
Preface

The expansion of branding scholarship and practices applied to places situated place branding in the realm of marketing and brand theory (Kotler and Gertner 2002; Anholt 2005). As a marketing discipline, place branding seems to be an effervescent discipline, full of ambiguities and confessed as being complex by its scholars (Brown, McDonagh and Shultz 2013). There are significant initiatives in developing theories to advance our knowledge and in designing strategies for its managerial application. These initiatives are coming from both academic research and practitioners' fields.

Place branding is a fertile and challenging field. Many aspects of it are still under-explored in the literature and practitioners and managers are still striving to find the right fit for successful implementation in cities, regions and countries. This book is concerned with four of these aspects: place branding as a tool for economic development; aspects and experiences of place making; methodologies to develop place brands; and urban regeneration and contemporary issues. Yet, despite place branding being connected to the economic development of places since its birth, it is still not fully adopted as part of economic development strategic plans and programmes. The methodologies to develop, implement and manage place brands seems to be a sensitive but vital aspect for long-term sustainability and success. Discussing methodologies from different accounts might help practitioners and public managers in finding the fit for the effective use of place branding. Urban regeneration and management is a pressing issue for our contemporary society; the urban population is predicted to reach 84 per cent in 2050 (Klugman 2009). Place marketing and branding can and should contribute in transforming urban agglomeration into sustainable, healthy and pleasant areas. This book aims to help in the process of fulfilling this goal.

The book encompasses four parts with four or three chapters each. The first part starts with updating the discipline. Chapter 1 presents the state of the art and how the discipline has evolved over time. By doing so, it includes perspectives on nation branding, city branding, regional branding, destination branding and ends focusing on place branding as a tool for economic development.

Eduardo Oliveira and Gregory J. Ashworth discuss in Chapter 2 the role of place branding as an instrument for the attainment of strategic spatial planning goals. The authors claim to fill the gap on regional branding

literature and advocate the importance of regional branding processes in supporting economic and social spatial realignment. By discussing place branding literature and strategic spatial planning literature, Oliveira and Ashworth address the need to develop regional branding integrated within spatial planning strategies. They specifically focus on the challenges and opportunities of branding regions.

In Chapter 3, Cecilia Pasquinelli proposes a framework to envision the relationship between cultural institutions and local economic development from a branding perspective, by describing the Cultural Branding Matrix. The matrix takes into account the role of cultural institutions as urban attractors for places. The purpose is to provide policy-makers with a tool for decision-making and cultural planning. The author highlights that although the matrix should not be taken as a source of universal recipes, it certainly may give a sense of orientation in the field of cultural policies.

Helle Dalsgaard Pedersen and Anette Therkelsen discuss the return of highly educated migrants to peripheral places in Chapter 4. The authors examine why highly educated migrants return to the peripheral places where they grew up, drawing on return migrants' self-reported motives for moving back to their childhood place. The chapter concludes with a summing-up of the contributions made to the literature on place attractiveness and points to practical implications for place marketers.

The second part presents fundamental aspects of place making. It starts with Adriana Campelo discussing place brand meaning-making. Chapter 5 argues that extant approaches to understanding the role of culture and meaning in place branding often neglect two of its most important components: ethos and habitus. The chapter discusses how these aspects of culture address fundamental elements of experience that are inextricably linked to the process of meaning-making in place branding. A theoretical analysis provides the basis for the conceptualisation of a creational approach to place branding. In particular, the study introduces the concepts of ethos and habitus into place branding literature and integrates these concepts into a creational approach to branding that embraces service-dominant (S-D) logic and the co-creation paradigm to provide a more holistic and sensitive awareness of how they can be understood and managed.

Brand love is discussed by Kathryn Swanson, Dominic Medway and Gary Warnaby in Chapter 6. The authors present a study based in three tourism destinations in the United States, to demonstrate how brand love is manifest for destination products amongst tourists. Whereas brand love is extensively discussed for brands in general, there is a gap in the literature regarding place brands, and specifically related to destination brands. The chapter explores the types of destination brand love and presents a very

interesting categorisation for destination brand love inspired by the three different Ancient Greek words for love: *philia*, *storge* and *eros*.

Søren Askegaard, Dannie Kjeldgaard and Eric Arnould conducted a socio-historic analysis of Greenlandic food culture, and then turn to marketplace practices that construct a consumer cultural expression that is deemed authentic. Their research, presented in Chapter 7, provides a more dynamic and productive view of place branding processes beyond the staged narrative of some local attractiveness. In a complex process of nation building and inscription in a global structure of common differences, the inclusion of a culinary element in the contemporary branding of Greenland as a tourist destination and as a part of the modern world has generated the context in which a programmatically authentic new Greenlandic cuisine has emerged.

‘Smell it, taste it, hear it, touch it and see it to make sense of this place’ is the title of Chapter 8 authored by Campelo. It discusses the importance of our sensory perception for developing place brands and contributes to the area of research methods by showing how sensory knowledge plays a part in a multidimensional perspective on place branding. The author proposes the inclusion of sensory knowledge as a research focus, and sensory capital as a dimension to be developed in researching places and, particularly, in place branding and marketing.

The methodologies establish a path for constituting the brand, for organising governance and for setting up a place’s representations. Frequently, methodologies are neglected subjects, and very often poor consideration on methodologies results in unsuccessful experiences. A thorough methodology is the core requirement for a place branding plan. The third part examines methodologies from diverse ontology and epistemology. The aim of this part is to inform practitioners, place managers and academics about methodologies that should be helpful for robust place branding programmes.

In Chapter 9 Dominic Medway and Gary Warnaby discuss the implications of multisensory interaction with places for place branding and marketing. The authors firstly consider the relative absence of a consideration of the senses in the place branding literature and examine why this might be. Secondly, they propose a manifesto for multisensory place branding research, emphasising why it is important and how it could be operationalised. In concluding, they project into the future and think about how multisensory place branding could fundamentally challenge our understanding of how places and destinations are represented.

In Chapter 10, Maria Lichrou, Maurice Patterson, Lisa O’Malley and Killian O’Leary discuss the potential of narratives in facilitating community engagement through a participative place branding process. The

authors address methodological considerations of the narrative inquiry approach and examine ways to access, elicit and make sense of place narratives. They advocate the narrative perspective as a bottom-up strategy able to create participatory place branding programmes. Emphasis is given to branding as a reflexive, dynamic and collaborative process that embraces and works with the inherent tensions and contradictions of places.

Stephen Brown in Chapter 11 presents an overview of biography as a literary genre and examines the Brand Biography construct in relation to place branding. Inspired by Avery et al. (2010) who made the case for 'brand biography' as a new avenue to study branding, Brown considers that claim in relation to place branding and, drawing upon Mark Cousins' cinematic biography of Belfast, ponders the essentially ontological assumption that places are 'living things'.

The fourth, and last, part of the book discusses urban issues such as mobility and aesthetics related to place branding.

Urban walking as a possible way to experience the city is explored by Gary Warnaby and Christopher J. Parker in Chapter 12. The authors aim to examine how the ability to move with ease around an urban locale affects a user's experience of that place, and the extent to which this may be capitalised upon for place marketing/branding purposes. They bring together theoretical and philosophical discussion by de Certeau (1984) on how seemingly unremarkable pedestrian movement begins to actively shape spaces in the city. Warnaby and Parker contribute with an interesting discussion, arguing that mobility can be an effective means of representing the more overtly *experiential* aspects of place. This could be capitalised upon place marketing and place branding activities.

In 'Pretty vacant? Implications of neglect and emptiness for urban aesthetics and place branding', Chapter 13, Gary Warnaby and Dominic Medway consider the visual and aesthetic impact of vacant retail and commercial space on perceptions of urban centres and the consequent implications for place marketing and branding activity. They examine the current fascination with ruination and then discuss the ways in which the urban retail and commercial landscape can be read in visual terms and the manner in which this may be influenced by ruination. The authors consider how vacant retail and commercial space can be treated by those responsible for the management, marketing and branding of urban places, to mitigate the negative aesthetic effect of empty space. The chapter concludes with an identification of future avenues for research.

Urban sustainability is one of the biggest challenges of our times. In Chapter 14, I briefly comment on mega trends for cities' efforts to mitigate problems, to develop urban solutions, and to open avenues in place branding and marketing for economic development.

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