

ALBA IULIA

‘The Other Capital of Romania’

An URBACT local action plan in the framework of CityLogo project



SUMMARY

THE TEAM

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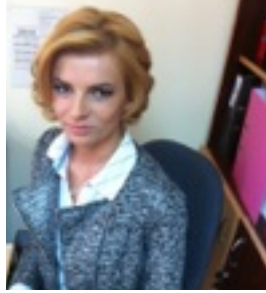
THE TEAM

The collaborative model: stakeholders involved

STAKEHOLDERS / ULSG



Anca Dinica
Chief Editor at 'Unirea'
Newspaper



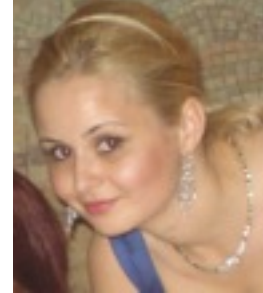
Ancuta Tamas
Public Procurement
Expert



Andrei Dobra
Blogger



Camelia Rosu
Consultant



Crenguta Man
Project Manager



Cristiana Fica
PR resp, City Logo



Diana Roman
PR resp. / Touristic
info-spot



Gabriel Rustoiu
Director of the Museum



Hedviga Calin
Chief Architect



Ioana Baba
Technical Expert,
City Logo



Larisa Dragolea
PhD Lecturer



Mihai Coser
Mayor's Spokesman

STAKEHOLDERS / ULSG



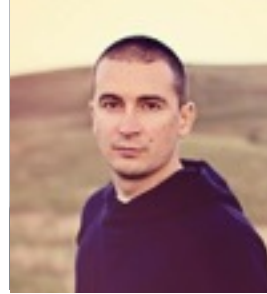
Nicolaie Moldovan
City Manager, Alba Iulia



Ovidiu Podaru
Technical Expert, City
Logo



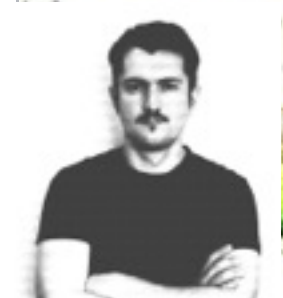
Raul Tudorascu
Local Counselor



Romulus Opriscan
Photographer



Maria Seemann
Public Manager, Alba Iulia



Adrian Docea
Branding consultant,
Heraldist Europe

CHAPTER I. A GLIMPSE INTO THE FUTURE

Alba Iulia's brand vision

**WE WANT ALBA IULIA TO REMAIN
THE LEADER IN CITY-BRANDING
DEVELOPMENT IN ROMANIA**

**WE WANT ALBA IULIA'S BRANDING
PROGRAM TO RESULT IN CLEAR
STRATEGIC OBJECTIVES AND A
CLEAR PLAN OF ACTIONS**

WE WANT ALBA IULIA TO BECOME
A CITY PEOPLE TALK ABOUT

**WE WANT ALBA IULIA'S CITADEL
TO ENTER THE TOP 10 PLACES TO
VISIT ROMANIA**

**WE WANT ALBA IULIA'S BRAND-
BUILDING PROGRAM TO RESULT IN
ATTRACTING NEW TALENTS AND
INVESTORS**

CHAPTER 2. A LITTLE BIT OF HISTORY

The city's background in city branding

A MEDIUM-SIZED CITY WITH AN OUTSTANDING HISTORICAL HERITAGE



Alba Iulia is a medium-sized Romanian city (61,000 inhabitants), a county capital in the heart of the historical region of Transylvania. It is one of the oldest settlements in Romania, which has had a strategic and/or symbolic relevance over the centuries: the largest military and economic centre during the Roman occupation in the then named Dacia Roman province; capital of Transylvania (1541–1690); and place of the crowning of Prince Ferdinand as King of Romania (1922).

This rich history has left Alba-Iulia with a high range historical heritage, among which the Alba Carolina Citadel stands as the jewel. Built between 1714 and 1739, it is considered to be the most representative Vauban bastion fortification in Transylvania. With 12-kilometer long walls, the fortress is formed of a central fort and seven bastions, with Baroque gates. In 2012, the citadel Alba Carolina was nominated to be “One of the 7 Wonders of Romania”. It is also worth mentioning that Alba Iulia is the first City in Romania to be referred to in the World Heritage UNESCO Magazine. Over the last years, the municipality, with the support of the European Union (ERDF), there have been heavy investments (around 70 million euros) for the rehabilitation and valorization of what is nowadays the historical centre of the city, and the motor of local economy.

In its modern history, Alba Iulia has been a provincial town, enjoying limited economic opportunities. While it maintains a range of traditional industries (including a predominant porcelain industry, the largest from Romania, and other activities related to food processing, textile manufacturing or metalworking). Tourism has been the most relevant sector for the local economy.

The municipality develops a constant endeavour to enhance the city's touristic potential. In addition to the aforementioned rehabilitation, several events and leisure activities are meant to emphasize the potential of the city's historic and tourism heritage such as the daily "Changing the Guard" ceremony of the Citadel or the "Treasure of the Citadel" competition. It also has a year-long calendar of events, including music and theaters, a Museum Night, etc. With past years as a reference, these events usually gather a global audience of more than 5,000 people.

In parallel, the municipality's objective is to attract new economic activities. Available facilities at the peripheries of the city start to be promoted, which recently has made possible an agreement between the municipality and a foreign company. In this perspective, the city's "1 Decembrie 1918" University is a key city asset and it includes a community of foreign students.

A BRANDING INITIATIVE FOCUSED ON CULTURAL TOURISM

Regarding city-branding, Alba Iulia is both a modest newcomer and a recognized pioneer at national level. The Municipality launched in 2010 its first logo and related guide, as part of its strategy for tourism promotion.

The logo presents the shape of the citadel followed by the slogan “The other Capital” and by the message “Welcome to the largest Citadel in Romania”. Recently, in the national written media, there was a great appreciation related to the city’s brand, considered as the most inspired one in Romania. The story behind this brand made a significant contribution to this success: it was designed for free by an Alba Iulia-native marketing professional, who is currently working for a multinational marketing firm, as a thankful gesture to the city where he was raised. The City Council decided to adopt the brand and to officially register it as the new logo of Alba Iulia Municipality.



Since then, the Municipality has carried out a range of initiatives related with the enhancement of cultural tourism in the city. As one of the most relevant projects, the ERDF-funded “Respira Aerul Istoriei” project (“Breathe the air of the history”) took place in 2011 as an integrated set of marketing and event activities, principally:

- *Organization of the Festival of the Alba Carolina Citadel's Days.*
- *Creation of a series of promotional materials and tools: a data base with relevant touristic information, post cards, brochures, maps, merchandising items, a website (which along with a specific Facebook page makes up the Municipality's first step in on-line devlivery channels), some video promotion material.*
- *Participation at tourism national fairs and exhibitions.*

It is also worth commenting the efforts of the Municipality regarding national and European networking and visibility, especially in the national and European panorama of historic towns. It established a network with 11 Romanian sister cities aimed at sharing good practices and improving the visibility of the city abroad. The Mayor of Alba Iulia is the President of the Association of Historic and Art Regions in Romania (ALZIAR) and also a Member in the Board of the European Associations of Historic Towns and Regions – Heritage Europe.

Another special action developed by Alba Iulia Municipality was the city's application to the European Commission's 2012 European Destinations of Excellence Contest (a programme designed to promote sustainable tourism development models across the European Union). This year, 2012, the Municipality was notified that it had been selected as the Romanian city in the "tourism and physical regeneration sites" category.

More recently, the Municipality signed an agreement with Razvan Pascu, a young entrepreneur, who won the title of "the best tourism blog of the year 2011" for promoting the Alba Carolina Citadel as a touristic product. His blog is well known now and it is enjoying a large number of visitors, while for the Municipality it represents an important step in promoting the tourism potential through innovative channels like social media.

As far as the participation of locals in city-branding, Alba Iulia offers two interesting successful initiatives:

- *In 2009, the “Marea îmbrățișare de la Alba Iulia” project (The big hug from Alba Iulia) gathered 10,000 to be the world record of the biggest human hug.*
- *“The Great Appearance” is a innovative type of marketing event, which was planned by the local photographer Romulus Oprișcan and the City Hall of Alba Iulia Municipality. It consisted in the greatest photo-image ever realized for the promotion of a city in Romania formed of 1,000 photos-portraits of the inhabitants of Alba Iulia. The giant image will be used in all the future campaigns organized by the local administration. An important number of citizens living in Alba Iulia Municipality had the chance to become part of the logo of the city.*

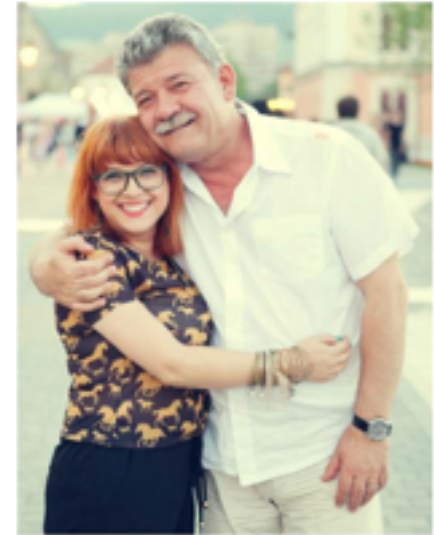


VINO LA MAREA ÎNFĂȚIȘARE

Sâmbătă 9 Iunie după ora 16.30, zona Porții a III-a.



Targeting local people



MAREA ÎNFĂȚIȘARE

Promovez Alba Iulia

www.cfralulian.ro



As a city with a short experience in city-branding and a strong focus on tourism, the main challenge of Alba Iulia in the face of future developments (for which the CityLogo project represents a genuine opportunity) is to design an integrated city-branding strategy. This has two main implications for the city.

First, it will be necessary to extend the scope of city-branding and work to each specific target group, in a common framework, to be determined along with the city's strategic objectives. One important question is at what extend a branding strategy can serve the city's development strategy. In addition to visitors (the main target, as tourism is and will remain the principal economic sector for the development of the city), potential target groups may include firms and investors (for commercial development, residential and recreational developments) and locals.

An ambition of the Municipality is to become the European Capital of Culture in 2020, something that, if well-managed, can act as a catalyst for a collective effort in the shaping and promotion of the city's image. However, this cannot make up the only dimension of the city's vision. On the other hand, there is the challenge to involve all the relevant local stakeholders (NGOs, local authorities, enterprises) and the local residents, from the design of the branding strategy (including the assessment of the current situation, the collective building of the city's storytelling and the identification of delivery channels) to its delivery, in the perspective of the various target groups. To that end, the Municipality can build on a good record of past collaborations and public participation, and take advantage of the CityLogo project, as it will imply the establishment of a Local Support Group.



A first identification of local stakeholders allows an assumption of a ULSG organized around the following categories of stakeholders:

- *Public authorities: Municipality of Alba Iulia, Regional Development Agency.*
- *Business: Chamber of Commerce and Industry Alba Iulia, successful and emblematic local*
- *entrepreneurs.*
- *NGO sector.*
- *University, as expert on marketing issues.*

As for the tourism dimension of the future strategy, a range of gaps in relation with the current strategy have already been identified by the Municipality:

- *Need to increase the international dimension, as the first years have proved results at national level mainly.*
- *Room for improving the impact of public events, in particular in the cultural field: professionalization and diversification of the events, attraction/design of national and international festivals (potential of the Vauban Fortress as a motive of city connections).*
- *Upgrade tourism promotion as far as distribution channels and events/missions are concerned.*

Another problem which also needs to be solved is the lack of financial resources. The Municipality needs to identify the adequate solutions for city-branding without compromising the resources for other important domains. Increasing the employment rate is by far the main local issue, another motive to think of city-branding as an instrument to reach other policy objectives.

Strengths / contributions	Gaps / demands	main challenges / LAP
<p>Rich historical heritage and cultural agenda.</p> <p>Expertise in cultural and tourism branding.</p> <p>Powerful logo&motto.</p> <p>Sense of place. Great awareness of local population with the challenges and initiatives posed by the Municipality.</p> <p>Experiencie in targeting locals.</p> <p>Member of the selective network "European Destinations of Excellence".</p>	<p>Lack of engagement of the private sector.</p> <p>Difficulties for linking tourism to wider economic development objectives.</p>	<p>Integrated city branding embracing a range of different groups.</p> <p>Dedicated platform for stakeholder involvement in the field of city promotion.</p> <p>Upgrading strategies to the international level.</p> <p>Networking and alliances to create synergies and increase visibility.</p>

CHAPTER 3. FINDING OUR ARCHETYPAL POSITIONING

Brand strategy

WE ARE ALBA IULIA

FROM TRANSYLVANIA

A high-angle, wide shot of a mountain valley. The foreground and middle ground show steep, green mountain slopes with some rocky outcrops. A thick layer of white clouds or mist fills the valley floor and rises up the sides, partially obscuring the lower parts of the mountains. In the background, more mountain peaks are visible under a clear sky. The overall mood is majestic and serene.

which is a real place

3. FINDING OUR ARCHETYPAL POSITIONING | BRAND STRATEGY



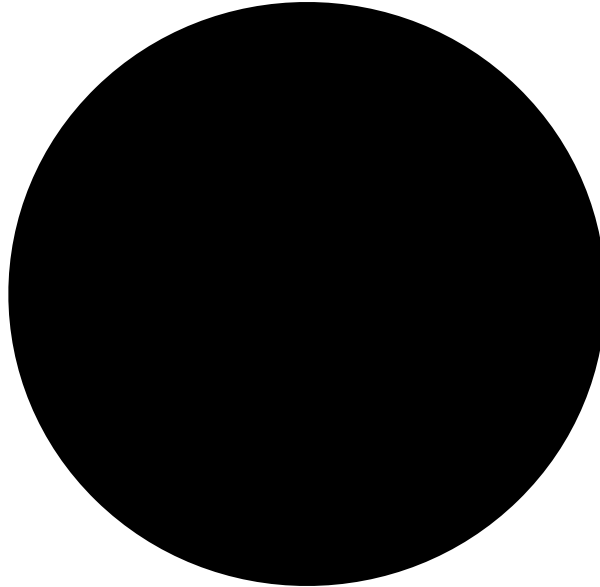


*and this is
alba iulia*



this is us

POP: 60.000



this is Bucharest

POP: 2.260.000

WE MIGHT BE SMALL
BUT WE ROCK & ROLL

*because a few years ago we built
the **first** city brand in Romania*

*We might not have much but we do
have an awesome citadel, which used
to be a ruin before the local
administration attracted EU-funding
and made it look like this >*

3. FINDING OUR ARCHETYPAL POSITIONING | BRAND STRATEGY



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*one thing was missing: a brand
strategy that can boost tourism as well
as attract talents & investments*

*Alba Iulia is an iconic place:
Romanians call it ‘the spiritual capital’
of the nation and it has a centuries-
long history as a political hub*



*It was the capital
of the Roman Empire's
province of Dacia*



*The Medieval
capital of
Transylvania*





*The capital of the first united
kingdom of Transylvania,
Moldavia & Wallachia*



*And the place where
Romania was born as a
modern state*



*it might not be
the **actual** capital of Romania
but it is for sure*

'THE OTHER CAPITAL'

*here's five reasons
why 'the other capital'?*

I

*because Romanians
recognize it as 'the
spiritual capital'*

II

*because of its two
thousand years
of political heritage*

III

*because it is
the capital of the
United Romania*

IV

*because this
positioning
is bold and it sticks*

V

*because we believe
that Alba Iulia can be
more than it is today*

*Based on Jung's theory of archetypes,
we have identified the archetype that is
deeply connected with our identity*

ALBA IULIA, THE OUTLAW

DESIRE:
GOAL:
STRATEGY:
GIFT:

REVOLUTION
CHANGE
DISRUPT
RADICAL IDEAS

WHY

ALBA IULIA - THE OUTLAW

ALBA IULIA HAS ALWAYS DISRUPTED THE 'NATURAL' ORDER OF THINGS: BECAUSE ABOVE ALL, IT IS THE ICONIC SYMBOL ASSOCIATED WITH THE UNION OF ALL ROMANIANS. IF WE UNDERSTAND THAT FOR CENTURIES ROMANIA HAS BEEN COMPLETELY SURROUNDED BY ALMIGHTY EMPIRES (OTTOMAN, AUSTRO-HUNGARIAN, RUSSIAN), THE VERY EXISTENCE OF THIS COUNTRY AND THIS SYMBOL IS A REBELLION AGAINST THE SYSTEM.

WHY

ALBA IULIA - THE OUTLAW

THE VERY ESSENCE OF THE CITY'S POSITIONING IS **DISRUPTIVE**: 'THE OTHER CAPITAL', PROBABLY THE MOST DARING POSITIONING POSSIBLE FOR A TOWN 30X SMALLER THAN THE ACTUAL CAPITAL.

THEREFORE ALL THE COMMUNICATION WE CREATE FOR THE CITY NEEDS TO BE DISRUPTIVE AND CHALLENGING.

NOT ONLY BECAUSE DISRUPTIVE COMMUNICATION IS MORE VISIBLE AND TENDS TO USE THE ADVERTISING BUDGET MORE EFFECTIVELY BUT BECAUSE IT IS IN THE VERY NATURE OF OUR CITY TO DARE TO BE **MORE**

AND BECAUSE THE CITADEL IS BY FAR OUR
MOST VALUABLE ASSET, IT WAS CRUCIAL TO
FIND A DARING **TOURISTIC BRAND PROMISE**

*‘The Other Capital’
might be a strong positioning statement
but in order to get on the touristic map
we needed a more specific promise*

*Alba Iulia's promise used to be:
“visit the most beautiful Vauban-style
citadel in Romania”*

what's a 'Vauban'?



This guy!

*18th century French military engineer
known for his techniques of designing fortifications*

*The weak point was not only that tourists don't know what a 'Vauban' is,
but the lack of ownership for this promise, the next city can easily say:*

*'visit the best or largest or the most
beautiful or impressive or representative
whatever-style citadel'*

*every citadel can be 'the most something'
if you narrow-down the focus*

THE REVELATION

*how large is our citadel compared to
all other citadels in Romania?*

Vauban-style or whatever-style



*Visit **The Largest Citadel In Romania***

*We've always been the largest citadel in Romania but it
took us a couple of centuries to realize it*

*This was a promise big enough to build our touristic strategy on; and it was a
promise that no other place in Romania could claim*

*Next step was to design a logo
that represents the citadel*

3. FINDING OUR ARCHETYPAL POSITIONING | BRAND STRATEGY



aLBa
IULia



then apply our new ID everywhere

3. FINDING OUR ARCHETYPAL POSITIONING | BRAND STRATEGY

city hall



locations



events



soon on signage



or car fleet



*At this stage, Alba Iulia had a clear
archetypal brand positioning, a
touristic promise and a brand identity.
It was time to build a set of initiatives,
according to City Logo's principles
and learnings*

CHAPTER 4. THE 7 KEY PILLARS OF GROWTH

Working lines, set of initiatives

DUE TO THE MASSIVE INVESTMENTS IN RENOVATING THE
CITADEL, BY FAR THE **CRUCIAL** ROLE IN THE CITY'S
DEVELOPMENT IS TO ATTRACT TOURISTS: THEREFORE 1/2 OF
ALL ACTIONS FOCUSED ON TOURISM

TOURISM: A DIGITAL & DESIGN- CENTRIC APPROACH FOR ATTRACTING VISITORS

TOURISM: A DIGITAL & DESIGN-CENTRIC APPROACH FOR ATTRACTING VISITORS

A) BRAND BOOK &
GUIDELINES

G) FAMILY TOURISM

B) TOURISTIC WEBSITE

F) ANNUAL EVENTS:
CREATIVES UNITED

C) VISITOR CENTER

D) THE MUSEUM OF
UNIFICATION

E) ANNUAL EVENTS:
THE OTHER ROMANIA

A. BRAND BOOK &
GUIDELINES

PROBLEM/SOLUTION

Alba Iulia is a pioneer in city branding in Romania. While the visual identity is solid, the city is lacking a brand manual that would set rigid rules for using the identity correctly.

Creating a brand manual introducing the brand identity and the rules of applying it as well as presenting the brand strategy in a way all stakeholders can easily get it.

B.TOURISTIC
WEBSITE

PROBLEM/SOLUTION

Travelers looking for interesting destinations in Romania will hardly find any coherent and well-structured information about Alba Iulia

Create the best touristic website in Romania, that will offer visitors an interactive, up-to-date, device-adapted, UX-centric experience

C. VISITOR
CENTER

PROBLEM/SOLUTION

While several cities in Romania have info centers, most of them look rather primitive and the materials available are of poor quality.

Alba will aim to create the most modern tourist visitor center in Romania, using interactive screens, motion-reactive environment, body-tracking, 3D

D.THE MUSEUM OF
UNIFICATION

PROBLEM/SOLUTION

*‘The National Museum of Unification’
is the region’s main museum,
unfortunately the way visitors interact
with the collections is rather basic*

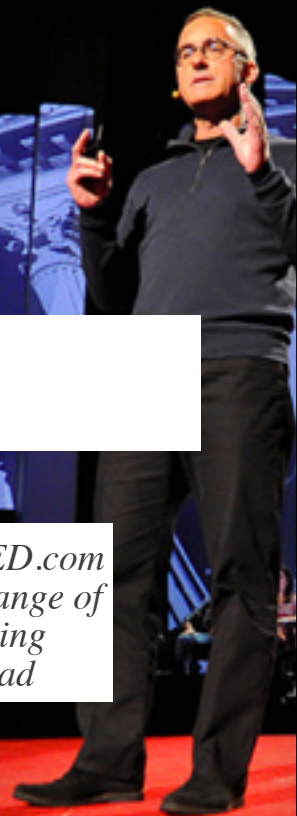
*Interactive technologies, improving the
way objects are presented, create an app,
a website, presentation book, a small café
and a shop*

E.ANNUAL EVENTS:THE
OTHER ROMANIA

PROBLEM/SOLUTION

*Alba Iulia currently hosts an event for
Romanian intelligentsia - Dilema
Veche - but the concept doesn't appeal
to a large audience*

*Renamed 'The Other Romania', TED.com
format (short interventions, wide range of
subjects) while inviting interesting
Romanians from home & abroad*



F. ANNUAL EVENTS:
CREATIVES UNITED

PROBLEM/SOLUTION

Alba Iulia is a small town. Sometimes being – which reflects in the festivals – they also tend to be small, generic and target mainly the locals

‘Creatives United’ - the first ‘Social Creativity Camp’ in the world - bringing in creative talents to create original solutions to world’s social problems

G. FAMILY
TOURISM

PROBLEM/SOLUTION

Regular festivals (usually beerfests & concerts) rarely attract people from outside the city and even more rarely attract families with kids

Create the most important hub for school-trips & family-trips by connecting history (The Citadel), nature (Mamut mountain) & learning (various activities).

CONNECTING WITH LOCAL COMMUNITY: IMPLEMENTING DIRECT DEMOCRACY SYSTEMS

PROBLEM/SOLUTION

People complain about not having the power to influence political decisions; the elected representative often 'forget' to keep in touch with citizens

The first 'open source governance' system (EDD: 'Electronic Direct Democracy'), accessible online, by SMS or info-kiosks located in key points throughout the city

BECOMING ONE OF THE EDUCATION CAPITALS OF PENNSYLVANIA

PROBLEM/SOLUTION

Local university struggles to achieve more visibility, just as the university in Sibiu, 40 miles away. Alone, none of the two has enough power

Partnership between the universities of Alba and Sibiu, claiming Alba University's old heritage (since 1622) and building on Sibiu's larger student base

STIMULATING LOCAL ECONOMY: STARTUP INCUBATOR & BRANDBUILDING TOOLS

STIMULATING LOCAL ECONOMY: STARTUP INCUBATOR & BRANDBUILDING TOOLS

A) STARTUP
INCUBATOR

B) BRANDBUILDING
TOOLS

A. STARTUP
INCUBATOR

PROBLEM/SOLUTION

Alba Iulia's economy is built on light industry but it seems to be difficult to stimulate young people to start their own business here

The first 'Start-up Park' in Romania that is targeted specifically at college graduates, who will receive initial funding and a complete set of facilities

B. BRANDBUILDING
TOOLS

PROBLEM/SOLUTION

Small farms in the region don't have enough power and marketing knowledge to compete with large companies and sell in supermarkets

'Tara Alba' - a public-private initiative, a new brand that will reunite small producers from Alba region, offering professional marketing solutions

4. THE 7 KEY PILLARS OF GROWTH | WORKING LINES, SET OF INITIATIVES



SYMBOLIC ACTIONS:
POSITIONING THE CITY AS AN
ECUMENICAL CAPITAL

PROBLEM/SOLUTION

*Strong heritage as a religious center -
Catholicism (1000 years), Orthodoxy
(600 years), Protestantism (600 years),
Jewish (400 years) - but no positioning*

*Playing a stronger role in the ecumenical
movement by organizing an annual
ecumenical event that brings together
members of various religious communities*

SYMBOLIC ACTION: LOBBY FOR AN 'ALTERNATIVE CAPITAL' (JURIDICAL CAPITAL)



PROBLEM/SOLUTION

Romania is an excessively centralized state. We often complain that government and parliament interferes with Justice

Based on the German, Swiss & Netherlands example we will lobby for the Juridical institutions to be relocated to 'The Other Capital'

SYMBOLIC ACTION:
BRINGING THE NATIONAL DAY
BACK TO ALBA IULIA

PROBLEM/SOLUTION

Bucharest slowly takes over from Alba Iulia the role as host of the National Day events and the event becomes more politicized with every year

'The Other Capital - The Capital Of Hearts' will propose 3 minutes of silence across the country, for the whole nation to remember the true meaning of this day



**MEDIUM-TERM IDEAS TO BE
CONSIDERED AFTER THE 7 KEY
PILLARS OF DEVELOPMENT HAVE
BEEN ACTIVATED**

PROBLEM/SOLUTION

Alba is a leader in city-branding in Romania but Transylvania, the region where our city is located still hasn't got an official brand

Alba Iulia will create the regional brand of Transylvania, as well as offer assistance to other Transylvanian cities who want to establish their city brand

PROBLEM/SOLUTION

Alba has an amazing old center (The Citadel) but a rather non-impressive urban development, which doesn't stand out against other cities

For centuries Alba meant 'white' or 'the white city': therefore we will paint in white all buildings along the major boulevards of Alba Iulia

PROBLEM/SOLUTION

Alba Iulia is well connected by road and rail but locals always felt that the city deserves its own airport. The city is too small to build an airport

The Sibiu International Airport is 40' away from Alba Iulia: we will have a daily bus shuttle that connects the city with the airport in Sibiu.

PROBLEM/SOLUTION

Alba Iulia: 63.000 inhabitants. Sebes-Alba, only a few km away, 27.000 inhabitants. Both cities are too small for some investors

RMA (Alba Metropolitan Region - made of Alba Iulia, Sebes-Alba and adjacent villages) will create a +100.000 area which is more interesting for investors

CHAPTER 5. STORYTELLING

Communication strategy, activities plan, contact points

HOW WILL WE DELIVER THE KEY POSITIONING STATEMENT 'THE OTHER CAPITAL' AND THE KEY BRAND BENEFIT 'VISIT THE LARGEST CITADEL IN ROMANIA' IN THE SPIRIT OF THE 'OUTLAW' ARCHETYPE?

PROBLEM

Alba Iulia now has an amazing Citadel but the budget for promoting it is insufficient

SOLUTION

*Instead of wasting huge budgets on ads in generic media that lacks proper targeting, Alba Iulia will use **guerrilla advertising** techniques in partnership with 'The Golden Triangle' of Romanian tourism (Sighisoara, Sibiu and Brasov).*



Creating an extended closed-circuit of 4 key destinations where Alba Iulia fits right between Sighisoara & Sibiu.

We will intensively use unconventional outdoor advertising, as well as print & direct advertising in selected contact points of high touristic interest (hotels, airports, around key landmarks, museum, coffee shops & restaurant etc) in Sibiu, Sighisoara & Brasov.

TACTICAL APPROACH

*We also count on getting a significant share of **free media** from the 3 key PR-generating pillars: 'ecumenical center', 'juridical capital' and 'national day'.*

The other source of free PR is the key annual events of the city: 'the newly rebranded 'The Other Romania' festival, 'Creatives United' festival, as well as the other current festivals hosted by the city.

ALBA IULIA COMMUNICATION PLAN 2014-15

STANDARD OUTDOOR

UNCONVENTIONAL
OUTDOOR

PRINT & DM TARGETED
TO TRAVELERS

ALBA IULIA'S
OFFICIAL TOURISTIC
WEBSITE AND SOCIAL
MEDIA HUB

THE 3 PR-GENERATING
PILLARS

UNCONVENTIONAL
ACTIVATIONS

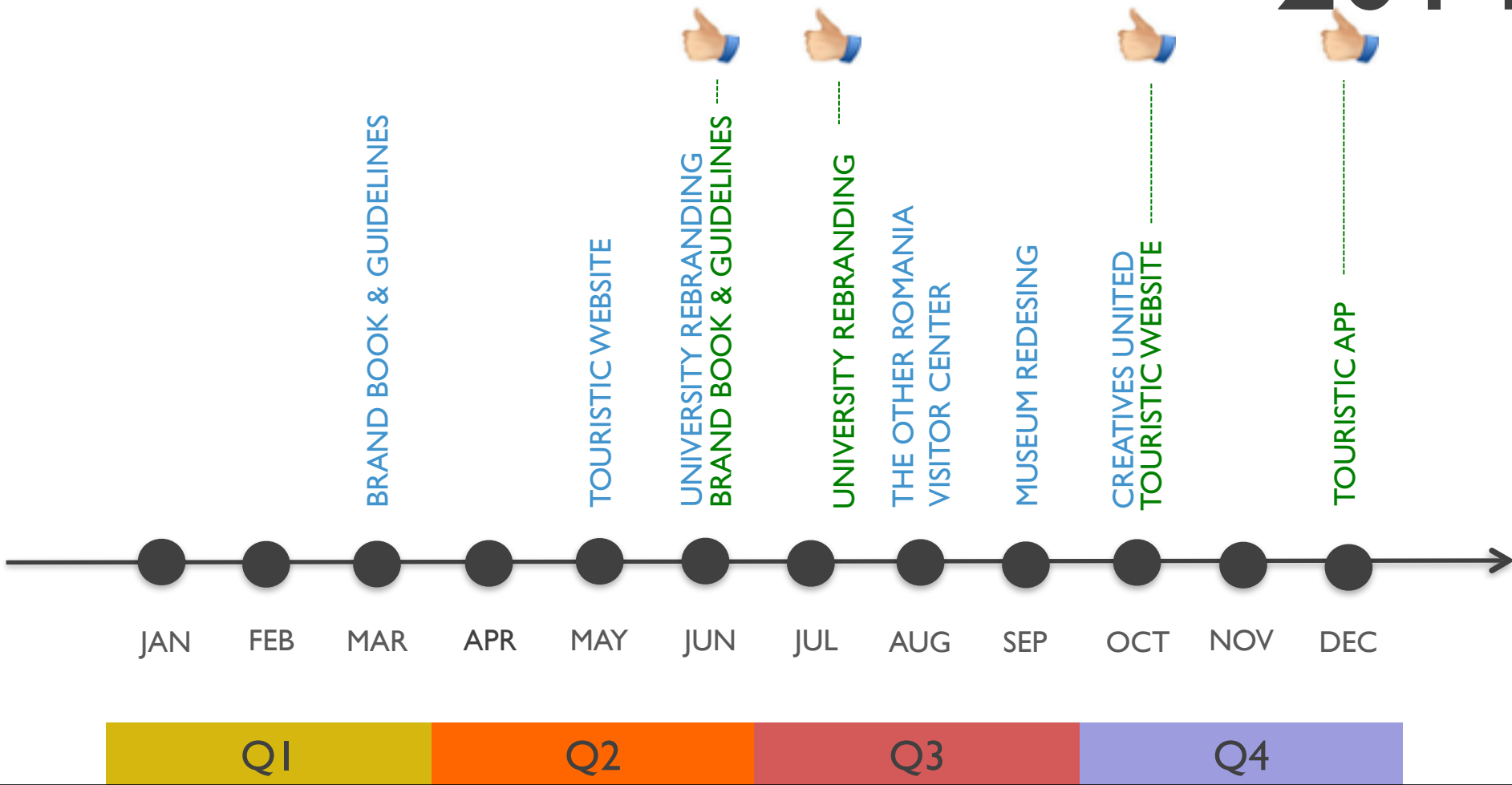
'THE OTHER ROMANIA',
'CREATIVES UNITED'
AND OTHERS

DETAILS IN CHAPTER 6: IMPLEMENTING THE ACTION PLAN

IN **BLUE**, AGREED STARTING POINT FOR EACH ACTIVITY,
THE MOMENT WHEN WE START PLANNING THE RESPECTIVE ACTIVITY

IN **GREEN** AND MARKED WITH  PLANNED DELIVERY DATE

2014



2015



FAMILY TOURISM
BRANDBUILDING TOOLS

MUSEUM REDESIGN

VISITOR CENTER
CAPITAL OF THE HEARTS

FAMILY TOURISM
BRANDBUILDING TOOLS

CREATIVES UNITED

LOBBY FOR JUDICIAL CAPITAL

FIRST 'EDD' IN ROMANIA
THE OTHER ROMANIA

STARTUP INCUBATOR

ECUMENICAL COUNCIL

CAPITAL OF THE HEARTS
FIRST 'EDD' IN ROMANIA

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Q1

Q2

Q3

Q4

FUNDING SCHEME

*The 2014-2020 financial framework of EU,
external grants, EEA Grants,
governmental funds, sponsorship, public-
private partnerships,*

CONCLUSIONS

above all

*what matters in brand development is
to have a solid strategic **foundation***

WE ARE ALBA IULIA

WE ARE 'THE OTHER CAPITAL'

WE HAVE 'THE LARGEST CITADEL'

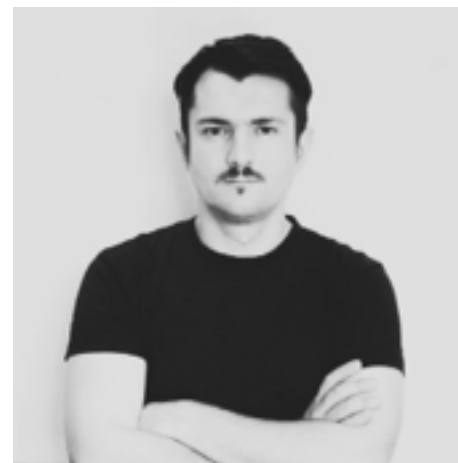
AND WE HAVE A FUTURE

THANK YOU



Alba Iulia Municipality

ROMANIA, Alba County, Alba Iulia Municipality
5A Moșilor Av., Zip Code 510134
Tel.: +40.258.819.462



Adrian Docea

Founder / Strategy Director, Heraldist Europe
CONTACT: adrian@heraldist.com
www.heraldist.com