



Breskens, a branding strategy from within



ReMarkable Identity/Gerard van Keken

- March 2011: Ph.d Erasmus University Rotterdam on identity, placebranding/placemaking
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- Researcher
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content

1. What is a branding strategy from within?
2. Research(-questions)
 - A. Hardware: Places of interest
 - B. Software: - Memories & history
 - C. Orgware: - Connecting past, present and future
 - Connecting Breskens with the region
 - D. Virtual ware: a digital platform
3. A continuous process: branding the region

1. A branding strategy from within

Cause: Economic changes

- Transition from a dependency on fishing towards tourism, watersport



- Loss of the ferry connection between Breskens and Vlissingen



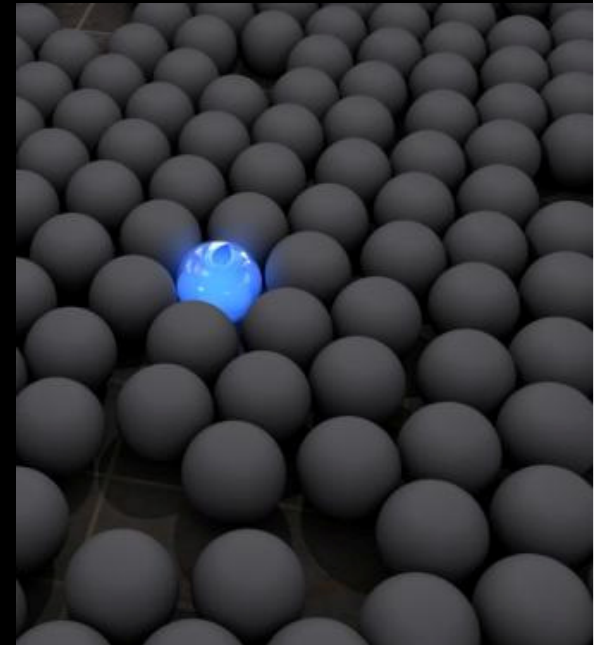
1. A branding strategy from within

- Different approaches possible, but it :
 - * is not a communication strategy
 - * is not a marketing strategy
 - * is not a top-down method
 - * but starts from a place's identity considering its image



1. A branding strategy from within

- How do you bring the identity of a place to the surface?
- What is the identity of a place?
- Identity is about who you are and what distincts you from another (compare people with places)
- Ask the inhabitants ! (identity)
- Ask (potential) visitors (image)



2. Research(-questions)

- Research possibilities depend on research questions, methods and budgets;
- For Breskens: How to position and profile Breskens as a destination? What are the experiences of 'Bressiaanders' & the Bresjes-feeling that can be used in positioning Breskens ?
- Research method: 1) focusgroups with inhabitants of Breskens:
 - children
 - teenagers
 - adults
- 2) Qualitative interviews with tourists
- 3) interviews with key persons



Research question

What are important lifeworlds of the
'Bressianders' and their tourist
product? What is the role of past,
present and the future?



The 'Kaoie', important lifeworld of the 'Bressiaander'



The renewed Spuiplein: more than before a meeting place

Spuiplein before





Spuiplein

2. Research (questions)

- Hardware: Both the 'Kaoie' & 'Spuiplein' are places that connects and unites people from Breskens and makes them proud to be a Bressiaander !

2. Research (questions)

What is the role of the past, present and the future in relation to the tourist product (associations, memories)?



Dries Klaassen: sail through my memories



The bombing in '44



Beach

Memories & history

Verduijn's cookies



Shipping company Vroom



Ferry Breskens-Vlissingen



Soccer in Breskens



Memories watersport
History fishery



2. Research (questions)

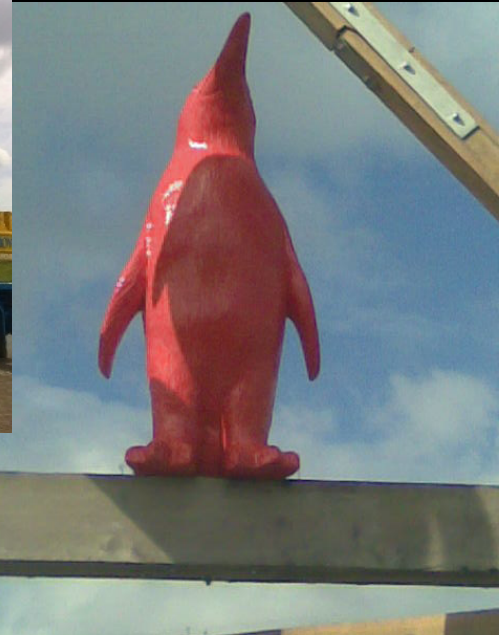
- Software: there is a nostalgic tendency towards the past: the ferry, the Kaoie, the history of the fishing village; not much knowledge of their history
- Proudness on their heritage (on fish), realism of the changing nature of the village and tourism
- The 'Bresjes'-feeling is 'Kaoie', the harbour and fish

2. Research (questions)

What are the expectations and lifeworlds of the Bressiaanders with their new tourist product?



Fish, fishery & fish festival, the Kaoie & the feeling of home at the harbour, security and familiarity



Connecting past, present and future; there are mixed feelings about the red penguins; no information about the link between art, climate change and sustainability



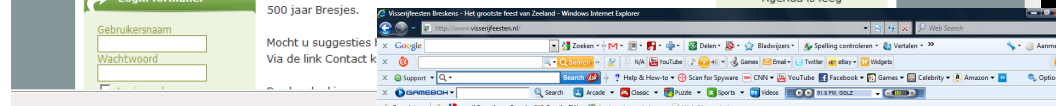
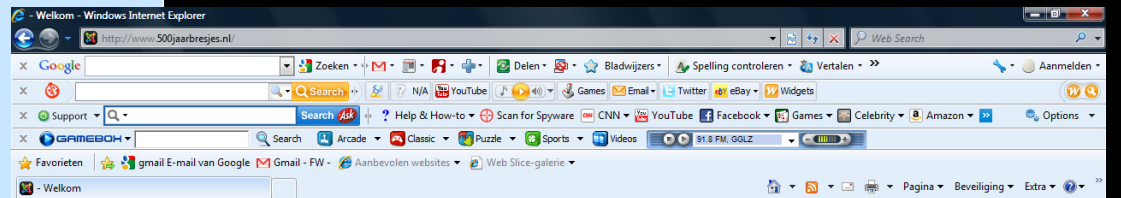
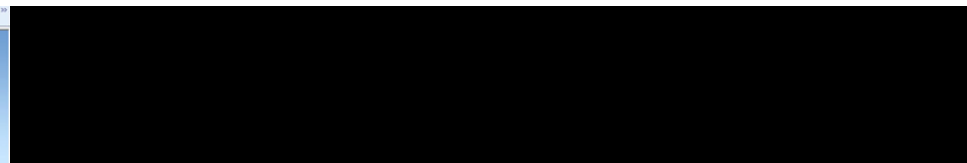
(Public) support for new initiatives like the penguins, fishmarket, fishmuseum, Flora & faunalife, watersport harbour

2. Research (questions)

- Org- (and soft)ware: lookin''back is easier than lookin' forward
- With respect 'to the heritage, making unexpected combinations and links is the challenge
- Supported by key persons and the public

Research(question)

An analysis of the websites with
the topic 'Breskens' and the use of
a digital platform



2. Research (questions)

- Virtual ware (and orgware):
- Analysis existing websites: not dynamic, little interactivity and multimedia, not always professional, no overview
- Digital platform: user friendly, interactive, multimedia, social media, promoting and informing, branding
- Professional, changing content, make stories

3. A continuous process: branding the region

- For both the inhabitants and (potential) entrepreneurs, and the (potential) visitors
- Connecting Breskens with other villages in/and the region
- Connecting Breskens with the rest of the world (on projectbasis)



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Gevoelsstreek,
het hele jaar door, 7/7.

www.zwinstreek.eu

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thema 'dijken'



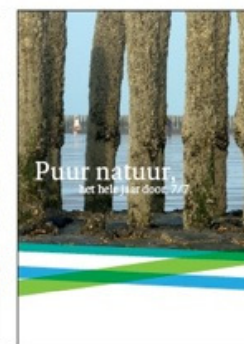
thema 'verrassende verhalen'



thema 'kids'



thema 'zwinmonding'



thema 'strandpaalhoofden'



thema 'smaak'

AA A

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U bent hier: > Startpagina

ZWIN
GEVOELSSTREEK

- Welkom
- Natuur
- Landschap
- Erfgoed
- Activiteiten
- Nieuws
- Partners
- Educatie
- Beeldbank
- Historie
- Onderzoek
- Evenementen
- Links

Catering,
het Zwin, 't hele jaar door, 7/7.

Welkom in de Zwinstreek, een unieke regio aan zee op de oegens van Vlaanderen en Nederland. Waar strand en polders elkaar ontmoeten.

Deze website biedt uitgebreide informatie over natuur, landschap en erfgoed in de Zwinstreek: een eerste kennismaking met de Zwin, diverse maar meer informatie over een gebied of landschapsmoment, een mooi historisch gebeurtenis of gebeurtenis.

Waar zwinstreek en in de digitale informatie- en communicatie voor het Interreg II-projeet RIFC2, Recreatie & Economie in de Zwinstreek.

Nieuws

- Zonwering genoten van een
lees meer...
- 20 jaar vriesmuseum Brekens
lees meer...
- De rivier de volkete over maritiem
erfgoed langs Vlaanderen en Kanalen
lees meer...

Activiteiten

Zomeractiviteiten 2016 in de
Zwinstreek

Leen boeken in de Zwinstreek
en -polder!

Foto's van de week

Disciplineren - Stroom - Concreet

Thank you for your attention !
Any questions?

