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City marketing

Brand portal launched: "Make it more exciting!"

Ideas, information and practical guidance on all aspects of the Bocholt city brand



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Bocholt. What makes Bocholt special? And how can this be reflected in everyday life? Answers, ideas and practical guidance are now available on the new Bocholt brand portal. At <https://markenportal.bocholt.de>, residents, local clubs, businesses and organisations can find information, be inspired and get involved themselves.

The brand portal makes the Bocholt city brand easy to understand and use. It explains what Bocholt stands for, showcases real-life examples and, in the "toolkit", offers ideas for your own communication and design by providing motifs and templates. "The aim is to work together to make the town's strengths more visible and tangible. The new portal is specifically aimed at everyone who helps shape Bocholt and promotes it to the outside world", explains Ludger Dieckhues, managing director of the Economic Development and City Marketing Agency.

As Karsten Tersteegen, the city's brand ambassador, puts it: "Residents, clubs, shops and businesses are our city's best brand ambassadors. Whether for an event, a club's appearance, corporate communications or an idea of their own: the brand portal provides guidance and inspiration and is intended to encourage people to make Bocholt a little more 'Bocholt-like'", he adds.

The Bocholt city brand is based on five key strengths: its proximity to the Netherlands, its cycle-friendly environment, the blend of history and nature in

the cityscape, its strong sense of community, and Bocholt's status as a centre for business and higher education. More than 2,000 people were involved in developing the city brand.

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