



Turun yliopisto
University of Turku

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Places can be branded, too

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AGENDA

- **Key concepts**
 - Brand; branding
 - Identity
 - Image
 - Brand equity (customer-based; financial)
- **Place branding**





WHAT IS A BRAND?

$$B = P + AV$$

- How to add value to a product in order to build a brand?

Important steps:

- A product has to be known in order to succeed. Generating **awareness** is the initial step in any branding campaign: a product with no awareness is of no value.
- Secondly, a brand is a promise of **quality**, related to price.
- Thirdly, the brand has to create **associations**. Brand associations relate to the brand's distinctiveness; customers tend to choose brands that produce the most positive associations.
 - **Micro** associations: associations and beliefs about the products of e.g. a country
 - **Macro** associations: associations and beliefs about a place (Pappu & Quester, 2010)
- Fourthly, **brand loyalty**: an element of the long-term brand strength.
- These, together, comprise customer-based **brand equity** (Aaker, 1996)
- Besides, strong brands have an **emotional component** (Kapferer, 2005)





THE MOST VALUED BRANDS IN FINLAND 2010

1. Fazerin Sininen (1)
2. Fazer (2)
3. Fiskars (6)
4. Hyvää Suomesta – Joutsenlippu (4) alkuperämerkki
5. Joutsenmerkki (4) ympäristömerkki
6. Hackman (8);
7. Google (6)
8. Abloy (11)
9. Arabia (2)
10. Kalevala Koru (14)



Interbrand; Millward Brown; BrandFinance
BrandWorxx





BRANDING

- Strategic issue
- Starts from the bottom
- Concerns everybody
- Ongoing process (**consistency; coherence; renewal**)





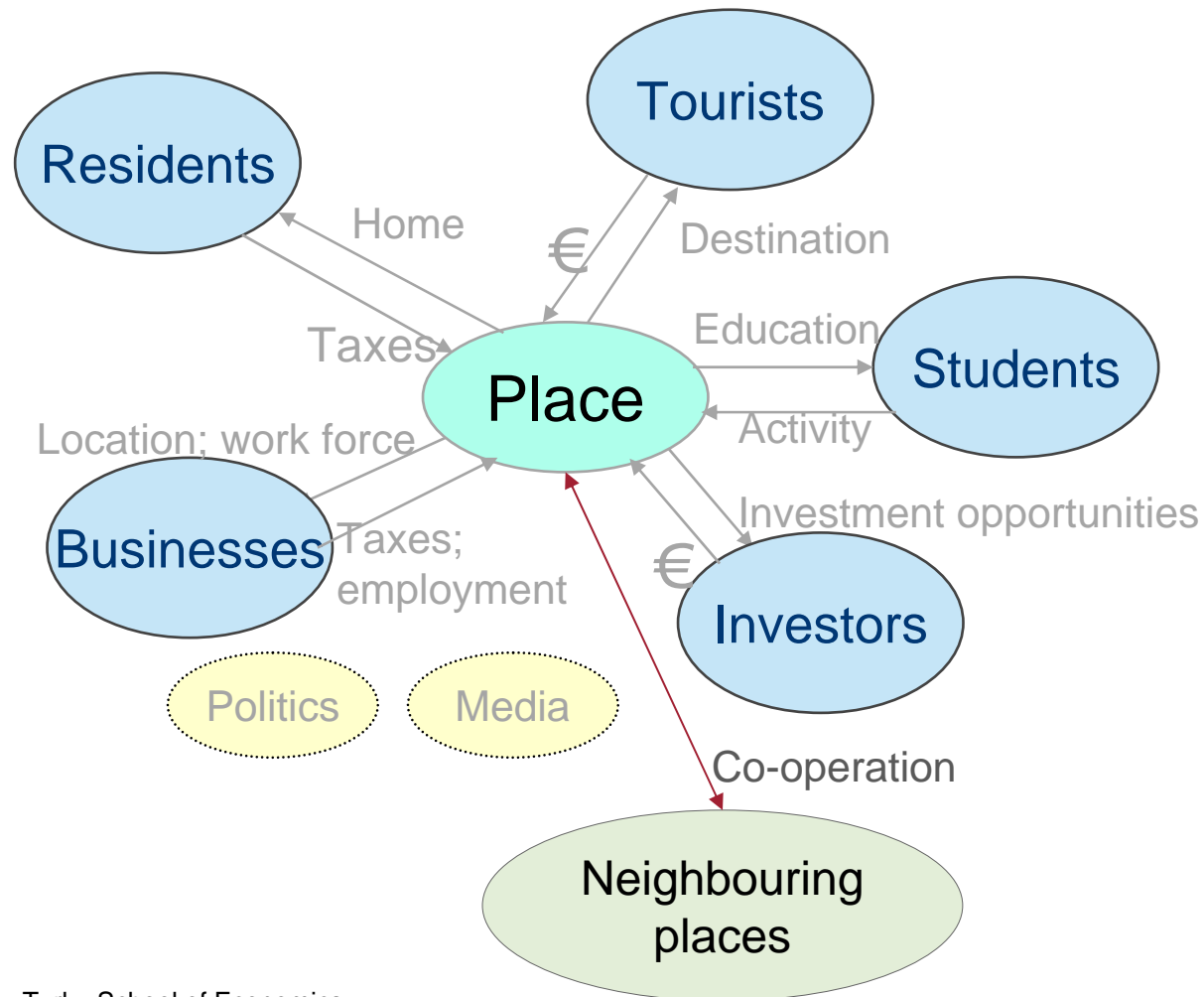
PLACE BRANDING

- Branding efforts of cities, city-regions, regions, communities, areas, states and nations
- Objectives: to attract tourism and other business, stimulate investments, and create positive perceptions and attitudes in the target markets (Fetscherin, 2010).
- Related concepts
 - Place-of-origin (c-o-o)
 - Location
 - Destination
 - Country
 - Nation
 - City
 - Region





MAIN TARGETS OF PLACE BRANDING





WHY BRAND PLACES?

- 1) To appeal to tourists and visitors
- 2) To attract investment and businesses
- 3) To attract talented residents
- 4) To add value to the products produced in the city/area/country > **linking value**
 - Product brands can operate as carriers of a place's attributes (e.g. Turun Sinappi; Raisio; Tapola)
 - If a place succeeds at developing a beneficial image to a certain line of products or services, this can be used for branding (Stock, 2009).
 - Cf. Nokia and Finland
 - At its best, a brand can affect cultural habits (McDonald's > eating habits; Nokia and Apple > ways of communicating)





TWO-WAY LINKING VALUE

- A place can lend support to the products produced in the area
 - Germany > cars; France > cosmetics; wine; Italy > fashion; Switzerland > watches
- Product brands can lend support to the place
 - Nokia > Finland; Angry Birds > Finland; IKEA > Sweden





MADE IN...

- A product's origin may act as a signal of product quality, perceived risk and value as well as likelihood of purchase (Gallarza *et al.*, 2002).
- *What wine do you buy? What car do you drive? What clothes do you wear?*

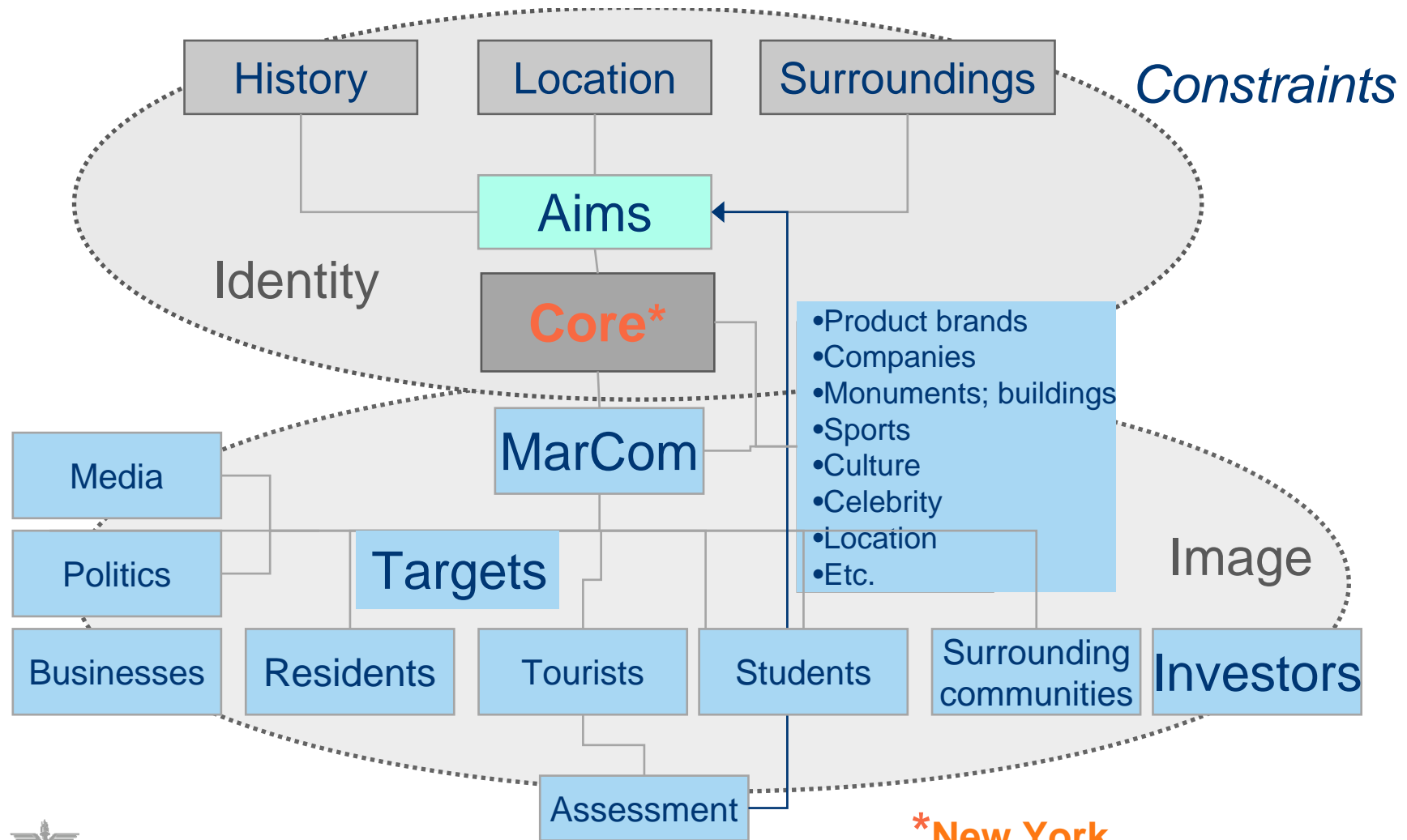


Mercedes-Benz





ELEMENTS OF PLACE BRANDING





IMAGE

Knowledge

Experiences

Stereotypes

IDENTITY

Symbolic

Logos; flags; symbols; slogans; colours Place intangibles

Experiential

People; events

Place relationships

Functional

*Buildings; monuments; sights;
traffic connenctions*

*Infrastructural elements
of the place*

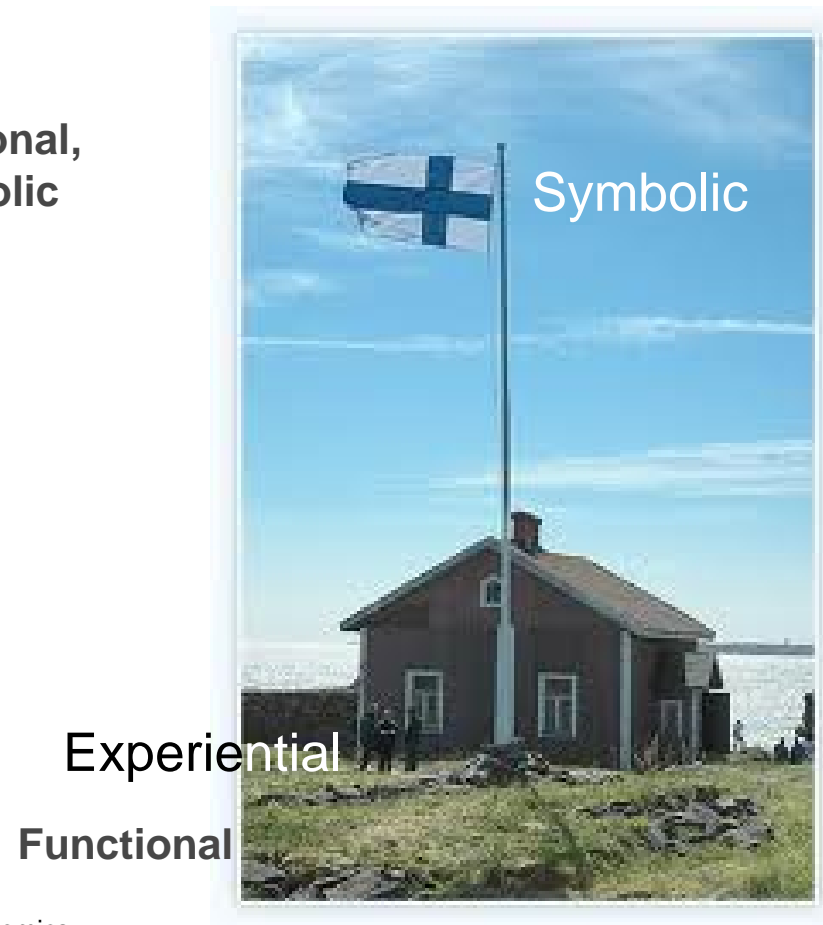
Hakala & Lemmetyinen, 2010





IDENTITY

- Identity is apparent on different levels: functional, experiential and symbolic (Gnoth, 2002).





FUNCTIONAL LEVEL

- The core characteristics and the **infrastructural elements** of a place, in other words the social, economic and political conditions, which give some idea of how the inhabitants perceive the fundamental aspects of the brand.





EXPERIENTIAL LEVEL

- How people experience their place
- The **ability to meet people and make friends** is one of the most important factors in determining how happy people are with their dwelling place
- **Cultural offerings; general openness** in terms of a communal sense of tolerance and acceptance of diversity (Florida, 2008)





SYMBOLIC LEVEL



✓ Brand intangibles

- Imagery and history
- Name, music, flag, symbol, logo, sign, or slogan, or a combination of these.





IMAGE

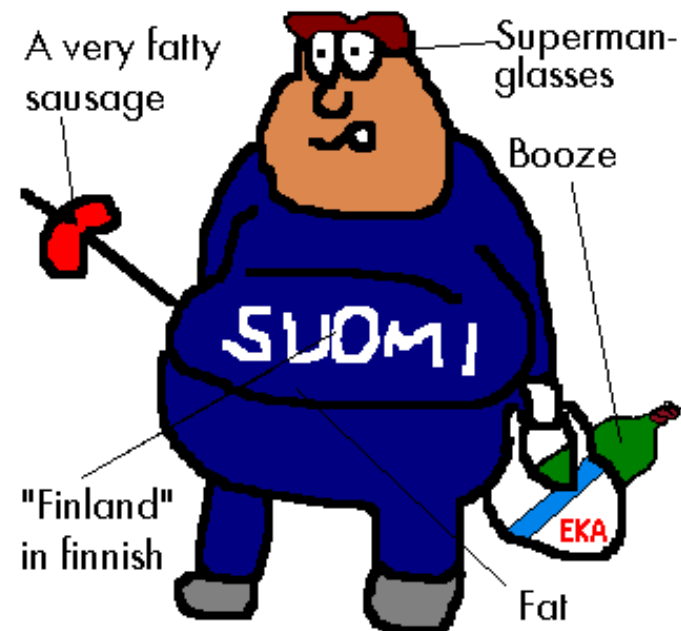
- Based upon people's previous **knowledge**, beliefs, and **experiences**, or on **stereotypes** of its people and the social, political, and economic conditions





STEREOTYPES

- Mental short cuts to attitudes and intentional orientations
- Cultural artifacts such as music, films, and even products may heavily influence perceptions of stereotypes, and thus can be used for promotional purposes.





DISCUSSION

WHAT MAKES A (PLACE) BRAND?

- **Identity, or essence**
 - What makes one different? > differentiability
- **Authenticity**
- **Saliency; awareness**
- **Trust > loyalty**
- **A good name; good communication; linking value (co-branding); mastering the publicity**





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**Thank you
for your attention**



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