

## Students work for place branding of INCULTUM Pilots



img. sourced from Copenhagen Business School website

In the context of the Place Branding elective BA course by Prof. Carsten Humlebæk at Copenhagen Business School, a case study session on 7th November 2022 was fully dedicated to INCULTUM.

The project and the 10 Pilots were presented to the class, composed of 35 students (half of them from Denmark, and the other half are exchange students from all over the world ? Australia, USA, UK, Spain, Mexico, Italy, Japan, Indonesia, Netherlands, Belgium?), and the assignment and scope was to help the Pilots brand the chosen product/innovation.

Students were split them into groups and each group had to focus on one Pilot, so to come with recommendations. Students provided good interaction and came with many good ideas as to how to market the product that each of them had chosen to focus on, to whom (target groups), how these visitors were supposed to get to the pilot site/area and how there were supposed to move around the area.

Results of the session were then transferred to the respective INCULTUM Pilots, which showed great interest in the students' recommendation and thoughts.