

City branding : *Town Brand « WeCasablanca »*

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ABSTRACT: In an international globalized and digitalized context, regions are called upon to stand out by resorting to communication and promotion tools, and in a larger scale to territorial marketing tools.

Therefore, any debate on territories-applied marketing is virtually habitual among politicians and economic and territorial developers.

Morocco has gone through an important phase in the process of territorialisation through the establishment of genuine economic regions equipped with authority and decision-making autonomy. In this framework, the adoption of territorial marketing has become a must to accompany Morocco's strategy of regionalization

Indeed The territorial brand is a growing phenomenon that offers the possibility to each territory to show its presence, its attributes, but also to extend our awareness, attractiveness and differentiate themselves from competitors.

Since nowadays the territories of promoting excellence areas, think in solutions to differentiate and build an attractive image. Our research on the brand of cities up immediately in this perspective.

This paper aims to show how city branding, may be a relevant carrier to seat the attractiveness and excellence of territories in general and those of the city of « Casablanca » in particular.

The present work is structured around the following points. The first will be devoted to the theoretical and conceptual foundations of territorial marketing. The second point will highlight the link between the attractiveness of territories and urban marketing. In the third and final point, we will present the Casablanca branding strategy « WeCasablanca ».

KEYWORDS: brand city, regional attractiveness, territorial marketing, urban marketing.

1 INTRODUCTION

In a market marked by the opening of borders: the global phenomenon of globalization generates a transformation of spatial scales (Brenner, 2004), territorial divisions (Antheaume & Giraut, 2005) and a fierce competition between the territories and even cities (Thiard, 2007).

In addition, in an international, globalized and digitized context, territories and cities are increasingly called upon to stand out by referring to promotional and communication tools and, in a broad sense, to city branding tools

For the Moroccan kingdom, the use of the city brand is one of the major innovations in the promotion of territories. This marketing strategy conceives the city as a product that must be sold and promoted, from the creation of a brand image, the development of a communication strategy and a promotion plan

In this context, Morocco is beginning to have a growing interest in territorial marketing strategies, either for cities (Babey & Giauque, 2009), regions (Warnaby, & Ashworth, 2015), states (Papadopoulos & Heslop, 2002) or other hybrid spaces (Zenker & Jacobsen, 2015).

In this perspective, city branding strategies are emerging in Morocco, in a commercial logic of attractiveness and selective retention, for various targets such as investors, businesses, organizations, tourists or residents.

The purpose of this paper is to show the relationship between urban marketing or city branding and the attractiveness of territories

In this sense, we formulate the following central question: how does urban marketing contribute to improving the attractiveness of the territory?

Thus, two peripheral sub-questions are asked:

- how can the territories develop and increase their attractiveness internationally?
- How can they promote their territorial offer and distinguish it from others?

This ontological work will be complemented by a case study of the city Casablanca, economic capital of the Kingdom.

The objective of this study is to verify the theoretical corpus from literature (Ghiglione and Mitalon, 1978) and thus illustrate the success of the city brand "WeCasablanca" project initiated by His Majesty the King M6.

The present work is structured around the following points. The first will be devoted to the theoretical and conceptual foundations of territorial marketing. The second point will highlight the link between the attractiveness of territories and urban marketing. In the third and final point, we will present the Casablanca branding strategy "Wecasablanca".

EPISTEMOLOGICAL POSITIONING

Before beginning the literature review, it is necessary to specify the epistemological positioning.

Indeed, this research leads us to opt for positivism; this choice is justified by the fact that it is a question of apprehending a real phenomenon, existing, anthropological and immutable (Perret and Seville, 2003).

We thus seek by this paradigm to explain the causes and effects of the phenomenon studied in this case "urban marketing and its link with territorial attractiveness" and this according to the principle of objectivity and wired universe (Wacheux Frédéric, 1996).

We recall that epistemological paradigms allow the researcher to be part of a way of thinking and to position himself compared to literature.

In addition, Auguste Comte (1851) instrumentalizes positivism; he postulates that the knowledge gradually constituted by science is a reality in itself.

2 THEORETICAL FRAMEWORK: CITY BRANDING

Urban marketing or city branding is an approach that applies marketing techniques to the promotion and development of cities. Urban marketing can be seen as an urban declination of the notion of territorial marketing

In the globalized world, with the growing importance of the phenomenon of metropolisation, the challenge for cities is to attract men and capital to consolidate their growth. In this context, competition between cities is developing and the techniques used in the economic world, including marketing, tend to permeate the sphere of urban decision makers

To better understand the subtleties of this topic, we will focus on two closely related concepts: territorial marketing and territorial branding.

2.1 THEORIES MOBILIZED

Few theories have addressed the concept of city branding, it is a current topic or a fad not yet generalized.

In the main existing literature reviews, several different categorizations have been established.

We present below a brief overview of each of them in an anti-chronological way.

- The most recent research, is the one that identifies nine themes addressed by the literature Acharya & Rahman (2016). They conclude that most of the 147 articles considered are conceptual, based on both case studies and qualitative studies. The theme that emerges as major in all analyzes is the territorial brand identity (place brand identity).
- Oguztimur & Akturan (2015) review 147 articles on city branding (category included in territorial branding). The authors mention that the articles have a "marketing" or "planning" (urban development) orientation and propose four categories: (1) articles dealing with the concepts, processes and measures of city branding, (2) articles which are focus on branding strategies, (3) on social urbanism and (4) cultural and tourism branding.

- Andersson's literature review (2014) focuses only on the articles (territorial branding) that he considers to belong to the discipline of human geography. He thus sifts through 86 articles that he separates into seven different categories.
- Chan & Marafa (2013) analyze 111 contributions, focused on 117 different territories, published in three scientific journals frequently presenting articles on the subject.

2.2 THE ORIGINS OF THE DISCIPLINE

In fact, the origins of territorial branding date back hundreds, if not thousands of years in the past (Cleave, 2014) since territories have long felt the need to differentiate themselves from other places to assert their characteristics. Indeed, the relationship between brands and territories dates back to the time of Alexander the Great (356 - 323 BC) who considered that the success or failure of territories depended closely on the image projected beyond their borders (Vela, 2013). The city of Troy, the cities of Rome, Sparta, Constantinople or Babylon were living examples of cities that have transmitted the image of strong and prosperous cities throughout history, making them objects of all desires during centuries.

From a historical perspective, territorial branding activities emerged from the United States during the 19th century (Hankinson, 2010a, Govers, and Go, 2009), especially around the 1850s (Ward, 1998), and aimed to create an effect of differentiation and preference based primarily on advertising and promotion (Ward, 1998).

However, New York was the first city to have created its brand "I love N Y" in 1977 by Milton Glaser. The brand designed to promote tourism in the state of New York, has proven its effectiveness and has become a world famous brand.

It is important to point out that the literature produced was much more focused on "place promotion" or "place selling" than on territorial branding ("place branding") (Kearns and Philo 1993, Gold and Ward 1994). This literature, published in the 1970s and 1980s, is based on two distinct domains: urban politics, urban image development (Pocock and Hudson, 1978, Burgess, 1982) and tourism, promoting the image of destination (Hunt 1975, Pearce 1977).

Ward and Gold then define "promotion space" as "the conscious use of advertising and marketing to communicate selective images of specific localities or geographic areas to a target market". Thus, in order to compete effectively, the territories had to develop a real marketing approach (Rainisto, 2003).

Indeed, the late 80s and early 90s witnessed the first attempts to create a theoretical approach to territorial marketing. Giovanardi (2012) confirms this by saying that the territorial marketing discourse that dominated during the 1980s and 1990s can be considered as the first effort to translate the application of marketing techniques to the field of territories.

This period also saw the publication of some works that formed the basis of this discipline, including **City Marketing** : instruments and effects (Bartels and Timmer, 1987), **Selling the City** (Ashworth and Voogd (1990), **Marketing Metropolitan Regions** (van der Berg et al, 1990), **And Marketing Places** : Attracting Investment, Industry, and Tourism to Cities, States, and Nations (Kotler et al., 1993). These are the fundamental references in literature.

In addition, researchers and practitioners are starting to feel a lot of interest in territorial marketing. It has become a fundamental component for the study and management of places. Moreover, the issue of attractiveness is always in the core of any territorial marketing approach (Chanoux, 2013).

Since then, marketers have continued to refine their concepts and ideas and territorial marketing has become an academic field as well as a common activity of cities, regions and countries.

The transition from territorial marketing to territorial branding took place in the late 90s and early 2000s. The territories followed the example of the organizations by importing the different concepts and techniques of product branding and especially corporate branding. In their own operational domain to improve their position in a globalized and competitive environment

Branding is the next step in territorial marketing (Braun, 2008). In the literature, the British consultant Simon Anholt was the first to invent the term 'nation brand' in 1996 and to use it in his article 'Nation-brands of the twenty-first century' published in 1998 (Anholt, 2011). is seen as a major turning point in the evolution of the field, highlighting the difference between territorial marketing and territorial branding (Gertner, 2011a).

Three stages have been previously identified where one does not replace the other, but they can coexist (Kavaratzis and Ashworth, 2008) since they all aim to enhance the attractiveness of territories and contribute to their development.

The first phase concerns the promotion of the territory known as "boosterism" (Gold and Ward, 1994) which was developed in response to growing competition between the territories due to the globalization of markets (Kavaratzis and Ashworth, 2005) and which is described by Knight (1974) as the exaggerated proclamation of the value of a particular place over all others.

The second relates to territorial marketing as an instrument for strategic planning of territories (Bouinot and Bermils 1995, Girard and Bortolan 2003) and as a strategic tool for local development (Chanoux 2013), because territorial marketing is ultimately correlative to economic development of territories (Benko, 1999).

While the third phase is, the territorial branding perceived as a particular focus of territorial marketing, and resulting from the merger of the interests of planning and developments in marketing.

A. DEFINITIONS AND RELATED TERMS

MARKETING VERSUS BRANDING

Branding is not synonymous with marketing. According to a classic definition of marketing (Eshuis, Klijn, & Braun, 2014b, pp. 153-154), branding is part of marketing. It is a marketing tool related to perception, image, notoriety and reputation.

In addition, branding is the management of the brand. It is a component of brand valuation by activities that seek to mark, that is to say, to distinguish, by means of a mark. (Braun, 2008, 43).

TERRITORIAL MARKETING VERSUS TERRITORIAL BRANDING

Territorial marketing is one of the most important methods of territorial management applied in the management and development of territories. It is a tool for territorial development.

Thus, being in constant evolution, it feeds on several disciplines to be able to bring effective tools and adapted to the problems of the local authorities. This is why his definition hardly finds unanimity

It is also "the coordinated use of marketing tools based on a common customer-oriented philosophy to create, communicate, offer and exchange urban offers of interest to the city's customers and the wider urban community "(Eshuis, Klijn, & Braun (2014a, 156), referring to Braun (2008: 43)).

What about Territorial Branding?

It is obvious that there is no single and recognized definition of territorial branding in the marketing literature. Nevertheless, we have chosen Skinner's definition as the entire domain that focuses on territorial marketing, territorial branding and branding is becoming mainstream (Skinner, 2008).

It can also be defined as "the development of brands for geographical sites, such as regions, cities or communities, with the general aim of triggering positive associations and distinguishing the territory from others. [...] Territorial branding is an element of territorial marketing that involves influencing people's ideas by creating in their minds well-defined emotional and psychological associations with the place "(Eshuis et al., 2014a, 157). It is therefore a marketing tool for managing territories.

From these observations, particularities are noted according to the context: the American authors seemed systematically to favor the naming "place marketing" (Gertner, 2011a, 2011b) for example; and according to the authors: the most applied clearly define the two terms and differentiate them. Nevertheless, recent contributions tend to refer to territorial branding (place branding).

The literature on territorial marketing and territorial branding tends to no longer make an apparent distinction between marketing and branding. The concept of territorial branding is then defined so broadly and comprehensively that the two terms merge and are used as synonyms by many authors.

B. THE ROLE AND OBJECTIVES OF TERRITORIAL BRANDING

Although they are located in the public sector, brands generate value for different stakeholders such as residents and local organizations that invest money on behalf of their shareholders to help finance the territorial mark (Hankinson, 2015).

As a result, the objective of territorial branding "is not to maximize shareholder value, as is the case with commercial brands, but to maximize the economic value of the territory, social welfare for the benefit of residents and others stakeholders "(Ibid., p.25).

Indeed, territorial branding allows reaching various economic, social and even political objectives; because it is an integral part of the policies intended to favor the economic restructuring, the increase of the number of mainly foreign investments and tourism fees, social development, community development and involvement, strengthening of local identity, general well-being of citizens, participation and commitment policies.

It aims to support strategic change within the territories; and improve their reputation and image externally and internally (Ashworth 2011, Kavaratzis 2004, and Oliveira 2016).

In this sense, the aim of territorial branding is to increase the desirability of a territory (Arabzadeh and Aghaeian, 2015). It is effectively focused on creating a favorable image or changing a negative or indifferent image of the territory (Ashworth and Kavaratzis, 2010).

Its objective is to distinguish the territory in a complex and changing market, position it strongly by communicating and valuing its unique advantages and making it an attractive place to attract investors, tourists or talents (Cleave, 2014).

In addition, territorial branding is used to manage and integrate the 'hard' (infrastructure) and 'soft' components (images, values, reputations and identities) of the territory that favor a process of discovery, learning and exchange of information and ideas among local, regional and global actors, thus guiding global development (Giovanardi, 2012).

It is clear that many authors insist especially on the role of territorial branding in the economic development of territories. To this end, territorial branding is considered as a marketing strategy for economic development (Greenberg, 2008), a crucial strategic process for the success of economic development actions (Kavaratzis, 2005, Pasquinelli, 2010, 2012).

an important tool for pursuing economic development and maintaining existing relationships with investors and businesses (Papadopoulos, 2004); a tool for a broader economic development strategy that includes the development of public and private infrastructure, the quality of environment, service design, planning and public policy (Allen, 2007).

Finally, it is a way to stimulate growth and development of territories by attracting various resources (Kapferer, 2007) economic and financial (domestic and foreign companies and investors, tourists and new visitors, etc.), human (talents, young executives, new residents, etc.), cultural (arts, events, etc.).

2.3 CITY BRANDING: A TOOL FOR TERRITORIAL ATTRACTIVENESS

The attractiveness of territories is a major challenge for public administrations. Collectively built, the territory exists, among other things, by its ability to attract and generate a dynamic conducive to sustainable retention (Poirot & Gérardin, 2010).

Attractiveness then depends on the dynamics of the territory. The territory's stakeholders, authorities, residents, economic actors and civil society seek to make the territory live, to set up territorial projects and to attract events of all kinds in a timely manner and in the long term (Arnaud, 2014; Arnaud, Keramidas, Pasquier & Vuignier, 2018).

The development of the territory is also built through tourism (Lorenzini, Calzati & Giudici, 2011) whose success depends on the ability to attract visitors through special activities and highlighting a heritage (Borghi, Mariotti & Safarzadeh, 2011).

The economic life of the territory is stimulated by interactions between internal and external stakeholders. This endogenous and exogenous development of the territory is expressed through attractiveness (Léon & Sauvin, 2010).

The idea adopted is as follows: improving the attractiveness of the territory depends mainly on efforts to promote it and highlight its assets, resources and values

Urban marketing, as a "toolbox at the service of attractiveness" (Gollain cited by Muller, 2015, p.7), then becomes strategic for the development of the territory.

It includes both communication campaigns, operational promotion actions and the establishment of concrete incentives, as well as more structural measures to foster favorable framework conditions and an attractive environment. Thus, "the strategic dimension of a marketing of territories, for a long time confined to an operational dimension, is gaining momentum that asserts its place in the field of management of public affairs." (Houllier-Guibert, 2017, 6). Public managers face several challenges when implementing an attractiveness strategy.

3 CASE STUDY: "WECASABLANCA"

Territorial marketing is a discipline that dates back to the 19th century. The city branding is a big news that capitalizes new challenges of communication and positioning internationally.

Today, several cities have internationally recognized brands like "I love NY" dating from 1977 or "I Amsterdam" in 2004 and "Only Lyon" who have permanently installed these cities on the world map for various reasons.

Like these famous cities, Casablanca is engaged in the design of its new territorial brand following a rigorous scientific process that allowed to establish the diagnosis of attractiveness of the city, to design the brand strategy and the accompanying operational action plan.

The diagnosis of attractiveness thus made it possible to make an inventory of the attractiveness of Casablanca on the basis of focus groups, strategic interviews with major operators of the city, advanced documentary studies (films, archives, audit internet, etc.) and scientific surveys of the population of Casablanca. This work, allowed defining the strategy of attractiveness and the creation of the brand through the development of the key messages, the positioning of the city and the governance of the new territorial brand.

For the first time in Morocco and Africa and after a long process of reflection, field studies and international benchmarks, Casablanca has a strong territorial brand.

The ultimate objective is to mobilize all the actors of the territory around a vision, a project and a common ambition for the metropolis.

Called "WeCasablanca", the new territorial brand is the cornerstone of the marketing and territorial promotion program of Casablanca signed by His Majesty King Mohammed VI in September 2014.

It supports the city's ambitious development plan for 2020. The new territorial brand is set to be rolled out on various communication media in Morocco and internationally. Adopted by all the public and private actors of the metropolis, the new territorial brand "WeCasablanca" also has a medium and long-term action plan. It includes communication actions in Morocco and internationally, economic, social, sports and cultural events of great scale. *"The new territorial brand of Casablanca is the emanation of a collective work of several months. Our ambition is to develop the attractiveness of the city, to strengthen the pride of belonging to Casablanca, to further accelerate the economic growth of the city and to provide access, alongside all public and private stakeholders"*, explains Mr. Mohamed Jouahri, General Manager of Casablanca Events and Animation, the local development company in charge of this unprecedented project

Mr. Abdelaaziz Omari, President of the Council of the City of Casablanca, adds: *"WeCasablanca is not an end in itself. This is the beginning of a new adventure for the city. At a time of international attractiveness, City Branding has proved its effectiveness in supporting and accelerating the development of several international cities such as New York, Singapore, Lyon, Amsterdam and many others. We have the same ambition for Casablanca. Our first challenge will be to adopt this new brand by the largest number of elected officials, investors, residents, artists, associative actors, etc. The brand will live by all the forces that constitute the wealth, diversity and dynamism of Casablanca. It will allow us to speak with one voice and together promote this territory full of opportunities and energies"*

The visual identity of Casablanca has been conceived and designed to take up most of the DNA of the metropolis, as revealed by the diagnosis of attractiveness and identity profile. More than a logo, it is a true modular system composed of the following elements:

1. The blue color refers to the dominant color of the city (ocean, sky, etc.). The black counterpoint color balances and stabilizes the whole;
2. The arc above Casa symbolizes the brewing of Arab and Western cultures. It embodies the value of openness with a gateway arc between the two cultures and referring to the Zevaco dome and iconic arcades of the metropolis;
3. The silhouette of the overall block evokes the skyline of the city, thanks to the stretching of letters B and L;
4. The starting "We" confirms the unifying character of the visual identity;
5. CASA is drawn as a symbol at the heart of the name with a nested concept;
6. A compact and concise system whose efficiency matches that of major metropolitan brands;
7. A concept in line with the strategy of a "Global City";
8. A modular system (prefixes / suffixes) that adapts to the diversity of the fields of attractiveness and the contexts of deployment.

3.1 THE LOCAL CONTEXT OF WECASABLANCA BRAND

His Majesty Mohammed VI King of Morocco launched on September 26, 2014 an ambitious program for the strategic development of Greater Casablanca for the period 2015-2020. This major strategy has for main mission:

- Improve the quality and the living environment of the Casaois,
- Strengthen mobility at the metropolitan level,
- Promote its economic attractiveness and improve its business climate.

The ultimate goal is to transform Greater Casablanca into a pole of national, continental and international influence. The Grand Casablanca Development Plan (PDGC) is therefore the ideal tool to ensure the development of the city in various areas, especially with the implementation of a series of ambitious projects with a global value of DH 33.6 billion.

Developed according to a participative approach involving different actors of the region,

the PDGC emanates from the enlightened vision of the Moroccan sovereign who had delivered a speech in the parliament during the first session of the 3rd legislative year of the 9th legislature, highlighting the real challenges faced by the city of Casablanca to become a modern metropolis and international financial hub, here is an excerpt:

"Given Casablanca's privileged position as a driving force for economic development, there is a strong desire to make it an international financial hub.

However, the realization of a project of this magnitude is not a simple decision to erect mega-buildings according to the best architectural schemes.

In fact, the transformation of Casablanca into an international financial hub requires first infrastructures and basic services, meeting global standards. It also requires the consolidation of rules of good governance, the establishment of an appropriate legal framework, the training of highly qualified human resources and the adoption of modern management techniques and methods". Extract of the royal speech of October 11, 2013.

Following the royal speech, an innovative and creative participatory approach was therefore initiated by the former Wali of the Casablanca-Settat Region, Mr. Khalid Safir, mobilizing 600 participants from various horizons (elected officials, economic actors, civil society, academics and administrations). This participatory approach was based on the following four methodological principles:

- Define a common aspiration reflecting the shared will of all actors,
- Carry out a common diagnosis and present solutions,
- Create a collective commitment to meet the challenge of the development plan,
- Think efficient governance and integrated management of the city to carry out projects in accordance with an approved roadmap

3.2 THE DESIGN OF THE BRAND "WECASABLANCA"

Thus the development of the diagnosis of attractiveness of Casablanca required a rigorous scientific work of 15 months carried out with 300 people with a budget of 3,6MDH including:

- Sociological and anthropological studies carried out by Moroccan professionals and academicians
- Workshops for each phase of the project
- 7 Focus groups with people representing different socio-professional categories in Casablanca
- 50 strategic interviews with economic, social, cultural and associative actors of the city and Moroccans living abroad
- 1 citizen survey
- 6 international Benchmarks of Singapore, Lyon, Amsterdam, London, Istanbul and Barcelona

Following the signing of the agreement for the financing of the marketing and territorial promotion program of Casablanca in September 2014, many actions have been undertaken for the elaboration of a strategy of perennial brand for the metropolis.

- June 30, 2015 International Benchmark of Territorial Marks and Steps to Implement a Shared Brand
- 31 July 2015 Definition of the vision, the biases, the chosen approach, structuring and budgeting of the project
- August 12, 2015 Launch of the call for tenders for the selection of specialized consultancies
- September 28, 2015 Award of the contract to the companies EY France, EY Morocco and MMAP
- November 13, 2015 launch meeting of the project with the first partners of the project
- November 26, 2015 Organization of a workshop with the city of Amsterdam on the theme "Branding cities, luxury or necessity"
- 1 July 2016 Validation of the creative proposal of the Casablanca brand by the Brand Committee

- February 26, 2016 Phase 1 Steering Committee on the State of Play followed by an Accelerated Strategic Decision Seminar
- October 24, 2016 Rebranding of the Territorial Trademark
- October 4, 2016 Validation of the action plan and governance

After several meetings, studies, workshops and focus groups, the diagnosis of attractiveness of Casablanca makes it possible to define the axes of improvement and development as felt and observed by the casaouis themselves.

The areas of improvement concern, for the most part, points relating to the quality of life and the need to further accelerate the development of the city.

The casaouis were thus numerous to evoke:

- Urban imbalances marked by inadequate infrastructure, transport, and pockets of insalubrity in the heart and periphery of the city;
- A living environment penalized by degraded air quality, a limited supply of care and a heavy bureaucracy;
- The need for industrial renewal towards more benefit and technology to stay in the race of the big cities;
- The importance of strengthening innovation as well as university-research-business links.

This inventory led to the emergence of four objectives that the Casablanca brand must meet:

- Assert Casablanca's leadership in all segments (economy, culture, sport, creation, etc.);
- Reconcile Casablanca with its inhabitants and place the human at the heart of the project;
- Mobilize energies, especially through the promotion of values of sharing, tolerance and the need to involve and challenge.
- Make Casablanca the status of Global city.

3.3 THE GOAL OF THE "WECASABLANCA" BRAND

The goal behind the creation of the brand WeCasablanca is to "*develop the attractiveness of the metropolis, strengthen the pride of belonging to Casablanca, accelerate further the economic growth of the city and gain access to the rank of Global City*". as underlined Mr. Mohamed Jouahri, General Manager of the local development company "Casablanca Events and Animation", in charge of the project.

3.4 POSITIONING OF THE CASABLANCA BRAND

Casablanca is a particular city, which many tourists find extraordinary for its capacity to adopt you faster than you will claim yourself as Casaoui.

A metropolis with its own identity, multifaceted, forged throughout its history by Moroccans from all over the country and by the different foreign communities that cross. Casablanca, a territory with the positive identity that the Casaoui translate as: all different and proud to be together.

3.5 VALUES: A BRAND THAT BRINGS TOGETHER ALL CASAOUIS

Casablanca is a metropolis that promotes meetings between people from various backgrounds, Fruitful encounters, creators of wealth and social, cultural and economic values, etc.

The attractiveness study carried out as part of the design of the WeCasablanca brand revealed the main attributes and assets of the metropolis. It is described as an economic locomotive, a geographic crossroads and a first-rate seafront. An active, pioneering and multicultural metropolis, An airport, financial and technological hub; A major place for industry and real estate on the African continent; A business friendly metropolis thanks to a positive business climate; A competitive space for the promotion of investments and the creation of wealth and a cosmopolitan city by its culture, heritage and architecture.

The main assets of the city are:

- Her youth,
- Its international dimension,
- Its vitality, the mildness of its climate and its strong connection to the rest of the world.

WeCasablanca is thus a brand that carries the values that bring together and federate the Casaois such as Openness and humanism, Agility and diversity, Energy and determination, Innovation and creation.

3.6 WECASABLANCA'S COMMUNICATION STRATEGY

WECASABLANCA has integrated these different issues into its communication strategy: first by creating an identity 2.0, through a portal of global attractiveness for Casablanca and a website for its brand www.wecasablanca.ma.

The brand has also official accounts on facebook, twitter, Instagram and Youtube.

It aims to become the main point of entry of Casablanca on the Web. Through its sections: discover, city guide, live, invest and with more than 100 referenced links, it functions as a single source of information on the areas of economic, tourist and residential attractiveness of the metropolis...

The portal is designed as a digital home, a reference showcase for the population and a gateway for future citizens, investors and businesses wishing to settle in Casablanca.

Practical and modern, the portal www.wecasablanca.com revolves around editorial content, but also a virtual gallery that will be massively fueled over the coming months, and immersive videos that will allow Internet users to discover Casablanca as they were there.

Designed according to an intuitive ergonomics and a modern design, this tool adapts to different screen resolutions namely: desktop, mobile and tablet.

4 CONCLUSION

In conclusion, territorial marketing is a concept still undergoing restructuring. He is at the crossroads of many disciplines. Several objectives are attributed to the territorial marketing: the reinforcement of the attractiveness, the territorial governance, the local development, the communication on the territory, the creation of the territorial marks.... Yet the investment devoted to this practice remains insufficient.

Territorial marketing practices indeed exist in Moroccan regions but are not yet professionalized, since the territorial actors do not follow the territorial marketing approach. While territorial marketing is a tool for territorial development, local actors are aware that global discourse is not enough. It is imperative to go beyond a global territorial communication by building an effective action plan to reach, with precision, objectives already fixed.

As a result, and based on a rigorous regional diagnosis, territorial marketing must be oriented towards the first problems of the region or the city. Thus, this project must be based mainly on the involvement of civil society in a perspective of strengthening the feeling of citizenship, sharing of traditional Moroccan values and national identity in the context of participatory governance.

If Casablanca has managed the challenge by creating a unique and integrated city brand, this major project must extend to reach all cities of the country in order to improve the attractiveness of Morocco and raise national infrastructures to international standards.

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