

Berlin: Always different

A journey to the heart of the city in search of its DNA

– Brand model and guidelines for strong communication –

- Summary -

Between April 2018 and March 2019, the Senate Chancellery developed a strategic model for its capital city marketing that encapsulates the essence of the *Berlin brand* and sets out general themes, visions, missions, objectives, and communication guidelines. The model will guide our work and generate momentum for our capital city marketing in the years to come.

The essential results are as follows:

- The *Berlin brand* is unique in many ways. However, there are some strong points that have not yet been acknowledged, and some risks that may harm the city's image.
- The *Berlin brand* is built on strong values and big promises to everybody who lives or wants to live in the city: Berlin is “home to diversity” and “an open space that offers many possibilities.”
- Developments over the past years have shown that being “home to diversity” and “an open space that offers many possibilities” can no longer be taken for granted. Berlin's big promises are being questioned. Moreover, people lack an optimistic outlook on the future and the confidence that changes will mean improvement. Therefore, the *Berlin brand* needs to be redefined along the following lines:
 - **Berlin needs to prove that it can deliver.** The *Berlin brand* should be built on the city's great potential and strong points and should tackle weaknesses with candor and with the power of evidence.
 - **Berlin needs to fight for what it stands for.** The *Berlin brand* should communicate the city's strong values and mission.
 - **Berlin needs to foster cohesion.** The *Berlin brand* should emphasize the communal aspects of life in Berlin.
 - **Berlin needs to inspire hope.** The *Berlin brand* should be marked by fresh optimism and point a positive way forward.
- The challenges and issues can only be resolved if the *Berlin brand* and the messages it sends out keep evolving.
- The existing *be Berlin* communication strategy is no longer suited to the purpose. It simply describes the status quo instead of motivating action. In view of the values and attitude that Berlin symbolizes and should symbolize even more strongly in the future, it is no longer adequate.

- The *Berlin brand* past & present: creates a sense of identity, conceives of freedom as everyone's ability and right to live life as they think fit, and celebrates Berlin as a unique way of life based on tolerance, diversity, and an awareness of values. It says: "*You are Berlin!*" (*beBerlin*)
- The *Berlin brand* of tomorrow: motivates Berliners to identify with their city and to actively stand up for the values and mentality that Berlin embodies; conceives of freedom as a communal and shared opportunity that everybody fights for; celebrates Berlin as a way of life, a promise, a responsibility, and a conviction. It says: "*We, too, are Berlin!*"

Next steps

Based on the results and insights of the model, the Senate Chancellery will launch a public call for tenders for the conception and creation of a new central communicative theme, including a strategic communications campaign and a new design. The call for tenders will be organized in close coordination with our capital city marketing partners (Berlin Partner, visitBerlin, Kulturprojekte Berlin, Medienboard Berlin-Brandenburg).

In addition, the Senate Chancellery has already commissioned a brand consultant: Sebastian Zenker, associate professor for place marketing and branding at Copenhagen Business School offers expertise and communicative assistance during the entire selection, tendering, and implementation process.

The process of creating and implementing a new brand identity and campaign is scheduled to be completed in spring 2020 at the earliest.

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