

We are looking for the Bocholt brand

What makes Bocholt attractive and worth living in? What do the people of Bocholt associate with their city? We wanted to know.

Now the time has come: the results are in!

The results of the entire branding process were presented to the public on 17 April at 7 pm in the council chamber of the historic town hall.

As at the kick-off event in September, both Peter Pirck (Brandmeyer Markenberatung) and Prof Dr Sebastian Zenker (Copenhagen Business School) presented the results and the essence of the "Bocholt" brand. The five strengths of Bocholt, which around 2000 participants identified by taking part in the online survey at the beginning of the year, are convincing. They are the core of the Bocholt city brand. It was an insightful and interesting evening in which over 100 interested Bocholters took part. The core of the Bocholt city brand and the presentation of the results can be downloaded below.



Der Kern der Stadtmarke Bocholt

Die positionierenden Stärken der Marke im Überblick



Die Überschriften sind nicht als „Slogans“ zu verstehen!

Brandmeyer
MARKENBERATUNG

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The results presentation is available for download in the area below.



Background to branding Bocholt



What makes Bocholt worth living in?

Büro Brandmeyer was selected and commissioned by the Supervisory Board of Wirtschaftsförderungs- und Stadtmarketing Gesellschaft Bocholt in a selection process in April 2023.

With the question "Do you feel Bocholt?" we started the search for the Bocholt brand together with a kick-off event in September. Over 170 people interested in Bocholt accepted our invitation, joined in the discussion and got a feel for the topic.

In the weeks that followed, interviews with people from Bocholt's urban society and brand camps for different target groups with committed participation took place. Three formats that clearly illustrate the citizen participation process.

In the fourth format - the online survey - questions were asked about your personal perception of Bocholt based on the results of the interviews and brand camps. This was not about your knowledge of Bocholt, but about your subjective opinion.

All results from the four participation formats were analysed and the DNA of the Bocholt brand was worked out. The aim was and is to reinforce the strengths and convey Bocholt's attitude to life with a clear city brand.

Contact

**Wirtschaftsförderungs- und Stadtmarketing
Gesellschaft Bocholt mbH & Co. KG**
Osterstraße 23 (entrance Liebfrauenplatz)
46397 Bocholt

Phone [+49 2871 29 49 33 0](tel:+4928712949330)

[Send e-mail to the city marketing](#)

[Send e-mail to the business development department](#)

Opening hours

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

Fr. 9.30 - 13 h



Ludger Dieckhues

**Geschäftsführer Wirtschaftsförderung/
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Astrid Lukas

Referentin Wirtschaftsförderung



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