

Destination Edinburgh Marketing Alliance Project (DEMA) Explained

What is DEMA?

The purpose of the DEMA project is to create a city marketing alliance for Edinburgh – the Destination Edinburgh Marketing Alliance. At present, the project is in its development phase, forming an alliance of partner organisations, bringing together some of the City's best talents to work as a team, promoting the city and enhancing its reputation as a destination for people and organisations who might be attracted to visit, invest, live, work or study in Edinburgh. This development phase will inform the next stage, where the Alliance will begin to deliver destination marketing activities.

Why do we need the DEMA project?

Edinburgh is well recognised as a Destination, often being ranked in the top ten cities in Europe. It has many unique assets, but it cannot be complacent.

Work undertaken in 2007/08, by the Communications Group, highlighted that while there is a considerable range of activity to promote Edinburgh and no shortage of willingness to co-operate, there remains a need to address the currently fragmented approach to the city's marketing efforts.

The report also highlighted that promotion of the city is undertaken by a wide range of organisations across a broad array of business sectors, and that to realise the full potential of promotional activities the relationships across the various organisations and activities need to be clarified.

In particular, the report set out the need for a **common purpose**, with a clear statement of roles, remits and objectives to form an integrated offer. It also identified a **need for leadership**, for a leading individual/organisation to bring people together and speak with one voice and champion Edinburgh as a destination.

The first step in the work of DEMA will be the need to **develop a Destination Promotion Strategy** which, following an assessment of the products that Edinburgh has to offer, will clearly set out actions that will enable the city to **capitalise on its assets and benefit, where appropriate, from cross-selling**.

At its simplest the alliance will seek to align and connect the products, propositions and promotion that Edinburgh has to offer.

Where will DEMA sit?

Marketing of the city is not the preserve of any one organisation or business sector: it is truly a cross-cutting issue. This is why DEMA needs to be an alliance; a new form of partnership reflecting the Scottish Government's approach to new ways of working within the public sector, at both local and national level, and with the private sector. The final form the Alliance will take has yet to be determined and achieving the most effective delivery model is one of the key objectives of the Project.

When will DEMA happen?

The DEMA project was initiated in April 2008. The project has a target date for establishing the Alliance delivery vehicle by the 1 April 2009. The first deliverable output will be the Destination Edinburgh Marketing Strategy, due by January 2009.

Who is involved in DEMA?

The DEMA Project is a public/private collaboration facilitated by the City of Edinburgh Council. The Project Board includes senior representation from the Edinburgh Chamber of Commerce, Edinburgh Business Assembly, Denholm Associates, Jones Lang LaSalle and Gillespie Macandrew, The Edinburgh Convention Bureau, Festivals Edinburgh, and the Edinburgh Tourism Action Group, as well as the Council, Scottish Enterprise, Scottish Development International and VisitScotland. Representation from the financial and higher education sectors is also being sought.

A Delivery Group has been established beneath the Project Board, with representatives from a number of these organisations.

How will DEMA be delivered?

Work undertaken in 2007/08 by the Communications Group set out a basic road map to delivery. Firstly, there is the need to develop a Destination Edinburgh Marketing Strategy, which will explain the main propositions for Edinburgh for the key themes of visit, invest, live & study. Following agreement of this Strategy, the next step will be to identify the most appropriate structure to support the delivery of the Strategy.

The Edinburgh City Region Brand: 'Edinburgh Inspiring Capital' will be the consumer face of the Marketing Alliance, with the work focusing on the business-to-business support, linking the propositions, promotions and products required to further the destination promotion activities.

How will success be measured?

Our vision for success is that Edinburgh will be seen as an exemplar in destination marketing, with DEMA providing a co-ordinating role for all promotional activity for the city across the main visit, invest, live and study audiences. DEMA will bring together existing public and private sector activity more effectively, develop coherent links between the city of Edinburgh and national marketing organisations, and identify and address gaps in the city's promotional efforts, exploiting relevant opportunities for cross-selling between the key audiences.

If you would like further information about the Destination Edinburgh Marketing Alliance Project please contact:

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For updates see:

http://www.edinburghbrand.com/about_the_brand/what_is_dema.aspx
and [register](#) to receive the Edinburgh Inspiring Capital Brand Adopters
bi-monthly e-zine.