Place+

Improving the value of places
Here’s a question.

Why are so many place strategies tackled in isolation? When you think about it, places are created and influenced by communities, culture, lifestyle, environment, commerce, developers, tourism boards and government. To really understand one part, you need to understand them all.

Place+ brings together true specialism from each sector, for bigger picture thinking. Because deeper insights lead to smarter strategies. And better outcomes. Just ask our clients.
Through innovation, strategy and expertise, we bring you Four’s new service:

Place+
Place+

Place+ combines truly integrated and innovative place experience across multiple specialist sectors to improve the value of place:
+ Skilled sector experts
+ Significant proven experience
+ Extraordinary insights
+ Connectedness that drives development
+ Integrated skill sets
+ Global impact
Improving the value of places through leading insights and multi-sector expertise:

+ Retail
+ Sport
+ Property
+ Travel
+ Culture
+ Health
We can define value in many ways - by looking at economic, environmental, cultural, experiential and wellbeing factors
From shopping districts and property developments, through to attractions and cities, we create integrated and sustainable place propositions.

**DTZ Investors**
We transformed an underutilised London space, Cowcross Yards, into a culinary and social hub.

**L&Q**
We made community central to L&Q’s new developments.

**Taste of the World Riyadh**
We launched Taste of the World, Riyadh in 2019, the first Taste Festival in KSA.

**Limassol**
We reimagined Limassol to shape a premium Mediterranean destination.

**Dubai International Financial Centre**
We raise awareness of Dubai International Financial Centre, the leading financial hub in the MEASA region.

**Marriott International**
We helped to uplift the character of its Middle Eastern portfolio.

**Yas Island**
We helped to define the unique character of this leisure island.

**Antares Barcelona**
We created and drove demand for a stunning residential environment.
**EuroCity, Gibraltar**

Four developed world-class branding and marketing communications in line with the client’s commitment to delivering firsts for Gibraltar, and its corporate approach of ‘passion for perfection’. The shared ambition was to launch and establish EuroCity as Gibraltar’s premier new destination.

We created a corporate website for developers Bentley Investments, and delivered an award-winning marketing campaign, impactful media strategy and PR programme for EuroCity.

**Wembley Park**

Four leads a year-round perception-changing comms strategy for London’s newest creative and cultural neighbourhood, providing PR, creative and media services.

Wembley Park is a £3bn, 85 acre regeneration project that will deliver 7,500 new homes, a public art programme, a new theatre and affordable artist studios.

We work with range of partners and stakeholders to deliver a comprehensive stakeholder, media, partnership, brand positioning and destination campaign for the area as Brent builds up to be London Borough of Culture in 2020.
London & Partners

Four led the development of a domestic tourism marketing and communications strategy for London & Partners on behalf of a consortium that included the mayor’s office, Visit England and industry stakeholders.

We sought to tackle a decline in domestic tourism (both overnight and day trips) to London. The output was an extensive documented strategic plan, which is providing the foundation for a concerted three year marketing and communications push, driven by benchmark datasets, stakeholder interviews and strategic analysis.

Costa Rica

Four was appointed by Costa Rica Tourism in 2015 to oversee its tourism development strategy in the UK. The brief was not only to increase awareness of and visits to Costa Rica, but also to uphold responsible and sustainable tourism principles, in accordance with the country’s values.

Four developed a positioning strategy that integrated PR, communications and trade activities. Since 2015, UK tourist arrivals have increased 67%, and overall tourism has increased its share of GDP from 8% to 9.5%. The country’s poverty has decreased by 30% thanks to tourism.
Department of Culture and Tourism Abu Dhabi

Four has worked with the Department of Culture and Tourism, Abu Dhabi since 2016 in the MENA region. We were involved in the planning and launch of the destination’s new identity and the ‘Series of Extraordinary Stories’ campaign, which highlights inspirational experiences and positions the Emirate as the destination of choice.

Our activity focuses on driving awareness of Abu Dhabi as a leisure and cultural destination, as well as handling its corporate reputation. We are also in charge of providing communications support and running a busy press office.

Limassol

Working closely with local developers and investors, Four has re-imagined the ancient city of Limassol and put it on the map as a key Mediterranean destination for high net worth and luxury audiences. Four has helped to create several iconic brands, including Trilogy Limassol, Limassol Del Mar, Akamas Bay Villas and Limassol Marina, launching them to international markets.

The work represents a truly integrated approach across marketing, media planning and buying, PR and digital. Four has continually adapted its campaigns based on data-driven insights, local knowledge and a shared history in shaping the story of the city. With an integrated, results-focused approach based on property and a unique Mediterranean lifestyle Four continues to attract investment to Limassol.
Improving the value of places

Place+ insights

Place+ audience and community

Place+ urban planning and development DNA

Place+ social purpose

Place+ evaluation and training

Place+ inward investment

Place+ marketing and meanwhile use

Place+ branding

Place+ strategy
Some of our clients
Place+

insight
data
expertise
connections
knowledge
community
resource
you
Please get in touch to find out how we can help you improve the value of place

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