

Idea: Creation of local/city trademark to promote of local companies

Number in the database: 20

Area number: 11

Idea description

Title:	Creation of local/city trade mark to promote of local companies
Idea objective	<p>The idea of the action is the initiative to establish a unique "brand", understood as an adopted word and graphic sign associated with the planned stream of activities dedicated to the promotion of business in the City. The essence of brand building lies in the belief that the implementation of permanent mechanisms and the involvement of many entities in business development requires one common "message", which should be treated as a common indication of the goal.</p> <p>The brand can fit into the generally accepted model of the City's visualization (logo, slogans, etc.). It can also function completely separately. It is important that macros fit into the models and promotional plans of local companies, especially those forming local value chains. Creating a brand should go along with defining the tools of promotion of the City as an area of local business development and pro-business attitude of local public institutions. This promotion should take place both through its own website (websites of public institutions in the City), as well as through building relationships with institutions from the region, country, and in international relations (fairs, meetings with investors and others).</p> <p>Variants of the implementation of the action:</p> <ol style="list-style-type: none"> 1. The term local "brand" may be associated with the specificity of local production, industrial heritage or local handicrafts/manufacturing, but also with a leading and recognized market brand that is located in the City (in cooperation with the owner of such a brand). 2. Brand building can be based on outstanding talents, inventors and other leaders who have contributed to the development of the region's or country's economy.
Sharing process (max 1000 characters)	<p>Building a local brand, understood as a process initiated by a public institution (the City Hall or an institution delegated to perform this task), requires the following activities:</p> <ol style="list-style-type: none"> 1. conducting a dialogue related to defining the brand's program assumptions, 2. defining the program assumptions for the new brand (as part of the dialogue with local entrepreneurs), 3. defining the rules for using the brand by institutions and enterprises from the City, 4. preparation of a word-graphic sign, 5. development of the visualization book and brand protection, 6. identification of the brand operator (e.g. City Hall, Municipal Cultural Centre), 7. periodic verification of the "purity" of using the brand.
Restrictions/rules (law, skills, time, other)	<p>The implementation of the brand will require the involvement of marketing competencies, including close cooperation with local enterprises.</p> <p>In order to maintain the durability of the brand, it will be necessary to carry out the trademark protection process at the Patent Office, including the assessment of the "purity of the brand".</p>
Procedures (if applicable)	<p>The implementation of the brand will require the involvement of marketing competencies, including close cooperation with local enterprises.</p> <p>In order to maintain the durability of the brand, it will be necessary to carry out the trademark protection process at the Patent Office, including the assessment of the "purity of the brand".</p>
Costs for public institutions (if applicable)	<p>The launch of the "brand" will involve expenses on the part of the public institution in the field of:</p> <ol style="list-style-type: none"> 1. preparation of the sign and visualization book (purchase of graphic services), 2. protection of the word-figurative mark in the Patent Office, 3. use of the trademark in commercial (paid) media.

Expected result (if possible)

Implemented a new "brand" promoting the business environment in the City.