

What is DEMA and what role will it play?

Edinburgh is one of the world's most beautiful cities boasting a unique mix of contemporary culture with rich heritage. Consistently rated as a world class tourism destination as well as an excellent investment location, our city offers a high quality of life and a highly skilled workforce.

However, recognising that in an increasingly competitive global market and against a challenging economic backdrop Edinburgh cannot be complacent, the City has formed the Destination Edinburgh Marketing Alliance (DEMA.)

DEMA's purpose is to lead and facilitate the promotion of Edinburgh using the Edinburgh Inspiring Capital Brand by bringing together public and private sector businesses and organisations. This will avoid duplication of effort and strengthen the promotion of Edinburgh as a place to visit, invest, live, work and study through fresh co-ordinated planning and marketing.

DEMA will create and amplify awareness of Edinburgh; our impressive culture and attractions, strong business and industry and our highly skilled workforce, as well as providing support for the city's ongoing economic development.

DEMA's five main areas of activity will be:

- **Customer knowledge** – carrying out surveys and research to ensure the city gets the right messages to the right people at the right time
- **Digital platforms** – ensuring that dynamic and real time tools are utilised to deliver Edinburgh's unique proposition. Tools include social media, email and websites.
- **PR messaging** – strategic planning across the visit, invest, live, work and study agendas on national and international levels
- **Promotion** – working in partnership with private and public agencies to amplify Edinburgh's assets through shared marketing campaigns and budgets
- **Engagement** – developing effective collaboration with our partners

Initial plans (2009)

- A city marketing campaign to promote the unique Edinburgh retail/leisure experience with activity planned for Winter 2009 and "Boutique Edinburgh campaign" Spring 2010
- Maximising the promotional/PR opportunities and benefits from Homecoming Scotland - The Gathering Summer 2009
- Re-establishing Edinburgh Connections to stimulate in-bound air passenger traffic from target European cities
- Collaboration with Festivals Edinburgh to advance the existing festival marketing strategy
- An 'In Good Company' campaign targeting potential inward investors and highlighting the existing blue chip companies already operating out of Edinburgh
- Delivery of the Edinburgh Visitor Survey 2009/2010
- Development of a joint international marketing strategy, to amplify messages of location and lifestyle, with Edinburgh's major Universities - Edinburgh Napier University, Heriot-Watt University, The University of Edinburgh and Queen Margaret University.
- Growing the number of Edinburgh Ambassadors – collaboratively working to deliver a toolkit including, marketing collateral and a PowerPoint presentation
- Maximising the promotional opportunities of Edinburgh's entry in the 2009/10 Clipper Round the World Yacht Race.

DESTINATION EDINBURGH MARKETING ALLIANCE (DEMA)



What will DEMA achieve?

By delivering five key areas of activity, DEMA will ultimately give the city wider impact nationally and internationally and will build Edinburgh's reputation as a first choice destination and an inspirational capital city.

DEMA will promote our city as a place to:

Visit – attracting more of our target audience, to stop, stay and spend in the city, encouraging them to return, and strengthening Edinburgh's performance in business tourism.

Live, Work & Study – persuading more highly qualified, creative and entrepreneurial individuals to come to Edinburgh, strengthening the professional talent pool for our key sectors and boosting the reputation of our already respected universities, colleges and research institutions.

Invest – developing Edinburgh's international trade links, attracting internationally mobile investment and protecting and strengthening Edinburgh's economy.

Contact us

This is an exciting time for Edinburgh. To get involved, support campaigns or find out how your organisation can champion the Edinburgh Inspiring Capital Brand please contact the Destination Edinburgh Marketing Alliance (DEMA) on 0131 529 4446 or email us at info@edinburghbrand.com.

For information on visiting, investing, living, working or studying in Edinburgh see www.edinburgh-inspiringcapital.com.

For information on DEMA and the Edinburgh Inspiring Capital Brand see www.edinburghbrand.com.

