

Success Stories from the Atlantic



AT Brand A collaborative brand for the Atlantic



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The AT.Brand project focused on innovation and management in integrated city branding. Its strategic objective was to involve partner cities and regions in improving their influence and attractiveness through networking.

Looking beyond individual city branding and building on experiences in the Nordic countries and the Baltic Sea, the project explored the feasibility of a long-term strategy to co-brand the Atlantic area. A strong partnership of core cities developed a suite of concrete actions including: a cross-learning programme of innovative city-brand management; innovative and transferable pilot actions at local level; highlighting core brand messaging; and creating a draft roadmap for co-branding the Atlantic area. AT.Brand reinforced and complemented local and regional strategies while showcasing the effectiveness of developing a coherent place branding strategy across the Atlantic area.

Outcomes of the project

- Development of methodological guidelines, workshops and peer-review exercises for city-brand management,
- Web-based toolkit for the Atlantic brand,
- Cross learning itinerary on city brand management,
- Pilot actions at local level,
- Co-branding roadmap for the Atlantic Area.

Interact with the project

Website



Social media

