

# wecasablanca

THE METROPOLIS REVEALS  
ITS TERRITORIAL BRAND



Wilaya de la Région  
de Casablanca - Settat



مدينة الدار البيضاء  
ville de Casablanca

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## Casablanca

The metropolis reveals  
its territorial brand

we **CAS**ablanca

## Press release

# Casablanca metropolis, reveals its new territorial brand

It is indeed an unprecedented event in Morocco and in Africa! After going through a long thinking process, field surveys and international benchmarking, Casablanca has now a strong and unifying territorial brand. The aim being sought is to mobilize all the actors of this territory around a vision, a project and a shared ambition for the city.

Bearing the name of « **WeCasablanca** », the new territorial brand is the backbone of the Casablanca marketing and territorial promotion program signed in the presence of His Majesty King Mohammed VI in September 2014. The brand will back up the ambitious metropolis development plan extending to 2020.

Indeed, the new territorial brand is going to be deployed on different communication media both in Morocco and abroad. The new territorial **WeCasablanca** brand has been adopted by all public and private actors within the metropolis, and relies on of a medium and long term action plan. The latter encompasses communication activities both in Morocco and abroad, as well as large scale social, sports and cultural events.

*«The new Casablanca territorial brand results from a collective effort made during several months. Our ambition is to upgrade the attractiveness of the metropolis, boost pride in belonging to Casablanca, further accelerate the city's economic growth and lift Casablanca to the rank a Global City while working with all public and private stakeholders»*, says Mohamed Jouahri, CEO of Casablanca Events et Animation, the local development company in charge of this unprecedented project.

The design of the new territorial Casablanca brand has been conducted through a rigorous scientific process which allowed for the establishment of the metropolis identity preceding the deeply-pondered development of the brand strategy as well as the operational action plan that goes with it.

The diagnosis of attractiveness has made it possible to set up an inventory of Casablanca attractiveness based on focus groups, strategic interviews with major Casablanca operators, documentary studies (films, archives, internet-auditing, etc.) as well as scientific surveys with the Casablanca population.

Thanks to this endeavour which is second to none in the history of the metropolis, it has been possible to define the attractiveness strategy as the brand was being created through key messages, city positioning as well as the governance of the new territorial brand.

« **WeCasablanca** is not an end in itself. This is rather the start of a new adventure for the city. At a time when cities are competing for international attractiveness, City Branding has proven to be effective to support and accelerate the development of many international cities such as New York, Singapore, Lyon, Amsterdam and many more. We nourish the same ambition for Casablanca. Our first challenge will be to see the new brand adopted by the largest number possible of elected representatives, investors, residents, artists and civil society activists, among others. The brand will thrive through all the active forces that generate the wealth, the diversity and the dynamism of Casablanca. The brand will enable us to speak with one voice and promote together this territory which offers plenty of opportunities and is full of energy» says Abdelaziz El Omari, Chairman of the Board of Casablanca city.



# Casablanca

The brand design

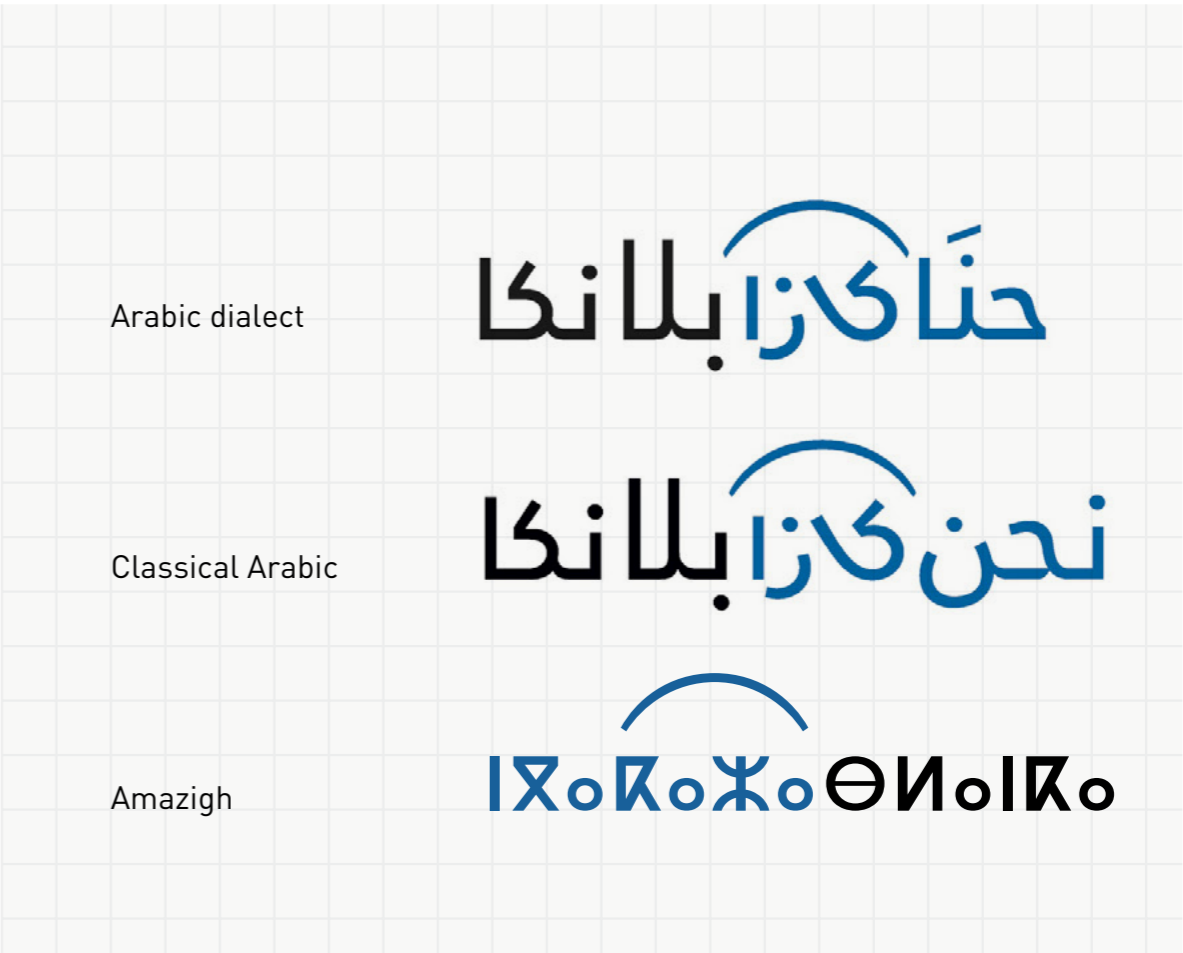
we **casablanca**

# Casablanca metropolis, the visual identity

The visual identity of Casablanca was conceived of and designed to capture the essence of the Metropolis DNA as revealed by the identity profile and diagnosis of attractiveness. More than a logo, it is a modular system consisting of the following :



1. The blue colour refers to the dominant colour in the city (the ocean, the sky, etc.). Having a black colour confers balance and stability to the whole picture ;
2. The arc above Casa symbolizes the intermingling of both Arab and Western cultures. It represents the value of openness with an arc bridge between the two cultures, and refers to the Zevaco dome and the emblematic metropolis archways ;
3. The wide block silhouette evokes the city skyline, by stretching the letters B and L ;
4. The initial «We» confirms the unifying character of the visual identity ;
5. CASA is drawn as a symbol at the heart of the name based on an embedded concept ;
6. A compact and concise representation which is as effective as that of the other big cities brands ;
7. A concept which is in line with the strategy of a «Global City» ;
8. A modular system (with prefixes/suffixes) which adapts to the diversity of attractiveness fields and deployment settings.





# Casablanca

The brand design

we **casablanca**

## Chronology

### The brand in 10 key dates

After signing the agreement to finance Casablanca marketing and territorial promotion program in September 2014, in presence of His Majesty King Mohammed VI shall God assists Him, numerous actions have been undertaken to develop a sustainable brand strategy for the metropolis.

## The Casablanca brand in figures ...

Making an appraisal of Casablanca attractiveness required rigorous scientific work which was carried out by nearly 300 people over several months including :

- Sociological and anthropological studies by Moroccan professionals and academics
- Workshops devoted to each project phase
- 7 Focus groups with individuals coming from different socio-professional categories in Casablanca
- 50 strategic interviews with economic, social, cultural and community actors from the city and with Moroccans residing abroad
- 1 Citizen-based survey
- 6 International Benchmarks of Singapore, Lyon, Amsterdam, London, Istanbul and Barcelona



# Attractiveness diagnostic

## Searching for casablanca dwellers DNA

Several meetings, surveys, workshops and focus groups were needed to come out with Casablanca identity profile so as to define its outstanding features and shared territory. This also highlighted the competitive advantages of the metropolis and areas that could be improved upon and developed as perceived and recognized by Casablanca dwellers themselves.



Indeed, Casablanca dwellers confirm that the city enjoys the following attributes as being :

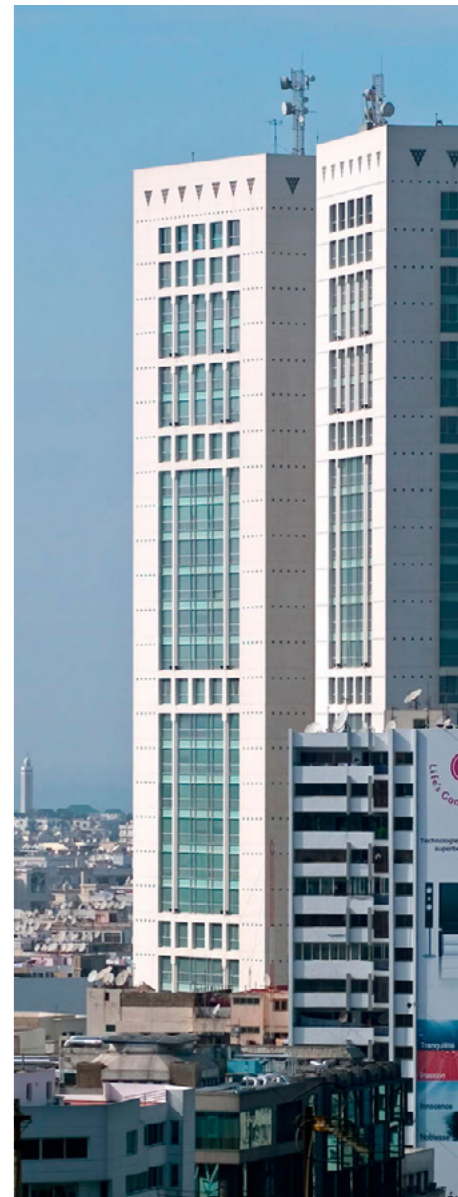
- **An engine** for economic and social development ;
- An airport, finance and technology **hub** ;
- **A major place** for industry and real estate on the African continent ;
- **A business-friendly metropolis** with a positive business climate ;
- **A competitive space** to promote investment and create wealth ;
- **A cosmopolitan city** thanks to its culture, heritage and architecture.

As for areas for improvement, these are mainly related to some quality of life aspects and the need to further accelerate the development of the metropolis. Many Casablanca dwellers mentioned the following areas to be improved :

- Urban imbalances, marked by inadequate infrastructure and transport means as well as substandard unhealthy pockets within the city centre and in the outskirts ;
- A place to live harmed by degraded air quality, limited health care services and burdensome red tape ;
- The need for industrial renewal to bring in more value-added and more technology so that the city remains in the race like other large cities ;
- The importance of boosting innovation as well as the links university-research-businesses.

Taking stock of this situation showcases 4 goals to be met by the Casablanca brand :

- Confirming the leadership of Casablanca in all segments (economy, culture, sport, innovation, etc.) ;
- Reconciling Casablanca with its residents and putting people at the heart of the project ;
- Boosting energy, including through the promotion of the values of sharing and tolerance, in addition to the need to involve and engage Casablanca dwellers ;
- Lift Casablanca to the status of a Global city.



# Identity profile

## The 6 major features of Casablanca



Based on this study, the Casablanca identity profile has been defined according to 6 main features :

### **Casa, a citizen city of the world**

Casablanca is a global metropolis, an African reference hub connecting Morocco and Africa to the rest of the world. It is the land of fruitful meetings, exchanges and diversity.

### **Casa, between tradition and modernity**

Casa is both a modern city and one which is attached to the longstanding culture of the country. And this shows in all fields of everyday life: in culture, architecture, artistic production, etc. However, these contrasts sometimes show lack harmony.

### **Casa, a test lab city**

Casablanca has often been a pioneer city. It has often hosted pilot experiences. It is an inspiring city releasing energy, and where dreams of success are permitted. However, the study reveals that opportunities to create are not equal for all.

### **Casa, the bustling city**

Being an engaging, motivating, dynamic, and young city ... Casablanca is constantly in motion. But such bustling comes with a price: the study found out that the metropolis can also put on a chaotic a face, with difficult road traffic and sometimes unchecked urbanization.

### **Casa, a city of opportunities**

Thanks to its booming economy, Casablanca is a place for growth, opportunities and investments. It's the city where everything is possible ... but not for everyone, according to the Metropolis identity profile study.

### **Casa, a welcoming and open city**

A welcoming land, a land of tolerance and exchange ... the metropolis digests the cultural and sociological differences of its people to give birth to the Casablanca identity. But this does not come without inconveniences. Indeed the study shows that individualism is on the rise with decreasing solidarity.

# Values

## A brand that resembles Casablanca dwellers

Casablanca is a metropolis which encourages encounters between people coming from different backgrounds. It hosts fruitful meetings, creating wealth as well as social, cultural, and economic values, etc.

The attractiveness study carried out as part of the WeCasablanca brand design has identified the main features and advantages of the metropolis.

The latter is described as an economic engine, a geographical crossroads with a breath taking seafront. It is a dynamic, pioneer and multicultural metropolis.

The main advantages of the city reside in its youth, its international dimension, its vitality and smoothness, the mildness of its climate and its strong connection to the world.

### **That's why WeCasablanca is a brand that upholds values that unite and federate Casablanca dwellers namely :**

- Openness and humanism
- Agility and diversity
- Energy and determination
- Innovation and creativity

The ambition of the new brand WeCasablanca can thus be summarized in one sentence :

« Encounters trigger positive energy and joint efforts! »





# Casablanca

Celebrates its brand

we **casablanca**



# Festivities in all parts of the metropolis

A program to support the revelation of the brand

Entertainment events in the city every day as of 25 October :

- Spectacle Sons et vidéos en plein air
- Mise en lumière de quelques monuments emblématiques de la ville de Casablanca
- Concerts musicaux en plein air
- Exposition
- Spectacle ambulant
- Feu d'artifice

Venue of entertainments and shows, from 25 to 30 october 2016

United Nations square –Habous –Jamaa Al Atiq (Ain Chock) –Arsat Zerkouni – La Fabrique culturelle des anciens abattoirs de Casablanca – El Hank (Toro space) –The Casablanca Wilaya – the city Hall –Hassan II Mosque – Al Mechouar-Habous.



# Festivities in all parts of the metropolis

A program to support the revelation of the brand



## UNITED NATIONS SQUARE, starting at 8.30 pm

**Tuesday 25 and Wednesday 26 October**  
**MUR CASAOUI**

Kalamour narrates casablanca :  
Sound and video show

## HABOUS, starting at 7:30 pm

**Tuesday, October 25 :** Tawada & Coffee shop Nos Nos  
**Wednesday, October 26 :** L'OS  
**Thursday, October 27 :** Derby  
**Friday, October 28 :** Coffee shop Nos Nos

## JAMAA ATIQ AL - AIN CHOCK, starting at 7:30 pm

**Tuesday, October 25 :** L'OS  
**Wednesday, October 26 :** Coffee shop Nos Nos  
**Thursday, October 27 :** Jauck and Tawada  
**Friday, October 28 :** Derby

## ARSAT ZEKTOUNI, starting 8 pm

**Wednesday, October 26 :**  
Musical concert Hasbaa Groove  
Musical concert Khadija El Bidaouia

**Thursday, October 27 :**  
Musical evening : Aissaoua and Moroccan Chants

## LA FABRIQUE CULTURELLE DES ANCIENS ABATTOIRS, starting 7 pm

**Friday, October 28 – LA NUIT DES ABATTOIRS**  
**7 pm :** Inauguration of comics Expo marque  
and the guide from casablanca  
**8 pm :** Meeting Urban Dance and DJ night with  
SALAMA CREW performing  
**9 pm :** Concert Lhay Belfan with Khansaa Batma  
and Maâlem Hamid El Kasri  
**11 pm :** traveling show - Dream of a Summer  
Night by the JAA Co.

## EL HANK (TORO AREA) starting 8 pm

**Saturday, October 29 –**  
**100% Casaoui Concert – CASA SHOW**  
A musical evening which tells the musical story  
of the white city, dedicated to Casaouis with :  
Asmae LAMNAWAR, Khansaa BATMA, Abdelfettah  
LGRINI, Hoba Hoba Spirit and Maâlem Hassan  
Boussou.

## SHEDDING LIGHT ON SOME MONUMENTS OF THE CITY

**From 25 to 29 October :**  
Wilaya of Casablanca and City Hall

**From 25 to 28 October :**  
Al Mechouar Al-Jamaa Al Atiq at Ain Chock

**From October 25 to 30 :**  
Hassan II Mosque

## FIREWORKS starting 10 pm

**Saturday, October 29 :** The Casablanca Lighthouse

## INTERNATIONAL MARATHON CASABLANCA from 07:30 am Sunday, October 30

# Casablanca attractiveness portal

A showcase of top notch quality for the city

WECASABLANCA has integrated these different stakes in its communication strategy. It did so first by devising an identity 2.0, through a global attractiveness portal for Casablanca, as well as a website for its brand – **www.wecasablanca.com** - The latter also devotes significant room to social networks, as the brand has its own official accounts on Facebook, Twitter, Instagram and YouTube, @wecasablanca.

Being promotion oriented, the portal seeks to become the main entry point for Casablanca on the Web. Through its sections dubbed «discover», «city guide», «live», «invest», and with more than 100 referenced links, it functions as a unique source of information covering fields of economic attractiveness, tourism and real estate in the city.

The portal has been designed as a digital house, a reference showcase for the public and a gateway for future resident citizens, investors and businesses wishing to settle in Casablanca. From the events of the month, to e-service, venues worthy of interest, tips as well as practical and local information ranging from weather forecast to on duty pharmacies, holidays ... All Casablanca becomes accessible with one mouse click.

**www.wecasablanca.com** portal is a modern and user-friendly tool, and although it is editorial content-oriented, it is also a virtual gallery which will receive over the upcoming months a massive amount of information, with immersion videos which will make it possible for internet users to discover Casablanca as if they were physical there.

Thanks to its intuitive ergonomic and top notch modern design, this tool adapts to different screen resolutions such as desktop, mobile and tablet devices.



## Benchmark

### Brand-cities, what gains have they made?

Although territorial marketing is a highly topical issue given the new communication and international positioning stakes, territorial marketing is a discipline which dates back to the 19th century. At that time, it was more about advertising to attract tourists to the new territories.

Today, several cities hold internationally recognized brands like « **I love NY** » which dates back to 1977 and « **I Amsterdam** » born in 2004, as well as « **Only Lyon** », and these brands have permanently secured a global positioning to their cities on the world map for diverse reasons.



#### **ONLY LYON** *A destination is born!*

Thanks to its territorial brand «Only Lyon» with the action plan that supports it, this French city has become the first European city to have a «city break» in 2015 according to The Telegraph Travel 2014 edition, it is the third favorite destination of international travelers for the year 2014 according to TripAdvisor, and the 17th most attractive global city for foreign investment according to the IBM ranking for 2014. Today the city brand has a network of more than 20,000 ambassadors in France and worldwide.



#### **I AMSTERDAM** *The pioneer in Europe*

Amsterdam is one of the first European cities to adopt an integrated territorial marketing strategy. It is a global attractiveness brand which shows out in various forms: a global online portal, promotional films, exhibitions, giant letters installations, partnership policy, etc. .



#### **YOUR SINGAPOUR** *A brand for a State city*

The influence of the brand on the number of people visiting the city is crystalclear. The city now welcomes over 11 million tourists, i.e.20% more than in 2009. A few years ago, the city has repositioned itself by promoting other sectors such as the digital economy and held events of international importance.

## The partners

- Wilaya de la Région Casablanca-Settat
- Commune de Casablanca
- Conseil Régional de Casablanca-Settat
- Conseil Préfectoral de Casablanca
- Casablanca Finance City (CFC)
- Agence Nationale des Ports (ANP)
- Centre Régional d'Investissement (CRI)
- Conseil Régional du Tourisme (CRT)
- Royal Air Maroc
- Office National des Aéroports (ONDA)
- Observatoire du Grand Casablanca
- Observatoire du Tourisme
- Chambre de commerce de Casablanca-Settat
- Confédération Générale des Entreprises du Maroc (CGEM)
- Office National Marocain du Tourisme (ONMT)
- Office National des Chemins de Fer (ONCF)
- Université Hassan II de Casablanca
- Marocains pluriels
- Association Casablanca-Carières Centrales
- Agence Urbaine Casablanca
- 2M
- Casa Aménagement
- Casa Transport
- Casa Prestations
- Casa Patrimoine
- Idmaj Sakan
- Casa Développement



## Introducing Casablanca events et animation

“Casablanca Events et Animation” is a limited liability company governed by private law with a public capital, it was set up by the local authorities in April 28, 2015. The company registered capital amounts to 14 million Dirhams shared as follows: the Council of the Casablanca-Settat region holding (50%), the Commune of Casablanca (43%) and the prefectural Council of Casablanca (7%).

### The objectives of Casablanca Events et Animation seek to :

- Enhance the attractiveness of Casablanca to lift it up to the rank of major African cities ;
- Create a shared territorial brand, and ensure its local and international influence ;
- Consolidate the financial leaning of Casablanca by promoting its advantages at the international level ;
- Manage the sports and cultural facilities entrusted to it ;
- Boost international cooperation ;
- Set up structuring projects for the territory ;
- Organize economic, cultural and sporting events.

Since its inception, Casablanca Events et Animation (CEA) organized several sporting, cultural and economic events. Aware of the growing importance of information technology in urban governance, CEA a organized Smart City Africa with its two components: Smart CityExpo and Smart City Connect.

Both events were an opportunity to exchange views on smart cities, and present innovative international experiences in this field. Locally, Casablanca Events et Animation launched for example a sports outreach program by organizing the first edition of CasaFoot Cup.

It is an inter-borough tournament, the first of its kind, which has enjoyed great success for this first edition. Not to mention several other events and such as the «Music Festival ” and the youth celebration day. CEA is co-organizes as well Jazzablanca 2016.



- **MARATHON**
- **SEMI-MARATHON**
- **COURSE RELAIS**

**DIMANCHE**  
**30**  
**OCTOBRE**

[www.casaevents.ma/casablanca-marathon/](http://www.casaevents.ma/casablanca-marathon/)



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