



City Branding

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Definition of City Branding

“City branding means for achieving competitive advantage in order to increase inward investment and tourism, and also for achieving community development, reinforcing local identity and identification of the citizens with their city and activating all social forces to avoid social exclusion and unrest.”

Kavaratzis (2004, p. 70)

“Branding cities is positive as an economic and social tool to enhance life and well being of people.”

Hernandez-Garcia and Lopez-Mozo (2011)

Manage City as a Brand for Various Purposes, Such as;

- Tourism,
- Business,
- International Relations,
- Investment
- Create preference and loyalty to the city

“Most European cities are undertaking marketing efforts to increase their visitor arrivals while distinguishing themselves from other cities and destinations.”

(Connell & McManus, 2011)

“ Cities use promotions within the destinations themselves at **events** and **fairs** to generate interest in creating a brand image to bring distinctive value to the city with respect to competitor destinations. ”

(Page, Stone, Bryson, & Crosby,2015)

City Brand Meaning Dimensions

Hankinson (2004):

-Destination marketers' perceptions of destination brand images.

City brand meaning dimensions considered;

- Activities and facilities
- Business tourism
- History, heritage, culture
- External profile
- Accessibility
- Industrial environment

Zenker et al (2009):

-Resident satisfaction and commitment

City brand meaning dimensions considered;

- Urbanity and diversity
- Nature and recreation
- Job chances
- Cost efficiency

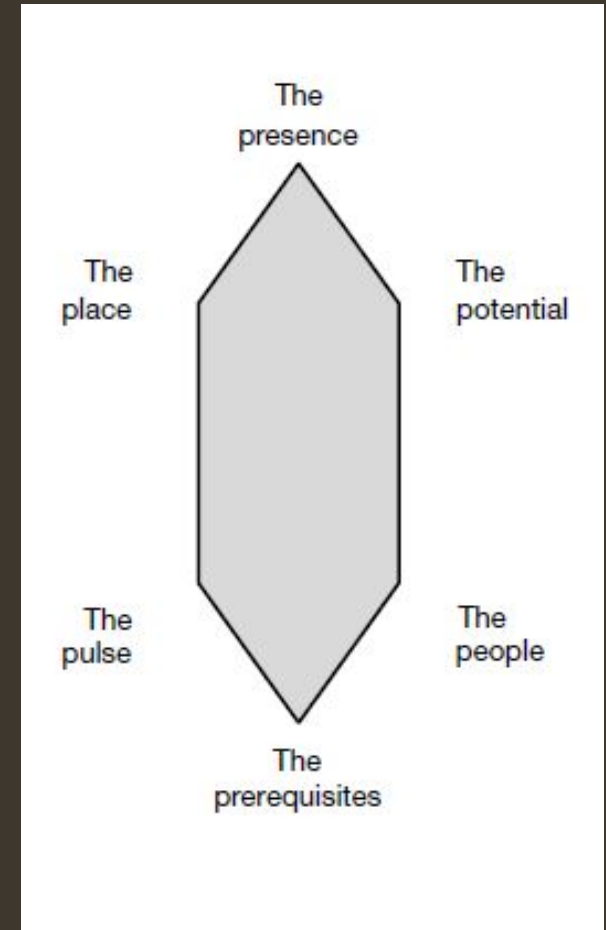
City Branding Index

- Quantify and compare the brand equity of European capitals as perceived by travelers. This index allows for comparing the brand equity of the five cities considered in this study;

- London
- Paris
- Berlin
- Rome
- Madrid

$$\text{CBI} = \frac{(\overline{AB} + \overline{BI}) \cdot (\overline{BA} + \overline{BQ})}{2}$$

AB: attitude toward the brand;
BI: brand image;
BA: brand awareness; and
BQ: perceived quality.



Calculation of City Branding Index.

Capital

City Branding Index

 LONDON™

$$\text{CBI} = \frac{(7.41 + 7.19) \cdot (6.53 + 4.65)}{2} = \frac{(14.60) \cdot (11.18)}{2} = 81.61$$



$$\text{CBI} = \frac{(6.90 + 7.08) \cdot (4.47 + 4.85)}{2} = \frac{(13.98) \cdot (9.32)}{2} = 65.15$$

 be  Berlin

$$\text{CBI} = \frac{(6.42 + 6.82) \cdot (4.28 + 3.89)}{2} = \frac{(13.24) \cdot (8.17)}{2} = 54.08$$

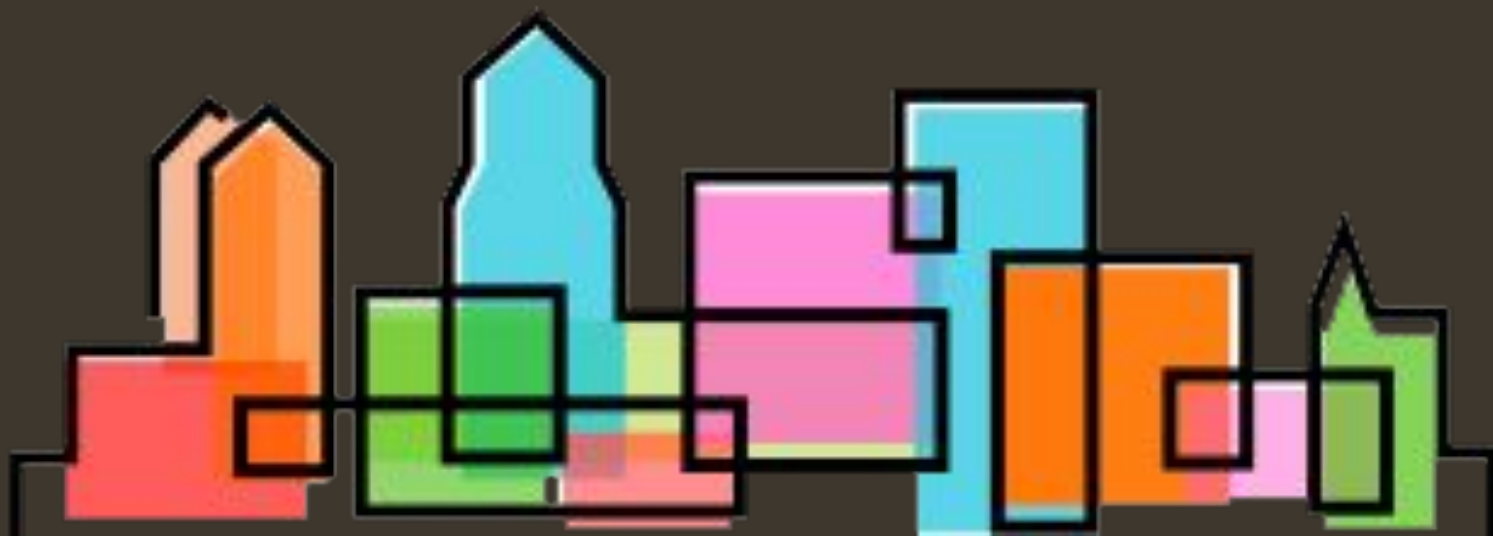
 ROMA

$$\text{CBI} = \frac{(2.83 + 6.14) \cdot (3.56 + 5.34)}{2} = \frac{(8.97) \cdot (8.90)}{2} = 39.92$$



$$\text{CBI} = \frac{(7.32 + 7.03) \cdot (4.04 + 4.40)}{2} = \frac{(14.35) \cdot (8.44)}{2} = 60.56$$

Implementation of City Branding



Troubles with Implementation

- More expensive
- Cities have complex natures and effects by people who lives within
- Effective contrubition of the people who lives in that city
- Coherence with regulations

(Morgan ve Pritchard, quote from 2004Baker, 2008: 88-91)

Steps of City Branding

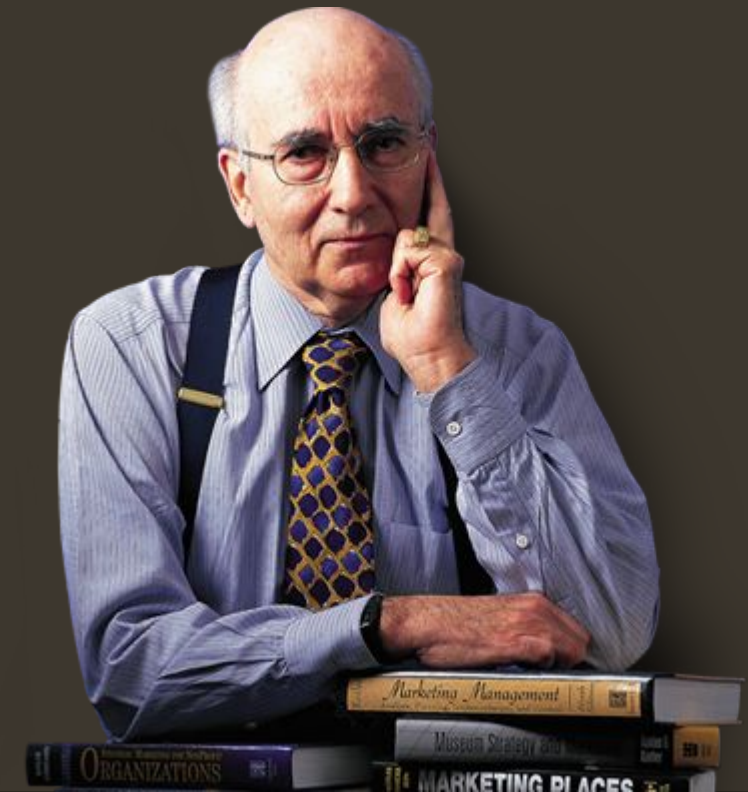
‘Branding a product is a creative process that requires strategy and tactics, and the situation is more complicated if it is a city that needs to be branded.’

(Kavaratzis and Ashworth, 2005: 509)



Kotler

- In their branding work, Kotler and his colleagues see the planning group as a haircut made up of local and regional government, business representatives and citizens.
- With this planning group, steps need to be taken to identify the current situation, to develop the vision and to realize the long-term action plan.
- The target market is determined as exporters, investors, producers, company centers, new settlers, tourists and congressmen.
- Marketing factors include infrastructure, people, image and quality of life, and attractive places in the city.
- (Kotler, P. and Hamlin, M. A, Rein, I. and Haider, D. H. (2002). Marketing Asian Places, Singapore: John Wiley&Sons (Asia))



Baltuch

1. Internal research :Try to understand the basic values and strengths in the city by distributing surveys to as many households as possible.
2. External Research : Trying to understand how the city is seen from the outside with a field survey made at the same time as the first step.
3. Logo and slogan design: The slogan is a picture in the mind that embodies the city itself with the logo.
4. Internal training: To share the results of the research with the city staff and the public, to explain what the results mean, and to tell the city what steps should be taken according to the results.
5. External Training:After reaching the point where the image of the city is misunderstood(second step), try to re-educate the people with press announcements, meetings and activities and try to change the perceptions in the minds of the city.
6. Advertisement:Starting the advertisement of the city with the new logo and slogan by selecting the target audience.

(Baltuch, J. (2006). “Branding Your City: A Recipe for Success”)

Some Benchmark of Branding

- Over 1 million city population
- Socio-economic situation and employment,
- Qualified labor force
- Geographical location of the city
- Low crime rate
- Consistent policies
- Innovation and technological change





- Rich history, culture, intellectual structure, attracting places, architecture, strong economy and tourism
- As a cultural, commercial and communication center of Europe, Paris has carried out intensive marketing activities during the 2012 summer Olympic Games candidacy.
- It was aimed to place the Olympic Village in the city limits so that the athletes could experience the 'City of Light'.

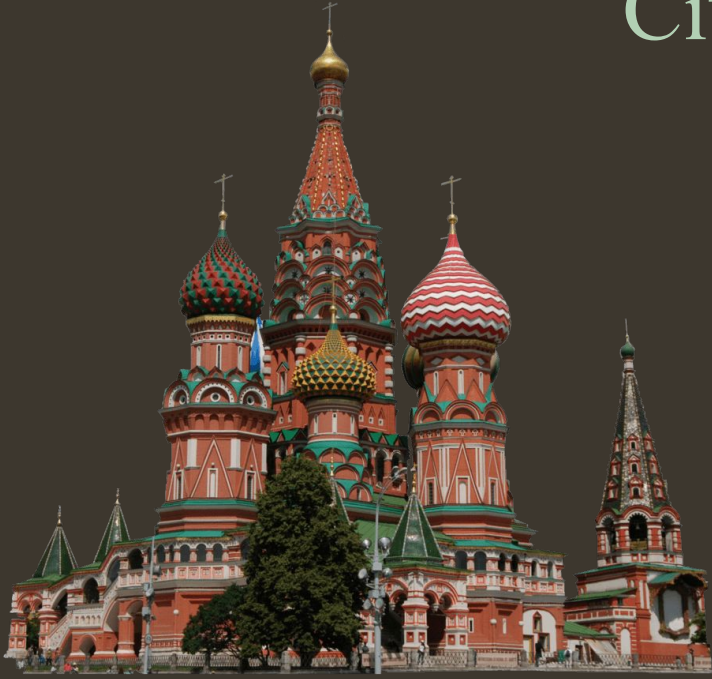
(Winfield-Pfefferkoern,2005: 39)



- In 2004, a brand company developed a new brand identity for the ‘Gulf City’ – San Francisco with a new slogan ‘only in San Francisco’.
- The main objective was effective contribution of tourism to the economic development of the city.
- Since that time, companies have allocated more than \$ 1.2 million in advertising spending for this purpose.

(Winfield-Pfefferkoern, 2005: 49)

City Branding Impacts on Cities



PARIS





DUBAI

UNITED ARAB EMIRATES

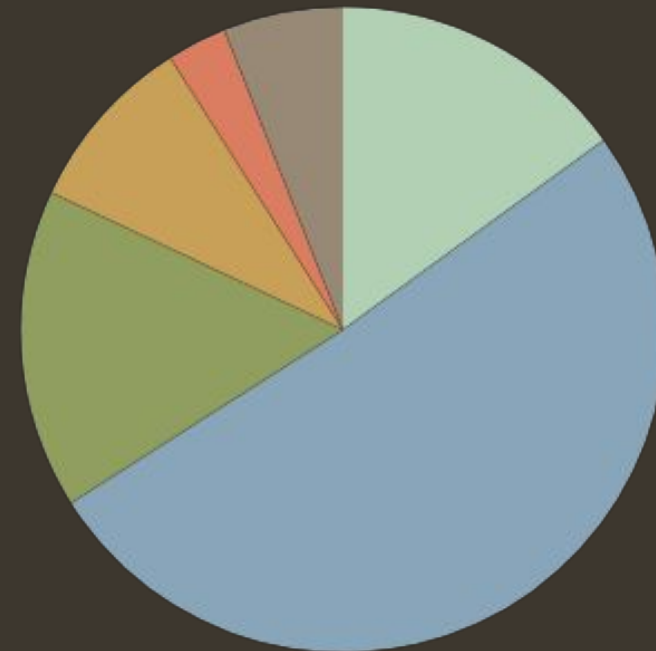
Dubai

- Today 3.1 million people live in Dubai
- Middle East's Business Hub
- Middle East's Tourism Hub
- Third most important re-export center after Hong Kong and Singapore

(ReviewWorldPopulation, 2017)

(Wikipedia, 2018)

Population distribution
Of
Dubai



Tourism & Dubai

- A Fishing Town in 19th Century
- Became a Good Place for Trade in 20th Century
- Beginning of City Marketing after 90s
- Increasing of Brand Equity with City Marketing
- Dubai as a Tourism Hub in Middle East
- Expectation of 20 Million tourist in 2020
- EXPO 2020 Dubai
- Burj Al-Arab

(Bagaeen, 2007)

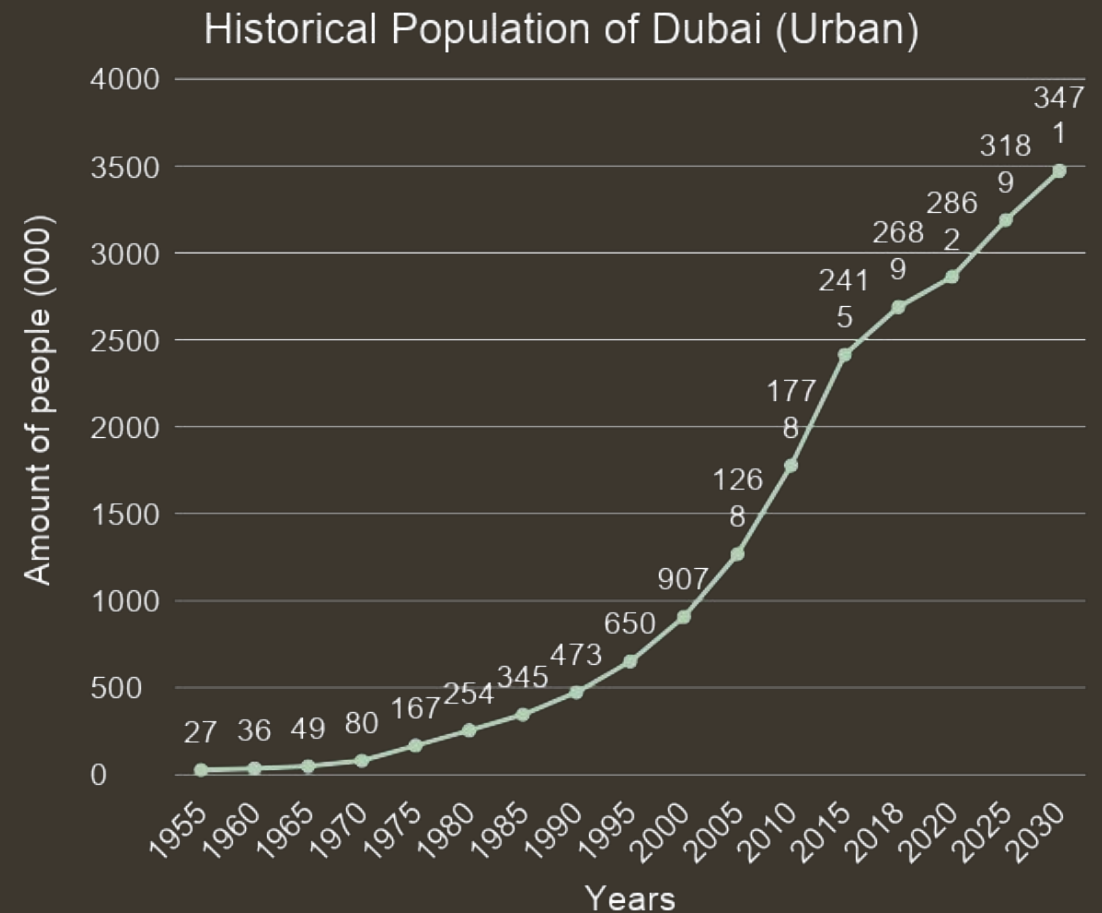
(Singh, 2017)



Societal Impacts of Branding

- Migrant workers are living in residential camp on the periphery of the city
- Unskilled and Semi-skilled migrants living in old residential where single room often shared by several individuals
- High-rise residential buildings and suburban villas rented by middle class professional
- Residential zones that are older and serve to house lower middle-class families

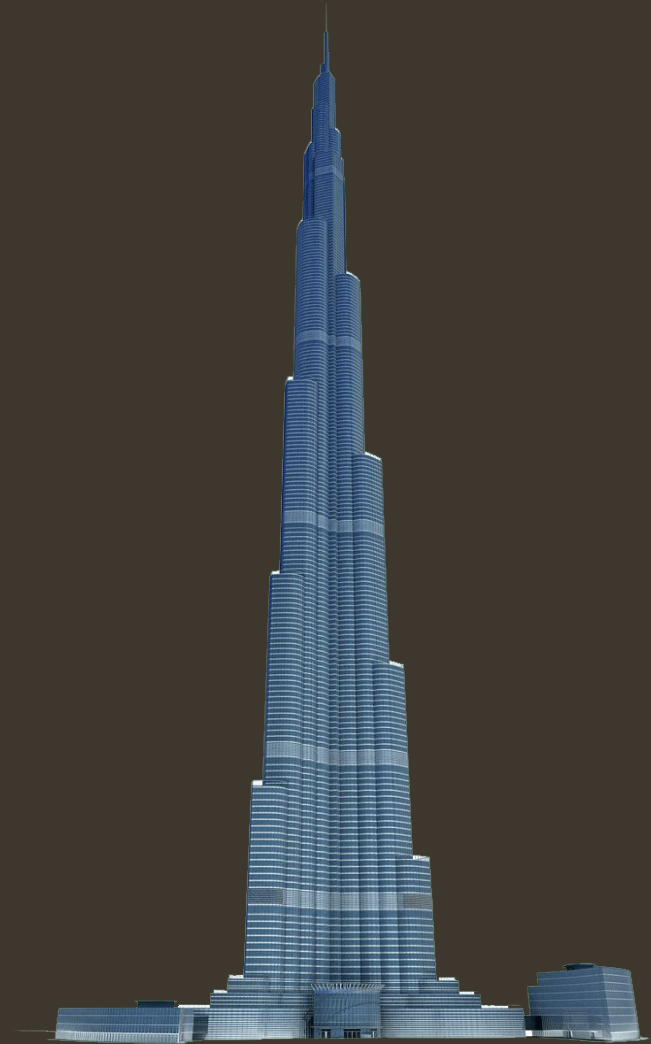
(Stephenson & Ali-Knight, 2010)
(WorldPopulationReview, 2017)



Economic Impacts of Branding Cities

- Irregular working hours in private sector
- Generally lower salary
- Less Job Security
- Longer Working Hour
- Increasing unemployment rate of Emiratis in Dubai

(Stephenson & Ali-Knight, 2010)



Burj
Khalifa



San Francisco vs. Los Angeles

San Francisco
Branded as a holiday destination and place for conventions.
They are branding an image already created a long time ago.
<p>“Shop SF Get More” campaign helped create economic impact:</p> <p>30-40% of total expenditure is in hotel</p> <p>60-70% outside of hotel</p>
“Only in San Francisco” slogan is used to bring out the uniqueness of San Francisco in global market.
No definite brand monitoring officially.

Meaning of the brand

Concept

Implementation

Monitoring

Los Angeles
LA is being branded as the Arts and Entertainment Capital.
The brand image is changing in case of Los Angeles
Branding shift as a place of fun, sun and beach to more of a cultural center.
“Discover Arts” campaign emphasize the artistic and cultural side of Los Angeles not only entertainment.
Brand is monitored by counting the number of visitors in definite time period.



TOKYO



CHARLOTTE.

LONDON

TO SUM
UP...



HONG
KONG



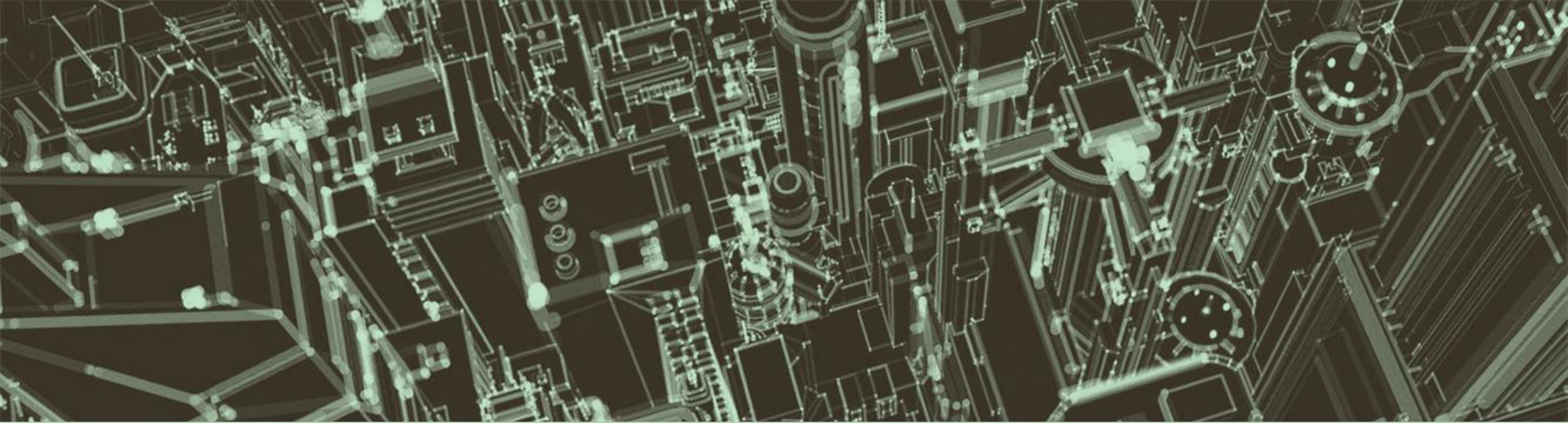
I amsterdam.

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Thank You For Listening

Brand Management – BA 324

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