Preface

Brand management for destinations, cities, and nations has been a key tool for attaining nation-wide competitiveness. Place branding strategies that are developed and implemented successfully directly contribute to enhanced effectiveness and proficiency in how places compete and exhibit themselves. Based on their unique identities and meritorious and distinct features, many places have been branding themselves as a tourism destination by utilizing various tools and methods derived from a wide-range of fields such as marketing, psychology, public diplomacy, architecture and urban planning and design. While competing policy-makers or practitioners can imitate products, tourism services, technologies and processes, they cannot copy well-managed place image, reputation and identity developed through successful methods and campaigns.

*Global Place Branding Campaigns across Cities, Regions, and Nations* introduces an international perspective to place branding by examining numerous interesting and inspiring campaigns and cases around the world. It involves branding cases of destinations, cities, and nations from several continents. Each case highlights different aspects of place branding including but not limited to place branding through movies, glocal narratives, diversity, cultural heritage, modernity, social media, natural beauty and sporting events. Each case provides significant insights on how to re-evaluate and re-present destinations, cities, and nations, develop lasting brand value for them and enhance their position in attracting tourism and investment around the world. In order to introduce successful place branding campaigns and cases and discuss the practical nature of destination, city, and nation branding, this book brings together scholars from various disciplines such as marketing, hospitality and tourism, public administration, public relations, psychology, sports science, architecture and urban planning, and design.

This book includes 15 chapters organized into three main sections. Each section consists of various chapters. Section 1 introduces several contemporary cases of city branding from three continents. Section 2 presents scores of branding cases of destinations, cities, regions and nations. Finally, Section 3 involves two cases of city re-branding through sports. A brief description of each chapter follows:

Chapter 1 addresses the role of cine-tourism in destination marketing. Specifically, it analyzes the strategic alliance between the Northern Ireland Tourist Board (NITB) and HBO, producers of the popular television series Games of Thrones. The chapter critically evaluates the performance of the NITB in rebranding Northern Ireland and the success of its co-branding strategy with HBO’s *GoT*. The analysis evaluates the destination marketing campaign from the perspective of whether it represents a case of best practices, and can serve as a model for other Destination Marketing Organizations (DMOs) charged with leveraging cine-marketing opportunities. A narrative analysis traces how the *GoT* Belfast campaign reimagines Northern Ireland as a tourist destination. The digital and social media campaign of the NITB is evaluated using both qualitative and quantitative performance metrics. The chapter concludes with recommendations for future research and implementation of best practices in cine-tourism management.
Chapter 2 explores how post-industrial cities can leverage the glocal narratives in their city brand communications. Using narrative as a hermeneutical process to reveal glocal voices, the chapter tours Pittsburgh’s glocal narratives emerging from face-to-face, print, and online modalities to unearth the vitality of Pittsburgh’s city brand for global and local audiences. The chapter concludes by describing the ways in which marketers can leverage authentic glocal narratives in their city brand communications.

Chapter 3 examines Los Angeles’ city brand. The chapter discusses how Los Angeles has emerged as a stronger city by creating a sense of optimism and imagination within the city borders and celebrating and welcoming diversity, but with integration into the broader city community as it happens. It discusses how Los Angeles increasingly builds on existing human and economic assets, as with its infrastructure and economy, to strengthen itself. It concludes with a discussion of how the specific actions taken by Los Angeles can be translated into other cities and their unique assets.

Chapter 4 examines the counterproductive impact of a place image on the entrepreneurial activities in Nyborg, a rural Danish town of 30,000 inhabitants and a history dating back, at least, a thousand years. In this chapter, the intended image of the municipality is compared to the image as it is perceived by newcomers. Analyzing a longitudinal case study, the chapter demonstrates how difficult it is to change the image of a place and to make different images work together. The study shows that historically embedded images of places are hard to manage and change when they involve elements with negative appeal towards a specific target audience (e.g., entrepreneurs).

Chapter 5 examines an Instagram campaign to promote the city of Izmir, one of the most popular cities in Turkey in terms of tourism (and one of the top 5 cities in Asia in terms of quality of life according to Numbeo 2016 rankings). The chapter provides greater insight into how to utilize online platforms in order to communicate a city both to its citizens and to the global arena. It discusses the role of social media and its influential users are scrutinized to better present their importance for city branding. The chapter also provides a deeper understanding of today’s communication environment, and focuses on the greater interactivity, engagement and responsiveness of resources in relation to city branding. It outlines participatory city branding, which can be considered as an appropriate approach for involving wide range of stakeholders in promoting cities as brands. Finally, it discusses how to benefit from social media for effective participatory city branding and the practical implications.

Chapter 6 analyzes city branding efforts in Istanbul in the context of urban tourism. The chapter focuses on the evolution of promotional practices from disorderly and inconsistent marketing strategies to a coherent city brand. This relatively brief but complex history of city branding in Istanbul is divided into three analytical and interrelated phases: Self-Orientalism, the City of Religions and the Multi-Faceted City. The chapter discusses the main representations, themes, slogans and other methods of city branding. It introduces a historical/chronological approach to the city branding literature with the case of Istanbul. It concludes with the reasons for changes of city brands over time and managerial and practical implications of the study.

Chapter 7 aims at articulating a starting point for formulating city brand positioning strategies based on studies of contemporary city ranking literature and two case studies concerning Shanghai and Istanbul. The chapter demonstrates how sensemaking data can be converted into quantitative measures and organized in a 16 dimensional construct enabling researchers to identify the most important perceptional dimensions of the city experience for the purpose of developing realistic city brand positioning.

Chapter 8 analyzes Seferihisar, the first slow city in Turkey, in terms of Cittaslow principles. Analyzing city branding from sustainability perspective, the chapter discusses slow movement approach.
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It provides a comprehensive literature review about slow city movement, sustainable development, sustainable tourism development, cultural tourism, and slow tourism. Besides, it introduces a model summarizing the principles of slow city branding.

Chapter 9 examines how a multiplicity of especially diverging forces, voices and rationalities can work against effective place branding by analyzing the case of Harare, the capital city of Zimbabwe, where economic hardships remain the major place-shaper rather than the wishes and marketing strategies that may be put in place by the state. The chapter highlights some of the key options that the city can adopt to transform its image and identity.

Chapter 10 compares branding and underlying attractiveness in various-sized cities in Sweden: two metropolitan areas—Stockholm and Gothenburg; two intermediate cities—Linköping and Umeå; and three rural areas—Malung-Sälen, Valdemarsvik and Knivsta. The chapter applies a combination of qualitative and quantitative methods to explore how various-sized places attempt to increase attractiveness and brand their efforts. It questions the practice that municipalities with inherently different preconditions act in similar ways and illustrates what consequences this herd behavior implies. It focuses on millennial attitudes since this generational cohort shows the highest likeliness to move from one place to another.

Chapter 11 examines the role of culture in place branding by analyzing various cases such as Glasgow, Bilbao, Rio de Janeiro, Sheffield and Istanbul. The chapter discusses how a city could position itself in the new global economy by promoting its culture and heritage. It introduces the stakeholders’ approaches to the culture in the context of city branding strategies and the challenges that the stakeholders have to overcome.

Chapter 12 analyze Central Philippines, New Zealand, Brazil, Spain, France and Turkey in order to examine the role of local governments in place branding and to emphasize the various destination “bodies” used in the branding process in different administration systems. The chapter proposes that although there are many different destination branding strategies around the world, the place branding success cannot be achieved without the strong participation of local governments.

Chapter 13 identifies what branding terms used to describe the United States will resonate with college-age millennial travelers, a group that has the potential to impact the travel/tourism industry for many future decades. The chapter presents the results of a survey of 691 foreign and domestic college students and identifies categories of terms to describe America that these students reported. The term categories are also examined to see if the respondents’ year in school, gender or foreign/domestic student status impacts their identification of terms. The chapter offers suggestions for campaign themes that support or run contrary to images currently held by the respondents.

Chapter 14 identifies the major challenges facing city brands and proposes how sport may provide solutions by examining the case of Cape Town. The chapter reveals the findings of an empirical study that assessed the strategic value of sport to the Cape Town city brand. It discusses the contribution of sports as a competitive differentiator for a city brand. It further reveals the contribution of the different sport elements to this brand benefit, namely sport events and facilities (showcase); teams/ franchises and personalities (brand ambassadors); and sponsors and sport brands (brand partners).

Chapter 15 introduces the branding ideas for the Tokyo Olympics 2020. The branding suggestions presented in this chapter could also be adapted to other mega events. The study derives the methodology from the conventional place branding approach with an understanding of automatic human behavior. It suggests that the 2020 Tokyo Olympics provides an opportunity for Japan to rebrand itself. It introduces branding directions under 5 sections, namely trendsetting, emotional connection, diversity, redefine perception, and global citizenship.
We hope that the place branding campaigns and cases included in this volume will provide significant insights to policy-makers and practitioners and help them develop a broad and thorough understanding of place branding strategies and methods that they can utilize for promoting destinations, cities, regions and nations. We also hope that it will be a guidebook and an essential reference source for researchers, professionals, and students of place branding from a wide range of disciplines. If so, you may also want to consider enjoying the accompanying volume on Place Branding Theory and Methods (also from IGI Global). Happy reading!

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