

# ZITTAU – HAB EINEN TRAUM

„A place where you as an individual can have an impact”

Citizen of Zittau

## MAIN IDEA

**Marketing Strategy:** to support the promotion of the city of Zittau, encouraging young families to move to Zittau

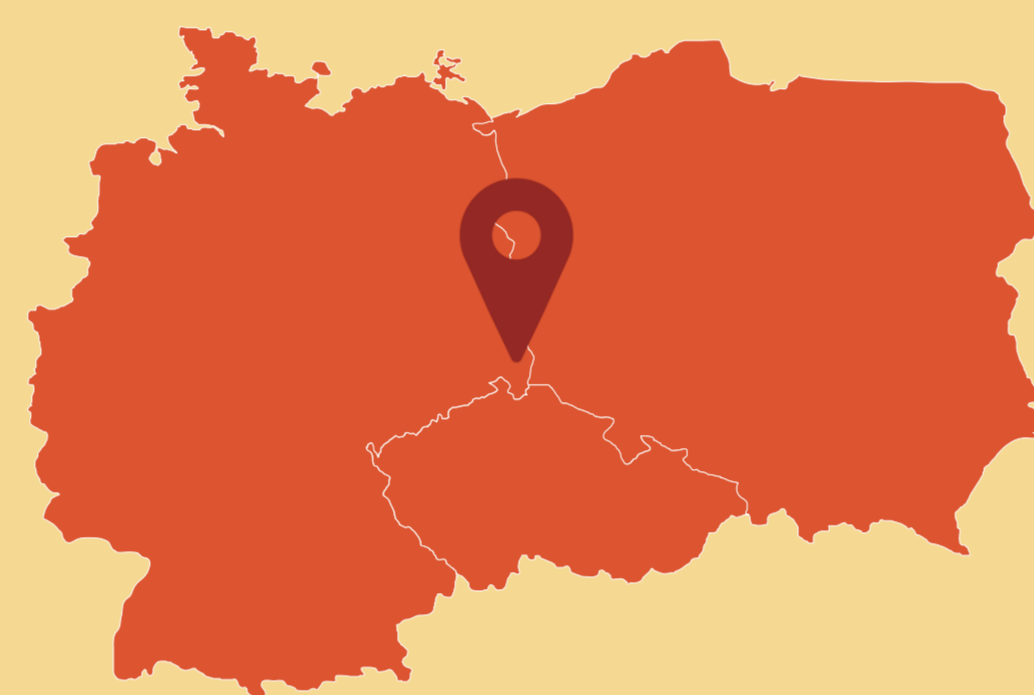
- Bring the self-image from the city to the outside

- Creation of a slogan: Zittau - Hab einen Traum! ( Zittau- Have a dream): It expresses the idea that Zittau is the city that meets family needs.

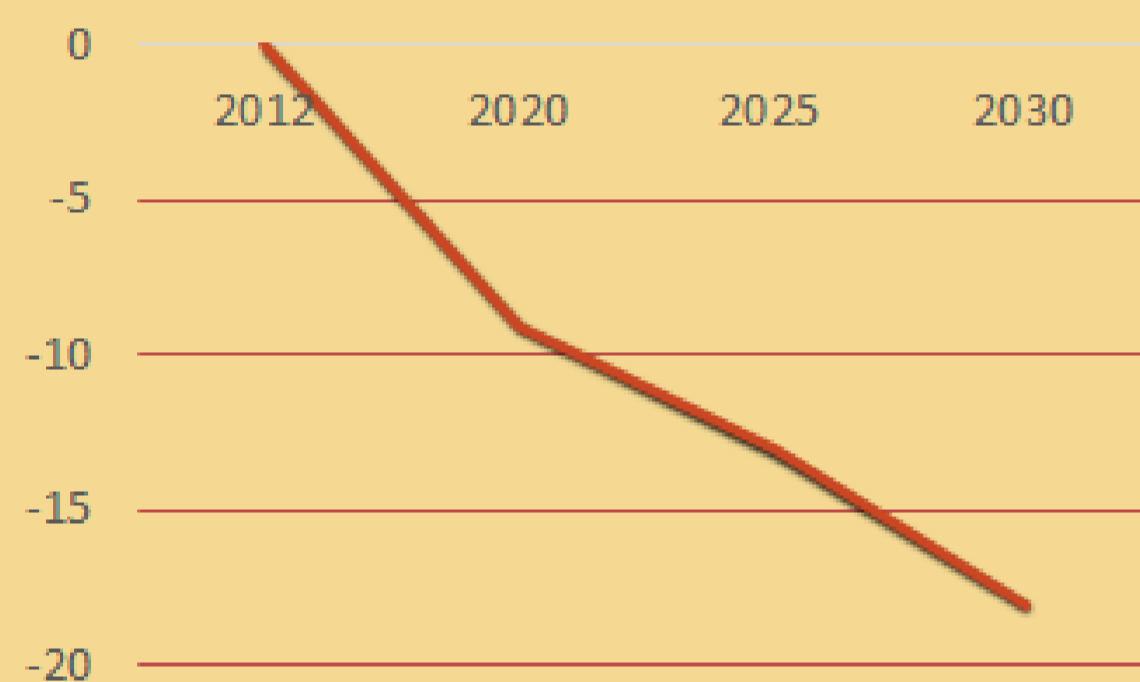


## ANALYSIS

**Problem Identified:** The ageing of the population in the city and the whole region and the image.



Bevölkerungsentwicklung  
Zittau 2012- 2030 (%)



Bevölkerungsentwicklung: Statistische Ämter der Länder, ies, Deenst GmbH



## PROPOSAL

To attract young people and families to move to Zittau

**Strategy:** Increase the promotion of the city through:

- More presence in social media (influencers)
- More presence in Saxony public transportation (trains, buses)
- More presence in magazines for young parents
- Initiative: “Vacation for free!”: application in main city web page
- Co-Working Space as a possibility for people who want to have an influence and gain self-achievement



## FAMILY FRIENDLY CITY

Criteria according to the index:

- Education
- Cultural Offers
- Accommodation
- Nature
- Security



### Kindergartens

- Integrative
- International
- Religious

### Schools

- Primary schools
- High schools
- Special schools

### University

- International Institute of Zittau (IHI)
- Hochschule Zittau



### Security

HKZ 9.697 – 2018, shrinking since 2008

### Living

Rent: 3,59 € – 5,79 €  
Purchase: 538 € - 1332 €

### Work

unemployment: 7%

### Theaters

- Gerhart-Hauptmann-Theater

### Museums

- Museum Dittelsdorf
- Museum Kirche zum Heiligen Kreuz

### Cinemas

- Kronenkino
- Filmpalast

### Galleries

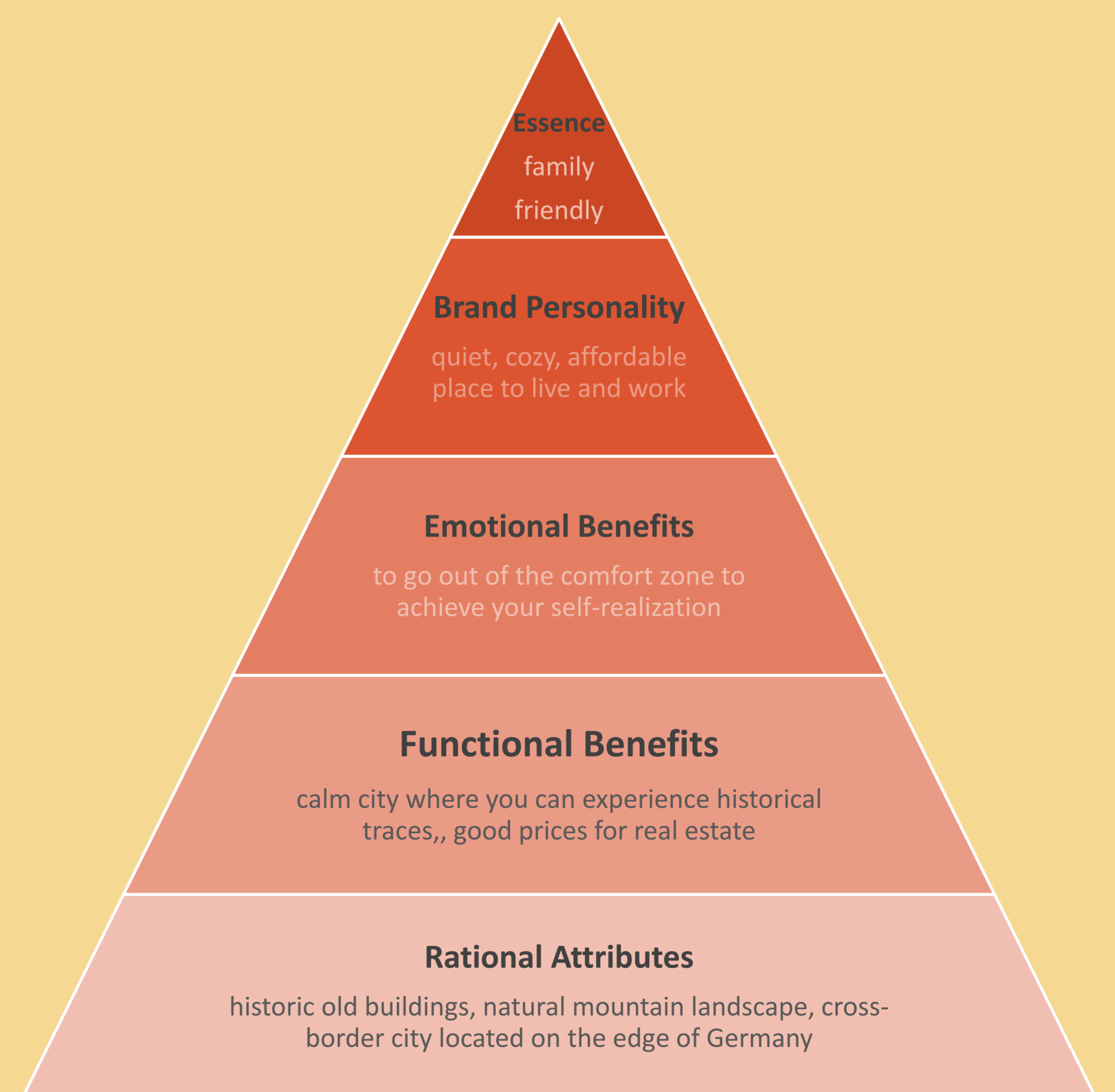
- Atelier & Galerie "Am Haltepunkt"

### Festivals

- Zittauer Ballnacht
- Zittauer Weihnachtsmarkt
- Dreiländereck-Chorfest

[https://www.polizei.sachsen.de/de/MI\\_2019\\_63651.htm](https://www.polizei.sachsen.de/de/MI_2019_63651.htm), <https://www.saechsische.de/so-viele-arbeitslose-gibts-in-der-oberlausitz-5089445.html>, <https://www.immowelt.de/immobilienpreise/zittau/mietspiegel>

## BRAND PYRAMID



Valentina Araya, Jagoda Kolondra, Lina Monitor