

16. August 2023

City marketing

What does the Bocholt brand stand for?

Public launch event for the branding process on Tuesday, 12 September, from 7 p.m. in the former municipal savings bank // Register now

Do you feel Bocholt? What makes up the attitude to life in this city, what does the brand "Bocholt" stand for? An emotional question that appeals to all Bocholt residents. The city is launching a branding process with the participation of the public.

The city of Bocholt, Stadtmarketing Bocholt and Brandmeyer Markenberatung invite you to identify the Bocholt brand together. Strengthening strengths and communicating Bocholt's attitude to life will be the goals that the planning trio has set for the overall process. How this can work will be explained to all those present during the evening.

After the official welcome by Mayor Thomas Kerkhoff, place branding expert Professor Dr. Sebastian Zenker (Copenhagen Business School) will speak about "The City as a Brand". In this approx. 30-minute lecture, he will explain in concrete terms what the difference is between a brand for a product and a brand for a city. Afterwards, Peter Pirck, project manager of the Brandmeyer Markenberatung consultancy, will explain the process for Bocholt before there will be enough time for questions, suggestions and discussion. Lennart Thies, editor-in-chief of Radio WMW, will be the moderator. The evening will end with talks, music and drinks.



It has become clear that a branding process is important for Bocholt. The city administration and Bocholt city marketing promise a process "made to measure" , i.e. individually tailored to the location. Mayor Thomas Kerkhoff is pleased that the process is starting publicly, because it is important to him to "work out Bocholt's strengths and formulate them as a brand.

I think it will be very interesting to work out the contents together with the citizens, stakeholders, politics and society of the city," says the mayor, specifying his expectations of the topic. Ludger Dieckhues, Managing Director of City Marketing, adds: "It has been clear to us for years that the Bocholt brand must be named - both for external presentation and for internal marketing, i.e. for the urban community, which in our experience has a high emotional attachment to our location".

The public launch event for the branding process will take place on Tuesday, 12 September, starting at 7 p.m. in the former Stadtparkasse (Markt 8). Interested citizens can register now at https://www.bocholt.de/anmeldung_markebocholt or directly with Stadtmarketing Bocholt via e-mail [frericks\(at\)bocholt-stadtmarketing\(dot\)de](mailto:frericks@bocholt-stadtmarketing.de). The number of participants is limited due to the space available.