

@citynationplace

City Nation Place is the new meeting place for those responsible for ensuring that the cities, regions and countries which they represent benefit from a cohesive and effective place branding strategy. The initiative comprises an online content hub, a new annual Awards initiative to benchmark the communication of place branding and a new Forum, taking place on 4 & 5 November in London. The City Nation Place initiative has been launched by a new events business, Hubbub, based in London.

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### **About Hubbub**

[www.hubbublive.com](http://www.hubbublive.com)

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Hubbub is an ideas led events business, creating thought provoking content and enabling great business networking through digital and face to face events. Hubbub is part of the Populus group of companies.

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### **About Populus**

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Populus is a leading research and strategy consultancy and a trusted adviser to some of the UK's biggest companies, individuals and brands. Populus uses polling, research, evidence and expertise to provide clients with the critical knowledge they need to succeed.

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