

The Bocholt city brand

Show profile. Utilise strengths. Create experiences.

"What makes Bocholt special? What qualities characterise the city?"

Many people ask themselves this question - in the town hall, in clubs, in everyday life. The city brand provides a common answer.

Bocholt has had a clear city brand since 2024. It is not a logo or a slogan. The city brand helps to clearly show Bocholt: what the city stands for and what makes it special - for citizens, guests, skilled workers, students, companies and investors.

Why a city brand?

Cities compete for attention, people and ideas. If you want to be recognised, you need a clear profile. The Bocholt city brand creates this profile. It ensures that communication, marketing and appearances come from a single source - credible, recognisable and focused on the strengths of the city.

The path to the brand: listening instead of claiming

It all started with a simple question: *"What makes Bocholt attractive and worth living in?"*

In order to find reliable answers to this question, the city launched a comprehensive branding process ("Place Branding"). More than 2,000 people took part: Bocholters, people from outside Bocholt, guests and people from different areas. The results are representative and were presented to the public in April 2024.

The process was accompanied by the Hamburg-based brand consultancy Brandmeyer Markenberatung - with scientific support from the Copenhagen Business School. The aim was not self-promotion, but clarity.

The goal: strengthening strengths

The "DNA" of the Bocholt city brand was developed from all participation formats. This DNA forms the basis of the city brand management. It ensures that Bocholt's attitude to life can be experienced at many points of contact - in the cityscape, at events, in location marketing, in culture, in tourism or in business promotion.

One thing is important here: creating experiences that people will tell others about. After all, recommendations are the most powerful form of advertising. Citizens and enthusiastic guests of the city are the best brand ambassadors!

Bocholt's strengths: the "BIG 5"



Der Kern der Stadtmarke Bocholt

Die positionierenden Stärken der Marke im Überblick



Brandmeyer
MARKENBERATUNG

© Brandmeyer Markenberatung Hamburg

Five central positioning features characterise the city's profile:

- The Netherlands on the doorstep
- Bicycle-friendly city
- History and nature in the cityscape
- City with a strong community
- Strong university and business location

These "BIG 5" are not wishful thinking, but the result of the analysis. Bocholt is sharpening its profile on this basis - clearly, focussed and for the long term.

What is the city brand used for?

The Bocholt city brand serves as a guard rail for all those who represent the city externally or organise it internally: for communication and marketing, for events, for urban development, culture, tourism and business. It helps to justify decisions, set priorities and show Bocholt for what it is: a city with attitude, identity and a future.

In short:

The Bocholt city brand makes visible what Bocholt is all about - and ensures that it is perceived as such.

The image shows a person's hand holding a tablet that displays the website 'GEMEINSAM FÜR BOCHOLT'. The website has a green header with the title 'GEMEINSAM FÜR BOCHOLT' and a large image of a historic building. Below the header, there are several sections with text and images, including a 'Förderer' section and a 'Spendenkonto' section. The person is pointing at the screen with a pen.



Discover the Bocholt city brand: featuring ideas, design elements and practical tips for clubs, businesses, organisations and anyone who wants to put Bocholt on the map.

**CLICK HERE TO VISIT THE BRAND
PORTAL**



Examples



© Stadtmarketing Bocholt

*Beleuchtete Fahrräder am
Lichtersonntag*



© S. Betz

*St. Martin vor historischem Rathaus
Bocholt*



© Stadt Bocholt

Weihnachtskarte auf niederländisch



© Stadt Bocholt

*Bocholter Citylauf vor historischem
Rathaus*



© Stadtmarketing Bocholt

Fahrradausstellung in Bocholter City



© Stadtmarketing Bocholt

*Selfie-Punkt als Radmotiv am
Bocholter Aasee*



© Stadtmarketing Bocholt

Städteposter "The Bocholter"



© Stadtmarketing Bocholt

*Motivkampagne am Busbahnhof
Bocholt*



© Stadtmarketing Bocholt
Fahrradklingel im Bocholt-Look



© Stadt Bocholt
Erklärtafeln zur Stadtgeschichte



© Stadt Bocholt
Aasee Festival in Bocholt



© Stadtmarketing Bocholt
Wasserspielfläche vor historischem Rathaus



© Stadtmarketing Bocholt



© Stadtmarketing Bocholt

Workshop mit Kulturanbietern



© Stadtmarketing Bocholt

Bocholter Fahrradmesse 2026

Osterhasen-Tour durchs Stadtgebiet



© Stadt Bocholt

Wellenliege am Aasee Bocholt



© Westf. Hochschule Bocholt

Wissenschaft trifft auf Abendmarkt



© Stadt Bocholt

Kontinuierlicher Ausbau von Fahrradstraßen

Contact

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Opening hours

Mon. - Thurs. 9.30 a.m. - 4.30 p.m.

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Ludger Dieckhues

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