

## “Positioning Rawalpindi as a Place Brand”

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### ABSTRACT

In the branding literature, the idea of Nation, Country and Place branding can be seen prominent and evolving. With globalization taking its toll and the fast change in trends, the concepts of Nation and Place branding have gained importance as countries are also in the arena and are competing among each other for the sake of reputation and better image worldwide. Recent development in technology and awareness has made it convenient and easier for nations to market themselves on the map as a distinctive nation to not only attract tourism, inward foreign investment but also to encourage exporting. The idea of creating a separate and unique identity of a place or country on the whole has become a new dimension and risen a new level of competition. The investigation first presents an illustration of the basic terms branding, nation branding, and place branding. An extensive effort has been made to study the place branding concept and to study how a city of Pakistan can be branded. Anholts hexagon has been brought into the research work as a model to check the concept of city branding and its applicability in Pakistani context to position Rawalpindi as a Place brand. A qualitative research has been conducted with non-probability convenience sampling, whereas transcription is done for data analysis. It was founded that the role of government, youth and social media is essential for implementing the place branding strategies. By engaging celebrities and politicians this goal can be achieved and awareness can be created through including the concepts of nation and place branding in the curricula of academic institutions.

**KEY WORDS:** Branding; Nation branding; Place branding; City Branding; Anholts Hexagon

### 1.0 INTRODUCTION

Today's generation is said to brand conscious, the brand has become one's identity. But the question arises; what basically is a brand? As per the definition by “American Marketing Association (AMA)” a brand is a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers". In simple words if we want to express this term we can say whenever a businessman or a marketer fashions an innovative logo, a symbol or product or a name, he/she has basically shaped a Brand.

But if we look closer into the current market dynamic, brand has more to it. It's not just about a symbol or a new name. Brand is about spreading some awareness, making some reputation and prominence in the market with a competitive edge. As (Keller, 2002) says there are different components that help differentiate and identify a brand. These components like the name, logo, design, packaging symbols etc. can be said to the brand elements.

If we look into what Keller describes, we come to know that branding is not solely about making your target and potential customers to opt you over-the-competition of your product, but in fact it is about attainment of your target market to perceive you as the only one that offers a remedial solution to their problem.

The intent that a good brand will accomplish contains that it:

- Conveys the message visibly
- Validate your credibility
- Links your target prospects psychologically
- Motivates the buyer
- Solidifies User Loyalty

Place Branding is a growing and trending concept coming into practicality. Branding a certain place is in fact probably one of the most intricate and difficult form of branding due to the element that a place is neither possessed nor controlled and run by a sole entity. Everyone who is living within the premises of a particular place owns that place and tends to influence the brand in one way or another be it tourism to destination branding to business development for place branding and brands. And looking closely on may say that every often many of the key stakeholders fail to agree on what and how to do it. This is the reason that makes the branding process so important when it comes to place branding and ultimately destination marketing. (Kavaratzis, 2005)

There are more than 194 countries in the world, each of them having their own unique essence in terms of culture, heritage, history artifacts etc. every country is in the race of portraying a positive and welcoming image to the world to not only survive but to thrive and shine among others. Globalization has played its role in bring up this concept by creating competition and the concept of survival of the fittest.

Rawalpindi being the twin to the capital city of Pakistan; Islamabad, has its own geographic and strategic importance. It has its own history and heritage. The General Head Quarters, Army hospitals, international airport, old bazaars (Saddar shopping malls) food streets etc. make the city more important. People of Rawalpindi are full of life and celebrate every event at the fullest keeping the culture and ‘pindi life’ alive and fun filled.

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## 1.1 Problem Statement

This current research study makes substantial contribution to the concept and theory of Place Branding by conferring the budding role of place branding in mounting a nation's brand, a topic that hasn't been overwhelmingly investigated in Pakistan.

*"To explore the awareness and commitment level amongst Pakistani's regarding city branding Rawalpindi"*

## 1.2 Research Questions:

Following are the research questions of this study:

1. What is the awareness level of people of Rawalpindi regarding the concept of place branding?
2. How can we diagnose the city's repute and status through place branding strategy?
3. How can we reposition Rawalpindi using Place Branding Strategy?

## 1.3 Research Objectives:

The objective of this study is;

1. "To disseminate awareness of Rawalpindi's major features around the globe".
2. "To diagnose city's status & repute in people's perception"
3. "To reposition Rawalpindi using Place Branding Strategy"

## 1.4 Significance of the study:

The significance of topic is that it will provide a roadmap in exploring the element of place branding and whether this element contributes towards positive brand equity of a country like Pakistan. Unfortunately, people do not recognize and manage its value especially in the international market. Brand can be used as a perfect metaphor for how different places compete with each other in the global marketplace for products, services, events, ideas, visitors, talents, investment and influence (Baker, 2012). On the other hand, branding can be done to create superficial marketing tricks and even betrayal of the nation brand and other communities. Through branding the city of Pakistan, a reputation will be generated which is important for the progress and prosperity of the nation in modern world. Culture in terms of arts, heritage, music, tourism, and festivals, the old and new relationship between place and food and fashion will be discussed. City brand is an old art but a new science. It is therefore needed to be projected as something new and powerful image to the rest of the world. An effective brand strategy will give the city a major edge in increasingly competitive markets in terms of shareholder investment and increase in tourism from the international market.

## 1.5 Overview of the Chapters

**Chapter two** starts by discussing the idea and basic concepts of branding. This further explores what has been branded and what can be branded. Going into the detail concept of nation branding, Anholt's nation brand hexagon has been researched. Then, coming towards the place branding concept and exploring that why do nations engage in place branding helps clear the path for conducting this research with the help of the city branding hexagon. Anholts hexagon has been considered as a significant model for the Place Branding. Further, different dimensions with regard to place branding have been researched to look into the factors that will help in positioning Rawalpindi, Pakistan as a Place Brand. Towards the end of this chapter, the research Gap has been identified which is the focus to achieve the research objectives.

**Chapter three** depicts all the research methodologies, the sample size and the method of data collection and analysis. This section predominantly gives an itemized clarification of the research strategies which have been used to carry the research.

**Chapter four** illustrates the findings from the data collected with the help of the valuable statements of the respondents. Through the research themes have been developed. Every theme/topic ends with the discussion and analysis of the responses/statements.

**Chapter five** comprises of the findings alongside the analysis and discussion from chapter four. It relates the literature with the findings to make conclusions and recommendations. This section particularly discusses the branding of Rawalpindi as a place brand while giving the proposals for achieving the objectives of this research study. The chapter ends with the reflections on this study.

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

The secondary date of research-work comprehends numerous former models and theories on Place Branding from different famous writers and researchers from around the globe of different places. In addition to, all the substantial researches have been deliberated and incorporated in context of their relevance with the topic and theme of this research to minimize the ambiguities that may limit the course of study.

#### 2.1 Brands & Branding:

Branding is a note worthy sensation and a phenomena, which helps in distinguishing any product or service image in contrast to its competition of the same nature. "It is the process which help in creating a distinct name and image for a product in the minds of users or customers", another definition consider branding as a tool for getting distinct place in the minds of consumers for long period of time( WebFinance, Inc., n.d.)Though, it is quite obvious from previous existing patterns that branding is a skill for establishing company's product or service to a different level which is unique from the rest of the competitors. Taking example of the Body Shop, they strive to deliver the best quality product by claiming the use of organic ingredients which are healthy and unique; which is why they have made themselves different and standout. Likewise, taking examples of Apple Inc. Dell, or other similar companies competing in the arena of semiconductor industry have themselves positioned separately on the basis of their core competencies; for example the name of Apple, triggers the expectations of innovation and creativity, and when we here Dell, affordability and convenience comes in the mind of the customers. (Chernev, 2007).

Brands provide a valuable offering for a firm. The concept of branding has been prioritized because of the growing realization of the firms that brands are the utmost valued immaterial assets controlled by the firm (Keller, 2004). Marketers are able to differentiate their brands with consumers through these intangibles including the associations related to the brand (Keller, 2004). According to Anholt (2004), for understanding what a brand is, it is important to be able to differentiate between brand and branding. A brand is a product or service with a name, identity and has a reputation.

Whereas, branding is a process to design, plan and communicate the name and identity for managing or building the reputation. The success of a brand depends upon how the brand is positioned in the market (Kushwaha, 2002).

Anholt in 2004 has explained four aspects of a brand. These features are needed to be distinguished by the brand. The *brand identity* is the basic feature of a product or service. Consumers identify it through logos, slogans, packaging or the design of a product or service. The *brand image* in the perception created in the minds of consumers and is the synonym as reputation. It includes associations, memories, expectations and feelings attached to the brand. It does not lie in companies but is created in the perception or thoughts of consumers. The *brand purpose* comprises of internal aspects of a brand created by shared valued and common purpose. Finally, the concept of brand equity explains if a company, product or service has a positive and powerful image, this becomes a valuable asset for the firm. This goodwill if measured is a lot more than the tangible assets possessed by a firm.

Moreover, Branding basically aims to make a company's core competencies prominent enough to outshine in the market where the products of competitors also exist in order to grab the attention of the customers; it ultimately results in helping the company get out of the commodity hell where the products attributes overlap each other and cannot stay distinguished.(Rapala, 2014)

An evolution of branding since 1950's has been described and how it can be unified to form a rational view (Lindberg-Repo, Branding: The Past, Present, and Future: A Study of the Evolution and Future of Branding, 2011). It also discusses how branding and society affects each other. The research was done in order to have an understanding of how brands have been evolving in past, present and future. This will enable the development and modernization of the older brands. A casual study was conducted. This was done to analyze and compare different branding theories and concepts. The research paper identified dependency of elements like brand equity, positioning of a brand, the effect of country of origin on a brand and the various aspects of personality including subcultures and brand communities on corporate social responsibility. Therefore, none of other notion or idea can be compared to brand identity when it comes to the pivotal connections with other thought (Lindberg-Repo, Branding: The Past, Present, and Future: A Study of the Evolution and Future of Branding, 2011)

These concepts have an interconnection and are built on the foundation of where branding stands today. There existed a loophole of related studies in the current literature. This has enabled to explain the development of branding to discover causal relationship in the ongoing process, as well as talk over what the future of branding will look like. The developed deductions from this study can further be implemented in coming research. By presenting the theoretical life cycle, the author has elaborated how supplementary study projects could be applied(Lindberg-Repo, 2011)

The growing realization that brands are one of the utmost cherished immaterial assets. Firms consider branding as a crucial significance in the latter decade. This research paper highlights some major work done in the area of branding. The study addresses learning aspect from theoretical perspective on substantial topics such as how a brand is positioned, measurement of brand equity, integration of the brand, growth of a brand and brand management (Keller, 2004). The findings of exploratory research reveal that obsession with brand extension and advancement results in growth of brand equity. Very few efforts have been made in discovering the legal, monetary and societal influences of brands (Keller, 2004). A qualitative study was done in which controlled experimentation techniques through choice models have been adopted. Some of the gaps which have been prevailed in the study of branding helps in developing branding related questions. . The results from choice model have explained how branding related ideas can be applied. It also highlights the various challenges faced in incorporating it. It also explains the effect of competition on branding. (Keller, 2004).

Many companies have used the concept of brands extensions for building a reputation for their firms yet at the same firms have failed in applying the concept. Aaker's brand equity model was used to make the theoretical analysis and a comparative study had been done through the brand extension strategy in category brand extension (Chen Si Jia, 2012). The study was done through evaluation of two firms one of which is the Yamaha Corporation as a success company and failure of the Virgin Group's extension. The variables selected in the study were Aaker's brand equity model. These variables were brand loyalty, brand awareness, perceived quality of a brand and brand associations. It was identified that challenges are faced by companies when consumers are either very loyal to competitor's product or are confused regarding the brand associations. The study has also identified that brand loyalty can be increased amongst the customers through brand extension (Chen Si Jia, 2012).

The author has used qualitative study as it has enabled openness and flexibility for the researcher. A comparative design was suggested for a better analysis of the study. (Chen Si Jia, 2012). A deductive study was done in order to find out about the results generated through observation techniques. Despite the objectivity factor, secondary data collection technique was applied to the study. The study also focuses on the company brand for extension. However, other aspects like volume or size of company, internal management and market segment can also have impact too (Chen Si Jia, 2012).

## 2.2 What can be branded?

According to Turpin in 2009 anything can be branded ranging from toothpaste to any tourist destination, cartoon characters or even revolutionists. In order to create a strong brand, the same principles of brand strategy are followed which suggests that the brand must have something different and unique. Kushwaha in 2002 explains that with the help of brand extension, new products are introduced in the market. The brand extension could either be under the same product category or a different product category. Despite several books, articles and fellow speakers, branding is still a misunderstood concept. It doesn't have a single definition rather a perception is formed and a promise is made that needs to be kept by the firm (Baker, 2012). It does not matter what product or service a firm has, branding can only be done creating the right expectations in the minds of target market. This will generate an identity of the brand, enhancing offerings and customer experiences with a consistent and compelling message of product benefits. The more differentiated a product or service is, the better the customers will understand unique selling proposition of the brand (Glover, 2013).

## 2.3 What has been branded?

As cities are globalizing to attract tourism, investment and talent, the idea of brand strategy is being gradually adopted from the marketable world. It results in improving quality of life and revival of a brand (Dinnie, 2011). Marketing strategies and branding may create not only a positive image but also negative perceptions. A vibrant cultural life can be used as an element for branding a city. The rise in competition among the cities has increased talent, culture, tourism promotion, hosting of sports, investment attractions and many other goals for the urban development (Dinnie,

2011). Residents build up the culture of a city and represent the personality a city has. Cities must know the unique components or features that differentiates a city and residents should be able to co-create a city brand for building a credible, compelling and sustainable identity for its stakeholders (Dinnie, 2011).

For instance, Barcelona is the most populated city of Spain and is the capital region of Catalonia. It is one of the most admired cities and has a great image at the international level. A study revealed that Barcelona is one of the cities which have more awareness, image and reputation all over the world (Dinnie, 2011). It is one of most popular tourist city at global level and is perceived as the best city in terms of providing quality or value life in Europe. This is because of the branding of Barcelona that has totally transformed the city. These transformations were in terms of development and modernization of the city (Dinnie, 2011). A long term vision, strong leadership and appropriate allocation of resources resulted in the success story of Barcelona. The civil society participated significantly in its development. Olympic Games conducted in 1992 were a turning point for the development of the city. This helped to re-imagine the city on an international scene and positioned itself as daring, welcoming, modern, with its own style and a city that provides the best quality of life (Dinnie, 2011). This further enhanced the self esteem and pride of the citizens of Barcelona enabling Barcelona to position itself amongst the leading cities of the world. Barcelona has also differentiated its unique identity using elements such as culture, history, cuisine, location, climate and language. It is called as a Mediterranean city. The uniqueness, boldness and creativity of the city have further transformed the city (Dinnie, 2011).

#### **2.4 Classifications of Branding:**

Branding has several groupings which clarifies different methods to differentiate company's products and services in a way which appeals the buyer to make not only a purchase of the product but to remain loyal with the company's merchandise and services for a continuing time in the long run.

Most of the noticeable and significant categories of branding are: Personal, Nation, Product, Corporate, Investor, NGO, Public, Place, Service etc. (Somma, 2015).

##### **2.4.1 Nation Branding:**

Various researches have been carried out when it comes to the concept and application of nation branding, as Nation Branding has the ability to portray an optimistic image of some specific location or nation of the world. Various models on Nation Branding are accessible which provide frameworks for the application of the core concept for some site. Numerous authors and researchers of the Nation Branding philosophies have an opinion about nation standing across the globe. Nation Branding plays a vital role in propagating that image required to outshine across the globe. Furthermore, global competition of cities to an estimate host about 2.7 million small cities/towns, 3,000 large cities, and 455 metropolises.

Nation branding is a new area and has remained a confusing topic. The two terms nation branding and nation brand are different ideas or notion. A state does have a brand image with or without state branding. This study explores the idea of nation branding which emphasizes on the pivotal question of what is being branded (Fan, 2006). A comparative study between country branding and product brand has been explained as the outcome of a nation on the merchandise purchase or image of a product is different. It distinguishes state branding from product branding, and draws comparative study on state branding and product- country image. Absurd questions around the idea and the broader framework in which state branding can be practical are also discussed. A detailed study helps in determining how state branding creates economic opportunities in a country. A descriptive study using correlation between state brand image and product- nation image has been done by Anholt for the research. There are many other factors which are not related to marketing also influence nations image. Though, the part played by state branding may turn out to moderate one. The study only reveals nation branding for a country to increase its repute or image, though there are numerous further factors (Fan, 2006).

Using Hofstede's model for cultural differences, a study was conducted on the provinces of Pakistan. This showed Pakistan is multicultural and managers get to meet different individuals therefore they need to learn to work in a diverse cultural environment. The sample chosen was from the universities of four provinces (Syed Afzal Moshadi Shah, 2011). The study was conducted in order to identify the cultural dimensions of the four provinces of Pakistan i.e. Punjab, Sindh, Balochistan and Khyber Pakhtoonkhwa. A comparison with national culture of Pakistan was made. The model suggested by Hofstede was devised in 2008 and has been used for investigating the cultural dimensions. A qualitative study was done. Using the questionnaires filled by 557 participants, final analysis was conducted through descriptive statistics. The level of significance was evaluated on the basis of it. Results showed that KPK had the most cultural element of it and is a true representation of Pakistan (Syed Afzal Moshadi Shah, 2011). No such study had been conducted earlier on the provincial dimensions of the study. Future studies could be done on the aspects of marketing and management of Pakistani culture through the research (Syed Afzal Moshadi Shah, 2011).

A Study done on Nation Branding (Xu, 2012) conducted in China develops a conceptual framework. According to the study and framework, we can view Branding as a deliberate process to portray and from a standing; an image on the Global platform. The research incorporates different patterns on Nation branding with the view and goal to keep standpoint of former assessments with respect to Nation Branding fine applications. The findings of the research conclude that complicated and twisted historical evolutions along with present-day national desires play a vital role in Chinese national identity. Many eminent researchers and scholars praised his research. The research study creates strong pathways for new researchers who want to study in this field of nation branding.

As for Pakistan, a research study (Yousaf & Huaibn, 2014) takes place in Pakistan as a Sufi Branding Country; the research aims to examine the primary role of faith or belief in Pakistan and all effort to reposition the nation as comparable Sufi nation with its people basic ethics and school of thoughts. However, the writer acknowledged that the fact that Pakistan is full of people from different school of thoughts that hinder the idea of outlining the state with a unique title that cannot admit or represent the nation. The investigative study proved to be a policy recommendation which gives new dimensions for early research on the same topic. Consequently, we can brand our country under the shades of our Islamic guidelines that invite foreigners from around the classes to encourage the inflow of stakeholders that can stimulate the faltering economy of Pakistan.

As stated by Baker in 2012, place branding is the total of thoughts, feelings and expectations that is perceived by people about a certain location. The reputation and enduring essence shows the promise and competitive feature of a place. The concept of place branding can therefore be used as a toolkit for differentiating, focusing and organizing a location's competitive identity. In the world of competitiveness, ambitious places are adopting means in managing their identities and how they will present globally. A consumer focuses on the intangible aspects for deciding where to visit, relocate or invest. A positive image will therefore encourage more people to visit (Baker, 2012). A positive place brand generates value. This value is known as brand equity and thus enhancing the financial value and loyalty as well. Usually places focus on being everything to everyone. They do not manage their competitive identity, creating a default positioning. The changing world including customer taste, what was once attractive

seems unattractive, to remain competitive places need an identity and how it can be projected. A city might have some special attribute such as natural or culture on the basis of which a place can be branded (Baker, 2012). Globalization has resulted place branding as a necessity where ideas, culture and reputation are focused on a single global community. People can work or live anywhere they find global opportunities. Place branding is not only confined to tourism but also socio-political, economic and historic prospects as cited by Hanna and Rowley in 2007.

A nation is generally referred as a wide number of audience belonging to same race and language. Large. On the other hand, a country is apart of land where individuals live together as a nation (Ying Fan, 2005). The purpose of nation branding is to promote country of origin effect for increasing sales and exports of the country. On the other side, nation branding is called as place branding to advance the country or a metropolitan within the country as a destination for tourism. State branding not only increase tourism but also enhance foreign direct investment and creation of job opportunities (Ying Fan, 2005). It includes the whole image of a country including political, financial, ancient and social dimensions. This concept is at the broader level and is multi-dimensional concept (Ying Fan, 2005). The perception of population about nation brand is as powerful as an external image. Therefore, it is important how population in a country ranks its nation brand (Anholt, 2007).

The research approach connects ideas in literature in place branding and architecture analyzes city planning methods, interviews city planners and uses academic design research at the scale of urban spaces especially in regard to Barcelona (Speranza). The paper defines bottom-up place branding and compares it to top-down strategies demonstrating how these ideas operate. The purpose of the research is to study how bottom-up planning strategies and place branding at the scale of the district, neighborhood and urban spaces can use existing cultural events and materiality. The research explores design methods that create a framework for participation of current cultures that define a city's places (Speranza). The branding of places can be approached in various ways, including through top-down planning that demolishes larger expanses of cities or generally ignores newly emergent identities in them or through bottom-up planning that retains urban infrastructure by selectively protecting the small scale building fabric. Bottom-up planning makes it possible for interventions as frameworks in neighborhoods to enhance existing cultural activities by supporting fine-grained material and small-scaled spatial opportunities tuned to networks of pedestrian scaled activities (Speranza).

The findings suggest that bottom-up planning is an open-ended, systematic approach to place branding rooted in the ethos of a place that identifies local conditions, uses a material effect, and considers scales of time and human experience. The concepts are limited by differences of scale from the urban space up to the scale of the regional plan. The implications of cooperation of private developers and city developers across these political scales, i.e. local town halls, city, regional and private development objectives, can protect an authentic place brand by integrating social patterns of workers, residents and visitors in a place (Speranza). It is useful in conceptualizing the branding of places to identify (1) what planning approaches are adapted and how they provide connectivity (2) how these planning approaches recognize and support existing cultural features and (3) how they strengthen newly emergent local identities (Speranza).

A study has been conducted on nation branding as an element of Pakistan and suggests the relationship between state branding and investment which is coming from foreign countries (Alam, 2013). The significance of this topic is that it demonstrates how the contribution of state branding influence the economy of Pakistan as nation branding plays important roles for the economy of a country for local and foreigner investors. These roles include growing the position on the symbolic and representative value of products. This enables nations towards their unique characteristics (Alam, 2013). An exploratory study has been conducted using Anholt's study and hexa model. Primary study has been done through use of Simon Anholt's study and Pakistan's TDAP booklet. The branding and the image of country (with productive and positive image give its exports a significance towards what they really produce and export to the others nation). This is referred as nation of origin effect. Nation branding is still an upcoming field. Researchers have continued to search. Governments put resources to devote to the nation branding to improve their country's image and reputation in the nations. This can melodramatically influence its achievement in attracting investors and tourism and investment. Pakistani Government is putting its efforts in showing their interest as well as attracts multitalented and creative staffs. This will bring social and political inspiration in the world (Alam, 2013).

#### **2.4.2 Place Branding:**

Branding a place is possibly one of the most complex form of branding. A place does not have single ownership or controlled which results in complexity. Everyone who is living within the premises of a particular place owns that place and tends to influence the brand in one way or another be it tourism to destination branding to business development for place branding and brands. And looking closely on may say that every often many of the key stakeholders fail to agree on what and how to do it. This is the reason that makes the branding process so important when it comes to place branding and ultimately destination marketing.(Kavaratzis, 2005)

Place branding is one of the most used topics today. This is an interesting topic used in academics as well for the practitioners. The concept revolutionized after the introduction of concepts like marketing and place image. Studies shows the application of branding concepts from different countries to towns especially challenges faced in building these concepts. A relationship with stakeholder engagement has also been described (Rowley). An exploratory study was done and the concept of place branding was done through the use of several terminologies including location, nation, country, city, destination and regions were discussed through aspects of branding and tourism. A gap was identified between place and these terminologies where as tourism was found out to be more related to tourism. (Rowley). Results were driven out through content analysis. A chi-square testing was done for this purpose. Study revealed that brand place branding is a different aspect from tourism. The variables explained in the study are place, destination and town. Application of place branding can be done through using such concepts as means (Rowley).

Branding a city is a continuous process and the relationship between city and city branding is versatile. With the change of a city the brand image does not necessarily change (Ooi, 2010). A new brand may arise rapidly and the new brand stories are just aspirations. The study reveals the importance of how perception of a city is created. This will make an image of it in the outside world. However, in some cases the brand lacks the perception made by the outside world (Ooi, 2010). Branding a city may also provide it a direction for how the place can be changed. Three paradoxes have been elaborated in a study suggesting how city branding can make the cities similar to one another, bring about new identity or change a society (Ooi, 2010). A city branding campaign does not just present an image of the city but may change the city. Through the cause and effect relationship the study shows the effect of how brands can give a unique image to a city. The variables in this study are city branding and effect of society on it. A continuous study has been made in this regard (Ooi, 2010). Societal changes with regard to city branding have also been discussed explaining the emergence of societies, an identity of the city and also its uniqueness (Ooi, 2010).

Place branding is that key spark which is inculcated by many eminent scholars just to promote and present the place to greater audience. Taking example of Los Angeles (LA) and Las Vegas, aim of the said places were to attract more and more investors, tourists and other participants to visit there. They brought forward their perks and environment with the assistance of place branding.

The main idea of place branding is to act as catalyst in portraying a positive and welcoming image of a place by presenting that place's core competency and the crux of the culture having the aim to promote tourism. Alongside tourism, if we take a look at another angle i.e. business perspective, it is quite evident that place branding leads to bringing in investors and other such stakeholders and engage them in multitude of activities as per their interests or fields. According to (Anholt, 2010), to present the plus points of any given place to its potential stakeholders and to differentiate a place in contrast to other places the best option is to use branding strategies; His hexagon method has played a crucial role in the business world and competitive identity theories.

Likewise, taking a look into a paper, written by(Khoo, Samat, Badarulzaman, & Dawood, 2015) which basically illustrates 'George Town' as a city of cuisine with a goal to make an imprint on the minds of tourists and make them to come visit again and again is a branding strategy for making a place brand. To supplement further, taking advantage of the idea of brand personality to accomplish place branding is also an important remedy to brand a place (Meliike Demirbag Kaplan, 2008) in his former research on 'branding places'.

Moreover, just to revitalize the image of any particular location or place around the globe it is seen that place branding has been brought into the process for turning the table. The basic goal is to attract people from different walks of life from around the world by creating a positive image of the place so that people are not hesitant to pay a visit. It is important to present or portray the clear representation of a certain place in order to meet the expectation and satisfaction level of tourist when they'll visit in future.

When talking about Place Branding we can see that it consists of many other different dimensions like Region Branding, City Branding, and Nation Branding; each subtypes which has its own competition of bring the City, Region or Nation's image to the top in contrast to other places in same race. Though, metropolitans like Paris, Las Vegas, and Milan are looking for distinct ways to promote their tourist places. Moreover, these places are welcoming the incoming foreign direct investments. These places does have their own charm and level of their own. To tempt the stakeholders and to inculcate a positive image and to create good friendly and welcoming vibes in the minds and perception of people with respect to a city, region or place the focal locations or the sacred places and old preserved traditions are being highlighted and polished as a strategy.

## **2.5 Why Nations engage in Place Branding?**

Many nations, states, cities, towns, etc. are left unpreceded because of the lack of data available which eventually undermines the probabilities of place for turning their fortunes. Each location has few striking features desire to be renowned throughout the world. This is the only reason for putting all important attributes in the forefront to make known worldwide and encourage the masses come to experience a unique experience that you might never felt before. For example, several tourists cannot ignore or overlook the Bern, a city in Switzerland, they have number of places that invite tourists from every faction of society and, on top of their natural attributes also attract potential visitors, to the point at which the potential visitors may not exert themselves for a quick visit.

Secondly, it is replaced by any metropolitan or a state to boost its finished goods export to the maximum level. For example, Germany is left with no other alternative but to endorse his automobile industrial production; that is reason they vend their reliable area, Germany in contrast to their outshining brand industrial cars like BMW, Volkswagen and Audi. Germany made its source or to provide a dynamic incentive for manufacturers in exporting their products across borders source. Likewise, Japan promotes its export so that exude a sense of consistency and vigorous product attributes. In other words, it is evident that Japanese finished goods are resilient than other current producers. So, Japan speed up its trades under the patronages of the issue of origin Japanese goods to guarantee product robustness and to dissipate any misgivings that hinder the buyer from purchasing finished goods.

Thirdly, One more dimension or factor driving numerous nations or cities to reify the mark of the city is the fact that number of metropolitans or countries inclination to set themselves apart from other places in order to launch all points common through the window and encourage wide audience to have a distinctive experience which travelers haven't seen earlier. For example India presents itself as the India mentioning his incredible story invites reflection and strives to provide a unique experience to tourists or other interest groups, such as sightseeing to places like the Taj Mahal and sacred place travelers cannot ever be witnesses in a state besides India. While, in developed countries such as Singapore sites "Only Singapore to determine the disposition of unmatched experience to customers: Technological equipped buildings, leading facilities are the distinctive features of Singapore, which spread to offer the experience of elite person from all faction of society.

## **2.6 Nation Brand Hexagon**

Simon Anholt in 1996 had proposed the term Nation Branding. He remained on key important positions in government sector and worked on formulating key policies. The basic purpose is to craft an important profile for the country. In addition to, nation brand index explored how nations attempts to showcase their resources. It revealed the multifarious striking factors to magnetize the citizens of different countries. Moreover, governments have to comprehend, evaluate and build a strong national image. Branding matrix of nation quantifies the power and value of every country brand image by considering six aspects

### **2.6.1 Export**

It is the image of every country products or services and the level to which consumers show their desires or avoidance of products from each country. It also depicted the image of market offering of a country. It also reflect the extent to which consumer overrule or select a product from a country. For example the products which are coming from china has different sorts of impact on the minds of Pakistani consumers. However, the same Chinese product in European and United States market does have quality perception. People over there considers Chinese product up to the set standards.

### **2.6.2 Governance**

It is the common folk image about the fairness and competencies of national government. Moreover, it is the government commitment towards global issues for instance security, peace, poverty and environment.

It is actually the performance of government in the eyes of common people. The commitment of government ranges from internal affairs dealing to the international affairs. It does have a very strong impact on buildings nations' brand. Last but not the least is that it also highlights the process of communication towards global audience.

### **2.6.3 Culture and Heritage**

Culture and heritage is the common public opinion about the nation's heritage. It also involved the appreciation for its culture for instance film, music, arts and literature

It includes the sites history, values of the inhabitants and all other aspects of their heritage. All these thing left some impression on the minds of consumers. To exemplify, Turkey is one of the country which is portraying their ancient history to the masses

### **2.6.4 People**

It is the world perceptions for competence, candidness and cooperation, tolerant and so on.

This dimension refers to the reputation or credibility of people in terms of competency, honesty and sociability. It is one of the important aspect or indicator which prompt citizens to comprehend the adaptability and flexibility of the inhabitant citizens.

For example the masses of Philippines are branded or categorized by their cheerful character and submissiveness.

### **2.6.5 Tourism**

It is the degree to which natives of other countries interested in visiting a country. It also highlights the people attraction towards natural and man-made tourist places. It also revealed the extent of interest which motivates people to visit country. In addition to, it also regulates that how much the public have fondness to visit the country.

### **2.6.6 Investment and Immigration**

It is the capability to attract people to live, study, work or visit a country. Moreover, it is the community thoughts about the value of life and business environment.

The striking feature of the matrix attempts to inquire the magnetic power of any nation. The essence of magnetic power is that people from different areas of life attracted towards work, study or immigration perspective. It also disclosed the countries quality of business environment.

## **2.7 City Branding Hexagon**

It is apparent that the nation branding does have the flexibility aspect in order to squeeze the branding of metropolitans, regional areas and place. Simon Anholt proceed to adapted nation branding matrix for altering the requirement of city branding.

### **2.7.1 Presence**

Presence is related to the city's global position. It depicts reputation in comparison with other current cities in the context of city branding. In addition to, it also disclose the amount of knowledge public have on the city. The presence of city also incorporates its contribution towards cultural values, science in terms of technology and power.

### **2.7.2 Place**

It inspects the common masses comment on important dimension of city. It demonstrates public opinion on level of cleanliness or the climate change which city possess. Another important aspect is how people admires the landmark of city.

### **2.7.3 Pre-requisite**

In this dimension people differentiates cities on the basis of different facilities which a city possess. These facilities can be satisfactory, accommodating and worthwhile. The criteria for judging the amenities includes school, transportations and sporting facilities.

### **2.7.4 People**

This dimension shows observation of public on number of factors which are related to people. These factors includes hospitality and welcoming nature. It also highlights the level of flexibility which a city possess to welcome people from all walks of life in order to experience unique settings

### **2.7.5 Pulse**

It describes the presence of engaging factor for charming the common folk. For example people are motivated to go Switzerland because it is a heaven for skiing lover. People from all walks of life prefer to visit Switzerland.

### **2.7.6 Potential**

It describes the opportunities which are available in terms of education and economics aspects. It enquires questions how it is easy for anyone to find well promising jobs and how educational institutes of cities guide their graduates to appropriate employment opportunities.

All in all, this model is praised in many studies conducted by researchers. The city branding model guide number of individuals to set their cities separately from other present-day cities.

## **2.8 Place Branding in relation with business:**

Branding should be done in a way that it makes an impression in the minds of tourist and business persons, (Youseff, 2012) carried out a research on place of the mark of Egypt in order to separate viable solutions to increase CSP and brand value. To meet the task or challenge and get most refined results, many major cities of Egypt were surveyed and introduced many important steps to reach its deduction that the place can embrace CSP brand and brand equity of a state. Moreover, City Branding Bogota, written by (Kanandidas, 2012), proposes instead branding tactics to market a city, though, exemplifies Kanandidas Bogota to serve purposes in order to present the different modes of creation a optimistic image of a specific city.

Nonetheless, a place branding tacticswas also shown in a latest research by (Mowle, 2014), in which the researcher puts forwards and highlights the booming companies (SMEs) in Australia and make clear to the possibility of opportunities of profitable investments for alien financiers to gain the maximum benefit. On the other hand, other study on the topic of Place Marketing (July, 2009) was to cover the front of the Tourism in Spain in the framework of extensive research to maintain the path of the systematic and exhaustive investigation.

## **2.9 Place branding of landmark across cities**

A number of concepts available which are discussing city branding aspect. Kemp in 2012 compiled and composed a theory on place branding for referencing. The basic aim is to redevelop specific or particular location brand support. The researcher disillusioned previous myths regarding city branding by giving wise and strong logics. According to (J.Gray, 2003) research paper, many universities are using social media mix for instance twitter, Facebook etc. All these universities are operating in the Asian markets. Another study also revealed the usage of social media to brand in order to brand 5 American states (Jacobsen, 2013). In addition to, the whole idea of using the social media for branding cities and landmarks was also supported by (Jacobs, 2014).

## **2.10 Place branding of Historical Locations**

In view of banding historical relations, one of the in-depth study revealed that functional and emotional factors may prevail in historical place. So, these factors have some tangibility aspect in the minds of its stakeholders. It was revealed in the study of branding the contemporary City Xi'an (Norman, 2012). In addition to, another study gave a relationship framework in order to have a sustainable growth in place branding. The framework gives number of different ways to have values of any place intact to foreign state investment.

## **2.11 Place branding affecting investment**

One of the study on place branding signal the qualified individuals to initiate a move from their origins. It results in expediting the whole process under the umbrella of place branding (Ryan, 2012). The study also predicted the framework which was based on the happening of some antecedents. Similarly the idea was crosscheck in another study which ordains several remedies for corporations of emerging countries. In addition to, the study focused on leveraging the brand equity in terms of place branding. This is the reason many corporation trained and encourage their researchers to show positive point of their location in order to make it attractive for prospective stakeholders. As a result, stakeholders would prefer to visit there.

On the other hand, another study revealed place branding strategies in which researcher describes the growing small medium enterprises businesses in Australia. It also highlighted the probability of profitable investment opportunities for investors in order to gain maximum profits. Comparatively, another study on place marketing depicted the tourism aspect of Spain.

## **2.12 Place branding to dispel negative aspects**

Middle Eastern especially Muslim countries and African countries does have negative image of Israel which stimulates researcher to use place branding with basic aim to increase their trading all across the world (Balboa, 2012).

Branding Pakistan could vanish all mythologies related to the terrorism activities as per study conducted by (Salman, 2014). The study highlighted how Pakistani brand can be repositioned on the Sufism factor. Sufism factor is engrained all across the country. Another research paper on branding of Islamic perspective was intended to disprove all unbearable misconceptions about Islam (Ahmed, 2010). It is unambiguously relevant with all stated principles of place branding.

## **2.13 Conclusion**

All in all, the progressive features or attributes of different cities of Pakistan are still unclear in the minds of foreigners. Islamabad being the capital has its image built around the globe and Rawalpindi being the twin city has a lot of scope and opportunities are to be exploited. Rawalpindi is progressing on part of creative and developmental activities. These activities have shown to the whole world in order to contradict all the negative aspects which hinders the progress of creative cities for instance Rawalpindi and Karachi. A well thorough research revealed that important facets of Rawalpindi, like international cities and their examples, should be presented to the masses. In addition to, it also helps in increasing their positions across the borders.

## **2.14 GAP:**

Through this literature review it is evident that not much work has been done in city branding of cities of Pakistan. Especially if we take Rawalpindi, it is seen that the attributes and the essence of 'pindi' life is somehow overshadowed by Islamabad being the twin cities. Through this research the city of Rawalpindi can be highlighted as a city with its own flair.

# **CHAPTER THREE**

## **3.0 METHODOLOGY**

### **3.1 Nature of the research:**

The study on city branding of Rawalpindi is centered within the dimensions of Qualitative research, through this research it is intended to seek the viability of the concept and applicability of city branding in a country like Pakistan. While we're on the subject, this conception of city branding has not yet advanced from any other city within Pakistan at a wider stage but the work/researches are being carried out considering the potential and future of Place Branding on the overall image, economy and tourism etc. Taking all that into account, the city of Rawalpindi possesses all the splendid aspects to be exposed all across the globe.

The qualitative study in view of branding Rawalpindi, has succeeding plus points, which inclines this study towards the qualitative investigative method as opposed to quantitative research.

1. It is suitable and easier to get the answers of the respondents/individuals which are helpful in coming up with a rational and decisive argument.
2. Qualitative study supports to examine the ambiance of Rawalpindi city; as its numerous understated parts are to be depicted fully to the world.
3. In setting the city of Rawalpindi in a place like no other, this type of research will help in place branding application on Rawalpindi.
4. Qualitative research add on to the positives of gathering fruitful data and in data analysis that supports the research influence throughout.

Clearly investigate the prospects for the city of Rawalpindi brand requires a lot of methodical activities in order to raise practical ideas to serve the purpose. However, research studies demands the optimal technique that amplify the effectiveness of research to the highest level; for example, the foundations of the approach should be selected astutely to gather facts from many sources to make reasonable the most comprehensive and sensitive research.

### **3.2 Purpose of the study:**

The foremost aim of the investigative study is to collect facts and information with the aid of exploratory and qualitative examination approaches; which is intended to differentiate the scenarios of city branding of Rawalpindi. When it comes to the fact of recognition and popularity, it is evident that many of our beautiful and rich in not only culture, nature, industrial setup, trends, fashion, nightlife, food and historical artifacts etc. fall way behind the actual worth; which ultimately results in numerous of the achievements and accomplishments of Pakistani Community/nation go unnoticed. This is why for a city like Rawalpindi, Pakistan it is the high time to open up its feathers and fly high by highlighting the true essence and life of 'Pindi' and grab the attention for people who have this beautiful city go unnoticed.

The exploratory research expedites the city branding of Rawalpindi in order to discover and unleash the remarkable information which will help to serve the sole aim of this study. It assist in discovering the city of Rawalpindi, its well-known places, celebrities, culture, food, fashion etc which, in turn help in building an impression and impact on the people visiting. Furthermore, it tries to explore into the recent image of Rawalpindi in the eyes and perception of persons from all area of the world and all walks of life.

Through this research paper, new ideas and insights will be generated about city branding with respect to Pakistan. We'll describe the city branding aspects through Anholt's hexa model to prioritize the social, developmental and cultural impact in making societies. Through the use of unstructured interviewing of the focus groups, a better understanding of the topic will be generated.

### **3.3 Time horizon**

Cross sectional data technique has been used in which data is collected one time only. Each respondent had been interviewed in that particular time period only. Cross sectional data technique in the form of one-shot has been used in which data is collected one time only.

While interviewing the different participants and making observations of the focus group, data generation will be done. These participants will elaborate what they think about positioning Rawalpindi as a place brand and how they can positively contribute towards building an image.

### **3.4 Extent of researcher interference**

The extent of researcher interference is minimum in order to attain an unbiased and reliable data. There is less involvement.

### **3.5 Study setting**

A non-contrived study is done. In this setting explicit condition being considered is natural and not artificial or shaped by the viewer. The artificial situation offers the viewer more control over the collection of information and precisely will allow to collect the data more swiftly and efficiently.

### **3.6 Mode of Observation**

Mode of observation is normally set on the basis of type of research i.e. qualitative or quantitative. As this study is qualitative, exploratory, cross-sectional and non-contrived; the mode of observation will be focus group discussions and individual interviews/surveys will be conducted. Observation tools will be interviews, funneling will be done through deductive and probing approach in survey.

### **3.7 Operational definition**

As cited by Simon Anholt, "when most people talk about place branding, they aren't usually talking about giving a name or a symbol to a place, because places already have names and many already have symbols: they are talking about doing something to enhance the brand image of the place: place branding is believed to be a way of making places famous." (Anholt, 2010)

As stated by Baker in 2012, place branding is the total of opinions, moods and prospects that is perceived by people about a certain location. The reputation and enduring essence shows the promise and competitive feature of a place. The concept of place branding can therefore be used as a toolkit for differentiating, focusing and organizing a location's competitive identity.

### **3.8 Items**

The variables are measured by items. These items will help in identifying in the general analysis of the research paper. As it is a qualitative study and unstructured interviews were conducted therefore there are no items.

### **3.9 Sampling**

The interviewing technique will be used in the form of in-depth interviews and the respondents will be selected through non-probability convenience sampling technique. It is a technique when the sample generated is not random however, it can involve an element of being judgmental. The target population is the individuals of Rawalpindi who are going to tell how the Rawalpindi can be positioned as a place brand.

However, the sample chosen is students of Bahria University, Quad e Azam University and Muhammad Ali Jinnah University. Convenience Sampling technique is used as it is quick, less costly, easy and the topics are readily available. Convenience sampling is a non-probability sampling technique where subject under study are nominated due to their appropriate availability and closeness to the researcher. One drawback to this sampling is the biasness factor. (Saunders, 2009). It can be overcome by careful coding and observation techniques.

#### **3.9.1 Population**

People living in Rawalpindi are the population of this research

#### **3.9.2 Unit of analysis**

The data collected is from students of Bahria University coming from Rawalpindi, therefore unit of analysis is the individuals.

#### **3.9.3 Sample Size**

Sample size of this research is 15. All the respondents age between 20-25 years as they are the key people who play their role in the process of branding and creating the image alongside setting trends.

### **3.10 Data collection method**

The data collection method will be through unstructured in-depth-interviews and personal observation. The indepth interviews will be conducted in the library at Bahria University in order to avoid any sort of distortion. Each interviewee will be given a briefing of the topic and then asked about what they think. These interviews will be then taped in the form of an audio. A covert observational technique will be done in which the researcher does not disclose his identity. Using this technique, the research paper will explain further findings. The interviewing technique was adopted in the form of focus groups as well. A focus group is a type of qualitative study in which number of individuals are asked about their insights, ideas, opinions, and attitudes towards a goods, service and notion etc. A personal observation method will help in the analysis of further data.

### **3.11 Method of data analysis:**

The techniques used in analysis of data or screening from data/information reflect to be the most important part of any study. (Creswell 2003).

As this is study is a qualitative study with detailed interviews so as an study method, Transcriptions are used for this research which was considered most suitable and effective. The interviews were noted on audio tapes-recording and then played on VLC media player so that copies could be made physically through typing. In the formation of records coding was used for analyzing the themes which emerged through transcriptions based on the similarity and connectivity of the responses of the respondents.

"a printed or written format of material presented in another medium". Thus, data/answers/responses derived from the audio recording was converted into (transcripts) written form which is called as Transcriptions of the data

Coding or Encryption is a technique to distinguish identity and understand and comprehend information by researchers in creating accurate and appropriate conclusions (Malhotra and Birks, 2007).

### **3.12 Ethical Concerns**

Considering the sensitivity and importance; all ethical apprehensions have been addressed and made sure to be taken care of before starting the interview to the participants. With the permission of the individuals it was likely for me to take the interview by asking two basic questions, so they are willing to give the interview and secondly you can have your interview in audio recording for information collection purpose convenience. All respondents stated before, in which context will be interviewed, so had an idea about it and dimensions needs to be explored with the help of their coordination. Due to the sensitivity of the thesis topic, the important things were made clear to respondents so they could not take offense during the interview. Their names and identity a discussed and promised will be kept confidential, reason is that they should not feel hesitant to openly share their views and comments. But they were told that the answers in relation to the context and interview taken, would be shared only with the evaluator's report, as was the requirement.

## **CHAPTER FOUR**

### **4.0 Analysis**

This section of research comprises of the analyses of the data which is gathered from the respondents from the chosen sample size. The information gathered through the questionnaire which was designed to support the research objectives, is investigated and assembled. In-depth interviews were conducted for this purpose and through the responses of the people, four significant themes altogether have been recognized.

The respondents have their own arrangement of contemplations and perceptions throughout the process of data gathering.

### **4.1 Themes**

The themes which emerged thorough the process are:

- Awareness amongst respondents; about the concept of brand and place branding
- Awareness amongst respondents; regarding the concept of positioning of Rawalpindi as a brand.
- Identifying role of youth in Branding Rawalpindi
- Role of Government and social media in Branding Rawalpindi.

The purpose was to gather data and information through the respondents regarding the awareness level of the issues concerning the branding process of Rawalpindi city. On the basis of \_\_\_\_\_ information and experience of the respondents, the commitment level of our youth towards the city branding process of Rawalpindi was to evaluate.

The findings of this research's in-depth interviews, after taking into account the carefully set and arranged topic, have been broke-down. The relevant and applicable theory stated in the literature review section of this thesis have been processed and analysed with reference to the findings.

### **4.2 Findings of the research**

Bestowing the analysis the results of the investigation are done by open coding. The likeness of the responses given by the targeted sample resulted in the themes formation. Transcribing is done for the purpose of clarity and to relate the responses.

### **4.3 Awareness amongst respondents; about the concept of brand and place branding**

This specific area focuses and inquires on the connectivity and the ability of the respondents to relate the concept of branding destinations and places. Places that can be highlighted for their extraordinary components associated with it. Considering the fact that the respondents have the ability to understand the essence and uniqueness with respect to every destination which ultimately can be promoted and branded. This is related to the distinction that the people or the consumers have the idea in their mind of seeing places as trademarks and brands.

#### **4.3.1 Awareness amongst respondents about the concept of brand**

The basic aim of this subject is to know the extent of awareness of respondents about different concepts of brand. Most of the respondents did know about the concept of brand, what it means and what it aims. Almost all the respondents related brand with quality and class, where as some related it with pricing. Respondents related brand with number of products and services in relation to Rawalpindi. Some respondents consider food brands as their favourite brand that can be highlighted in process of branding like for instance almost every respondent named savour foods. On the other hand some interviewee consider clothing brand of Rawalpindi as their favourite brand. Some of the people related brands with logos and symbols for example one of the respondent stated, "well, amm.. when I hear the word brand the McDonald's M appears in my mind and the tag line that states 'finger lickin' good'"

On the other hand it was seen that some of the respondents were unable to describe what a brand is in words but these respondents on some hints guessed the whole concept of brand. Respondents does have number of images in their mind regarding brand. These images vary from brand to brand. Most of them related the image of brand with quality factor. Some of them relate image of brand with pricing. For example respondent B stated, "The only difference a brand has from any common product can be simply amm.. distinguished by having a look at the price tag. All the other stuff that is stated in in flashy ads is just an illusion".

Whereas, a respondent C stated, "Brand is called a brand because of quality and the class associated with it like I would go to a branded shop to get cloths for an event because I want myself too umm.. look good among others"

Another important factor is why an individual visit their favourite brand. People mostly consider service scape as attracting tool for liking the brand. For example Respondent A said; "I prefer Hotspot whenever I crave for ice-cream because of the environment and the colourful theme."

#### **Analysis and Discussion**

From the above discussion it is observed that the people of Rawalpindi could relate the concept of brand with their daily routine and expenses pattern. Brand has a different yet related meaning in the minds of the respondents in one way or the other. It was seen that almost all the respondents

related pricing, quality and class with the brand image and believed that any simple product can be branded if certain characteristics are attached to it. This concept and ideas relate to the findings of research work of (Chernev, 2007)

#### **4.3.2 Awareness level of the concept of Place Branding among the respondents**

To analyse the awareness level among respondents regarding the concept of place branding questions were formed of which interesting replies were observed. Most of the respondents answered positively when asked about place branding.

Respondent C said, "Place branding is quite an interesting aspect which i've seen these days internationally, though I haven't seen any evident research around me."

Another respondent stated; "Yes! I have an idea that place branding involves highlighting the plus points of a certain place to the greater audience which.. umm.. maybe for the purpose of aa.. improving the image of a certain place"

But there were some who did not hear about this concept too. For example respondent E replied, "I am hearing this for the first time, I never heard it before but yes now that you've used this word I am able to relate it with the branding process."

Majority suggested that it can be good source of attraction for tourist. Moreover, it can also increase the revenue for the government and employment generation for thousands of people.

Respondent G said, "The first thing that comes to my mind when I hear the word place branding is tourism, which is a source of generating revenue of investments if we look at the bigger picture."

Respondents on asking identified number of factors which can be branded in place branding. It comprises of Famous cuisines, Historical heritage places, Music, Culture, Personalities etc.

Like respondent B mentioned, "In the process to place brand the one thing that clicks first is the food that can attract people and the historical places like the Liaqat Bagh or the famous sadder bazaar"

Another respondent stated, "for place branding I would that umm, people can be branded like celebrities and media can play a role in doing so"

#### *Analysis and Discussion*

Level of awareness among the respondents regarding the concept of place branding was seen to be in the mid-way as about 70% of the respondents had heard the concept of place branding before whereas the rest were hearing the term for the first time. But it is also observed that upon giving a slight hint the respondents were able to relate the process of branding with a certain place too. This implies that people need a little direction towards this aspect of research and they will be able contribute positively. Respondents related place branding concept and procedure with tourism and investments alongside with highlighting the historical heritage and culture too which can be seen in Anholt's research.

#### **4.4 Awareness amongst respondents: regarding the concepts of positioning of Rawalpindi as a brand**

In this specific topic of research the connectivity of city with brand on the basis of responses are analyzed. Places that can be marked for outstanding components related to it pose the attributes required for place branding. Respondents were questioned how they think Rawalpindi can be lead through this process as respondents have attention with regard to the uniqueness of each destination. This is related to the discrepancy that people or consumer have in their mind looking at the places as trademarks, brands and destinations.

#### **4.4.1 Respondents were able to relate the concept of city as brand**

The notion that was discussed was that how Pakistani's relate to the fact that uniqueness can be branded regardless of the form. Most of the respondents agreed positively for city branding. One of the respondents gave an example of India and Malaysia regarding city branding. As stated, "I think India is doing a good job by branding their culture around the globe like, umm by promoting their festivals of holi (color day). Indians are also branding their states for instance Gujrat for its cultural heritage in front of the world. With all those old umm castles and villas of old prince etc"

Another respondent gave an example of Malaysia which is branding on the notion of Islands and through which attracting tourists. Respondent C stated, "If I think about city branding the first city that comes to my mind is Malaysia, they portray such a beautiful image around the globe of their islands.. its like umm ultimately they actually are promoting tourism and making it the most desirable honeymoon spot"

Most respondent were of the view that the fascinating sceneries of cities can be branded and so can Pakistan work on this strategy due to its geographical location. Like respondent J said, "countries like Switzerland and Italy brand their places which are beautiful by nature and they don't really need to do much effort in it, this can also be done by Pakistani people too but umm.. it's easier said than done"

#### *Analysis and Discussion*

The discussion and responses lead to the conclusion that the people of Rawalpindi can relate the concept of city branding with Pakistani context too. Which also validates the researches which have been stated in the literature review of this research. This notion by the respondents not only supports the literature review but also Simon Anholt's hexagon for city branding which talks about tourism. And playing on the strengths to achieve the goals and target the foreign investments. Respondents clearly related the city branding in context to the cities of the world which have already done their part in branding their place/city/nation.

#### **4.4.2 Respondents awareness and contribution regarding the Branding of Rawalpindi**

The interview discussion revealed number of factors and potential areas for branding Rawalpindi as a place brand. Most of the respondents considered its ideal strategic location to be a source of branding. Rawalpindi does have ideal and unique position due to the twin city tag and because of its proximity to Margalla Hills. Rawalpindi can be branded on the aspect of its landscape.

For example Respondent D stated, "Rawalpindi is already special and different as it is a twin city and that can be the initial point for such branding concept"

Another respondent said, "Pindi for me is having an edge by being the twin to the beautiful capital of Pakistan... this can greatly affect the branding process as we are the bloodline of the capital"

Secondly, Rawalpindi can also be branded on number of cultural values which are prevailing in Rawalpindi. Rawalpindi being closer to the capital attract a large number of people for employment. In this way people from all over the Pakistan are living in Rawalpindi. These people came from different background and have different culture.

Respondent H said that, “*pindi is the supply side for the offices of Islamabad, many offices are there but if you look at the highway and match it with the timing and schedules, this umm implies that offices are run by us pindi people*”

Another respondent said that “*Rawalpindi is home to everyone, it has a diverse culture as people from inner Punjab who come to seek jobs in the urban areas reside here. So you can find Punjabis, pakhtoons and even baloch here in pindi. Yet we welcome everyone and I believe that pindi is one of the most friendly city of Pakistan*”

Rawalpindi can also be branded on the aspect of culture. Like the people residing in Rawalpindi are full of life and energy and can be seen celebrating every little event and occasion. Respondent F described the nightlife of Rawalpindi as, “*we live our every day in its true sense, we celebrate our nationals day to the fullest. If you come around 2 in the morning you wont feel alone and umm you will see people an traffic on the roads.. whereas in Islamabad you will find deserted roads even by 11 in winter nights.*”

Another important factor which can be branded is traditional cuisines of Rawalpindi. People from all over Pakistan are visiting Rawalpindi because of its tasty cuisines. The respondents stated the food streets to be tasty and healthy like a respondent said, “*The pindi food street attracts people not only living in Islamabad and pindi but from the whole country. Umm yes Lahore and Karachi ae also famous for food but pindi has its own charm and taste*”

One of the respondent mentioned savor foods and stated, “*if you ask me about Rawalpindi I will straight away just say Savor food. It is a trademark in my view.. also the food street is so alive and tempting.. and I will say that food is the one thing that you can brand effortlessly as it already is too good!*.”

In addition to, Rawalpindi has produced number of personalities who excelled on international forum. For instance Rawalpindi is known for offering World's Fastest Bowler Shuaib Akhtar. The respondents recalled, “*Rawalpindi was in my view branded years ago when Shoaib Akhtar bowled the world's fastest ball and was called Rawalpindi Express. He actually became Pindi's identity.*”

Rawalpindi has got a lot of talent that can be showcased in front of the world. Respondent E said, “*we are full of surprises, you never know the stranger passing by might become a celebrity anytime now.. umm its just that we are not given much platform and opportunity..*”

Another important personality of Rawalpindi who has attained popularity is Sheikh Rasheed. The political personality remained on important key positions so Rawalpindi can use such political personalities for branding. Respondent A said, “*pindi has a history with politicians and has a rich history, like umm the laal haveli is a symbol and home to very interesting and famous politician Mr. Sheikh Rasheed*”

One of the most important place which can be branded in context to history and politics is Liaquat Bagh. Liaquat Bagh has significance importance because of its linkage with two ex-prime minister of Pakistan. It is the place where two Ex-Prime minister were assassinated. According to one of the respondents, “*a museum having personal items of both Liaquat Ali Khan and Benazir Bhutto have to be placed here and you will see a great audience coming for a visit as many people admired and followed them. This will also portray a healthy picture around the globe too*”

Another respondent said that, “*Benazir Bhutto was a motherly figure to many and the sad incident at Liaquat Bagh is a history that will remain there till the end of time..*”

Rawalpindi can also be branded on the number of historical places of Mughal and Sikh era also in the times of British rule, Rawalpindi was the hub of all the activities. Respondent D recalled “*pindi was the business and political hub in the British era too so it is simply a place with great history and importance which umm.. Somewhat being forgotten which is sad and needs to be brought back up to the front and saved.*”

Another respondent shared valuable thoughts on portraying the music of Rawalpindi in front of the whole world. Rawalpindi has produced number of singer who not only gained popularity in Pakistan but also famous across the world. One of the respondent also give suggestion about branding folk music of Rawalpindi by stating, “*People of my city are full of talent and if we see many celebrities and singers are from here, like Mulazim Hussain in the singing competition between india and Pakistan performed very well. Also, university students and undergrounds bands from here are doing exceptional well, all they need is aaa platform where they can show the everyone what they are capable of*”

The landmarks and places can be highlighted as one of the respondents stated that, “*Pindi has a grace attached o it because of the Pak Army's Headquaters, GHQ. If we see, the biggest military hospitals are here in pindi.. also if we look the main travelling points are here.. like aaa the railway station is here and not in Islamabad.. even the international airport is here in pindi.. even though they say it Islamabad but actually it is here.. with this metro bus service we have another factor that can be highlighted in the process as it is one of the many things that clicks while thinking of branding my city..*”

One of the respondent said that, “*It's a perfect place for a girl as there is soo much variety in terms of designs, quality, prices and even material when it comes to shopping.. amm we have this old bazaar, sadder, we have raja bazaar, rabi centre and many many more.. so I believe people come from umm so many diverse background and places and yet they will be able to find what they are actually looking for.*”

#### *Analysis and Discussion*

Through the active responses and ideas, we can say that branding of Rawalpindi can surely be done with a little care and attention towards the unique and full of heritage and cultural background the city already has. Though some respondents never thought on these lines but once they were given direction they were able to identify the aspects and attributes of their city that could be highlighted. Motivation can be seen in the respondents along-with awareness and value for their city's talent, history and heritage is evident. Respondents though not having much knowledge about Anholt's hexagon model were able to incorporate the features and support the model. The culture and heritage, tourism, investment, export and governance and also people, all these aspects were covered one way or the other in the discussions.

#### **4.5 Identifying the role of youth in Branding Rawalpindi**

The aim of this theme is to identify the role of youth in branding Rawalpindi. Youth which is comprising more than 50% of population (Barrientos, 2014). Some of the respondents linked the branding process of the city with the image of youth. The youth of Rawalpindi is carrying the images of ‘Pindi Boys’. Respondent F stated, “*The tag line of 'pindi boyes' is definitely not in our favour. People normally use it to express that they are cheap with no sense of fashion or style and are kindof umm not very ethical.*”

Another respondent said that, “*this image that pindi boys carry is just saddening, and I believe that umm our social media has played a negative role in all this. The trolling and jokes became the identity now which gets annoying for people like me who are from pindi but are.. umm. Decent*”

One of the respondents suggested that, “youth have to be engaged in some activities in order to change their image. Like social media can be used to create awareness amidst youngest generation of Rawalpindi region. Umm we can highlight the life in this city like.. on national days and eid dyas we enjoy a lot and celebrate even the smallest of happiness. When Pakistan wins a match we celebrate each ball. So these are the fun times if portrayed and shown to the world we might help change the image of us.”

Another respondent is of the view that “Nongovernmental organization have to play their role in changing the image of youth or umm maybe the other way round, youth should be engaged in such activities to help improve the image of Rawalpindi”

Social as well as sport activities were also pointed out for this purpose for example respondent B said, “We do have sports complex and football and cricket clubs and others too, but the right exposure and coverage is required to show not only the talent but also to improve the image and show the welcoming nature of us.. we need to engage youth in such activities by giving opportunities, this will help in bringing the crime ratio down as people will be busy in some healthy activity.”

#### *Analysis and Discussion*

It is evident that youth is motivated to contribute to the cause but needs a proper channel to do so and needs guidance and counselling too. The right leadership to engage the youth in healthy activities will help them in their careers and ultimately help in portraying the right image of Rawalpindi to the world. It is seen that the image of ‘pindi boys’ is itself not liked by the people living in Rawalpindi and they are willing to contribute in diagnosing the image. Through carefully analysing the responses we can also conclude that the term ‘pindi boys’ is a hypothetical term created over the social media just as a prank but due to dragging and trolling over the net it has become somewhat a false reputation which can be eliminated through engaging the University students in social media campaigns and social activities. This will ultimately help built Rawalpindi into a brand. (Dinnie, 2011) has also talked about involving the residents of the city in co-creation of the city into a place brand.

#### **4.6 Role of Government and social media in Branding Rawalpindi**

Branding is a tedious process involving details and engaging all the stakeholders is essential to achieve the objectives of branding. For this purpose the role of social media and government are to be studied in context with the responses of the people of Rawalpindi. Anywhere in the world if we talk about branding a city or a nation government has to play a significant role in providing the right platform and exposure. Social media with the advancements and a link with the world has become an integral medium.

##### **4.6.1 Role of Government**

This subtheme focuses on the role of government in branding Rawalpindi. Majority of the respondents stressed on increasing the role of government in city branding. One of the respondent give suggestion that, “Our politicians should consider on making tourism authority at Rawalpindi and have a team set in place to work on the branding aspects. Like amm like engaging them in research survey to first gather the data and set the direction..”

Respondent G said that, “Well .. I think that government and branding go side by side when it comes to what you just described of city branding, without a formal channel this can never be done with the required impact. The tourism authority is responsible to promote natural and manmade fascinating places. This could be the starting point in my view.”

Another respondents also revealed that, “Involving celebrities in promoting Rawalpindi brand through the government can help.. like for example the film industry is getting back on track do the government should help the industry by promoting the industry and helping in the revival...celebrities represent their country when they go abroad so the government should provide them with opportunities and platforms.”

In addition to, respondent L mentioned that, “The government will have to relax visa policies in order to attract people from across the world... also, in this way the collaboration between foreign office and tourism ministry will have to be increased.. Only in this way the people around the globe will ever try to make a visit.”

Respondent A stated that, “Security concerns are the hindrance and a barrier in the way of attracting tourist and foreign investments alongside any activity that involves international audience.. so firstly government will have to ensure the safety of foreigners especially after the sad incident that took place in the northern land with the foreign tourists.”

Another respondents added that, “Our government will have to introduce tax reforms in order to attract investments from the world. In this way investors invest in different recreational projects. These recreational projects can be branded in Rawalpindi too.”

Majority of the respondent were of the view that government have to invest in infrastructure. The improved infrastructure provides road linkages to different areas and help in travelling and trading.

#### *Analysis and Discussion*

From aforementioned discussion and responses it can be analyzed that the government has to play an integral role in the branding of Rawalpindi. There are factors that will not only help Rawalpindi in coming up as a prosperous city but will greatly help evolve Pakistan as a nation brand too. Government of Pakistan has been working on the development of the cities but will have to work on a faster pace and allocation of resources need to carefully placed in the sectors which jointly help in improvement and betterment of the citizens and the government too.(Alam, 2013)has also worked out on the role of government and the benefits it will get through nation branding to the economy as well.

#### **4.6.2 Social Media**

The aim of this subtheme is to know the influence of web 2.0 on branding of Rawalpindi. Social media has become the lifeline and a medium of information and a source of surviving and up gradation. So in order to engage youth and spread awareness on a faster pace and to get a greater audience one has to use social media as a medium.

All of respondents agreed with the role of social media in building Rawalpindi brand. One of the respondent was of the view that, “Facebook pages would be good source of promoting different aspects of Rawalpindi. These pages show the culture of Rawalpindi by uploading the different videos of culture and tradition related to it. If the night life, the celebrations and fun is portrayed in its true sense, this could do wonders..”

Respondent E stated that, “There should be a proper guide available for the tourist on Facebook pages after the city is branded through videos, virtual tours and advertisements etc. The queries on these pages should be umm.. addressed by designated person who is dealing with web development so that the interested people don’t run away in the initial stage due to aa lack of professional guidance.”

Another suggestion is related to share stories on facebook pages. Respondent K said that, “*short shared stories can be a good start, umm... in these stories people who visited different places of Rawalpindi share their story and experience about Rawalpindi and this way more people can be attracted.*”

Another important thing pointed out by a respondent is that, “*there is one thing that should have been in place is.. the web page of Rawalpindi. A web page is proper guide showing different destination routes, available hotels and bus terminals alongside a pictorial depiction of the city. The website should also highlight telephone numbers of for emergency and a helpline for addressing the queries*”

#### **Analysis and Discussion**

Through the informative discussion we can say that social media marketing concepts fit in well for city branding as well. So we will have to gauge the youth and tap in the stakeholder. This way the image building can be done. Social media is the cheapest and easiest way for branding purpose and a good head start. All the respondents agreed to the utilization of this medium not only for portraying Rawalpindi as a place brand but also in diagnosing the image of ‘pindi boys’. According to research done by (Populus, 2015) social media will continue in its importance, Web development and promotion done through photography or short films is a suggestion worth a try as it will cost less and deliver more. In all this process of research Anholt’s Hexagon is seen to be talked about. The six components have been discussed with the alternate name and definition of each component with the distinctive view of every respondent.

## **CHAPTER FIVE**

### **5.1 Conclusion**

With reference to the set research objectives and analysis done on the basis of the responses given by the people from the selected sample the Anholt’s framework is set well in place for city branding of Rawalpindi. The feedback, opinions and suggestions given by the respondents can work wonder in the process of positioning Rawalpindi as a place brand.

The aim of this study are completely accomplished, as the respondents have shared their valuable data about the city Rawalpindi in the conversation and analysis part of this research. The discussion included the people’s perception of the city Rawalpindi and what are the views of the people actually living there.

The strategic position of Rawalpindi is the key towards the branding of the city and positioning it as a separate and unique city with its own positives to outshine on the map. If we look around we can see countries like India, China and Maldives etc. have positioned themselves in their own different way. Maldives has positioned itself as a tourist and honeymoon spot, China as the manufacturing and the chief exporter where as India is playing on its cultural heritage so considering the highlighted aspects of our city Rawalpindi, we can easily brand it by working on some fundamentals.

Though the place branding of Rawalpindi is not possible without the support of government and public approval. A lot of promotional activities will be needed to carry out to support the process. We can also take a look at the countries who have been successful in this endeavor and use Anholt’s model as guide to achieve this purpose.

We can conclude through this research that the awareness level amongst the people of Rawalpindi regarding the brand and place brand is substantially good and with a little push a successful branding process can be started. The youth of this city seems very much attached with the city and its image and are willing to play their role in building a positive image, this implies the commitment level of the residents of the city to be very high. This type of commitment and emotions can be applied in the process and is best suited to get the desired results from branding.

### **5.2 Recommendations**

1. When talking about branding we see a slogan, logo or tag line attached to the brand while keeping in view the remarkable and noticeable features to it. In asking the question of describing Rawalpindi in a word after looking at its features we can consider giving it a catchy name rather in urdu for the start to get the attention of the locality.
2. After the logo we can add a slogan for the Rawalpindi city; which with the discussion with the respondents is chosen to be: “Lounge in the delights of the city Sialkot with a difference”
3. Promotional activities should be started straight away to highlight the features and offerings of the city of Rawalpindi to its visitors.
4. The history of the city with the fun facts and the recreational spots should be made public through making a website solely dedicated to the place branding of Rawalpindi
5. Along with the website the shared story short films of the people who visited Rawalpindi can be made and floated in the social media to create the hype and raise excitement in the youth.
6. The political parties and politicians with collaboration with the government should play a role in improving the infrastructure of the city. Seminars should be conducted and awareness campaigns to be held alongside development activities.
7. Celebrities should play a role in helping in promoting the city life and its perks through doing social events and spreading good word of mouth as the followers of the celebrities get influenced.
8. Our country and city Rawalpindi is rich with history and culture and heritage which needs to be brought up in notice of the people. A museum should be made where all the history is saved and presented.
9. Government should strive to make policies which support the place branding concept like promoting student exchange programs and scholarships to the deserving students and to encourage students.
10. Every individual has to play a role in this process as improvement starts at the personal and individual level. Sense of responsibility is to be developed among the public through supportive measures; which can be done by the government by first implementing rules in their offices and houses.
11. Students and youngsters with extraordinary performances should be made city or place ambassadors to make them role models for others.

### 5.2.1 Academic Recommendations

Anholt's hexagon model has great potential in building nation, city and place brands. A lot of international researchers have been done yet there is not much focus to it in our academic area. It needs to be incorporated and work should be one on each of the component of the hexagon model to get a clearer insight on the whole process. More research should be encouraged as this research was done on a smaller sample and in a limited time frame due to the submission deadline. This field has a lot of scope and potential which may be utilized to achieve greater goals.

### 5.3 Reflections

When I first heard about the place and city branding concept I was quite fascinated by the concept. I always thought that Pakistan can be brought in the spotlight if we are able to highlight the aspects which are unseen by the world. The beautiful culture of Pakistan, the people the places everything has its own charm that worlds need to see. I chose the city of Rawalpindi for my research because being the twin city of Islamabad there are things that need to be highlighted as their own sole identity.

I have learned a lot during the course of this research. The study was to be done in a 4 months' time which is not sufficient and so the sample size was also 15 which could have been greater if more time was available. There is a potential of a remarkable research on the city Rawalpindi. A larger sample size would help in mitigating any chances of biasness. There is not much research done on the city or place branding in Pakistan and considering Rawalpindi to be the twin city of the capital, it needs to be viewed; as most research is focused towards Islamabad being the capital city.

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