



Trademark City Gaziantep **Branding Project**



The Best Unconventional Project

World Chambers Competition 2005

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1. Origin of the Project

The City of Gaziantep

The wide ranging cultural history and economic structure of Gaziantep have made this city an industrial model that has also become one of the most important industrial centers in Turkey. As a result of increasing investments over the last two decades, Gaziantep has become a city of 24 hour production. Given the absence of public investments in the city, this situation has triggered the entrepreneurial spirit in Gaziantep. Today, Gaziantep has evolved into a superior industrial region, encompassing:

- 24 million square meters of industry
- A free zone of nearly 5000 industrial plants
- Employment for 120,000 people
- Exporting various products to 104 countries in the world
- \$1.5 billion turnover

Throughout history, Gaziantep's economy has been sustained mainly as a production city. As globalization continues at a lightening speed, a developing country such as Turkey often faces many challenges when competing with global markets. Due to this, the national and international competition is forever on the minds of producers. Turkey has to take some measures in order to contend against the advantage of lower-cost production countries.

These measures were started in the mid-nineties with quality certification operations since **producing to offer minimum prices regardless of quality was reducing the opportunity to survive in the global marketplace**. At that time, parallel with our member needs and business trends, the Gaziantep Chamber of Industry had a series of education, export, quality certification projects and by the beginning of the year 2000, it was determined that the return on investment for quality was not met. Furthermore, the advantage of lower-cost production—especially in northern and eastern China and south-east Asia—has come to the point of threatening Gaziantep's economy. A re-evaluation was needed to find an effective way to differentiate Gaziantep production, marketing and sales in the global marketplace. Today's business leaders achieved their success by distinguishing their product from that of their competitors. This need for differentiation was the seed for our project; our research determined there was a way to add more value to our products—that value is certainly branding.



2. Trademark City Gaziantep Branding Project

Our Innovative Character

The vision of the project is to structuralize Gaziantep to bring more added value and increase the competition power by driving the social culture and economic infrastructure of Gaziantep with entrepreneurship and production potential. The mission is to transform the common will of branding, formed by entrepreneurs creating existing industrial potential and open to change to an **integrated branding process**.

Main targets of this project are both local and worldwide audiences. The **local aim** is to gain added value by accelerating the branding process within Gaziantep for the products produced here for international and domestic markets. The commitment of industry members to the Gaziantep project is “**to create more added value**” not only to their products but also the city as a whole.

The **worldwide aim** is to bring to the forefront the advantages for international businesses to invest in Gaziantep and as a result, make Gaziantep an international investment centre for “**easy and profitable investment**.” Additionally, we want to create a sense that “Gaziantep’s products are of good quality” in national and international markets.

Main Project Goals

1. Increasing the contribution of companies to our branding pool
2. Increasing the application of trademark and patent registration
3. Creating ten trademarks in one year and one hundred within five years
4. Directing national and international investors to the city
5. One billion dollar investment in five years, five billion dollar investment in ten years from outside Gaziantep
6. Providing cooperation with the public
7. Increasing the work and power cooperation and making operations on preventing unfair competition between companies
8. Providing integration on work and communication processes
9. Increasing the international sense of Gaziantep and also changing the national sense of Gaziantep to branding
10. Increasing the consciousness of branding in the public
11. Increasing the branding awareness and will among companies
12. Internationally publishing developments and activities within the city

Invested Resources

The first expected cost of our project was \$100,000 USD, and once complete it was realized at \$108,000. We gathered together 86 countries interested in supporting the project and collected \$1000 for each entry; this compilation of companies was defined as the “branding pool.” In compensation, their company logo was displayed in our newspaper and magazine advertisements together with the trademark city Gaziantep logo. Thanks to the support of our members, the final cost for GSO for our project was just \$22,000.

Project Context

The trademark city Gaziantep branding project consists of five main activities:

1. Information
2. Introduction
3. Consultation
4. Awareness
5. Lobbying

Information activities

1. **Branding practices:** Four speakers across different sectors of well-known brands in Turkey presented their best-case branding practices to over three hundred participants who attended this event.
2. **Branding handbook:** To be completed in April 2005, this handbook is for industry businessmen to understand the importance of branding and to the process of how it is done.
3. **Internet activities:** We have opened a detailed website and a Yahoo! group for this project. The website can be reached at <http://markasehir.com/>
4. **Congress presentations:** In the second and third ISO (Istanbul Chamber of Industry) congresses two presentations were made.
 - a. Second ISO CONGRESS: GSO participated with a presentation called, “successful regional development practices- Gaziantep experiences”
 - b. Third ISO CONGRESS: GSO participated as a guest chamber and opened a stand to give information about the project, present the project and distribute CDs, handbooks and brochures.
5. **Press announcements:** Continuous contact with local, national and international media to provide updates on the status of our branding initiative.

Consultation activities

1. **Trademark city Gaziantep Information line opened:** Offering consultation, information and advice to members, institutions and organizations that may require assistance during the branding process. The information line can be reached at: 0 (800) 536 0506.
2. **Trademark and patent office opened:** To offer specific information and consultation regarding patents and trademarks including the process, registration and legislation. This office was opened as a result of a special agreement between the Turkish Patent Institute and GSO (Gaziantep Chamber of Industry).
3. **GSO Investment Consultation Desk:** Information and consultation is given by experts within the Chamber about the existing investments and also sectoral investment opportunities for entrepreneurs.

Introduction activities

1. Newspaper announcements
2. Special newspaper advertisements
3. Press bulletins
4. Television appearances

Awareness activities

1. **Trademark city Gaziantep photo:** To symbolize the project we have registered a logo to represent the city of Gaziantep. This logo was the first registered city logo in Turkey.
2. **Trademark Management Symposium:** This was planned with the cooperation of the Chamber of Machine Engineers and will be held in April 2005. The project in the symposium will be a special topic in terms of “branding the cities.”
3. **A panel titled, “A Branding Giant”:** This panel was held during the MOTEKS 2003 Fair with the cooperation of Marketing Turkey magazine.
4. **Trademark city pool:** A combination of companies supporting our project, with an admission fee of \$1000 USD; 86 companies have since joined to aid in the development of the city.
5. **“Brand is Power” meetings:** The trademark city Gaziantep project was introduced in the European seminars of Dogan Publishing Holding Company in Anatolia.

Lobbying activities

1. Italian industry region
2. To open a border trade centre
3. Fifth organized industrial area preparation
4. Gaziantep techno-centre project
5. Accelerating the natural gas plans
6. “Modernizing the air”
7. Organized industry developing zone
8. Light-railway system activities
9. Syrian consulate opening
10. Turkish-Iraqi work forum



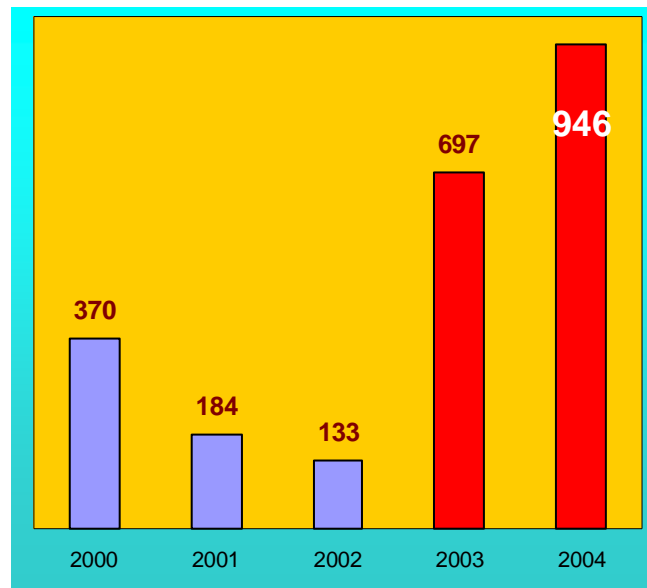
3. Results and Influences

The trademark city Gaziantep branding project was highly successful and we have experienced many accomplishments as a result of its implementation. These achievements include:

1. A record in the trademark registration number

Thanks to the launch of our branding project, our trademark registration numbers have sharply increased, as seen in the graph below.

Trademark Registration Numbers



2. Increase in export rates

In the years leading up to this project, the export rates of Gaziantep fluctuated within five or ten percentage points, and the city did not experience much growth. As seen from the graph below, from 1998 to 2003, there were some small increases and decreases on the total export of Gaziantep, which fluctuated to a maximum rate of \$100 million. Following the launch of the project in 2003, the influence of activities (such as lobbying, press announcements and introduction) of the project on annual export numbers was outstanding—**the first year saw a 41 percent increase and the second year 54 percent increase in exports. This is a total of 140 percent increase in exports since the project launch in 2003.**



3. Increase in the trademark investment in Gaziantep

As a part of our members' interest, they allow more resources for branding management, materials and activities.

4. Increase in new investments

During the project, the public was made aware of the advantages to invest in Gaziantep, and in two years time the increase in the investment rate was 40 percent in terms of amount spent on it and 110 percent in terms of numbers of new investments.

Years	2002	2003	2004
Number of investments	94	195	201
Investment amount (YTL)	756.946.438	802.762.666	1.113.453.686
Investment amount (\$USD)	582,266,490	617,509,743	856,502,836

N.B.: Exchange rate - \$1 USD = 1.3 YTL

5. Media reflections

With the introduction activities done during the project time, the project has reached around eight million business people by 41 national and 126 local/regional newspapers. Over the past two years, television media have devoted a total of one and a half hours to reporting on this project.

6. Preparation of Italian investment region

Through this aim we communicated with the Italian ministry and our communication was successful. The Italian Industry minister, Adlofo Urfo, and 100 Italian businessmen have visited Gaziantep and preparation for the Italian investment region has started.

7. Border trading centre location has been determined

Through the foreign investor attraction aim of the project, an agreement has been signed with the Syrian government to build a border trading centre. The location has been determined. Also by the agreement between Syrian and Turkish government, a Syrian consulate will be opened in Gaziantep.

8. Fifth organized industrial region opened

In order to make more areas for foreign and new investors, the area of Gaziantep's fifth organized industrial regional area has been determined and the area is ready for investors.

9. Gaziantep techno-centre has been established

A protocol has been signed to build a techno-centre in order to give consultation to the investors on branding and research and development.

10. Increase in prestige in GSO and Gaziantep

The implementation and results achieved from this project have improved the local, national and international prestige and pre-eminence of GSO and the city of Gaziantep. Moreover, the social responsibility results of the project have exceeded GSO's expectations.

11. Motivation developed within the city

Increasing press interest, public trust and members work responsibility belief in GSO. With the gathering power of this project, it increases the public self-confidence in Gaziantep and that has been an important force in increasing the investments in Gaziantep.



4. Applicability

As exemplified from the impressive results achieved, the trademark city Gaziantep branding project has been a model for six other city Chambers in Turkey looking for a way to distinguish themselves in the global marketplace. A local need for branding is not present in Gaziantep, but it is certainly a global need for new industrializing countries; thus this project may be applicable by all Chamber types throughout the world. It is also useful for cities wishing to expand or improve industrial activity within their city. Since this project has been implemented with a reasonable budget, it is applicable across the world, even for Chambers with small annual financial resources.



5. The Best Unconventional Project

The trademark city Gaziantep branding project is the best unconventional project for many reasons. The most unique quality of this branding project is the return on investment. Although only a financial amount was invested on behalf of GSO for this project, the results have been outstanding and have made a huge impact locally, nationally and internationally.

The branding trend that has emerged by the 20th Century has become an effective operation in the world economy in the last few years. This branding process trend will accelerate with the contribution of members of the World Chambers Federation. We believe that our project will be widely applicable, not only to fulfill small budgeted needs but also branding application needs. It will also help the members of the World Chambers Federation to increase membership within their own Chambers and effectively concentrate on their specialties.