Index

Aalborg, city branding in 19
  challenges of 206–7
  city characteristics 206–7
  city logos 208–9
  purpose of 208–9
  research basis 205–6
  stakeholders, role in 201–2, 205–10
  strategies for 208–11
Aarhus, city branding in 19
  challenges of 206–7
  city characteristics 206–7
  city logos 208–9
  purpose of 208–9
  research basis 205–6
  stakeholders, role in 201–2, 205–10
advertising
  see also brand campaigns;
  city branding; nation branding
place cues in, study 38–9
place image, study of use in 38–9
  and ‘subvertising’ 214
agency
  and branding co-ordination 252–3
  and competitiveness clustering 180
Air New Zealand 273, 276, 280
Allen, J. 134, 233
American Apparel 86
Amin, A. 135
Anholt, Simon 44
  nation branding theories 264,
  269–71, 289–92
animal welfare, and brand development 63–7
anti-fetishisation 16–17, 111–12
Appadurai, Arjun 79, 81
Apple 86, 154, 310, 319, 327, 336
Arduino 318
Armani 139–40
art, influence on city branding 191,
  193–4, 196–7
Arvidsson, Adam 9, 85–6
Ashworth, G. 248–9
Asian Development Bank 177–80
athletes, sponsorship and product
  endorsement by 95–6, 99–103
Australia 3–4
  national perception, study 29–30
  place image recall studies 31–3
  cultural distance, and 38–9
  image schemata maps 37–8
  tourism destination image
  37–8
  Sydney, city branding 190
Back to the Future III (film) 39–40
Battibaleno (fashion brand) 114–15
Benjamin, Walter 188
Bennett, G. 101
Bernstein, B. 173–4
Bernstein, D. 7–8
Beynon, Huw 331
Bhutan 292
biopolitical interventions, city
  branding as 20, 306–7, 309–12,
  314
Birmingham 221
BitTorrent 316
Blundstone boots 3–4
Böhme, Hartmut 111–12
Bolt, Usain 95
boundaries
  brands as 53–4, 325
  logos as 46–7
Bowker, C. 53
brand ambassadors 101–2, 279
brand architecture 13, 279–82, 330
brand authors, defining 128–9
brand building equity, defining 9
brand campaigns
  of global brands, localisation 44
  ‘I Love NY’ 307–9
Leeds
‘Live It, Love It’ 213–16, 220
‘Love It, Share It’ counter campaign 214–16, 223–6
‘Margins within the City’ 225
media influence on 308
New Zealand
100% Pure 272–4, 276, 280–81
New Zealand New Thinking 272, 275–6
Rugby World Cup 264–5, 276
Oakham Chicken, Marks & Spencer 62–3
Scandinavian design 159–60
brand channels
characteristics of 156–8, 161–2
defining 19, 150–53, 156–7
importance of 155–6, 162
influences on 157–8
‘Scandinavian design’ as 158–61
brand circuits 152–6
brand communities see network branding
brand development
narratives, role in 18, 59–60, 71–2
consumers, influence on 18, 71–2
employees, influence on 18, 71–2
Oakham chicken, Marks & Spencer 60–72
oral life history methodology in studying 18, 72
brand DNA 139–40, 142, 145
brand equity 14, 188, 233
brand image, defining 234–5, 289–90
brand interfaces see also country of origin
brands as boundaries 52–4, 325
of global brands 45–7
origin stories 47–9
performance of 17–18, 49
space-making by 45–6
brand loyalty 59, 137–8, 335
brand management, purpose 85–6
brand managers 131
in fragrance industry 133–7, 141–6
role of 128–9, 133–7, 141–6
brand narratives
and brand communities 59
brand development, role in 59–60
influences on 18, 71–2
Oakham chicken, Marks & Spencer 60–72
and customers’ loyalty 59
and moral responsibility 59
and place-affiliated branding 151–2
purpose of 59–60
and Scandinavian design concept 158–61
brand rents 118–19
brand slavery 117
brand subversion 214 see also counter branding
brand value
creation of 109–10
consumers, role in 86–7
contradictions in 116–17
in fragrance industry 134–5
relationship with manufacturing 116–17, 120–21
and symbolic value 108–10,
112–13, 119–20, 128, 134, 146–7
detachment of 108, 119–20
global value chain (GVC) analysis 118
branding see also city branding; place-affiliated branding
and brand building 290–91
brand image, defining 234–5, 289–90
brand performance, and product quality 117
brand reality and brand relationships 234, 241–3
‘brands, not products’ 107–10, 327
and consumers, relationships between 94–5
copycat branding initiatives 203
cyclical clusters and cyclical events, role in 150–52, 157–8
defining 94–5, 130, 266–7, 289–90
and fetishism 16–17, 108, 110–13
global commodity chain (GCC) analysis 118
global production networks (GPN) analysis 118–19
global value chain (GVC) analysis 118
Index

and globalisation 267–9
  influences on 44–5, 308
  and city branding 307
  and nation branding 20,
    266–71, 283–5
  historical development of 7–8, 110,
    309–10
  and knowing practices 131, 135–7,
    143–7, 325
  relationship between 127–30, 165,
    325, 327
  and marketing, differences between
    94–5, 136, 248, 266–7
  nature of 4, 125, 134–5, 232–5
  negative aspects of 12–13, 117,
    298–9, 328
  politics of 331–4
  purpose of 60, 94, 107, 110, 125,
    128–9, 248, 309–10
  research into
    future agendas 334–7
    trends 27–8, 125, 165, 267–9,
      329–31
    stakeholders in 128–9, 153, 200–203
    targeting, impact of 201–2
    temporal issues 119
  branding histories 8, 12
  brands
    defining 128–9
    hierarchical brands 140
    historical development of 7–8, 110
    interpretation methods for 232–3
    and knowledge economy 127–9, 325
    as narrative constructions 59–61
    nature of 4, 59–61, 108–9, 125,
      130–31, 134–5
    as product qualifiers 130–31
    transcendence of 109
  ‘brands, not products’ 107–10, 327
  brandscapes, creation of 10, 95, 187–8
  brandspace outlets 8
  Brodie, R.J. 252
  Bulgaria, fashion branding in, study of
    Italian brands, influence of 114–17
    purpose 113–14
    relationship with manufacturing
      116–17, 120–21
    trends in 113–16
    value creation, contradictions in
      116–17
  Burberry 327
  Burr, C. 139–40
  ‘Buy America’ campaigns 84
  Cai, L.A. 230
  Callon, M. 8–9, 110
  Canada
    national perception, study 29–31
    place image
      place cues 28, 38–9
      place image recall studies 31–3,
        35–6
      cultural distance, and 38–9
      image schemata maps 37–8
    tourism destination image 37–8
  capitalism
    branding, role in 109–10
    consumer capitalism 107, 109–10
    knowledge capitalism 107
    placelessness of 18, 112
    soft capitalism 107
  Castree, N. 16–17
  China 190, 297, 299
  Christopher, M. 235
  Circondario see Val Di Cornia under
    Italy
  citizenship, and state place branding
    14–15
  city branding
    as biopolitical interventions 20,
      306–7, 309–12, 314
    brand strength scoring 51–2
    brandscapes, creation of 10, 95,
      187–8
  in Denmark
    Aarhus/ Aalborg, study 19
      challenges of 206–7
      city characteristics 206–7
      city logos 208–9
      purpose of 208–9
      research basis 205–6
      stakeholders, role in 201–2,
        205–10
      strategies for 208–11
    Copenhagen 305–6
  European City Brand Barometer
    51–2
  festival marketplaces, creation of 189
  influences on
    art 191, 193–4, 196–7
Brands and branding geographies

creative classes 10, 20, 190, 200, 312–15, 320–21
creative lifestyles 306–7
dot.com boom and bust 306, 315–16
finance 307–12, 318
globalisation 216–17, 307
information and communications technology 316–20
media 308
multinational companies 188
neoliberalism 197–8, 217, 223–4, 313–14, 318
property market 194–7, 312, 314, 320–21, 326
urban design and redesign 189–90, 217–19
multi-dimensional meanings of place 14, 52
nature of 226–7
as place-affiliated branding challenges to 216–17, 221–2
and globalisation 216–17
processes for 204–5
purpose of 203, 208, 248
soft versus hard branding 197
stakeholder influences on 153, 200–203, 205–11
strategies for 190–91, 203–4
in United Kingdom 'cool Britannia' 15, 197, 227
counter branding 221
and deindustrialization 231
generally 190
in Leeds 19–20, 213–16, 220–26
in London, generally 187–8, 221
in London, Hoxton
Compston's influence on 191, 193–7
property market influences on 194–7
in Manchester 190, 321
new brand creation trends 187
in United States 189–90, 216, 307–9, 317
and urban regeneration 189, 219–20
clustering
and brand channels 157–8
cyclical clusters 150–52, 157–8
institutional cluster-building 175–6, 179–80
co-ordination, importance of 17, 40–41
Coca-Cola 80, 310, 329
Cohen, Bram 316
collective brands
Scandinavian design 158–61
collective competition goods 48
Commission of Industrial Competitiveness 167–8
commodities see products
commodity chain studies 13
commodity fetishism 16–17, 110–12
competition, generally see also competitive advantage;
competitiveness drivers for 3–4, 8
parallel imports 49–50
competitive advantage
diamond model 167–70, 172
innovation as key to 91
Porter's theory of 92, 167–70, 172
Competitive Advantage of Nations, The 168–70
competitive identity, concept of 292–3
competitiveness
and benchmarking reports and indices 174–7
catch-up competitiveness 177–80
on global scale 174–7
and global value chains 178–9
institutional cluster-building 175–6, 179–80
as knowledge brand 19, 166, 169–70, 172–3, 180–81
on regional-local scale 177–80
responsible competitiveness 181
sustainable competitiveness 181
theories on, development of 166–73, 181
Compston, Joshua
Factual Nonsense 193–4
influence on city branding in Hoxton, London 191, 193–7
consumers
and branding
brand value creation 86–7
as exploitation of labour 86–7
as indicators of economic
development or progress 108
limitations on 92–3
perceptions, importance of 152–6
place-affiliated brands 18, 152–4
relationships between 94–5
role in 18, 71–2, 98–104, 121
of sports equipment 98–104
consumer capitalism 107, 109–10
defining 27
influences on 326
and behaviour 17, 25–6, 28, 40–41
branding narratives 18, 71–2
peer groups 96
place image 25–6, 40–41
innovation, role in 92–4, 96–7, 103–4
lead users, role in innovation 92–4, 96–7
consumption
commentaries on, theory trends 75–6
competitive consumption 84
and consumer capitalism 107
and cosmopolitanism 80–81
ethical and environmental
considerations of 75–6, 85
institutional influences on 76, 78–9, 84, 86–7
of place-affiliated products 18, 152–4
migration, influence on 79–81
political influences on 78, 83–4
and social exclusion or alienation 75–6, 78–9, 88–9
social relationships, influences on 82–3, 88–9
traveller and tourism objects 80–81
retail geographies 82
secondhand goods 82
‘cool Britannia’ 15, 197, 227
Copenhagen 305–6
Cornelius, N. 235
corporate social responsibility 295–6
cosmopolitanism 80–81
Council on Competitiveness 167–8
counter branding 221–2, 336–7
and collaboration 224–5
defining 222, 227
impetus for 222–3
in Leeds 214–16, 223–6
subvertising 214
country of origin
authenticity of 154–5
Blundstone boots, Australia 3–4
commitment to 48–9
and consumer perceptions 152–4
and cosmopolitanism 80–81
historical development 77–8
origin stories, examples 47–9
and patriotism 78
protected geographical indications 48
and protectionism 78
recall of, studies on 32–6
as spatial linkages 47–9, 327
traveller and tourism objects 80–81
World Trade Organization, influence on 78
Cova, B. 86
Creative Industries Mapping Document (DCMS UK) 312
creativity
and city branding, influence on
creative classes 10, 20, 190, 200, 312–15, 320–21
creative lifestyles 306–7
and education 313–15
as productive force 312–14
Cresswell, T. 252, 254, 257
Crewe, L. 82
‘cultural circuit of capital’ 13
culture
and branding 17, 326
cultural distance 37–8
cultural theorists 188
culturisation, of consumer goods 188
and nation branding 300–301
and national perceptions, study of 28–31
and place image 28–30, 37–8
cyclical clusters 150–52, 157–8
cyclical events 150–52
Dalli, D. 86
Davies, K. 160–61
Davis, Susan 188
de Chernatony, L. 59–60
deindustrialization, and place-affiliated branding 230–31, 307
Denmark
boycott of products by Islamic countries 12, 299
city branding in Aarhus/ Aalborg, study 19
challenges of 206–7
city characteristics 206–7
city logos 208–9
purpose of 208–9
research basis 205–6
stakeholders, role in 201–2, 205–10
strategies for 208–11
Copenhagen 305
design, purpose of 222–3
design activism see counter branding
Design for the Real World 222–3
Detroit 216, 317
Dicken, P. 155
differentiation strategies, purpose 13–14
division of labour 14, 118
dot.coms, boom and bust 306, 315–16
economic anthropology 8
economic sociology 8
Edensor, T. 254, 326
education
creative classes, development of 313–15
and nation branding, role in 278
Education New Zealand 278
Emin, Tracey 193–4
employees
brand development role of 60
in Marks & Spencer 62–71
passionate insiders 99, 103–4
for sports equipment 99, 103–4
branding, influence on opportunities for 336
entrepreneurs, in sports equipment
innovation 98–9, 102
Entwistle, Joanne 108
environment
global issues, relevance to branding of 20, 222–4, 295–8, 315, 317, 334
influences on consumption 75–6, 85
Estonia 292
ethics
influences on consumption 75–6, 85
morality
in brand narratives 59, 66–7
and globalisation 298–9
and nation branding 12, 295–6, 299
and place-affiliated branding 75–6, 85–6
social responsibility 12, 295–6, 299
European City Brand Barometer 51–2
European Commission, innovation and competitiveness policies 167–8
experiential marketing 256–7
expressive brands 59, 134
Factual Nonsense 193–4
Fairtrade 48, 85
fashion branding, studies of see under Bulgaria
Fenix 100
Fete Worse Than Death (festival) 193–4
fetishism, of commodities 108
anti-fetishisation 16–17, 111–12
criticisms of 110–11, 117
as ‘glue’ in modern society 111, 121
going beyond theory of 111–13
films, role in national/ regional branding 39–40
in Korea 294
in New Zealand 274–6, 279
finance, and city branding, influences on 307–12, 318
fiscal policy, and place-affiliated products, influence on 84, 87
Fjällräven 100
Flight of the Conchords (TV show) 280–81
Florida, Richard 190, 200, 306, 321
Foster, Hal 188
Fournier, S. 95, 204
Foxconn 336
fragrance industry
branding in
brand DNA 139–40, 142, 145
brand manager, role of 133–7, 141–6
brand manager loyalty in 137–8
branding a scent 142–3
Index

knowing practices in 143–6
and market research 140–41, 144
proximity and distance 18–19, 141, 144–5
sensing a brand 139–42
stages of 143–6
symbolic values, importance of 134–5
tangible and intangible nature of 134–5
value chain creation 133–4
manufacturing characteristics of 131–2
market size and growth 132
segmentation in 131–2
umbrella corporations, role in 132–3
France 29–31
Frank, Dana 84
Fraser, James 217
Freidberg, Susanne 59
Fuad-Luke, Alastair 222
gentrification see urban regeneration
geographical linkages, generally see also city branding; country of origin; nation branding; place-affiliated branding
and branding histories 8, 12
brandscapes, creation of 10–11
defining 9–11, 14
differentiation strategies 11, 13–14
importance of 3–4
myths and symbols in 16–17
Gereffi, Gary 118
Germany 29–30, 231
Gherardi, S. 126
Glasshouse Investments 195
global brand circuits 152–6
global brands 10, 44
brand interfaces 45–7
global commodity chain (GCC) analysis 118
global production networks (GPN) analysis 118–19
global value chain (GVC) analysis 118
and competitiveness clustering 178–9
globalisation
branding, influences on 44–5
brand space multiplicity 52–4
and city branding 216–17, 307
mediatization 308
and nation branding 20, 266–71, 283–5
place-affiliated branding 216–17
and common morality 298–9
and consumer capitalism 107, 109–10
criticisms of 109
of markets
and domestic territoriality 44
and global brands 10, 44–7
homogenisation 10
Go, F. 235, 249
Gobe, M. 138
Google 318–19
government see also politics
place image, use of 38–9, 41
and sovereignty 298–9
Govers, R. 233, 235, 249
Greece 29–30
Greenberg, M. 335
Gregson, N. 82
grey market goods 49–50
grey markets 49–50
Gummeson, E. 234, 258
Hadrian’s Wall
background 250–51
branding initiatives 20, 250
communications conduits, role of 255–6, 259
and experiential marketing 256–7
funding issues 256
as ‘Greatest Roman Frontier’ 251, 255
holistic evolution of 255–7
place product for, defining 254
public relations, role of 255–6
recommendations 251–2
and relationship marketing 258
service brand-relationship-value (SBRV) triangle for 252–3
stakeholders, role in 252–3, 255–8
as World Heritage Site 250–51
Hanging Picnic 195
Hankinson, G. 204, 232, 234, 249, 252
Harvard Business School 167–70, 172
Harvey, David 111, 217, 305, 309, 314
Hayek, Nicholas 47–8
Heartfield, J. 335
Brands and branding geographies

- Helly Hansen 91, 99
- Hewison, Robert 227
- Hollander, Gail 72
- Holt, D.S. 59
- Hong Kong 29–30, 217
- Hoskins, G. 252, 254, 257
- Hoxton, city branding see under London
- Hugo Boss 115–16
- Hungary 29–30
- ‘I Love NY’ campaign 307–9
- Iacobucci, D. 258
- IKEA 158–9
- India 29–31, 317
- Indonesia 29–30
- information and communications technology
  - and city branding, influences on 316–20
  - technology sharing 318–20
- innovation
  - as collective process 91
  - and competitive advantage 91, 166–8
  - consumers’ role in 103–4
  - and creative destruction 166–7
  - drivers for 8
  - entrepreneurs, role in 98–9, 102
  - lead user role in 92–4, 96–7
  - and open production methods 318–19
- theories on, trends in 91–2, 166–8
- institutions
  - cluster-building 175–6, 179–80
  - and place branding
    - influences on 76, 78–9, 84, 86–7
    - and mass consumption 78–9
- iPhone/iPod 86, 154, 319, 336
- Ireland 292
- Israel 29–30
- Italy
  - fashion branding, influences on 114–17
  - Milan design week 157, 160
  - national perception of 297
  - Val di Cornia, network branding in 20
  - change narratives for 238–9
  - Circondario, political region of 236–7, 241
- marketing to residents 230–31, 239–41
- place identity
  - loss of 243–5
  - trends 237–9
- problems associated with 243–4
- regional background 231, 235–8
- reindustrialization programmes 238–9
- residents’ brand associations, mapping 239–45
- stakeholder influences on 241, 243–5
- tourism industry, perceptions of 241–2
- wine industry, perceptions of 241–3
- J. Lindeberg 101–2
- Jaffé, J. 96
- Japan
  - national perception, study 29–30
  - place image
    - place image recall studies 31–6
    - cultural distance, and 38–9
    - image schemata maps 37–8
    - tourism destination image 37–8
  - temporal developments 39–40
- Kavaratzis, M. 249, 252
- Klättermusen 99
- Klein, Naomi 107, 109, 165, 267
- Klingmann, Anna 216
- knowledge and knowing
  - brands and branding, relationship between 127–30, 165, 325, 327
  - as commodities 165
  - and competitiveness, as knowledge brand 19, 166, 169–70, 172–3, 180–81
  - and creative destruction concept 166–7
  - defining 126, 135
  - knowing practices
    - branding as 131, 135–7, 143–7, 325
    - in fragrance industry 143–7
  - knowledge capitalism 107
  - knowledge networks and technologies 172–3
Index

and modern economic success, role in 126–7
proximity and distance in 126
and social practice 126–7
'spaces of knowing' 127
Korea 31–2, 36–7, 294–5
Kothari, U. 326

labour
division of 14, 118
exploitation of 86–7
opportunities, and strong branding 336
Lall, S. 166
Lash, S. 125
Latour, Bruno 111
lead users, role in innovation 92–4, 96–7
Lee, Catherine 64–5
Lee, J. 230, 234
Lee, R. 8–9
Leeds
city branding in 19–20, 220
‘Live It, Love It’ campaign 213–16, 220
logos for 215
‘Love It, Share It’ counter branding campaign 214–16, 223–6
market research for 213, 220, 225–6
city characteristics 213–14
‘Margins within the City’ campaign 225
recession, influence on 222
urban regeneration programmes in 219–20
Leigh Star, S. 53
Levi Strauss 49–50
Levitt, T. 10, 44
Lewis, N. 267
logos
city branding campaigns
in Denmark 208–9
in Leeds 215
connectivity of 45–7
positioning, importance of 45–6
as spatial boundaries 46–7
London
city branding, generally 188
counter branding 221
Hoxton, city branding in
Compston’s influence on 191, 193–7
property market influences on 194–7
new brand creation trends 187–8
Lord of the Rings (films), role in New Zealand nation branding 274–6, 279
L’Oreal 139–40
loyalty see brand loyalty
Lundvall, Bengt-Åke 166, 168
Lury, C. 14, 80–81, 232–3, 266–7
Lüthje, C. 99
McDonalds 12
McEnroe, John 95–6
Mackenzie, Andrew 67–8
Maddern, J. 250
Maglio, P.P. 259
Manchester 190, 321
market destabilisation 14
market research
in fragrance industry 140–41, 144
Leeds city branding 213, 220, 225–6
in place-affiliated branding 151
market segmentation 14
marketing
basis for 28
and branding, differences between 94–5, 136, 248, 266–7
of brands, to residents
in Korea 295
in New Zealand 278–81
in rural Italy 230–31, 239–41
experiential marketing 256–7
relationship marketing 232–5, 258
strategic demarketing 221–2
Marks & Spencer
competition, influences on 61–2, 65, 67–8
corporate values 62, 67–71
food business, importance of 65
Lochmuir salmon 64
Oakham chicken
advertising campaigns 62–3
branding narratives 18, 65
consumers, influences on 18, 71–2

Andy Pike - 9780857930842
Downloaded from Elgar Online at 11/14/2021 09:39:48PM
via free access
Brands and branding geographies

employees' role in brand development 62–71
place branding, and 64
breed background and characteristics 62
and competitor differentiation 67–8
corporate brand, role in revitalising 65, 72
and corporate values 62, 67–71
post-war trends 61
Marx, Karl 110–11
Massey, D. 8–9
Massey, Doreen 82
Matthews, Mich 92–3
media, influences on city branding 308
Medway, Dominic 221
Mexico 29–30
migration, influences of 79–81
Milan design week 157, 160
Miller, D. 8, 75, 78–9, 88–9, 329
Moilanen, T. 249
Molotch, H. 335
Mommaas, Hans 219
monopoly rents 309–10
morality in brand narratives 59, 66–7
and globalisation 298–9
multinational companies, and city branding, role in 188
myths and symbolism, of branding 16–17
narratives and brand communities 59
brand development, role in 59–60
influences on 18, 71–2
Oakham chicken (Marks & Spencer) 16, 60–72
and customers loyalty 59
industrial narratives 151–2
narratives of place 151–2
Scandinavian design concept 158–61
nation branding
and brand equity 14–15
and citizenship 14–15
and common morality 298–9
and competitive identity, concept of 292–3
and culture, engagement with 300–301
and globalisation 20, 266–71, 283–5
as good practice 290
in Korea 294–5
Nation Brands Index 294, 296–7, 299
nature of 290–92
in New Zealand 20, 282–5
100% Pure concept 272–4, 276, 280–81
Air New Zealand, role in 273, 276, 280
brand ambassadors 279
brand architecture 279–82, 330
development of 271–6
education, role in 278
Fern Mark, role in 276, 280–81, 284
film and TV, role in 274–6, 279–81
Maori people, relevance to 264, 274, 283–4
marketing to residents 278–81
and national stereotyping 28, 283–4
network branding 277–9
New Zealand New Thinking concept 272, 275–6
New Zealand Way (NZW) concept 271–2
NZEdge.com 278–80
relational networks, role in 272–4
Rugby World Cup advertising 264–5, 276
Tourism New Zealand, role in 273–4, 280
wine, role in 273, 277–8
possible restrictions of 283–5
principles of 291–2
purpose of 271, 283–5, 298–9
and social responsibility 12, 295–6, 299
as stereotyping 28, 243–4, 283–4, 293–4, 299–301, 333
strategy development, importance of 291–2
and symbolic actions 291–2, 295
theories on 20, 264, 269–71, 289–92
Index

Nation Brands Index 294, 296–7, 299
National Life Stories, British Library 61
negative branding 12–13, 328
and morality, in nation branding 298–9
NellyRodi 140
neoliberalism
and city branding, influences on 197–8, 217, 223–4, 313–14, 318
and commodity fetishism 112
and competitiveness 166, 173, 181
Netherlands 29–30, 216
network branding
difficulties with 249–50
in Germany’s Ruhr region 231
in New Zealand 275–6, 277–9
and place-affiliated branding 20, 230–31
and relationship marketing 232–5
theories, trends in 232–4
in Val di Cornia, Italy
change narratives for 238–9
Circondario, political region of 236–7, 241
marketing to residents 230–31, 239–41
and place identity
loss of, potential for 243–5
trends in 237–9
problems associated with 243–4
regional background 231, 235–8
reindustrialization programmes 238–9
residents’ brand associations, mapping 239–45
stakeholder influences on 241, 243–5
tourism industry, perceptions of 241–2
wine industry, perceptions of 241–3
New York, city branding in 189–90
‘I Love NY’ campaign 307–9
New Zealand
nation branding 20, 282–5
100% Pure concept 272–4, 276, 280–81
Air New Zealand, role in 273, 276, 280
brand ambassadors 279
brand architecture 279–82, 330
development of 271–6
education, role in 278
Fern Mark, role in 276, 280–81, 284
film and TV, role in 274–6, 279–81
introduction 271
Maori people, relevance to 264, 274, 283–4
marketing to residents 278–81
and national stereotyping 28, 283–4
network branding 277–9
New Zealand New Thinking concept 272, 275–6
New Zealand Way (NZW) concept 271–2
NZEdge.com 278–80
relational networks, role in 272–4
Rugby World Cup advertising 264–5, 276
tourism, role in 271–80
wine, role in 273, 277–8
Nike 310
brand awareness 45–6
celebrity sponsorship and endorsements 95–6
Niketowns outlets 48–9, 188
No Logo 107, 165
non-government organizations, and place image, use of 38–9
Norway 29–30
NZEdge.com 278–80

Oakham chicken see Marks & Spencer
Olins, Wally 269–71
Olsson, Jon 101–2
Ooi, C.-S. 200
open production methods 318–19
oral life history methodology 18
Organisation for Economic Co-operation and Development (OECD) 167–8
origin see country of origin
original equipment manufacturers (OEM) 335
own brand manufacturers (OBM) 335
own design manufacturers (ODM) 335
Papanek, Victor 222–3
parallel imports 49–50
partnerships, role of 204
passionate insiders 99, 103–4
path dependence
and branding histories 12
and copycat branding initiatives 203
and network brands 230–31
Paulsson, Gregor 158
Pavitt, J. 130
peer groups, importance of 96
perfume industry see fragrance industry
PGI (protected geographical indications) 48
Piombino see Val Di Cornia under Italy
place, generally
defining 14, 52–4
social relationships of 82
studies of 25
value of, historical development 77–8
place-affiliated branding see also city branding; country of origin; nation branding; place branding and brand narratives
industrial narratives 151–2
narratives of place 151–2
brand reality and brand relationships 234, 241–3
and consumption trends 78, 83–4
ethical and environmental influences 75–6, 85
migration, influence on 79–81
and social exclusion or alienation 75–6, 78–9, 88–9
social influences on 82–3, 88–9
traveller and tourism objects 80–81
and deindustrialization 230–31, 307
development of 7–8
and entry barriers 155
for ‘fuzzy places’ 250, 252–9
and geographical linkages 9–11, 14
global brands 10–11
brand circuits 152–6
institutional influences on 76, 78–9, 84, 86–7
logos as 45–7
and materiality, of place 257
nature of 11–17, 201–2, 226–7, 259
difficulties with 219, 248
entanglement of 152–6
and negative associations 86, 298–9, 328
and network branding 243–5
place identity
loss of 243–5
and placelessness 154–5, 324–5
role in 232, 235
political influences on 84–5, 87
and product branding, differences from 232
protected geographical indications (PGI) 48
relationship marketing 232–5, 258
research
role in 27–8, 151
trends 230, 249–50
rural areas, marketing to residents 230–31, 239–41
Scandinavian design concept 158–61
service brand-relationship-value (SBRV) triangle 252–3
socio-spatial disparities, and 14
stakeholder involvement in 252–3, 255–8
studies of 204–5
value-adding/ value-reducing places 9
value creation 9, 155–6
place branding see also city branding; nation branding; place-affiliated branding
and brand valuation 51–2
and citizenship 14–15
and consumer behaviour 25–6, 40–41
development 26
Hadrian’s Wall, branding initiatives 20
background 250–51
communications conduits, role of 255–6, 259
and experiential marketing 256–7
and funding issues 256
as ‘Greatest Roman Frontier’ 251, 255
holistic evolution of 255–7
place product for, defining 254
public relations, role of 255–6
recommendations for 251–2
and relationship marketing 258
service brand-relationship-value (SBRV) triangle for 252–3
stakeholders, role in 252–3, 255–8
historical development 77–8
migration, influence on 79–81
and object-people practices 80–81, 88
place, defining 14, 25, 52–4
research on 27–8
place identity
loss of 243–5
place-affiliated branding, role in 232, 235
and placelessness 154–5, 324–5
and politics, role in 235
place image
in advertising 38–9
and cultural distance 37–8
defining 26
image schemata maps 36–8
importance of 40–41
influences on 31–6
national perceptions, studies of 28–31, 297
place cues 28, 38–9
and politics 38–9, 41
research on 26–8
rural areas, marketing to residents 230–31, 239–41
stereotyping, and 28
technology region recall study 33, 35–6
temporal developments 39–40
place marketing see place branding
place markets 14
place of origin see also country of origin
and cosmopolitanism 80–81
role of, historical development 77–8
traveller and tourism objects 80–81
World Trade Organization, influence on 78
placelessness
of branding 154–5, 324–5
and capitalism 18, 112
politics
of branding 331–4
city branding, as biopolitical interventions 20, 306–7, 309–12, 314
influences of
on consumption 78, 83–4
and place-affiliated branding, 84–5, 87
and place identity, role in 235
and place image, use of 38–9, 41
and sovereignty 298–9
Porter, Michael 92, 167–70, 172, 216
Prada 188
production methods
open production 318–20
own brand manufacturers (OBM) 335
own design manufacturers (ODM) 335
products
brands, as qualifiers for 27, 130–31
commodity fetishism 16–17, 110–12
defining 27, 248, 254
place products, defining 254
producer-consumer relations, importance of 13
product branding, differences from place-affiliated branding 232
property market, influence on city branding 194–7, 312, 314, 320–21, 326
protected geographical indications (PGI) 48
protectionism
and country of origin 48, 78, 84–5
place-affiliated branding as form of 155
proximity and distance
in consumption activities 86–7
in fragrance branding 18–19, 141, 144–5
in knowledge practices 126
public relations, role of 255–6
Puma 95
quality, and brand performance 117
Rainisto, S. 249
Ranson, Mark 62–4, 66–7
regional development see also urban regeneration
and competitiveness clustering 177–80
and network branding 230–31, 238–9
regulatory authorities, brand role of 18
relation exchange paradigm 232
relational branding see network branding
Relationship Marketing 235
responsibility see ethics, morality
Rila Style 114–15
Roberts, J. 135
Rotterdam 216

Saffron, European City Brand
Barometer 51–2
Samsung 12–13
Scandinavia, defining 158
Scandinavian design
concept, development of 158–61, 337
conflicting meanings of 158–9
external influences on 159–60
promotional campaigns 159–60
Schreier, M. 97
Schumpeter, J. 166–7
secondhand goods 82
Sega 188
Segaworld 188
seller, defining 27
Sennett, Richard 14, 334–5
service brand-relationship-value (SBRV) triangle 252–3
Shah, S.K. 97, 99
Shanghai 190
Shell 188
Sherry, J. 95
sign values see symbolic values
Simon, Herbert 52–3
Singapore 178
singularisation, of goods and services 8
Skunkfunk 326–7
Slovenia 292
Smith, Michael 217
social alienation, and mass consumption 75–6, 78–9, 88–9
social responsibility see under ethics
Soja, Ed 189

South Korea 31–2, 36–7
Spain 29–31, 292
Spohrer, J. 259
sports
football (soccer), and consumerism 82–3
nation branding, role in 264–5, 276 rugby, and nation branding 264–5, 276
sponsorship and product endorsement in 95–6, 99–103
sports equipment
celebrity sponsorship and endorsement of 95–6, 99–103
consumers, role of 103–4
as brand ambassadors 101–2
as entrepreneurs 98–9, 102
lead users, and innovation 92–4, 96–7
as testers 99–100
in value chain 18, 98
event sponsorship 100
stakeholders
in city branding 153, 200–203, 205–11
influences on 128–9, 153, 200–203
Starbucks 48–9
stereotyping, in nation branding 28, 243–4, 283–4, 293–4, 299–301, 333
stories see narratives
supermarket narratives see Marks & Spencer
Swatch 47–8
Switzerland 47–8
Sydney 190
symbolic actions, in nation branding 291–2, 295
symbolic values
in branding 16–17, 326
creation of 109–10, 112–13
importance of 134–5
Tate Modern 196–7
technology
and city branding, influences on 316–20
Index

place image recall study 33, 35–6
technology sharing 318–20
television, role in national/ regional branding 275, 280–81
Tesco, Levi jeans litigation 49–50
Thailand 178
Thrift, Nigel 107–8
tourism
and city branding
in Denmark, Aarhus/ Aalborg study 201, 207–10
and nation branding
importance of 295
in New Zealand 271–80
and place image
cultural distance 37–8
image schemata maps 36–8
traveller and tourism objects 80–81
Towards an Urban Renaissance (Urban Task Force, UK) 218
trademarks
market control of 49–50
and nation branding, role in 276, 280–81, 284
New Zealand Fern Mark 276, 280–81, 284
parallel imports, and 49–50
universal exhaustion, of 50
traveller objects 80–81
Trinidad 80, 329
tripper objects 80
Trueman, M. 235
Turok, I. 232–3, 259
umbrella branding see network branding
United Kingdom
city branding
‘cool Britannia’ 15, 197, 227
counter branding 221
and deindustrialization 231
in Leeds 19–20, 213–16, 220–26
in London, generally 187–8, 221
in London, Hoxton
Compton’s influence on 191, 193–7
property market influences on 194–7
in Manchester 190, 321
Hadrian’s Wall 250–51
branding initiatives 20, 248–59
communications conduits, role of 255–6, 259
and experiential marketing 256–7
and funding issues 256
as ‘Greatest Roman Frontier’ 251, 255
holistic evolution of 255–7
place product for, defining 254
public relations, role of 255–6
recommendations 251–2
and relationship marketing 258
service brand-relationship-value (SBRV) triangle for 252–3
stakeholders, role in 252–3, 255–8
as World Heritage Site 250–51
national perception of 29–31, 300
urban regeneration, principles of 218
United States
‘Buy America’ campaigns 84
city branding in 230
and deindustrialization 230–31, 307
Detroit 216, 317
New York 189–90, 307–9
national perception of 29–31, 297, 299
parallel imports 50
place image
place cues in advertising, study 38–9
place image recall studies 31–6
universal exhaustion, of trademarks 50
urban regeneration 19–20
brandscapes, creation of 10, 95, 187–8
and city branding 189, 219–20
creative class associations 10, 20, 190, 200, 306–7, 312–15, 320–21
principles of 217–19
problems associated with 219
property market influence on 194–7, 312, 314, 320–21
value see brand value
Vindolanda Trust 257

Andy Pike - 9780857930842
Downloaded from Elgar Online at 11/14/2021 09:39:48PM
via free access
<table>
<thead>
<tr>
<th>Authors</th>
<th>Pages/References</th>
</tr>
</thead>
<tbody>
<tr>
<td>von Hippel, E.</td>
<td>91–2</td>
</tr>
<tr>
<td>Voogd, H.</td>
<td>248–9</td>
</tr>
<tr>
<td>Wales</td>
<td>48</td>
</tr>
<tr>
<td>Wallerstein, Immanuel</td>
<td>118</td>
</tr>
<tr>
<td>Warnaby, Gary</td>
<td>221, 249, 252</td>
</tr>
<tr>
<td>Watson, Sophie</td>
<td>190</td>
</tr>
<tr>
<td>Welsh Lamb</td>
<td>48</td>
</tr>
<tr>
<td>Weninger, Csilla</td>
<td>217</td>
</tr>
<tr>
<td>Whitfield, D.</td>
<td>224</td>
</tr>
<tr>
<td>Wilgos, Paul</td>
<td>69–71</td>
</tr>
<tr>
<td>World Economic Forum, global</td>
<td></td>
</tr>
<tr>
<td>competitiveness rankings</td>
<td>174–5</td>
</tr>
<tr>
<td>World Trade Organization, and</td>
<td></td>
</tr>
<tr>
<td>place of origin, influences</td>
<td>78, 84–5</td>
</tr>
<tr>
<td>Young, C.J.</td>
<td>251–2</td>
</tr>
</tbody>
</table>