



## VIAL Project

Developing and positioning  
of an umbrella brand

## PLACE BRANDING IS ACHIEVING A JOINT COMMITMENT TOWARDS A SINGLE GOAL



Fotography: Quintas

The success of any place branding project is only seen with time; results in the short term should not be expected. Promoting a place, a region, through a brand which reflects an identifiable added value, represents, above all, a complex process of internal brand building which is itself not without problems.

We would not dare to claim that the degree of difficulty is proportional to the size of the place represented by the brand (is it more difficult to develop a brand to represent a city than one which represents a commercial area within a city?). The complexity, would, on the other hand, seem to be directly related to the size of the regional area of competence. The bigger the regional competence, the more factors there are to take into account, the greater the investment and the longer it takes to develop the brand.

But the difficulty in brand building lies to a large extent in resolving the various interests of the institutions and agents which intervene in the management and development of the brand. Thus, we think that the success or failure of a place branding project, more than other types of brands, consists above all, in the willingness of the different promoters and agents to set aside their own interests in order to reach a common goal, to create and place their trust in the project, and to reach a consensus and an agreement which will stand the test of time.



**A TOP-LEVEL LARGE  
LOGISTICAL HUB  
IN SOUTHWESTERN EUROPE**



## CONTEXT

The history of the city of Vitoria and its province, Alava, are tied to its strategic location. In recent history, government institutions have made major investments in the construction of infrastructure for business activities and have attempted to provide an attractive supply of industrial land. In short, there were a series of brands which were competing to attract companies to this region.

Around 2004, government institutions and their agents discussed, for the first time, the need to create a brand which would unite all the existing infrastructures, under the banner of their logistic value. The idea was to build a competitive brand which would make clear that "the whole" was much greater than the sum of its parts.

It was then that we created, the VLC brand (Vitoria Logistics Corridor), developing its key messages and its communication strategy.

At the end of 2013, it was decided to inject a further boost to the project, renaming the brand and updating the communication. So in 2014, the VIAL (Vitoria Álava Solución Logística) project was born in which we participated by creating the brand, its message and the communication elements.

## VIAL

The VIAL brand is promoted by the Basque Government, the Diputación Foral de Álava (Provincial Council of Alava) and the City Hall of Vitoria-Gasteiz. It is managed by the Alava Chamber of Commerce and Industry. Its architecture is designed as an umbrella brand which unites a series of brands which share a common space: two logistics platforms, a freight airport, a goods terminal and six industrial estates for logistics use. A new goods terminal will be added to these in the medium term along with an industrial park at the airport which will be linked to the aeronautic sector.

It is for these reasons that the VIAL brand represents the most important logistics area in the north of Spain. A major Basque Country strategic development project whose start up coincides within the favourable context of the increasingly relevant role played by logistics activities in the economy. A brand which aspires to position itself as the key link in the logistics chain of South-west Europe.



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