

City Placement and Set Jetting as Unconventional Marketing Communication Tools for Local Governments

Agnieszka Smalec

University of Szczecin
agnieszka.smalec@wziewu.pl

Abstract

Local governments are forced to compete in an increasingly competitive environment. The competition takes place, among others, at the level of effective communication with various recipients. Not only the intensity of their conduct is important here, but also creativity, diversity and innovation. City placement and the associated jetting set is such a relatively non-standard communication tool. The main goal of the article is to present and explain the place of city placement in marketing communications of local governments and highlight the development of set jetting. City placement is primarily commercial access to the city, region or their elements for the implementation of artistic projects in their area in exchange for promoting these units by their dissemination to a wider audience. Set jetting is the organization of events and trips to film or TV series. Both of these forms have a high level of memory and benefit many parties. They are an effective alternative to traditional marketing communication tools because they engage recipients. One should also take into account the restrictions that they bring. The article also indicates the factors on which the results obtained by self-governments in the image dimension depend. The current recipient of city or region communication likes unconventional solutions that evoke emotions. It focuses on experiencing, experiencing, not just passive reception. He is tired of traditional forms of marketing communication and the information noise in various media has an impact on remembering a smaller amount of content by the recipient. It is important to switch from a one-sided message to dialogue and interaction. City placement and set jetting, however, cannot be a matter of chance but must be deliberate actions. The article uses literature, internet sources and case analysis as the research method.

Keywords: city placement, set jetting, marketing communication, local governments.

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1. Introduction

The current recipient of communication expects that the brands of the city/region that communicate with him, in addition to information, will provide something more that is unique and exceptional, certain experiences and emotions. The integrated approach to management proves the essence of city marketing. It reveals itself through the use of various marketing mix tools and in a multitude of entities that are recipients of activities and those using these tools. Managing the recipient's experience is not an easy task. It is often equated with 360-degree communication, i.e. planning communication activities at the level of various so-called contact points with the recipient. Cities or regions are spaces that allow you to experience in many different ways, they are also ready scenes for experiences. Their image is created through the prism of selected places and experiences. Concerning the place Ph. Kotler et al. (1993, p. 141) define the image as the sum of views, attitudes and impressions that a person or their group has developed in their mind. The human mind codes cities, like products, in the form of postcards placed in the head, which are summoned and brought before our eyes as needed. For example, thinking about Italian Pisa, the image of the Leaning Tower appears; London is the paintings of Big Ben or the famous Tower, Rome - images of walks on St. Mark's Square Peter's or Colosseum's paintings, Szczecin is Wały Chrobrego. A similar image is not necessarily the same attitude of the recipient. The image of a place is influenced by both internal (e.g. motivation, lifestyle, perception) and external (mainly economic and socio-cultural) factors (Markowski, 2002, p. 190). A city or region is much harder to promote than a product. For this

reason, the city authorities as to the brand manager and properly selected forms of communication are important. Locating a city, region, tourist attraction in a movie or series is one of the most effective, because of the least irritating and aggressive tools for promoting places. The phenomenon of set jetting is associated with city placement. The article deals with the issues of these forms of communication, indicating their role in better reaching local governments to different groups of recipients.

2. City placement and set – the essence and meaning in communication

City placement is primarily commercial access to the city, region or elements for the implementation of artistic projects in their area in exchange for promoting these units by their dissemination to a wider audience. It is a promotion without persuasion, very often indirectly affecting the recipient's behavior. This is a more unconventional form of reaching recipients. However, it should be emphasized that it contains elements of most standard forms of promotion (advertising, sponsorship, public relations, publicity or complementary promotion), i.e. it is a kind of hybrid. The main carriers of city placement include, among others film, serial, advertising spots (a city in the background), repetitive television programs, theater plays, literary works, musical works, radio programs, reality shows, graphics, poems, guide programs. The wide range of these carriers allows increasing the interest of potential tourists or investors. The consequence of the form of marketing communication, which is city placement, is the location of places and regions in film (feature) productions and in popular series, both local and global. The following terms can be found (Szromnik, 2015):

- city in the movie,
- attractions of the city in the story and the picture,
- city in the background of audiovisual projects,
- presentation of the city through media production,
- city promotion through film, series,
- providing paid access to the city space for artistic ventures,
- the image of the city and its components preserved in art; the city as a place of action in literature.

It is important for local governments to decide whether to locate their city in studio niche initiatives - reaching a thematically targeted narrow audience (e.g. art lovers) - or choose broader media.

City placement is sometimes treated as a place to organize various events in which the city gives the background, and the event strengthens the image of the city (Szromnik, 2016). The "elements" of cities used in city placement include cultural heritage, science, history - both material and human objects, movable and immovable objects, natural environment; human behavior, e.g. in a group, families, organizations; unique traditional and regional products. This is an attractive form of communication that has a high level of memory. From the perspective of creating an experience in the mind of the recipient, the locality is very important, i.e. consistent care that the place has its own style and is permanent. By using city placement, you can strengthen the uniqueness of a given place by maximizing the elements that you can experience in it. Important are the components of experience that you can't take with you, e.g. the atmosphere of the place, culture, local community. When visiting a place or staying in it, the recipient wants to experience its uniqueness and not receive the same thing that is everywhere.

The phenomenon of "set jetting" is associated with city placement. It is estimated that the fashion for them was not created in the United States and it is assumed that for the first time this term was used by journalist G. Kelly New York Post in 2008 (Kelly, 2008). This concept is associated with visiting places where films, series, books were written etc. or were otherwise

associated with them (e.g. through exhibitions devoted to film) (Connell and Meyer, 2009, p. 194). The phenomenon of "set jetting" indicates how strongly the industry, among other cinematographic influences the awareness of recipients creating fashion for discovering new (mainly touristic) destinations. It's certainly related to jet-setting meaning something exclusive, luxurious and inaccessible to everyone. The set of jetting, however, is about taming the places shown in the film, series, book, which may become available, creating tourist products resulting in fact from the interest of recipients, creating fashion for tourist destinations. In this context, the so-called Veblen effect or sheep's shoot effect. Many entities (e.g. travel agencies) took advantage of this trend because their offers included numerous trips to places shown e.g. in films.

An important advantage of both discussed forms (especially from the point of view of their effectiveness of impact) is the concealment of the persuasive nature of the message, contributing to its more favorable reception by recipients and - thus - to increase the credibility of information that is perceived as neutral. They, therefore, allow you to go beyond the classic advertising block. The regularity of some used media (e.g. series, cyclical entertainment programs) allow local governments to profile their recipients. The longer the series is broadcast on the air, the greater the effectiveness of this type of communication. The plot, actors' play and scenery are to create a favorable environment for the presented place. To effectively use set jetting and city placement, one should consider (Hudson and Ritchie, 2006a, 2006b), among others target marketing (image) - planning activities not only during production, but also before and after it; the attributes of the destination (its distinguishing features), inherent factors of production resulting from the attractiveness of the actors, the predictable success of production, etc., the efforts made by the local government and producers to encourage joint actions. It is emphasized that TV series are one of the best ideas to popularize the city (Kaczmarczyk, 2018). The right movie, often based on a best-selling book, can breathe new life and meaning into given places, attract visitors to less known areas, provide original themes or change the image of a given place, encourage tourism (Mintel Report, 2012). Local governments can join the film set differently. Some of them pay the film producer and this one publishes, for example, the action of a given film in a given city. Some local governments become co-producers of the film, gaining additional funds. It should be emphasized that not only the very fact of "playing" a given city or region, e.g. in a movie, is important, but above all the ability to use this situation for promotional activities, changing the image, attracting tourists, increasing recognition, etc.

3. City placement and set jetting in local government practice

In the world, city placement and set jetting are more popular than in Poland, it is often one of the branches of tourism. For example, the movie "The Lord of the Rings" contributed to the fact that the number of tourists in New Zealand increased by 40%, recording a record number of almost 2.5 million people. The Ngauruhoe volcano on the North Island and the Kahurangi National Park are particularly popular, where there are giant stone pillars known from the first part of the "Fellowship of the Ring" trilogy. Tourists can spend the night in hotels stylized as underground halfling houses from Hobbiton. On the occasion of the premiere of the film, New Zealand Post issued special postage stamps with silhouettes of the characters of the film and short signatures. Commemorative coins with the engraved figure of Bilbo Baggins worth one New Zealand dollar are also very popular and I wrote "New Zealand" in the Elvish language created by Tolkien (New ..., 2018). Tongariro National Park features everything a Lord Of The Rings fan could possibly want to see, including Mount Ngauruhoe, used as Mount Doom and Mangawhero Falls, where the Ithilien Camp scenes were filmed.

The famous agent of Her Majesty is associated with inherent gadgets, including a good watch, drink (Martini, Belvedere vodka) or with Aston Martin (Możdżyński, 2017).

Many European cities have benefited from the films of Woody Allen. With his films, the director began to promote European cities by placing the action in them and additionally including their names in the titles of his films, such as "Vicky Christina Barcelona". The promotion of this city as the movie was supported by the song Giulia y los Tellarini Barcelona. The city authorities supported the production with EUR 2 million. The films of this director were also seen in other cities, e.g. "Midnight in Paris" and "In Love with Rome". In Paris, despite the former premier of the film, they are still enjoying great success in the footsteps of the "Da Vinci Code". The hero of this film became for many tourists an inspiration to visit the Louvre Museum, the Bolognese Forest or the church of St. Sulpice.

Thanks to the films 'Tomb Raider' and 'Lara Croft', the Ta Phrom temple in Cambodia, which is part of a huge complex of Angkor temples near Siem Reap, gained great publicity. It is dated 1186 and as one of the few, it has survived in a state similar to that in which it was found. It is also the key location of the movie with Angelina Jolie. Each route from Siem Reap to Angkor discusses Ta Phrom's place in the movie.

To increase foreign inbound tourism of a given country, it is also worth considering foreign film productions shot in Poland. Such an example is the remains of the scenery in Szczecinek from the German film about Goethe. Another example is Hindu cinema productions, for which photos were taken, among others in Cracow. The first film "Aazaan", with a sensational plot, was shot in October 2010, including on the Main Square and Kazimierz, near the Barbican and Florian's Gate, and in Balice. Thanks to the film "Schindler's List" there was an increased influx of tourists (not only German) to places associated with the film. Created, among other tourist routes along the "Schindler's list trail".

A very similar spectacular success was the movie about Harry Potter, which gained the British Isles. After a series about a young wizard, Alnwick Castle (who statistics for Hogwarts) saw a 230% increase in traffic. The wonderful "Making of Harry Potter" tour is a must for every aspiring young wizard. You can also use Google Maps to find a complete view of the famous Diagon Alley. Great Britain also offers James Bond and Sherlock Holmes routes. For example, the organization "Visit Britain" offers dozens of themed tours in the footsteps of Agent 007. In addition to movies, city placement is also in the series. For example, Sandomierz popularized the series entitled "Father Matthew". This series is based on the Italian series "Don Matteo". Mateusz's father is watched by 7 to even 8 million viewers, and Sandomierz is pleased with the growing interest of tourists and the growing number of accommodation reservations. Another example could be, for example, the town of Jerusalem - a small town near Mińsk Mazowiecki known as Wilkowyje from the popular TVP series, as well as a cinema film entitled "Ranch". When it turned out that the series was watched by up to 7 million viewers, Jerusalem immediately appeared on the tourist map of the country.

Local governments achieve many benefits from placing their city or region in some production. For example, according to Press-Service Monitoring Media in the period July-December 2016 on Polish television the series "M jak miłość" proved to be unrivaled, shot in two places - Warsaw and Grabina (she took 11th place). As many as 1213 mentions in the media were made about it (944 in the press, 242 on the internet, 15 on television and 12 on the radio). According to Press Service Monitoring Media, the market value of such promotion reaches PLN 25 million. That much Warsaw would have to spend on publishing these materials if they were advertising. It should be emphasized that the notes about the capital in the context of this series during the examined period of six months were read, listened to or seen in the media by statistical Kowalski several times, i.e. the reach rate was 820 million. The second place in this ranking was the series "Klan", which was written and told 926 times (806 in the press, 100 on the Internet and 15 on TV and radio). The reach rate was 193 million, and the advertising equivalent - PLN 11.7 million (Which ..., 2017). In Poland, it is pointed out that

Warsaw is the leader thanks to, among others, the series "M jak miłość", "Clan", "On the common or" Colors of happiness ",

Examples show that the success of city placement is fostered by a longer adventure with a movie, TV series, etc. The benefits of the city's appearance in such production far outweigh the costs that local governments must incur. There is no fixed rate saying that for one episode of the series, which takes place in a specific city, the local government must pay so much. For example, Krakow did not pay for locating the city in Belle Epoque, a famous TV series made by TVN. The film commission operating in the city covered only the costs of providing things necessary for the production of photos, such as elements of set design or LED screens. She was also responsible for obtaining appropriate approvals and permits and overseeing a number of technical matters. It was different in the past, e.g. in the case of Łódź, which paid about PLN 1 million for the action of the TV series "Commissioner Alex" to take place on its streets (Kaczmarczyk, 2018).

City placement also applies to place places in books. Examples are Polish detective stories by Marek Krajewski. In his books, the author writes about Wrocław ("Death in Breslau", "The end of the world in Breslau", "Spectra in the city of Breslau"), and the places described by him are willingly visited not only by city residents but also tourists. Similarly with the books of Małgorzata Musierowicz and the famous 5 Roosvelta Street in Poznań (Gębarowski, 2012).

Therefore, you can determine the main benefits of using these forms of communication for residents and city authorities, which are, among others the opportunity to present the city in a natural setting, emphasizing its characteristic elements; increased interest in a given city, development of tourist products; non-intrusive accessible form of communication, often unconsciously perceived, perceived as entertainment; activation of the labor market; long period of impact due to multiple broadcasts of the audiovisual medium; relatively low costs; sense of identity; durability of the message and its repetition. Tourists, above all, gain travel to places promoted in the film or series in the footsteps of their favorite characters; visiting places in an active way; learning history, cities, acquiring knowledge in an unconventional way; the attractive form of entertainment. There are also some restrictions resulting from the use of set jetting and city placement, such as:

- difficulties arising from legal, administrative or organizational provisions,
- limited impact on the script, a plot of the movie or series; no direct control option,
- risk of a negative impact of the situation, the hero on the image of the city,
- sometimes fragmentation of the presentation,
- to a large extent, success depends on the popularity of the audiovisual product.

Despite these certain difficulties, city placement and the associated jet setting are more effective than, for example, broadcasting typical TV spots. Therefore, it is worth making the most of the city or region's presence in a given medium so that such actions serve to increase the awareness of the name of the place or also to make money. Awareness of the benefits of using city placement and jet setting meant that in 2011 the Polish Film Commission was established. Its task is to coordinate the activities of all regional funds and promote Polish locations abroad as well as the domestic film industry. Movies or TV shows have the amazing power to transport us to amazing places around the world, and even to distant galaxies. Although the screen drama can be fantastic, many of these amazing sets are places that you can visit in real life.

4. Conclusion

It should be emphasized that for many local governments, city placement and set jetting allow them to step out of the shadows and gain interest. Contact with a given place, e.g. through series or movies, makes it easy to forget about itself, creates positive associations. Therefore,

these forms are becoming more and more popular. However, one should not forget about how and how one wants to show a given place through it, what is its distinguishing feature. You should not make ad hoc decisions because, for example, a director contacted the local government or a cheap offer appeared. It is important to promote the place in a natural and artificial way. It is worth combining city placement with set jetting, showing visitors interested in film routes, attracting events or creating a special tourist offer ("in the footsteps ..."). One should not forget to publicize such activities. The measures of the effectiveness of the city placement and set jetting strategies to include spontaneous and assisted knowledge of a given place (its recognition), positive opinions posted on social media, an increase in the number of tourists looking for elements of a given place. The experience of many cities and regions indicates the undoubted benefits of using these forms of marketing communication. These are fairly persistent and repetitive messages; by linking the place to a movie, series or book; his image falls more strongly into human consciousness, creating the desired image. You should also be aware of some of the disadvantages of these forms. A disadvantage is the fragmentation of the environment of the place, its significant attractions, which results, among others from the limited arrangement of the image of a city or region, e.g. in a movie.

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