

Creating a Unique Image for a Medium-sized Conference Center in a Second Destination: A Case Study

Branding is critical for destinations and venues who want to stand out from the crowd and get an edge over competitors. Breisach talks about how important it is to effectively and distinctively position a product on the market and vis-a-vis the client. See why it is so critical for image and reality to marry up. The crucial point in mapping out a marketing and communication strategy for Convention Center Graz was to reconcile the emphasis on historic ambience with the modernity of the center in equipment and services. The concept had to get the city's and the center's USP effectively across to an international audience in a very distinct and unique way and had to meet the quality criteria. All this had to be achieved on a limited budget and in a universal language. Learn how the guts to be different can pay off.