

# KOBE



for Change Makers

## A Fresh Restart Rebranding Kobe MICE



## About Kobe

## Why rebrand?

### Brand development

- Working with a consulting firm
- Identifying key strengths
- Creating a brand identity

### Brand dissemination

- Internal
- Domestic
- International



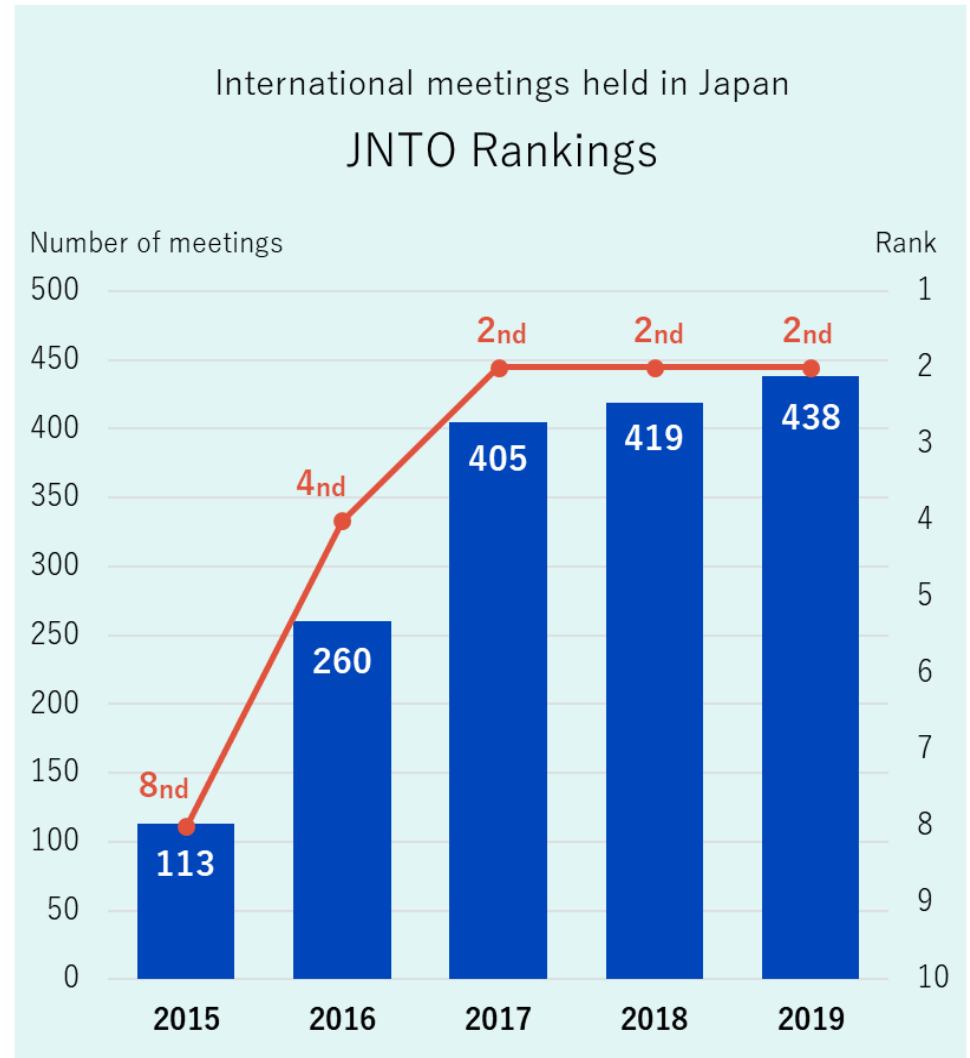
## International meetings



**3 years running**

Large scale international meetings held in Kobe in recent years (1,000 - 20,000 pax)

- 2016 G7 Health Ministers' Meeting
- 2017 IAG-IASPEI
- 2018 OCEANS'18/Techno-Ocean
- 2019 ISPO 17<sup>th</sup> World Congress  
ISPRM Annual Meeting  
ICANN 64





# Why rebrand?



## Why we rebranded

1. Strong MICE assets but
2. Lack of global identity
3. Creating and presenting a consistent message to
4. Raise awareness of Kobe as a MICE destination and
5. Celebrate the 40<sup>th</sup> anniversary of MICE in Kobe

# Brand development



## Choosing a consulting firm

- Familiarity
- Specialise in branding / marketing
- Network of collaborators
- Locally based



## Brand development

- Establishing a vision, mission and recognise challenges
- Examining key strengths and weaknesses
- Competitor analysis
- Establish unique selling points
- Define the Kobe MICE experience



# Identifying key strengths

Kobe's 4 unique strengths as a MICE destination



## Port City

International port

## Liveable City

Welfare · Disaster prevention

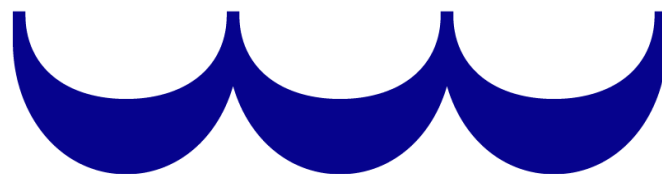
## Medical City

Biomedical cluster

## Dynamic City

Innovation

# KOBE



## for Change Makers

Where Change Lives and  
Drives the Future Forward

# Creating a brand identity

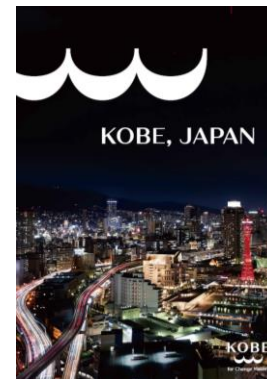
## Meeting Planner's Guide



## Website renewal



## Posters



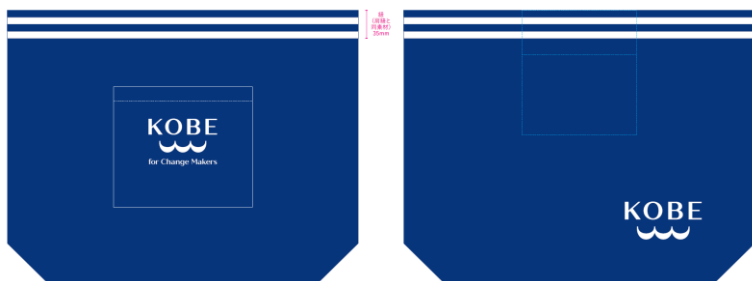
## Short PVs (15s & 30s)



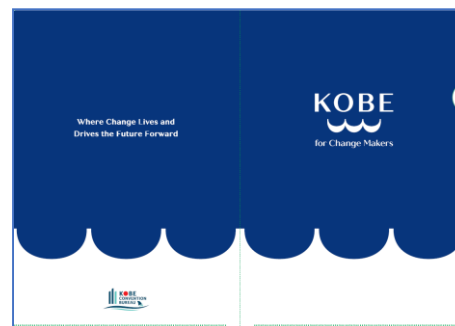
# Creating a brand identity

## Giveaways, office supplies etc

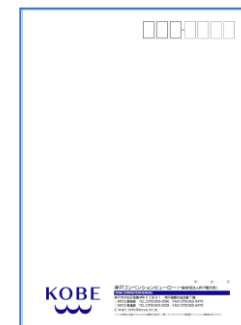
### Congress bags



### Clear files



### Envelopes



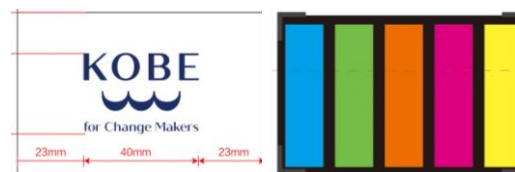
### Business cards



### Pens



### Stick notes



### Slide template

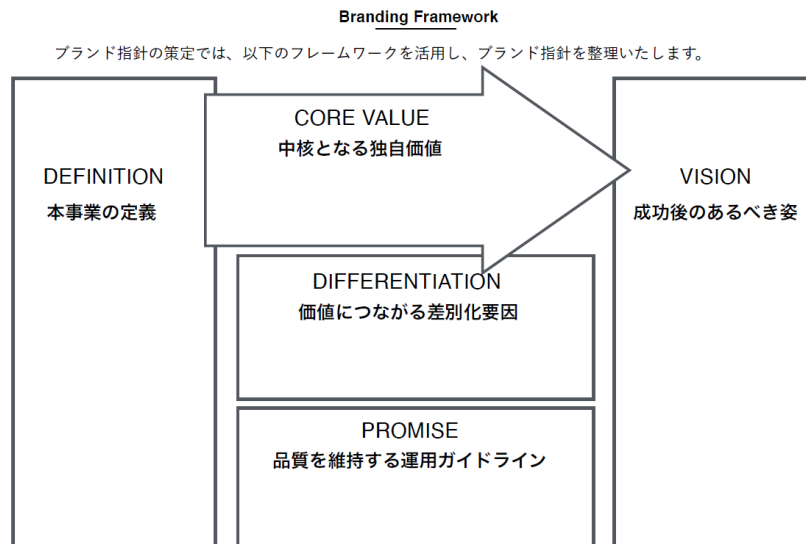


# Brand dissemination



## Internal Marketing

- Build internal understanding of brand through education
- Create a brand guideline for internal use
- Internal brand knowledgeable = consistent brand messaging



## Domestic Marketing

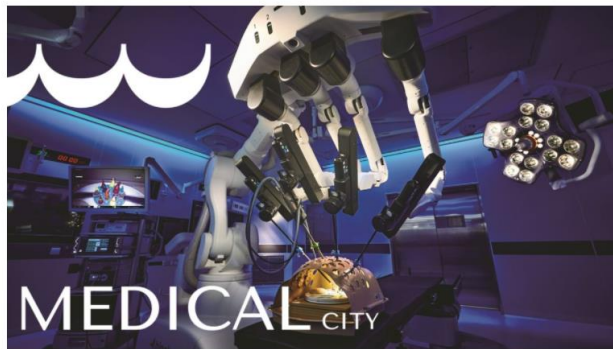
- Utilise your local member companies and partners
- Strategic placement of promotion materials
- Media engagement
- Door to door promotion



## International Marketing

- Subscription bases e-mail magazine
- Hosting online seminars
- Media engagement
- Strategic advertisement placement

### Kobe - A hotbed for the future of medicine



The devastation of the Great Hanshin Awaji Earthquake that struck Kobe in 1995 became the catalyst to reinvent the city as a centre for cutting-edge life science research. Transforming Port Island, a man-made island in the city harbour, Kobe city created one of the largest biomedical clusters in Asia, the Kobe Biomedical Innovation Cluster (KBIC).

A screenshot of the MC/ASIA website. The main headline reads "Kobe's MICE sector turns 40 with new brand message". Below it, a sub-headline says "Japan's second most popular international conference destination is calling for 'change makers' in a time of innovation". The article is by Hattie Jay Lee, dated May 4, 2021. A large image shows the Kobe skyline with the "KOBE for Change Makers" logo. A "Most Popular" section on the right lists other articles like "Singapore hits 70% herd immunity, events back in action" and "Tokyo Olympics: A prelude to the future of events?".



# KOBE



for Change Makers

