

Branding the Breeze – Delivering a Strap-Line

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ABSTRACT

The city of Dundee in Scotland is engaged in a process of re-discovering its economic potential and identity. As part of this process, it has deployed the use of a strategic marketing campaign to re-brand the city as ‘the city of discovery’. This theme was further developed in its city-vision statement and extended to incorporate the city’s intention to assert its knowledge economy. In parallel, an international concern with climate change prompted a commitment from governments to encourage the greater use of renewable energies. This policy ambition is translated in different ways at the local level. In Dundee, for example, the greening of the city is an integral part of its overall economic development strategy and identity.

This paper considers the implementation of renewable energy policy on a specific brownfield site in Dundee. It presents empirical research evidence which suggests that the land use planning system offers a positive space for tapping the symbiotic energies of the different protagonists involved in the local economy and in asserting a green city culture. More importantly, the study illustrates how the land use planning system served to mediate the corporate, city and community interests involved. In physical terms, Dundee’s city image is evolving. The traditional economy is reflected in public art; the ‘new’ economy around tourism is captured by the ship ‘The Discovery’ which is moored on the River Tay. This iconography has recently been supplemented by two wind turbines which have been described as graceful and majestic structures with a modern and clean image.

The paper discusses the different ways in which a strap-line may be deployed for more strategic place branding purposes and how it leads to implementation in practice.

Key Words: renewable energy, greening, implementation