



Architectural Marketing Model to Achieve Iconic Structures

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ABSTRACT

Marketing is more than just logos, posters and colors. It's about what you express: telling your story, your vision, and how you want to be perceived. Many of the structures that were constructed did not meet the expected marketing plan for various reasons. Nowadays, the design and promotion of buildings and structures has become necessary to define the image of the city and its position within the map of the world. Eiffel Tower stands as one of the worldwide most iconic structures. resulted from a major design competition therefore, the research presents analysis of Eiffel tower as a case study in order to reach an Architectural marketing model that help architects to measure the ability of architectural structures to become "iconic" to stand out through the fierce competition in the field by using the marketing attributes to be able to create a unique and identifiable strong image to the countries. Subsequently the proposed model applied on Opera Sydney House competition to proof the validation of the model.

Keywords: Iconic structures, Marketing, Marketing model, strong architectural image, Architectural competition.

1. Introduction

Today, especially in the context of global competition between nations for their presence on the world map of architecture, promoting iconic buildings is essential. The goal of architectural marketing is to add value, increase loyalty, and at the same time have a lasting impact on society. Architectural marketing focuses on presenting the city as a destination where experience and function intersect, creating unique designs that promote the region. Iconic structures such as khalifa tower, the Heydar Aliyev Center in Baku, Azerbaijan and Chicago gate and others, contribute significantly to the recognizable image of a city or place. These buildings can have an unintended and indirect impact on the well-being of visitors and residents.

Modern world cities require continuous updating in order to promote their destinations in the global market, city authorities who want to trademark their regions develop unique solutions. First, cultural-oriented festivals and events, preservation of heritage places, restoration of historical environments, installation of huge constructions, and ultimately development of iconic structures which will be one of the main themes of this research.



Fig.1: Khalifa tower

Source: www.albayan.ae/five-senses/last-page/2018-05-23-1.3272582



Fig.2: the Heydar Aliyev Center in Baku, Azerbaijan

Source: ar.socialdesignmagazine.com/mag/architettura/heydar-aliyev-center-di-zaha-hadid-design-of-the-year-2014/



Fig.3: Chicago gate

Source:

https://www.chicago.gov/city/en/depts/dca/supp_info/chicago_s_publicartcloudgateinmillenniumpark.html

1.1 Research Problem

The research problem summarized in: Many of structures that were constructed did not meet the expected marketing plan to be iconic.

1.2 Research objectives

- Reaching an architectural marketing model that help architects to measure the ability of architectural buildings to become “iconic” to stand out through the fierce competition in the field by using the branding strategies & techniques in order to create a unique and identifiable strong image.
- Define the basics of iconic buildings, architectural marketing and the main considerations.
- analysis of iconic buildings to reach group of variables for the proposed marketing model.
- Reaching a checklist of variables to design buildings in order to become iconic.
- Applying the proposed model on a chosen case study.

1. 3 Research Structure

The research consists of four main parts, as shown in the following table 1:

Framework	Content	Objectives
Theoretical approach	Iconic structures	-theoretical approach to Define the basics of iconic structures, architectural marketing and the main considerations.
	Marketing attributes	
Analytical approach	Example of an Iconic structures (Eiffel Tower)	

	The main variables for proposed model	-analysis of iconic buildings to reach group of variables for the proposed marketing model.
case study	Proposed marketing model	- using Evaluation marketing model on a chosen case study.
	Case study application (Sydney opera house)	
Conclusion and recommendations	conclusion	- reach group of conclusion and recommendations to develop designing the iconic structures.
	Recommendations	

2. THEORETICAL APPROACH

Iconic structures enhance the value of a construction environment, with its unique structures, also it sets the economic upswing in motion for the entire region.

The architectural competition expanded to encompass entire cities, we see that clearly as an example in Dubai and Abu Dhabi followed by Qatar, these cities forced its new position as a brand of its own by the use of architecture marketing, in these "rising" cities, the unveiling of significant architectural works has generated a lot of attention. The cities themselves have gained from these iconic buildings' positive economic and social impact, Additionally, they have placed them on a "fast track" to become part of well-known city brands as Paris, New York and London. Iconic architecture has become so essential to the image of the city brand.

2.1 ICONIC STRUCTURES

"Iconic" is identified as *"widely known and acknowledged especially for distinctive excellence"* based as stated in the Merriam-Webster dictionary.

Iconic architecture can be stated as structures and Significant spaces among Expert designers and/or the huge and have distinct symbolic/ aesthetic recognition.[1]

When it's about city image, iconic structures are game changers Supports nations, faiths, and economy, as they interlace past societies with modern cultures. These characteristics, which extend from physical architecture to behind-the-scenes technology, are what distinguish Iconic structures.

The design of a structure might be basic or innovative, such as the Sydney Opera House's now-iconic sails bucked convention when they were built.

Iconic structures, either erected in earlier centuries or undergoing current renovations, connect the past into the present. The Buda Castle in Budapest dates back to the 13th century; However, the majority of the existing structures were erected some 500 years later.



Fig.4: Petronas Twin Towers in Kuala Lumpur
Source: <https://www.PetronasTwinTowers.com.my/>



Fig.5: The Gherkin London, Foster
Source: <https://www.Pinterest.com/pin/453948837453970085/>



Fig.6: Burj Al Arab in Dubai
Source: <https://world-visits.blogspot.com/2011/08/sail-building-wonderful-view.html>

2.2 MARKETING PERFORMANCE ATTRIBUTES

According to Oxford dictionaries, “marketing is the process of performing market research, selling products and/or services to customers and promoting them via advertising to further enhance sales”. However, in his book Principles of Marketing, Philip Kotler stated that Marketing is merged process by which businesses establish strong customer connections and generate value for both their customers and themselves. It develops the plan that serves as the foundation for sales strategies, business communication, and company development. [2]

the main aims for the process of marketing as follows; In business, marketing has two aims. The first is to attract new consumers by emphasizing a product's or service's prospective worth. consumers are acquired through an active process, which means that the firm must seek them out; consumers rarely come to a business. The second goal of marketing is to keep consumers by consistently meeting and exceeding their product satisfaction.[3]

Marketing of architecture in the western world depends on marketing the architectural style itself, which is in the present day characterized by incredible diversity. Postmodernism accompanied by globalization have brought a series of different parallel theories and styles in the art of building.[4]

Attributes represent marketing

-Marketability, According to Oxford dictionaries “Marketability is the quality of being easy to sell; the quality of being attractive to customers or employers”.

-Profitability “The ability to make a profit” according to Oxford dictionaries.

- Storytelling is effective as it creates an emotional bond among a firm, its products, and its customers. Successful storytelling encourages brand connection with its audience, resulting in conversions and, ultimately, revenue growth. Focusing on narrative may assist to humanize the brand and increase trust and loyalty. [5]

Uniqueness the quality of being unlike anything else of its kind or of being solitary in type or characteristics, also it can be defined as the quality of being unequalled, incomparable, or unusual. [6]

3.1 EIFFEL TOWER

• Story behind

The Eiffel Tower represents one of the greatest iconic structures in the world. also the most visited one. Over the past century, millions of visitors have taken millions of photos of it, carries Gustave Eiffel's name, the man who was in charge of its construction, despite the fact that he did not create it. However, he deserves credit for being able to

bring the concept to life. It was an example for the ability of science and industry to produce a masterpiece as the pyramids of Egypt.

The Tower generated debate before and across the art field throughout its build, but due Parisians and Visitors dropped in admiration of it immediately because of its daring in construction and design. With over 2 million users visiting it in the first year. The Eiffel Tower was created to become the icon of the new Paris Expo (the 1889 World Expo), which marked the centenary of the outbreak of the French Revolution. Despite opposition from the outset, the Eiffel Tower became a symbol and emblem of the city of Paris, demonstrating France's technical capability. The exhibition spans an area of more than 9,500,000 m², and the Eiffel Tower was in the Vision Center.

The main objective of the tower is to provide Landmark for the World Exhibition commemorated the century of the French Revolution in 1889 to 1930. A major competition was launched in the official gazette *The Journal Officiel*. A committee was formed to study the Eiffel scheme and competing graphics, which managed a month later that all designs, with the exception of Eiffel, were not practical or missing in details. which actually made the choice of Eiffel design a given.[7]

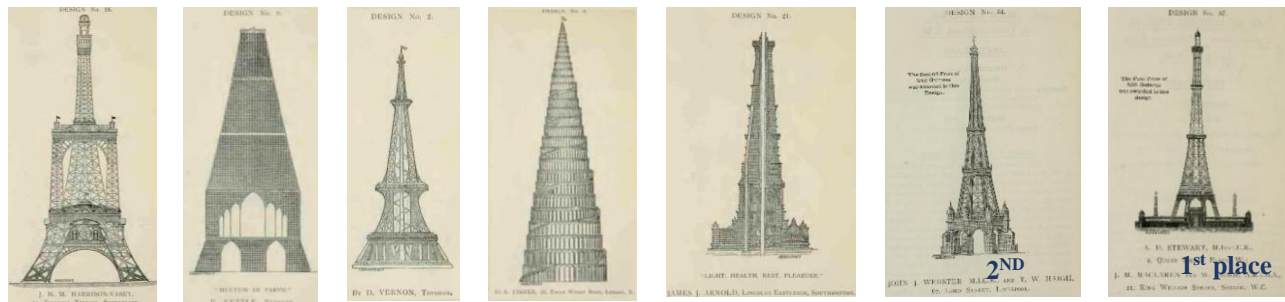


Fig.7: some of the tower design proposals in the competition

Source: www.archdaily.com/304461/tower-of-london-competition-1890

- **symbolism**

The design of the Eiffel Tower is the best choice that takes into account the physical and moral aspects of optimal resource consumption on a narrow platform at the top. The iconic Tower is not simply the most widely recognized Parisian icon, but it is also a globally recognized symbol of France and one of the most recognizable metal constructions in the world. It has clearly taken on the role of symbolizing France in the communal imagination, as seen in cinema and visual arts, as well as literature and poetry.

- **Inspirational**

Eiffel Tower was also inspired to create many similar towers, as Blackpool Tower in England, where Blackpool President - Sir John Bickerstaff - was very pleased. to see the Eiffel Tower at the 1889 exhibition, where he was tasked with building a similar tower in his city. It opened in 1894 and has a height of 158.1 meters [8], Tokyo Tower in Japan, Constructed as a telecommunications tower in 1958 [9]. One in Paris Texas was Constructed in 1993. There are also two models measuring 1:3 on Kings Island, and Dominion Kings Dominion (Virginia) opened in 1972 and 1975, A model in Durango, Mexico, donated by the local French community, and many parts of Europe [10].



Fig.9: Tokyo tower**Source:**

<https://reihanjapan.wordpress.com/2016/02/22/inkopolis-101-japanese-cultural-references-and-you>

Fig.10: Blackpool tower

Source:https://en.wikipedia.org/wiki/T0ky0_T0wer#

Fig.11: Kings Island (Oklahoma)

Source: <https://www.cincinnati.com/story/news/local/butler-county/2021/08/12/eiffel-tower-kings-island-close-rest-season/8113574002/>

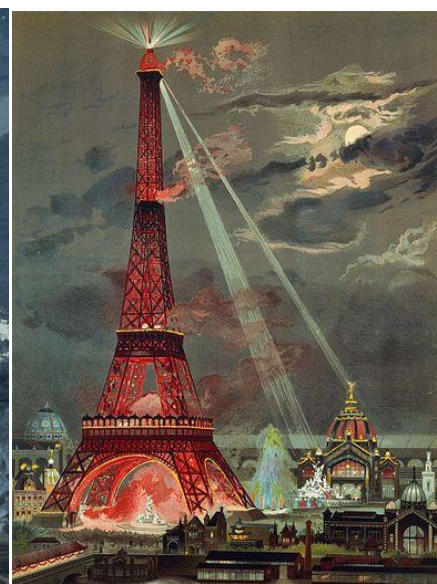
Fig.12: Paris (Texas) eiffel tower

Source:<https://www.paristexas.com/eiffel-tower/>

- **Profitability**

The contract was signed and Gustav Eiffel granted CHF 1.5 million to pay construction expenditures, which is less than one-quarter of the estimated spending of CHF 6.5 million. As a result, Eiffel was entitled to all of the revenue generated by the tower's commercial profiteering while the exhibition and for the next 20 years. Indeed, the Eiffel Tower has earned almost as much as its cost in just one year. He eventually established a separate firm to operate the tower and invested half of the required funds himself. [11] The value study was thus implicitly applied, as the date of the emergence of value study terminology emerged after the tower's establishment.

- **Attractiveness (Catch the Eye)**



The Eiffel Tower was constructed to become one of the best sights in Paris as a result of the huge industrial expansion at the period, and its height and distinct form hovering above the Paris landscape. Since its inception, the Eiffel Tower has garnered attention and served as a site for various events in Paris and France, including the spectacular fireworks show on July 14 ("Bastille Day"), and large-scale sporting events, national-level events. [7]

Since its construction, Gustav Eiffel has wanted the tower to become a source of lighting. [7]. The exhibition was announced to open and conclude every day by firing an artillery bullet from above under the supervision of Mr. Schubert Mr.Chobert, as the "medalist at Universal Fair."

Fig.13: Eiffel Tower lighting at night

Source: [upload.wikimedia.org/wikipedia/commons/7/76/ Georges_Garen_embrassement_tour_Eiffel.jpg](https://upload.wikimedia.org/wikipedia/commons/7/76/Georges_Garen_embrassement_tour_Eiffel.jpg)
<https://artsandculture.google.com/exhibit/the-eiffel-tower-in-1900/AQIjqQC>

The exhibition was celebrated every evening by the Eiffel Tower by:

- Hundreds of protected gas lamps are illuminated by Opal Glass Cases glass packaging.
- Send three signals of blue, white and red light over Paris (using two portable Mobile Projectors installed on a circular track on top Circular Rail).
- To illuminate the gallery's numerous structures, put two searchlights on a circular track.

- **Marketability**

- Le Figaro, a French newspaper, had a workplace and a printing center on the tower's second floor. Le Figaro has created printing works and released a special issue of daily newspapers on sit Le Figaro, a French newspaper, had a workplace and a printing centre on the tower's second floor. e daily, and a special commemorative edition Special

Souvenir Edition has been released. Visitors who bought the newspaper can place their names in it to "confirm" that they climbed the tower. Le Figaro pointed out that the company taking charge of the tower is attempting its best to raise the number of attractions for its users by:

- Putting up for sale on all floors of the tower, small balloons and cheap Parachutes arranged so that the visitors can attach a letter to them.



• Postcards for sale named after the famous excavator
Famous Engraver (the oldest stamped postcard on a back postcard in the Eiffel Tower 21/8/1889).

-Four restaurants were placed in the first level, each building in a different style: Russian restaurant, Anglo-American bar, French restaurant which Located on the stand opposite the school (Ecole Militaire), The Flemish restaurant, converted into a theatre after the 1889 exhibition, became a "Dutch" restaurant in 1900, becoming a theatre again with 250 seats after the 1900 exhibition, Promenade Park is 2.6 meters wide around the exterior of Level 1 with visitors' seats and laboratories for different experiences, Macaroon Bar was Located 125 meters above ground, it opens to three rooms offering Beautiful sights of Quai Branly, Trocadéro and Champ-De-Mars. It can be accessed by its own elevator in the south pillar.

-The second-floor platform was expanded with an outdoor gallery, Graffiti services will be provided on the tower's second level, as well as daily wallpaper installation allowing users to save their experiences of the tower. [12]

Fig.14: Eiffel Tower lighting at night

Source: <https://www.uol.com.br/nossa/noticias/redacao/2023/05/21/torre-eiffel-para-comer-conheca-os-restaurantes-do-maior-icone-de-pparis.htm>

• Rememberability / Recognizability

Visiting a city like Paris, especially the Eiffel Tower as a memorial, will give the visitor the images, feelings and emotions you want to share and remember for a long time. The memorial scale or amplification is characterized by mass magnitude and is specific to the commemoration of a specific memory.

This measure goes beyond the need for functional activity to become a formal expression intended to convey a particular message to the viewer or visitor and is an affirmation of France's leadership 200 years after the French Revolution of Global Technology, which has been able to achieve the world's longest tower for 41 years. The departure from the fixed ratios that governed the architectural formation Prior to the Eiffel Tower, the notion of proportion and ratios was further developed, It may be seen from a wide range of spots around Paris and its environs. It was captured on camera, drawn, recorded, and copied in a variety of scenarios. It's the iconic monument that all visitors to Paris photograph.



• Singularity / Uniqueness

The Tower created so much stir not just since it was made of iron but also because its distinctly industrial appearance was a glaring witness to the irruption of engineers' creativity into the Parisian landscape.

It gives a great impression of power and beauty, revealing to the spectator the boldness of the design as whole. As there are singular attraction and charm within it, to which the ordinary theories of art do not apply.

• Sense of Structure

The pillars' curvature was precisely determined to maximise horizontal wind resistance, they asked for the Help of designer Stephen Sauvestre, who gave the

project its final form through the placement of enormous

Fig.15: Eiffel Tower within the Parisian landscape.

Source: www.tou Eiffel.paris/en/news/history-and-culture/15-essential-things-know-about-eiffel-tower

arches within the four foundations and the first floor, with the intention of increasing the sense of balance by using the standard shape of the arch and providing an ideal entrance to the exhibit. He installed enormous glass chambers on the higher levels and embellished the entire structure.

3.2 ICONIC BUILDINGS ATTRIBUTES

The following table 2 presents various attributes to measure the success of iconic buildings through marketing considerations.

Attributes	method
Story behind	<ul style="list-style-type: none"> Parisians and Visitors dropped in admiration of it immediately because of its daring in construction and design.
Marketability	<ul style="list-style-type: none"> Special Souvenir Edition has been released. Visitors who bought the newspaper (le figaro) can place their names in it to "confirm" that they climbed the tower. Put up for sale on all floors of the tower, small balloons and cheap Parachutes arranged so that the visitor can attach a letter to them and Postcards for sale. Four restaurants were placed in the first level, each building in a different style. Graffiti services will be provided on the tower's second level, as well as daily wallpaper installation allowing users to save their experiences of the tower.
Profitability	<ul style="list-style-type: none"> Eiffel was entitled to all of the revenue generated by the tower's commercial profiteering while the exhibition and for the next 20 years as the Tower has earned almost as much as its cost in just one year.
Uniqueness	<ul style="list-style-type: none"> The tower is made of iron, and it has an industrial appearance in the middle of the Parisian landscape, so it gives a singular attraction and charm within it.
rememberability / recognizability	<ul style="list-style-type: none"> Visiting the Tower as a memorial, will give the visitor the images, feelings and emotions you want to share and remember for a long time. The memorial scale or amplification is characterized by mass magnitude and is specific to the commemoration of a specific memory, it may be seen from a wide range of spots around Paris. The tower was the world's longest tower for 41 years

A. Attribute 1	A						
B. Attribute 2	A, B, A/B	B					
C. Attribute 3	A, C, A/C	B, C, B/C	C				
D. Attribute 4	A, D, A/D	B, D, B/D	C, D, C/D	D			
E. Attribute 5	A, E, A/E	B, E, B/E	C, E, C/E	D, E, D/E	E		
F. Attribute 6	A, F, A/F	B, F, B/F	C, F, C/F	D, F, D/F	E, F, E/F	F	Total
Weight	Sum of A	Sum of B	Sum of C	Sum of D	Sum of E	Sum of F	0
Weight Percentage	Sum of A/total	Sum of B/total	Sum of C/total	Sum of D/total	Sum of E/total	Sum of F/total	100%
Alternative1							
Alternative2							

Key of values:

Letter =1

Letter/ Letter = 1 for each

4. Proposed Marketing Model

The following Table 3 shows the proposed model to measure the ability of buildings to become iconic.

4.1 Model Application (Sydney Opera House)

In 1956, New South Wales Minister Joseph Cahill held an open competition to create a national opera house on Bennelong Point in Sydney. More than 200 entries were submitted, A jury of four architects was to judge the competition entries. The organizing judge, Harry Ashworth was accompanied by the government architect, Mr. Cobden Parkes, and Sir Leslie Martin, Cambridge University's dean of architecture. The fourth judge was Eero Saarinen, who worked in the past with Utzon., according to popular belief, Saarinen felt unsatisfied with most of the chosen applicants and pulled Utzon's entry from a pile of rejected ideas, declaring it to be the clear winner, Sir Leslie Martin, the designer of London's Royal Festival Hall, was also a fan of Utzon's design, with Ashworth and Parkes prepared to accept the advice of the more experienced experts, their Assessor's report pointed out that they were certain that they presented a plan for t an opera house that has the potential to be regarded as one of the globe's most powerful structures. It is certainly a contentious design due to its uniqueness. On the other hand, they



were completely convinced of its virtues. [13]

From previous, we could define the main attributes that lead to the winner design as the following: marketability, Profitability, recognizability, Attractiveness, Symbolism, Sense of Structure.

- **Case A Philadelphia collaborative group**

An informal group of seven architects in Philadelphia won second place with their submarine-shaped opera building. The building, similar to the winning design, was influenced by the seashell shape and was supposed to incorporate the most recent concrete methods. It was noted that the group's design had a "robust" spiraling design that was perfectly matched to its placing.[14]

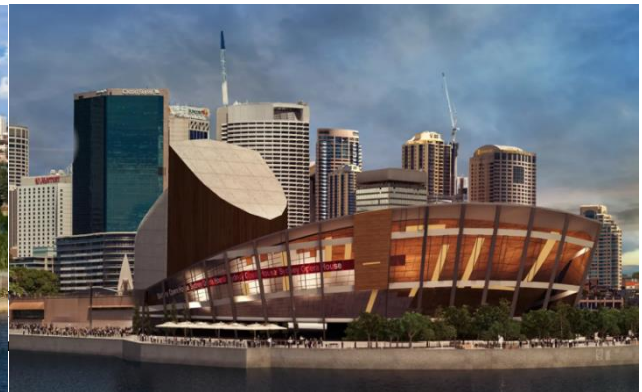
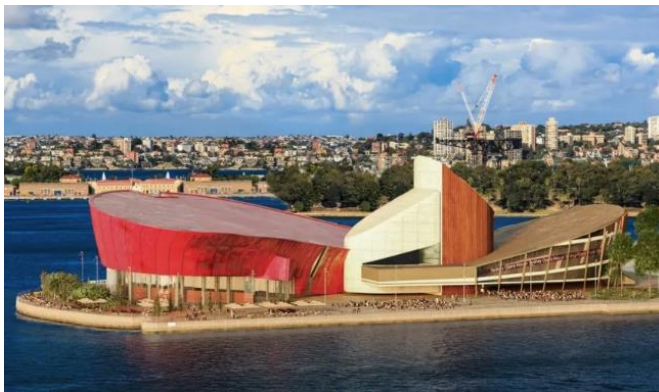
- **Case B Paul Boissevain and Barbara Osmond**

Third place in the competition created by The Dutch-British group, their design was cautious compared to Utzon's seashells, The human scale of the design and its promenade claimed the judges' attention.



- **Case C SW Milburn and Partners**

Stanley Milburn and Eric Dow's idea was not distinct to Boissevain and Osmond's box-shape-with-promenade, they placed their promenade below the elevated structure and place a helicopter platform on the rooftop., perhaps in case the conductor needed to leave quickly.



- **Case D Peter Kollar and Balthazar Korab**

The top-ranked proposal by an Australian organization was submitted by Kollar and Korab, the judges appreciated the project's "very skilled planning" in their feedback.

- **Case E Vine and Vine**

The British firm made a sprawling concept of a pair of auditoriums. The Vines, like some of it's rivals, were intended for open area, which in their situation provides a central area. by the lake that was submerged.



The judges decided that two auditoriums were too much.



- **Case F Sir Eugene Goossens**

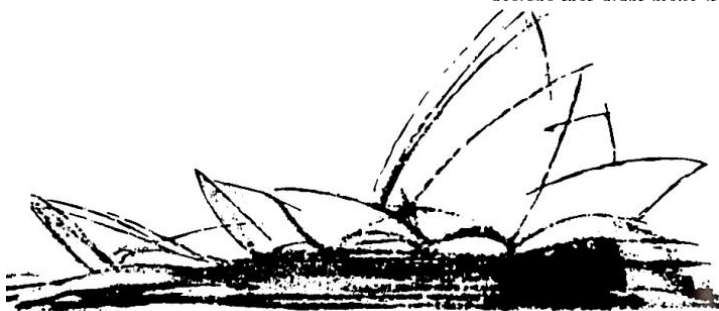
Sir Eugene was not just the head instructor of the NSW Conservatorium of Opera and director of the Sydney Symphony Orchestra; he was also a strong supporter for the construction of an opera house.

- **Case G Jorn Utzon**

Jorn Utzon who won the competition in 1957, Australia was defined by this at-the-time very contentious project. The Sydney Opera House is a masterpiece of Contemporary experimental design, with a succession of enormous precast concrete "shells", each consisted of pieces of a sphere, shaping the roofs, placed on enormous platform, The Danish architect created a worldwide iconic building that symbolizes various creative threads in architectural form and structural design.

There has been a lot of debate over the origins of Utzon's inspiration for the Opera House's iconic form, but the architect was very clear that a lot of people thought Sir Eugene Goossens was inspired by sea shells or the sails of the boats; however, it was inspired by orange peel, not from the sea shells.

Source: www.theguardian.com/australia-news/gallery/2019/feb/10/sydney-opera-house-the-designs-that-didnt-make-it-in-pictures



Utzon hardly presented any schematics describing the concept behind his design when he proposed it to the competition.

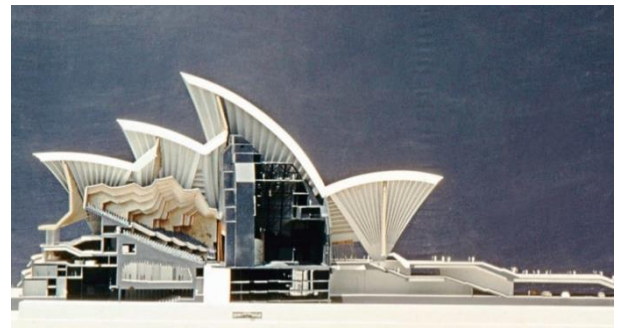


Fig.22: Competition Drawings By Jørn Utzon

Source: utzon-archives.aau.dk/documents/Folios/competition-drawings-by-jorn-utzon/

The structure occupies 1.8 hectares (4.4 acres) of ground, and it is 183 meters (600 feet) long, 120 meters (394 feet) wide at its widest point. It is supported by 588 concrete pilings that are down to 82 feet (25 meters) below sea level.

Despite the structures of the roof often getting identified as "shells", In fact, they are precast concrete panels aided by precast concrete ribs rather than shells in a precise structural perspective.

**Fig.23:** Sydney opera house, Australia by Jørn Utzon

Source: en.wikipedia.org/wiki/Sydney_Opera_House

The building is composed mainly of two extremely unique components, a strong base and several layers of thin and naturally formed roofs, The first is the actual building, which contains all the service sections, that include the changing rooms, storage spaces, rehearsal spaces, work areas and a library.

The roofs, which form the other part of the building, are composed of several layers of triangular shells that are supported by their corners and pointed upward.

There are three main areas covered by these shells: the opera theatre, the concert hall and the restaurant. Each of these areas is

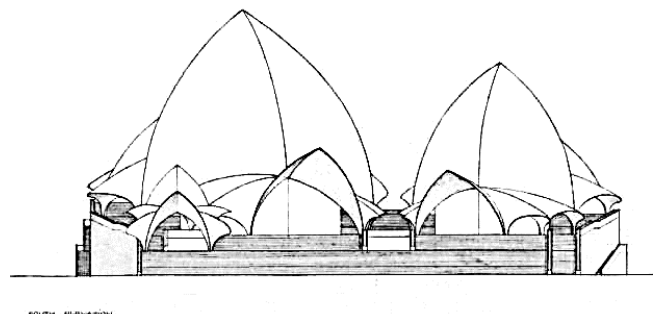
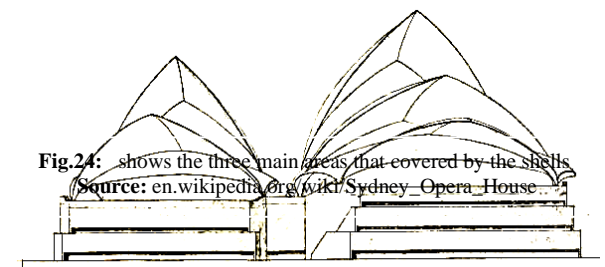
covered by four pairs of shells, with the exception of the restaurant,

which features just two pairs.

On Utzon's project, these creative concepts were obvious from the start. However, he obtained it challenging to stick to his initial concept when building since he had to convert the organic gestures from his thoughts into logical forms that engineers could calculate and apply.

Fig.24: shows the three main areas that covered by the shells

Source: en.wikipedia.org/wiki/Sydney_Opera_House





The design team examined several distinct forms for the shell from 1957 to 1963s before eventually deciding on one.

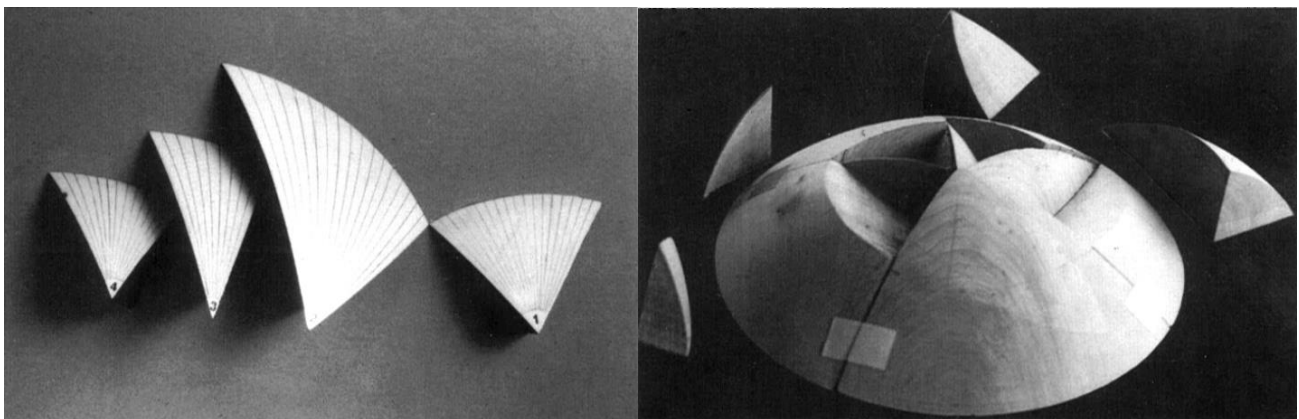
In 1961 the team reach the way to construct the shells using the sphere's parts, The sphere is the most basic kind of three-dimensional shape, making it extremely easy to use because the angle of its curvature is constant throughout. The fact that each component of the puzzle related to the geometry of a sphere meant that they were all curved to an equal radius of 460 feet, even if each piece was distinct and unchangeable, which greatly facilitated and reduced the cost of the construction and computation operations. [15]

Fig.25: shows concept of form the iconic shells from the sphere's parts

https://en.wikipedia.org/wiki/Sydney_Opera_House

• **Application of the (MIM) Marketing iconic Model shown in table 4**

A. Marketability	A		<div><div>↑ = 1</div><div>↔ = 0</div><div>↓ = -1</div></div>					
B. Profitability	A	B						
C. recognizability	A/C	B/C						C
D. Symbolism	A/D	B/D	C/D	D				
E. Attractiveness	E	E	C/E	D/E				E
F. Sense of Structure	F	F	C/F	D/F				E
Weight	3	2	3	2	1	1	12	
Weight Percentage	25%	16%	25%	16%	9%	9%	100%	
 Case A Philadelphia c0llab0rative	↑	↑	↔	↔	↔	↑		
	25	16	0	0	0	9	50	
 Case B Paul Boissevain &Barbara	↓	↓	↓	↓	↓	↔		
	-25	-16	-25	-16	-9	0	-91	
	↓	↓	↓	↓	↓	↔		



 <p>Case C SW Milburn and Partners</p>	-25	-16	-25	-16	-9	0	-91
 <p>Case D Peter Kollar and Balthazar</p>	↔	↔	↑	↑	↔	↔	
	0	0	25	16	0	0	41
 <p>Case E Vine and Vine</p>	↓	↓	↓	↓	↓	↔	
	-25	-16	-25	-16	-9	0	-91
 <p>Case F Sir Eugene Goossens</p>	↔	↔	↑	↓	↓	↔	
	0	0	25	-16	-9	0	0
 <p>Case G Jorn Utzon</p>	↑	↑	↑	↑	↑	↑	
	25	16	25	16	9	9	100

From the previous Model Case G achieved higher number of Marketing attributes, and it meet the validation.

5. Conclusion

The Research highlights the importance of iconic structures through marketing plans as it enhances the value of a construction environment, with its unique structures, also it sets the economic upswing in motion for the entire region, Furthermore it affects the presence of cities and countries on the architectural world map , the research presents architectural marketing model that help architects to measure the ability of architectural buildings to become “iconic” to stand out through the fierce competition in the field by using the marketing attributes in order to create a unique and identifiable strong image to the countries.

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