

ROTTERDAM MAKE IT HAPPEN GUIDE

2019

USEFUL FOR
PRESENTATIONS,
PITCHES AND AS A
REFERENCE.



ROTTERDAM. MAKE IT HAPPEN.



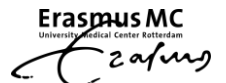
OUR BRAND PROMISE.

We believe that when it comes to the best ideas, it really doesn't matter who thought of them, or where they came from. It's all about what you do with them, or what you can achieve with them. The best ideas come from free spirits, from people who can identify opportunities and subsequently seize them. From those who have boundless ambitions and who will continue where others are in doubt. People with fearless dreams and ideals, who are willing to rise to any challenge.

The best ideas need people. People who see the world as it could be. These are the entrepreneurs and the innovators, the teachers, the talents and the investors. People who build bridges and connect. The dreamers and the doers. They are the pioneers who *really* make these ideas big. Who know where they need to be. Who opt for a city with space to grow. The city full of opportunities, the city which is bursting with energy. With a world port which attracts and binds and which is a springboard for anyone wanting to conquer the world.

ROTTERDAM. MAKE IT HAPPEN.

ROTTERDAM. MAKE IT HAPPEN.



FOCUS & STORY LINES.

In addition to the brand promise, Rotterdam Make It Happen's content is based on three central story lines:

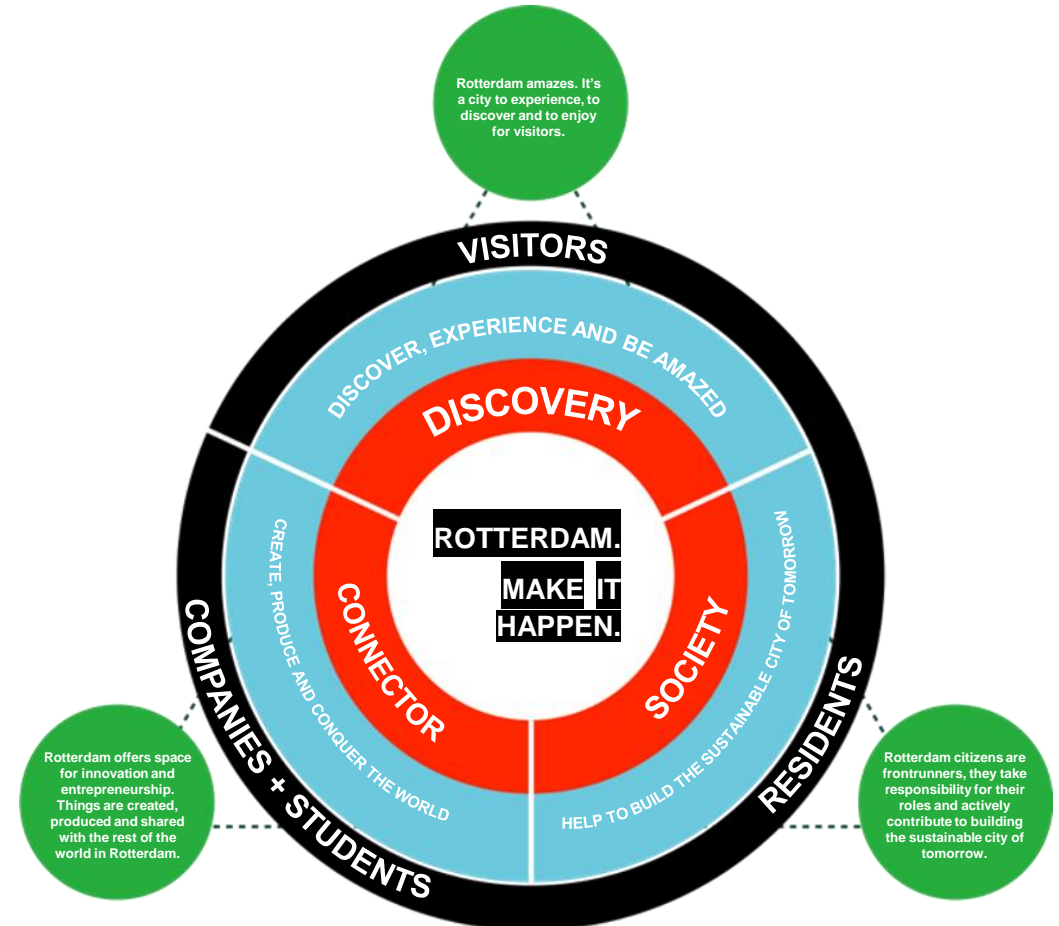
Rotterdam as a Connector:

Rotterdam offers unprecedented scope for innovation and entrepreneurship. Things are created, produced and shared with the world in Rotterdam.

Rotterdam as Society: Rotterdam citizens are frontrunners, they take responsibility for their roles and actively contribute to building the sustainable city of tomorrow: in Rotterdam and in the world.

Rotterdam as Discovery:

Rotterdam will never cease to amaze everyone. It's a city to experience, to discover and to enjoy for both visitors and residents.



ROTTERDAM. MAKE IT HAPPEN.



OUR BRAND VALUES.

Rotterdam Make It Happen's brand values perfectly link into the city's DNA:

- **GROUNDBREAKING**

We don't care where you come from. What matters is where you want to go. You have certainly come to the right place if you want to create something new, as Rotterdam forms part of the innovation and experiment initiative. Entrepreneurship is in our DNA.

- **WORLDLY**

Diversity has turned Rotterdam citizens into real networkers. Rotterdam citizens think outside the box, they enjoy working together with others *and* they love surprises. Rotterdam is open-minded and is all about establishing connections.

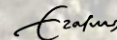
- **NO-NONSENSE**

Rotterdam is focussed on creativity, contrast and individuality. Rotterdam likes to get things done, focussed on results and without making a fuss.

ROTTERDAM. MAKE IT HAPPEN.

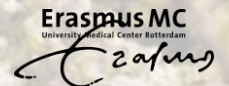


Erasmus
University
Rotterdam



ROTTERDAM
PARTNERS

rotterdam
TOPSPORT



HISTORY & ORGANISATION

The Port of Rotterdam Authority, the municipality of Rotterdam, Erasmus University, Rotterdam Partners, Rotterdam Festivals and Rotterdam Topsport (the 'brand alliance') joined forces in 2014 in order to establish Rotterdam even more firmly on the map both at home and abroad.

The brand alliance wants to position Rotterdam smarter and stronger in a challenging manner, working on the assumption of a shared Rotterdam identity and mentality, a joint tone and style *and* a common brand promise.

A common brand promise, which clearly reflects Rotterdam's DNA and mentality and which shows what the city, the port and the residents stand for: pushing boundaries, worldly and no-nonsense.

Ten new partners decided to join Rotterdam Make It Happen in 2017.

Erasmus MC also joined the Rotterdam Make It Happen brand alliance at the start of 2019. Erasmus MC's decision to join shows yet another strong Rotterdam brand wants to connect to the Rotterdam Make It Happen philosophy.



ROTTERDAM. MAKE IT HAPPEN.



STRONGER TOGETHER.

- A total of 10 strong Rotterdam brands (see box) committed to Rotterdam Make It Happen in 2017.
- Brand partners can identify with Rotterdam Make It Happen's philosophy, they have the capacity to actively contribute, lead and promote the philosophy through their own channels and resources and are actively involved with the city's development and the Rotterdam brand.
- We are committed to attracting more visitors, companies, investors, residents and students, by combining all efforts into a powerful Rotterdam image and brand.
- IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER!



ROTTERDAM. MAKE IT HAPPEN.



OUR FOCUS.

- **LOCALISE:** We proactively introduce city initiatives or initiatives which effectively fit in with Rotterdam and which are worldly, groundbreaking and no-nonsense.
- **IDENTIFY:** We determine which initiatives will provide extra contributions to (internationally) profiling Rotterdam in relation to our story lines.
- **PUBLISH:** We generate visibility for the Rotterdam brand together with Rotterdam Make It Happen in consultation with members of the brand alliance, brand partners and other parties in the city.
- **CREATE:** We develop different offline and online resources together with members of the brand alliance and/or partner organisations.
- **CURATE:** We put initiatives on the agenda, we improve these using brand activation, partnerships, storytelling and/or city dressing and label these with the Rotterdam Make It Happen brand promise.

ROTTERDAM. MAKE IT HAPPEN.



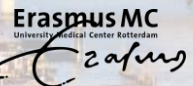
Erasmus
University
Rotterdam

Erasmus



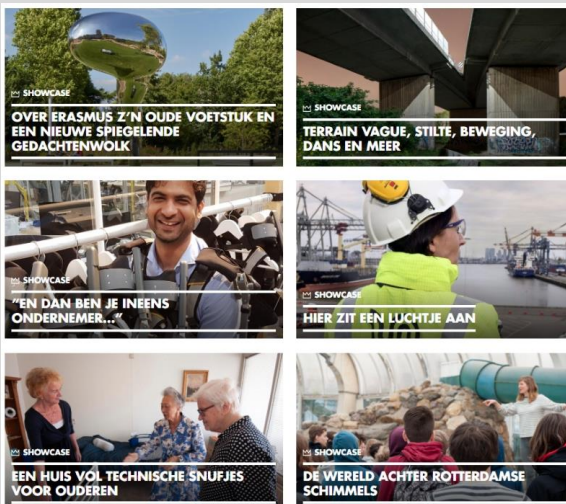
ROTTERDAM
PARTNERS

rotterdam
TOPSPORT



HOW DO WE DO IT.

You can find some inspiring [showcases](#) on the Rotterdam Make It Happen [website](#), about how the Rotterdam mentality and approach has been interpreted by people, organisations and companies. We further enhance this through social media.



We use the brand to profile the city via various different **activations**. And, in turn, these activations load the Rotterdam Make It Happen brand and make it visible in the city.



We can provide a strong and consistent **story** about Rotterdam by structurally including the starting points, values and story lines in the way in which we produce **content** about the city.

City Marketing is focussed on collaborations with a multitude of parties in the city. Both within the Rotterdam Make It Happen brand alliance as well as outside of it, with like-minded people and organisations. That's what makes it **Joint**



**IF YOU WANT TO GO FAST,
GO ALONE. IF YOU WANT
TO GO FAR, GO TOGETHER!
MAKE IT HAPPEN.**

ROTTERDAM. MAKE IT HAPPEN.

