

Place has been a long established concept which has recently found currency in planning and urban design as well as in cultural, tourism and economic spheres. Today, the world is one market. The rapid advancement of globalization means that every country, every city and every region must compete with every other for its share of the world's consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events, and for the attention and respect of the international media, of other governments, and the people of other countries. This research work explores the existing literature on place branding and its sub category of city branding. The research goes on to establish the gap in the literature that is lack of city branding work done with regard to cities of Pakistan.

# Place Branding

## An Exploratory Study Of Lahore as a Heritage City Brand

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**PROJECT / THESIS ACCEPTANCE CERTIFICATE**

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## Dedication

To my beloved country Pakistan.

May we all live to see the world recognize the incredible Nation that we are.

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## Abstract

Place has been a long established concept which has recently found currency in planning and urban design as well as in cultural, tourism and economic spheres. Today, the world is one market. The rapid advancement of globalization means that every country, every city and every region must compete with every other for its share of the world's consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events, and for the attention and respect of the international media, of other governments, and the people of other countries. This research work explores the existing literature on place branding and its sub category of city branding. The research goes on to establish the gap in the literature that is lack of city branding work done with regard to cities of Pakistan. The research aims to explore the awareness and loyalty of residents towards Lahore as a city brand using a qualitative research based on the dimensions of 'City Brand Hexagon' by Simon Anholt. The thesis offers the perspective of residents on different dimensions of Lahore as a city brand.

### **Key Words:**

Place Branding, City Branding, Competitive Identity, City Brand Hexagon, Country of Origin effect, Heritage Branding, Iconic City Branding, Integrated Branding, Strategic Place Marketing, Government Policy, Urban Design and Planning, Tourism.

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## Chapter 1: Introduction

## 1. Introduction

Place branding has proven to be a popular practice and has become a central part of the contemporary place management agenda. Increasing funds are invested in place branding activities by local, regional and national authorities and, mirroring this, place branding is an increasingly appealing topic for academic research. In the last 10 years a series of books have been published (e.g. Anholt 2007; Moilanen and Rainisto 2008; Govers and Go 2009; Ashworth and Kavaratzis 2010), dedicated journals have been launched (Place Branding and Public Diplomacy in 2004; Journal of Place Management and Development in 2008, and a multitude of academic articles have appeared in journals across a range of disciplines (marketing, urban studies, geography, public administration, cultural studies etc.).

A number of academic publications have attempted to initiate a theory of place branding but this has been in a somewhat piecemeal, fragmentary manner (Lucarelli and Berg 2011; Gertner 2011), perhaps as a consequence of the inherent multi-disciplinarity of the subject. In fact, notwithstanding a number of important contributions (many of which actually come from authors included in this volume), little theoretical refinement seems to have occurred since the publication of two seminal books on place marketing more than 20 years ago, i.e. 'Selling the City' by Ashworth and Voogd (1990) and 'Marketing Places' by Kotler et al. (1993), which from very different disciplinary perspectives set the scene for what followed. As repeatedly noted in the literature (e.g. Skinner 2008; Warnaby 2009; Hankinson 2010), partly as a consequence of its inherent interdisciplinary nature, place branding still lacks a clear and commonly accepted theoretical framework that would structure and guide its practical application and fill the evident gap between existing theory and practice.

Place brands exist in various forms (e.g., in the branding of nations, cities, regions and tourism destinations) and there is no doubt that it is now well-established as an area of academic study. Despite its long history, it was not until the last quarter of the twentieth century that articles on place branding began to appear in the academic literature (Kavaratzis 2005; Pike 2009). A recent study by Lucarelli and Berg (2011) highlights, in particular, the rapid expansion in the number of articles published on place branding over the period 1988–2009. These appeared predominantly in urban studies, tourism and geography journals, and more recently in marketing journals. The latter combined mainstream branding theory with academic literature from the other three disciplines which hitherto, had largely ignored both mainstream branding theory and each other. As a result of this emerging convergence, it has been suggested that "the focus of discussion for place branding has shifted ... to business and marketing" as the dominant perspective (Hanna and Rowley 2008, p. 69). This claim may be contested, but there can be no doubt that these cross-disciplinary synergies have led to a more holistic view of place branding. They have helped to develop place branding theory which has, in turn, provided a broader platform for further study and accelerated the process of research (Dinnie 2004; Kavaratzis 2005; Hankinson 2007). This progress has encouraged the publication of a series of future research agendas (for example, Pike 2009; Kavaratzis and Ashworth 2008; Dinnie 2008; Balakrishnan 2009; Hankinson 2010a) and the development of a more critical perspective of place branding and marketing (Gertner 2011a, b). This suggests that, although there is considerable potential for further interdisciplinary synergy, there is some way to go before place branding can be regarded as a mature academic domain. In particular, place branding research has only just begun to take account of the significant deepening and broadening of the mainstream branding domain which has taken place. Furthermore, future synergy will also be inhibited by continuing confusion in the literature as regards terminology. Thus, in the foreword to the first issue of Place Branding and Public Policy, Anholt (2004, p. 4) suggested that "almost nobody agrees

on what, exactly, place branding means". Although this may no longer be true, terms such as location, country, nation, region and city have frequently been selected in preference to place rather than being recognized as alternative manifestations of place (Lodge 2004; Hanna and Rowley 2008). This has, it may be argued, prolonged the compartmentalization of place branding and inhibited domain unification. Several authors (e.g. Kavaratzis and Hatch 2013) also point out that the term place branding continues to be confused with the term place marketing, failing to recognize that branding is a subset of marketing. Such conceptual confusions are, of course, part of the evolution of a relatively immature discipline such as place branding, reflecting, in particular the subject's multi-disciplinary origins. Nevertheless, greater understanding of the place branding concepts forming and reflecting the place branding construct is required before place branding can be regarded as a coherent domain of academic study (Skinner 2008).

The growing power of the international media, driven by a more informed and news-hungry audience and more influential nongovernmental organizations, makes it harder for states to exist in a non-engaging manner. The idea of national reputation isn't important simply because people find it intellectually appealing. For the majority of nations, the need to study, to understand, and to think about ways of influencing their international reputation is no longer really a matter of choice: either one takes some control over one's national reputation or one allows it to be controlled by public opinion and public ignorance. The catastrophic consequences of the latter are understood all too well by most African nations.

Not every government, and indeed not every population, treats international approval as an important goal, but when we speak of the brand images of places, we are talking about something rather more significant than mere popularity. The only sort of government that can afford to ignore the impact of its national reputation is one which has no interest in participating in the global community, and no desire for its economy, its culture or its citizens to benefit from the rich influences and opportunities that the rest of the world offers them.

Successful place branding ensures that the place gets equity from the recognition of known strengths and positive actions (Place brands 2012).

## Chapter 2: Literature Review

## 2. Literature Review

### 2.1 Introduction

The concept of Branding has been around for hundreds of years. The meaning of branding however has broadened quite a lot since the word first came in to use and is by no means a new phenomenon, neither for academics nor the business world. It is possible to trace back the use of brands all the way to the Stone Age, when hunters used weapons of specific “brands” to succeed in the hunt (Almquist. E, 2000). It was during the 16th century, however, that brands similar to those we see today have started to take shape. Since the 18th-century England and France, there has been a massive development of knowledge, procedures, and theories within branding. Contemporary branding theories have their origin and evolutionary starting point in the mid-20th century, primarily due to the development of commercials in mass media (Farquhar, 1995).

### 2.2 History and Evolution of Branding and Place Branding

#### 2.2.1 The Conceptual Development of Branding

Branding theory, which first emerged in the 1950s, was initially developed in the context of consumer products. However, increasing understanding of branding and the associated addition of new concepts has followed the extension of branding practice beyond its consumer product foundations. Thus, during the 1990s branding was increasingly applied to brand-owning corporations in addition to their products. While much of the academic work in this area has so far been conceptual, it is clear that corporate brands are different from product brands. First, they frequently play an overarching role with respect to a set of sub-brands. Secondly, responsibility for their management rests with the senior management team. Thirdly, they reflect the organizational culture of their owners. Fourthly, they are required to manage a wide range of stakeholders, not just consumers. Finally, in order to grow, they are increasingly required to work in partnership with other corporations. In parallel with the growth in corporate branding, attention also turned to the branding of services, the majority of which, it is worth noting, have corporate names. Services brands like corporate brands are dependent on a supportive corporate culture (Hatch MJ, 2003) in order to deliver brand values effectively. Thus, people and processes become central to the successful delivery of service brands (de Chernatony, 2001). However, services also have certain unique characteristics, in particular intangibility, which gives service brands a distinctive role to play as providers of physical evidence and pre-purchase information about the brand experience (Keller, 1998); (Zeithaml V, 2000); (Hankinson G. , 2010) We have also seen a similar trend in the application of branding to non-profit organizations (Ewing, 2005) This has included for example, charities, social services and health organizations (Balabanis G, 1997); (Hankinson, Brand orientation in charity organisations: qualitative research into key, 2000). However, the application of branding in non-profit sectors is made more complex as a result of its unusual exchange process. Unlike the commercial sector in which value is exchanged directly between the consumer and the branding organization, in nonprofit sectors, the branding organization is frequently not the direct beneficiary of the value created by the brand. Such complexities, of course, have inevitably attracted academic interest and, as a result, non-profit branding, of which place branding is arguably a part, is now a well-established academic area (Hankinson, Relational network brands: towards a conceptual model of place brands, 2004). In parallel with this broadening in the application of branding to new areas there has been a corresponding deepening in the conceptual understanding of branding. A timeline of the development and inter-relationships between the various stages of this conceptual development is set out in Figure 1 of Appendix 2.

### 2.2.2 Place

Place has been a long established concept which has recently found currency in planning and urban design as well as in cultural, tourism and economic spheres. Today, the world is one market. The rapid advancement of globalization means that every country, every city and every region must compete with every other for its share of the world's consumers, tourists, investors, students, entrepreneurs, international sporting and cultural events, and for the attention and respect of the international media, of other governments, and the people of other countries. (Anholt S. , *Competitive Identity: The New Brand Management for Nations, Cities and Regions*, 2007)

In literature, terms such as 'sense of place', 'space and place' (Tan, 1977) (Campelo, 2015) (Ashworth.G, 2015) and the contemporary practice of place making and place (Evans.G.L, 2015) has given renewed emphasis to the importance place giving a sense of belonging and identity. It therefore represents a range of tangible and intangible elements – historic, symbolic, cultural, economic and physical – that together make a place special and distinctive, and therefore potentially competitive and successful from the perspective of those who live, work or come from a place, and those who have an external perspective, whether they have experienced it (e.g. as a visitor) or not, for example through reputation, media, word-of-mouth. Although writing from different disciplinary reference points, three influential thinkers have argued the importance of place in the understanding of urban economies and wealth creation, based on the integration of planning for place, culture and economy: Michael Porter on Industry Clusters and Inner City Competitiveness, where economic success and innovation depends on geographic concentrations of interconnected firms, suppliers and research infrastructure; Philip Kotler on Place Marketing, where the strategic marketing of place is key to building vigorous local economies requiring places to invest in public infrastructure and marketing distinctive local features and assets; (Philip Kotler, 1993) and Richard Florida on the Creative Class, where creativity and culture are the new economic drivers and quality of place is a core competitive advantage because business and investment follow people and people and talent require place distinctiveness, authenticity and amenities. (Florida, 2002)

### 2.2.3 The Conceptual Development of Place Branding

The origins of place branding have been well documented (Ward S. V., 1998). Early academic interest came principally from the perspectives of urban policy and tourism. However, these domains, for a long period of time, worked independently of each other and with little reference to mainstream marketing. Borchert 1994 notes, with reference to the early place promotion literature that "there exists only a weak relation with modern developments in marketing theory" (Borchert, 1994). Since the turn of the century however, inter-disciplinary convergence has begun and common conceptual development is emerging. Figure 2 below provides a time-line of the development of place branding beginning with early papers in the urban policy literature, focused on the distinctive nature of the place product (see for example, Sleipen 1988; Ashworth and Voogd 1990, 1994; Burgess 1982; Urry 1990). However, it is argued here that these factors do not form part of the place branding construct but should rather be treated as factors which moderate both the management and the outcome of place branding, issues which are discussed later in this chapter. The focus here is upon the transferability of concepts from mainstream branding to place branding. A timeline of the development and inter-relationships between the various stages of place branding conceptual development is set out in Figure 2 of Appendix 2.

## 2.3 Place Image and Positioning

### 2.3.1 Image

Early literature in both the urban policy and the tourism domains to varying degrees, focused on place image promotion. However, several of these publications, notably in the urban policy domain (see, for example Hunt 1975; Pearce 1977, Burgess 1990) were highly critical of this so-called “commodification” of places (Urry 1990). As a consequence, image research was predominantly, but not exclusively (see for example, Hunt 1975; Pearce 1977), in the tourism domain, focusing on destination images. Pike (2002) reviews 142 destination image papers. However, while this work on place image formation models is recognised (See for example Echtner and Richie 1993; Gartner 1993), they contain very little reference to mainstream branding literature (Kavaratzis 2005; Hankinson 2010a). Also, both destination and place image research has, until recently, tended to be case study based, focusing on individual places rather than cross-sectional studies. This has limited the development of a general theory of place image.

Transition from place image promotion towards the broader concept of place branding began in the latter part of the twentieth century beginning with papers by mainstream branding authors (e.g., Kotler et al. 1993, 1999; Hankinson 2001). From a tourism perspective, this was followed by (Morgan and Pritchard 2002) and continued from a mainstream branding perspective, by Hankinson (2004, 2005). These publications suggested that place images consisted of largely functional and experiential (ambience related) associations in contrast to the predominantly functional and symbolic associations which characterise mainstream brand images. From a tourism perspective, work has also focused on the relationship between destination image and image congruity (Sirgy 1982; Sirgy and Su 2000).

### 2.3.2 Positioning

In the context of tourism, few papers address the issue of positioning, particularly in the important context of brand competition (Pike 2009; Pike and Ryan 2004). Pike (2009) reviews 74 tourism articles published between 1998 and 2007 and identifies the need for further research particularly into multiple positioning which addresses questions such as how many activities can one place effectively represent without causing customer confusion and perceptual dilution. Thus, larger places can offer a wider range of activities that enable them to support several positionings; but this requires more complex brand messages (Hankinson 2009). Pike (2009, p. 8) also suggests positioning is frequently driven by political rivalries between local vested political interests and argues for the need to further understand the impact of positioning strategies on the attitudes of local communities. More recently work by Zenker and Beckman (2013) has examined the role which residents can play as brand ambassadors and the impact this can have on positioning.

From an urban policy perspective, Kavaratzis and Ashworth (2008) argue for the need to research all stakeholders’ roles in the development of a place’s positioning. In particular, they emphasise the need for local communities to be consulted in the positioning decision and to support it. At the same time, Hankinson (2009) found some place brand organisations (PBOs) consulting with residents and other stakeholders as a means of identifying potential positioning strategies.

## 2.4 Place Brands as Assets

### 2.4.1 Brand Equity

Since 2000 the implications of brands as assets has begun to be explored in the place branding literature (see, for example, Balakrishnan 2009; Merrilees et al. 2005; Trueman et al. 2004). The

customer-based brand equity (CBBE) model (Keller 1993, 1998) has attracted particular interest and has been used as a measure of destination brand performance (for example, Konecnik 2006; Konecnik and Gartner 2007; Pike 2007). Pike (2009), nevertheless, sees brand equity, as a research gap, suggesting that its use as a performance tool should be extended to include place brand loyalty and the tracking of re-branding and re-positioning strategies. In the context of urban policy, Kavartzis (2005) links brand equity to brand identity as well as performance measurement. The increasing importance of place brand equity is also evidenced by special issues in academic journals (e.g. Place Branding and Public Diplomacy 10 (2), 2014) devoted to the topic.

#### 2.4.2 Brand Identity

In the context of tourism, the need for destinations to create unique identities which differentiate their brands from the competition is emphasised by Morgan and Pritchard (1999). Similarly, Dinnie (2008) concludes that there is considerable scope for more imaginative input into the development of nation brand identity, suggesting as an example, the possibility of including ideological associations such as sustainability. Pike (2009) highlights the political difficulties in doing this and calls for in-depth case studies of the politics of destination brand decision-making. The key issue here is the impact of internal conflicts between local authority departments and external conflicts between stakeholder organisations and groups. Such conflicts are seen as having the potential to inhibit the development of a common brand identity. The problem of political conflict is reflected also in work by Hankinson (2001, 2004b) who criticises the practice of developing separate brands for individual areas of activity within the same place rather than the development of unified place brands. Kavartzis and Hatch (2013) similarly argue for a better understanding of the relationship between place identity and place brands and the balance of stakeholder involvement in the development of brand identity and its management.

#### 2.4.3 Brand Architecture

The importance of brand architecture is highlighted in a study of 25 PBOs by Hankinson (2010a) which identifies this as a common theme of concern amongst place branding practitioners. Rainisto (2003) suggests that, just as corporate brands play an overarching/umbrella role as regards individual product brands, by adding value through endorsement, strong place brand can play a key role in brand architecture by adding value through their association with less well-known brands. From a tourism perspective, Pike (2009) includes umbrella branding as a research gap, in particular, as regards their success. Iversen and Hem (2008) analyse the nature of umbrella brands and their role in the promotion of countries, regions and cities. In the context of country branding, Dinnie (2008) points to future growth and interest in the role of co-branding when countries bid to host major international events. Discussion of the role of brand architecture in the context of tourism can also be found in (Morgan and Pritchard 2002).

#### 2.4.4 Brand Orientation

There is very little evidence of internal branding by PBOs and there are only a limited number of articles on place brand orientation and brand culture, As a result Anholt (2002) argues for more research into the role of brand orientation in the place branding area. Nevertheless, several papers have been published on brand orientation in the non-profit sector literature (for example, studies by Hankinson P. 2000, 2004c; Ewing and Napoli 2005). There have also been at least two papers published in the place branding literature (Hankinson 2009, 2012). These papers have adapted the concept of brand orientation and developed measurement scales based upon variables relevant to non-profit and place



branding organisations. Hankinson (2012) suggests that brand orientation must begin with cultural change within both the PBO and the organisations who deliver the brand experience, in order to ensure that employees and processes across stakeholder organisations are focused on the place brand's values. This requires partnerships and commitment to the place brand to ensure the brand is communicated consistently (Hankinson 2009). In a review of the corporate branding literature, Kavaratzis (2005) draws attention to the important role of organisational culture in place brand delivery. Despite this work, place brand orientation remains a relatively under-researched area.

#### 2.4.5 Brand Endorsement

Brand endorsement is not a subject which explicitly appears anywhere in the place branding literature. Indeed, there is little evidence of its explicit use in place branding practice. Nevertheless, in the context of tourism, well known place brands are used to promote less well known place brands, a strategy referred to as 'attack and slipstream' branding (see for example, Hankinson 2009, 2010a). Such strategies, it could be argued, are a form of place brand extension through endorsement (Pike 2009; Dinnie 2008) designed to maximise the value of branding within a country or region. They increase a place brand's overall franchise in terms of services offered and levels of consumption. The potential for greater application of brand extension as a means of growing the place brand franchise justifies more thought and research.

#### 2.5 How place branding differs from and relates to mainstream branding

While all the concepts which form and reflect the mainstream branding construct have, to varying degrees, become part of place branding practice, there are significant difference in how these concepts can be applied to place branding in practicality.

Despite the similarities between place brands and mainstream brands, it is important to remember that place branding has characteristics that distinguish it from branding in the conventional sense. Recent research by Eshuis (Jasper Eshuis, 2013) confirms the concerns of earlier work in this area. In a survey of 274 public managers they concluded that, there are problems associated with the transference of classical marketing as well as political and administrative obstacles. These factors make place branding more complex than mainstream branding in three ways: setting the brand's objectives, managing the branding process and measuring brand performance. (Mihalis Kavaratzis, 2015)

Place branding offers a far broader range of research areas than those related purely with conventional brand management, brand strategy and destination branding/marketing, as it has attracted interest from the fields of design, sociology, history, geography, economics, planning and political science. (Mihalis Kavaratzis, 2015)

The comparison of place branding to main stream branding is further critiqued by Simon Anholt in the book Places. He explains that Nations may have brands, in the sense that they have reputations, and those reputations are every bit as important to their progress and prosperity in the modern world as brand images are to corporations and their products, but the idea that it is possible to 'do branding' to a country (or to a city or region) in the same way that companies 'do branding' to their products, is both vain and foolish. There has never been any evidence signifying that marketing communications campaigns, slogans or logos, have been effective, in directly altering international perceptions of places. It would surely resolve difficulties for governments by simply allotting a larger portion of budget for the purpose of place promotion and hiring the best marketing and PR agencies. However the reality is more

complex; national images are not made through communications, and cannot be altered by communications. (Anholt S. , Places- Identity, Image and Reputation, 2010)

Although great advertising, attractive logos and memorable slogans are strongly associated with powerful commercial brands, they aren't the reason why those brands are powerful: brands become powerful when the product behind them earns trust. This happens as a result of many sales, leading to many direct customer experiences, and a product that achieves or exceeds its promise. The advertising campaigns produce the sales; they only build the brand indirectly. Because countries and cities aren't for sale, the marketing communications campaigns associated with them can only be empty propaganda: instead of saying 'please try this product' they are only saying 'please change your mind about this country', and the message misfires. Brand management in the commercial sphere only works because the company that owns the brand has a great degree of control over the product itself and over its channels of communication, and so can directly influence both consumers' experience of the product, and the way in which the product is offered to them through the media. A good company with a good product can, with enough skill, patience and resources, build the brand image it wants and needs and which its product deserves – but no more than its product deserves. Places are utterly different. No single body, political or otherwise, exercises nearly this much control either over the national 'product' or the way it communicates with the outside world. The tiniest village is infinitely more complex, more diverse and less unified than the largest corporation, because of the different reasons why people are there. Places have no single, unifying purpose, unlike the simple creed of shareholder value that binds corporations together: a contract of employment is mainly about duties, whereas a social contract is mainly about rights. Of course, there have always been heads of state who try to run their countries like corporations and exercise control over the 'brand' by controlling the channels of information, but this kind of control through propaganda can only work within completely closed societies. It is one of the positive side-effects of globalization that in our media-literate and constantly communicating international arena, propaganda is not so much evil as impossible. (Anholt S. , Places- Identity, Image and Reputation, 2010)

## 2.6 Managing Place Branding

### 2.6.1 Strategy, Substance and Symbolic Action

The above analysis would lead to the question that if place branding is not about communications but policies, why do so many countries with good policies still suffer from a weak or negative reputation?

Possibly policies alone won't expunge the prejudice and perceptions of foreigners. There is a need of an effective strategy to cross this prejudice hurdle. Three elements will determine this change, i.e., strategy, substance and symbolic actions.

Strategy, in its simplest terms, is being aware of who a nation is and where it stands at any given point (both in reality and according to internal and external perceptions); knowing where it wants to get to; and knowing how it is going to get there. The trouble related to strategy development is that its two goals are frequently contradicting. Firstly merging the needs and desires of a wide range of different national actors into a more or less single direction, secondly finding a strategic goal that is equally inspiring and feasible.

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Substance is the effective implementation of that strategy in the form of new economic, legal, political, social, cultural and educational activity: the real innovations, structures, legislation, reforms, investments, institutions and policies which will bring about the desired progress.

Symbolic actions are a certain species of substance that happen to have an intrinsic communicative affect: they might be innovations, structures, legislation, reforms, investments, institutions or policies which are especially suggestive, remarkable, memorable, picturesque, newsworthy, topical, poetic, touching, surprising or dramatic. Most importantly, they are emblematic of the strategy: they are at the same time a section of the national story and the means of telling it. (Anholt S. , *Place- Identity, Image and Reputation*, 2010)

Some good examples of symbolic actions are the Slovenian government donating financial aid to their Balkan neighbors in order to prove that Slovenia wasn't part of the Balkans; Spain legalizing single-sex marriages in order to demonstrate that its values had modernized to a point diametrically opposed to the Franco period. A building, such as the Guggenheim Museum in Bilbao or the Sydney Opera House, may have a symbolic value for its city and country well beyond its economic 'footprint'. Even simple publicity actions, such as 'The Best Job in the World', Tourism Queensland's international recruitment drive for an 'islands caretaker' in early 2009, can become symbolic acts that – in return for a remarkably small investment – create widespread 'viral' interest in places.

In planning out any action all three must be combined as the absence of any of the three will probably not lead to the desired results. Three significant factors to remember are firstly one symbolic action will rarely attain any lasting effect: multiple actions should emanate from as many different sectors as possible in order to shape a rounded and believable image for the place. Secondly they should never be empty – they must be communicative substance rather than just communication. Each symbolic action must be intrinsically defensible against the allegation of empty rhetoric, even when taken out of context and scrutinized on its own account (as commentators in a healthy democracy are bound to do). Lastly they should continue in an unbroken succession for many years (Anholt S. , *Place- Identity, Image and Reputation*, 2010)

The concept of strategy plus substance plus symbolic actions is a standard 'three-legged stool': an approach that cannot stand up unless all three conditions are met.

Strategy + Substance – Symbolic actions = Anonymity

Countries, for example, that succeed in developing a strategy and are meticulous at creating real substance on the basis of this strategy but overlook the significance of symbolic actions still run the risk of remaining anonymous, undervalued, or incapable to change the longstanding clichés of their international reputation, because strategies are often private and substance is often boring. Without the communicative power of symbolic actions, such countries can stay imprisoned inside a weak, distorted or outdated brand image for generations, and thus fail to attract the consumers, talent, media attention, tourists and investors they need in order to build their economies, expand their influence and achieve their aims.

Substance – Strategy + Symbolic Actions = Incoherence

Substance deprived of an underlying strategy may attain sporadic and localized economic and social benefits, but it is unlikely to build the country's profile or influence in any significant way. Even if the

substance is accompanied by frequent symbolic actions, without an underlying strategic intent the messages will remain fragmented, and no convincing or useful story of the nation's progress will form in the public consciousness.

Strategy – Substance – Symbolic Actions = Spin

Strategy without substance is spin: it is the repeated predicament of weak governments that they make many plans but lack the willpower, the resources, the influence, the expertise or the public support to carry them to fruition.

Strategy – Substance + Symbolic Actions = Propaganda

Strategy that is accompanied by symbolic actions but no actual substance is worse still: this is authentic propaganda, a deliberate and schemed manipulation of public opinion intended to make people believe something altered from reality. In today's world, where the globalization of communications has resulted in an environment where no single message can survive unchallenged, propaganda has become virtually impossible, and such an approach will result in the obliteration of the country's good name for generations.

Symbolic Actions – Substance – Strategy = Failure

Governments that focus purely on symbolic actions and fail to provide either strategy or real substance will soon be renowned as lightweights: carried this way and that by public opinion, and intent purely on attaining popularity, they seldom remain in power for long. (Anholt S. , Place- Identity, Image and Reputation, 2010)

### 2.6.2 Strategic Place Marketing

Strategic place marketing is an approach for the regeneration of towns, cities, regions and nations. Strategic marketing appeals for designing a community to satisfy the needs of its key constituencies. Place marketing flourishes when stake holders such as citizens, workers, and business firms derive satisfaction from their community and when visitors, new businesses and investors find their expectation met. For a diagrammatic representation of strategic place marketing refer to Figure 3 in Appendix 2. Place marketing at its core embraces four activities:

- Designing the right mix of community features and services
- Setting attractive incentives for the current and the potential buyers and users of its goods and services
- Delivering a places, products and services in an efficient accessible way
- Promoting the places value and image so that potential users are fully aware of the places' distinctive advantages. (Philip Kotler, 1993)

### 2.6.3 Five approaches to place development

There are five approaches to place development according to Philip Kotler's book marketing places namely community development, urban design, urban planning, economic development and lastly strategic market planning. Each one is anchored on a different philosophy and takes a different approach to solving problems regarding the maintenance and viability of a place.

### ***2.6.3.1 Community Development***

The basic premise of this approach is to create a quality environment for the residents or working class of a community. Experts in the field emphasize the importance of good schools, strong neighborhoods, increased public safety and adequate health facilities to improve the overall quality of life in a given place. Much of this was originally based on the philosophy of citizen empowerment within neighborhoods rather than in entire cities, but later developed into guideline for overall urban development. (Philip Kotler, 1993)

### ***2.6.3.2 Urban Design***

The urban design philosophy agrees with the community development philosophy on the idea that the place should be pleasant to live in however the differentiating factor is the emphasis on design quality by the Urban design professionals. Design qualities include the architecture, open spaces, land use, street layout, traffic flow, cleanliness and other environment qualities. Urban design supporters assume that the behavior of people is strongly influenced by the quality of their physical environment and a better quality will improve attitude and behavior towards a place. (ibid)

### ***2.6.3.3 Urban Planning***

Most cities have an urban planning unit known as the urban planning commission. The primary task of this commission is to review and evaluate the proposed projects submitted to the government agencies. Many go beyond this role and initiate projects of their own as well to improve industry development and protecting public interest. (ibid)

### ***2.6.3.4 Economic Development***

Economic growth refers to increased output positively impacting employment, more working class and increased congestion and pollution. Economic development however means not only more output but different kinds of output which means new industries, more productive use of resources and greater innovation. Places must recognize the dynamic global forces that impact their local economy and industries and attract better businesses to compete for tourists, conventions, a better educated class of residents, factories and basically to stay relevant in the global economy. (ibid)

### ***2.6.3.5 Strategic Marketing Planning***

Strategic marketing planning with reference to place development has passed through three stages:

- The first generation – Smokestack chasing
- Second generation- target marketing
- Third generation- product development (ibid)

## **2.7 The main targets for place branding**

Most places are interested in growth but not growth at any cost. A place should be able to categorize the kind and class of people and business that are most desirable for the long term growth considering its resources, attractions and vision. A place can attempt to attract any or all four of the broad target markets summarized in table 1 in Appendix 3.

### 2.7.1 Visitors

The visitor market consists of two broad categories: business and nonbusiness visitors. Every visitor to any place spends money on food, lodging, local products and other products and services. This spending has a multiplier effect on employment, local income and tax revenues. The greater the number of visitors attracted the less the cost imposed by each visitor, the greater the increase in net income of the place. Similarly it can be assumed that the longer the visitor stays the more they spend. Therefore the goal should be to attract those visitors whose per day spending is the maximum and who can stay the longest. (Philip Kotler, 1993)

### 2.7.2 Residents and workers

The second category of target groups is residents and workers. A place may need to identify what kind of workforce and residents it requires and may want to undertake planning its facilities and accommodations accordingly. For example young families would get attracted to a place with good schools and parks and would emphasize on factors of public safety. Older households on the other hand are likely to pay attention to cultural and recreational and medical facilities. (ibid)

### 2.7.3 Business and industry

Business, industry and economic investment constitute a third category of target markets. Places usually seek to attract new businesses and industries to improve employment for the local citizens and increase revenues in taxes. A place can maintain and strengthen its economic base in four ways:

- Retain its current businesses that are desirable for its economy.
- Develop plans and services to help the expansion of existing businesses.
- Make it easier for entrepreneurs to start up new business
- Develop agencies to target, visit and solicit companies to and business to invest resources in local locations. (ibid)

### 2.7.4 Export Markets

The fourth category in target markets is exports. Exports are especially important for places with limited resources and those that cannot produce everything that they need. Also for those that have a limited population and cannot utilize all that they can produce. The wealth of such places depends on aggressively exporting products to finance their essential imports. (Philip Kotler, 1993)

A few places have managed to create strong brand names and images of products they supply and have greatly benefited. German engineering, French chic, Japanese miniaturization, Italian flair, Swedish design, British class, Swiss precision: these are brand values that rub off onto the products that come from these countries and they count for a lot. Marketing academics call this **the 'country of origin effect'**. (Anholt S. , Competitive Identity: The New Brand Management for Nations, Cities and Regions, 2007)

## 2.8 Major place market actors

The responsibility of implementation of place marketing activities falls on individuals and organizations on local level, regional level, national level and international level (refer to Table 2 in Appendix 3).

Local actors include public sector actors like mayor or city manager, urban planning department, business development department, tourist bureau, public information bureau and infrastructure managers. Second category in local actors is private sector actors like real estate developers and agents

Financial institutions (commercial banks, mortgage banks, pension funds, etc.), electricity and gas utilities, chamber of commerce and other local business organizations, hospitality and retail industries (hotels, restaurants, department stores, other retailers), tour packages and travel agencies, unions, taxi companies and architects.

Regional actors include regional economic development agencies, regional tourist boards and county and state government officials.

Lastly national actors include political head of government.

## 2.9 City branding

Today, the competitive city discourse dominates the place branding literature (Dinnie K. , 2003), (Dannie, 2010) with the vast majority of case study and empirical material (including various city/place branding indices) dedicated to city and regional branding (Kavaratzis M. a., City Branding: An Effective assertion or a transitory marketing trick , 2005) rather than distinctive place branding, i.e. at a more local level. Examples of heritage based on regional branding include Northumberland/North East region and Essen-Ruhr in Germany, both using industrial heritage to develop heritage and creative clusters through place (re)branding (Sword, 2010). Implications for place branding is different from whole city branding with the latter more dependent upon marketing slogans, logos, straplines and stereotypical images and destination marketing techniques. Local place creation on the other hand has looked to a blend of urban design, town center and local economic development measures including BIDs (business improvement districts) and various forms of culture-led regeneration and cultural planning. This has included the identification of clusters – for example Nottingham’s Lace Market which emerged organically from its historic textiles and architecture legacy to be an exemplar of a ‘convivial ecology’ of small independent cultural and creative firms, subsequently attracting larger firms to the area (Bell, 2004).

For the purposes of place branding, the leading UK academics on the subject describe the concept as: a multidimensional construct, entailing functional, emotional, relational and strategic elements that mutually generate a unique set of connotations with the place in the public mind (Kavaratzis M. a., Place Branding: Where do we stand , 2010)

## 2.10 City brand types

Literature on place branding also follows different types although these often overlap. (Kavaratzis A. , 2011) These include Place of Origin branding with the usage of the place of origin in branding a product - using its qualities, images, history and associations, including of its residents. Examples include Silicon Valley, Hollywood, and in the past, agricultural production and industrial towns and cities such as Sheffield ‘Steel City’ celebrated through its industrial museums and Ruskin connection. Industrial and rural heritage therefore forms part of this ‘place of origin’ brand approach’. These are rarely unique however with other cities using similar associations. Ashworth & Page in their systematic review of urban tourism show the overlapping relationships within the city in terms of different users – residents, local visitors, tourists, business and workers – and to different attractions and cultural offerings, describing these through concepts spatially such as the historic city, cultural city, leisure city etc. This may be a useful way to visualize the relationships between different users and beneficiaries of a place through the range of amenities and cultural assets located there. The major categories of city branding are mentioned below.



### 2.10.1 Heritage City Branding

Brand heritage is defined as a dimension of a brand's identity "found in its track record, longevity, core values, use of symbols and particularly in an organisational belief that its history is important" (Urde, 2007). Several published research work operationalize the brand heritage concept in particular contexts: repositioning (Hudson, 2011), in interaction with cultural heritage (Ulla Hakala, 2011) or family businesses (Anna Blomback, 2013). The activation of brand heritage has acknowledged benefits such as increase distinctiveness in positioning, added depth, authenticity and credibility to the value proposition and generating pride and commitment among internal audiences (Urde, 2007).

Fabien Pecot and Virginie De Barnier in their paper City Brand Management: the role of Brand Heritage in City Branding have introduced the concept of "city brand heritage" defined as the set of brand associations grounded in the past and relevant to a particular city's present and future. (Fabien Pecot, 2015) City Brand Heritage (CBH) is distinct from heritage marketing being the use of marketing techniques for the promotion of heritage sites (Misiura, 2006). The objective of CBH conceptualization is to operationalize brand heritage knowledge for the use of city brands. For regular brands to achieve the status of heritage brands, existing methods recommends to uncover, to activate and to protect the brand's heritage (Urde, 2007)

- Uncover: list the beliefs about the brand performance and values.
- Activate: depends on the perceived differentiation potential of heritage elements and their translation into value proposition and positioning.
- Protect: is related to the mission of the brand stewardship (Pecot, 2015)

### 2.10.2 Destination or Iconic City Branding

The most common place branding type emphasizes on the role of branding in the marketing of tourism destinations. This includes historic towns, heritage cities and heritage tourism generally - including heritage assets such as monuments and World Heritage Sites. In these cases heritage is a more explicit element in place branding and management, often used by Destination Marketing Organizations (DMOs) in their promotional and marketing materials and place strategies. Place branding here directly exploits heritage assets, images and historical associations particularly where designation e.g. UNESCO/ICOMOS World Heritage Site (WHS) and historical/ancient monument status infers a stamp of quality and authenticity. The heritage tourism literature in particular focuses on the relationship between hosts and guests – i.e. whose identity and history/heritage is being presented and interpreted - and the role of/impact on residents and governance in this 'branding' process (Harrison.D, 2005). It interesting to note that in studies of local residents of urban world heritage sites such as Greenwich and Quebec, the historical value and pride in the built heritage ranked highly, but this value is more closely identified with local and national historic status rather than 'world' WHS status, which brings with it negative associations with tourism, commodification, price inflation, overcrowding and seasonality etc.

### 2.10.3 Culture/Entertainment branding

This approach promotes the effects of cultural branding on the physical, economic and social environment of cities. Place branding in this case is associated with a range of cultural and entertainment zones, 'downtown' areas and quarters, night-life and festivals including designated City/Capitals of Culture under European and national award programs (e.g. in the UK – Derry 2013, Hull 2017). The role of place branding was investigated for example in the case of Liverpool's Capital of Culture 2008 which found that place branding played an important role and driver in the sustainability



of the city, facilitating economic growth, social harmony, employability and environmental sustainability and a stronger cultural brand (Maheshwari.V, 2011) A notable cultural activity associated with BIDs and town center/Central Business District (CBD) area initiatives, is the use of festivals as a promotional and awareness-raising tool. These often locate in and around historic and heritage facilities and are used to both celebrate cultural assets and attract a wider visitor group - local and tourists - to the area. This includes the growth of late night festivals (G.L, 2010)for example in Chicago Loop BID's 'Looptopia' and Atlanta's 'Le Flash' festival held in the historic landmark area. In Ireland also, the Temple Bar, Dublin BID-type organization organizes several festivals including an annual late night event which includes local churches and museums.

#### 2.10.4 Integrated branding

The emerging trend in place branding literature has been an approach to use branding to integrate, guide and focus place management. This is because place management depends upon changing the way places are perceived by specified user groups/beneficiaries, which in turn involves the creation of a recognizable place identity and the use of that identity to achieve other goals, such as investment, changes in user behavior and perceptions, or generating political support.

#### 2.11 Value of Place Branding

One of the roles of place branding is to ensure that a place gets the appreciation it deserves for its strengths and positive attributes and behaviors, and that the place brand gains appropriate recognition. Because of the multi-dimensional nature of place and the different interests in place promotion, development and management, the practice of place branding is closely associated with place-making activities, the broader concept of place shaping, and operationally, the marketing and management of destinations. The terms 'place branding' and 'place marketing' are often used interchangeably, however the branding of a place is more inclusive than destination marketing whose main focus is on the attraction of tourists and visitors and is more likely to rely on advertising and promotion, whilst the branding of a place covers all the communication and Imagineering - the implementing of creative ideas into practical form - of a particular place. This means that it is not only the attraction of visitors, but also the attraction of inward investment and businesses as well as the attraction of people and talent. Place branding can thus have just as much an inward or 'endogenous' focus as an outward focus, for example, building up pride and a vision among the businesses and the people who inhabit a place. Collectively, these internal and external brand associations combine to produce a value on the place encapsulated by the place brand and its constituent assets. Heritage is one specific asset of a place brand which contributes physical/environmental value, as well as economic (capital/ investment and property values, revenue) and social/quality of life benefits to an area. Managing a place brand is generally not a task solely for the public sector, private sector or local government, but rather a collaborative undertaking by the place's key stakeholders including cultural organizations, businesses and landowners. As Govers & Go state, 'place branding can be used to mobilize value-adding partnerships and networks among public and private actors in order to build a coherent product offering, communicated in the right way in order to guarantee the emotion-laden place experience that consumers are seeking' (Grovers.R, 2009). Branding a place is probably the most complicated form of branding due to the fact that it is neither owned nor controlled by a single entity. From destination marketing and tourism to business development for place brands, everyone living within the area 'owns' and influences the brand in one way or another and many of the major stakeholders may not agree on what to do or how to do it. This is one reason why the process and inclusion is so important in place branding, and where historic and

heritage assets and identity may be of particular significance and value. Place branding strategies and the practice of place-making can have a wide range of rationales and effects. They may inter-act or represent separate processes, and operate at different spatial scales – city- wide, region, district, quarter, site or neighborhood and in some cases, routes or trails (for example, the Council of Europe’s Cultural Routes). Place branding, and its spatial equivalents, city and nation branding, is commonly applied and an important element in destination marketing and management. Place branding can both draw upon and serve to integrate place making, shaping and destination marketing, with heritage assets a distinguishing place-making feature in this process, as illustrated diagrammatically in Figure 4 of Appendix 2.

Furthermore Simon Anholt adds that big changes in the social and political fabric of modern society make the more “public-oriented” approach of Competitive Identity a necessity. This is not a question of governments “playing to the gallery” or a strategy for legitimizing state propaganda, just a growing acknowledgment of the influence of global public opinion and market forces on international affairs. Below are listed a few of the conditions that now make a brand oriented approach to competitiveness not just desirable but necessary. (Anholt S. , *Competitive Identity: The New Brand Management for Nations, Cities and Regions*, 2007)

Some of his stated arguments are that the spread of democracy and democratic-type governance in many parts of the world, an increasing tendency towards transparency of government and open relationships between state players, as well as a growing interest and awareness of international affairs among publics, drives the need for a more “public-aware” approach to politics, diplomacy and international relations.

The growing power of the international media, driven by a more informed and news-hungry audience and more influential nongovernmental organizations, makes it harder for states to persist in secretive, unethical or authoritarian behaviors.

The falling cost of international travel, the rising spending power of a growing international middle class and its constant search for new experiences compels more and more places to market themselves as tourist destinations; at the same time, the threat of “product parity” amongst such destinations makes a clear, distinctive and economically sustainable brand strategy essential so that they can compete effectively in the international marketplace. What is Competitive Identity? An ever more tightly linked global economic system, and a limited pool of international investors being chased by a growing number of industrial and service locations, applies similar pressures to the business of foreign direct investment promotion; again, the tendency towards parity between the offerings, and the need for a competitive strategy that is sustainable in the long term against the threat of highly mobile global capital, drives places towards an ever more sophisticated and brand-led approach to developing, managing, positioning and promoting themselves in the marketplace.

A range of consumer products sourced from an ever wider pool of countries increases the need to build trust in both company and country of origin; at the same time, a growing interest, reflected in the international media, in the ethical and ecological credentials of manufacturers and service providers creates a situation where it is even more critical for places to pursue a long-term strategy for building and managing positive country of origin effect.

For poor and developing places, the intense competition for international funds, technology and skills transfer, inward investment, export markets and trade makes a clear positioning, a well-defined sense of national economic, social and political purpose, and a degree of influence over national reputation, more and more essential.

Countries, regions and cities are also competing more intensely and more widely than ever before for talented immigrants, whether these are foreign nationals in search of ideal social, cultural, fiscal and living conditions, or returning members of the diaspora looking to reinvest in their home country. Again, a clear positioning, a believable and attainable set of promises in these areas, and a well-maintained and well-deserved reputation become essential attributes of the competitive nation.

A growing demand on the part of consumers for an ever wider, richer and more diverse cultural diet, enabled and stimulated by the rapid growth of low-cost global digital communications means that the global marketplace is open as never before for places with unusual and distinctive traditional or invented cultural products to “punch above their weight” in world affairs, and use their culture to communicate more of the real richness of their society to ever more distant audiences.

### 2.12 Measuring Place Brands

As well as city brand league tables and indices, research on the measurement of place brands tends to take a deconstruction approach effectively ‘reverse engineering’ a place (or more often a city) to determine which elements and factors go together and best represent the value and power of the place. These can include elements such as architecture, parks/green space, historic association and the image and ‘feel’ of a place. Given the marketing and branding oriented definitions noted above, place brand analysis uses a range of quantitative and qualitative surveys, network analysis and audits in this process. These tend to rely on surveys and focus groups with key stakeholders and experts with an opinion or experience of a place – residents, workers, visitors/tourists, businesses and those responsible for destination and place marketing and management. This is supported by secondary content or documentary analysis of images and media. For example Budapest carried out a communication audit which concluded that the city brand was too segmented, controversial and inconsistent, and lacking in leadership and ownership (Dinnie K. , 2011). Branding indices ranked it highly on the ‘Place’ dimension, but poor for ‘Presence’, with the city underperforming based on what its assets would predict. There has been surprisingly little statistical analysis of place brands in relation to other indicators and performance - economic or social – or attempts to correlate with other factors such as cultural or heritage assets. More advanced place brand analysis attempts to weight factors, distinguishing between an assessment on each place brand association and the individual importance of that association.

#### 2.12.1 Measuring Performance

The complex value creation process which describes place branding also creates difficulties in the measurement of performance and brand equity. First, the benefits of strong place brands are shared amongst stakeholder organizations (including PBOs). Secondly, because these benefits are measured in a different way by different stakeholder groups they cannot be combined. For example, local government’s measure benefits in terms of increases in tax revenues, hotels measure the benefits in terms of occupancy rates, while residents look for developed public services. These problems are compounded by elected members of local governments who represent residents’ interests but whose composition changes regularly as part of the democratic process. Such political instability has the potential to undermine place branding strategies.

Performance measurement of place branding is thus tough, but nonetheless, crucial (Hankinson 2010a). From a tourism perspective (Pike 2007, 2009) pleads for a better understanding of place brand performance in general, as regards its impact on business competitiveness. From an urban policy perspective, Kavaratzis and Ashworth (2008) suggest that upcoming research should inspect the relationship between different indicators of place performance, not only changes in the perception of place image, but including also, citizen satisfaction indicators and financial returns. From a marketing perspective, Dinnie (2008) also calls for better use of marketing metrics in place branding.

### 2.12.2 The City Brand Hexagon

The most well-known model is credited to Simon Anholt, the “father” of the term “nation brand”. “Nation Brands Index” was redesigned for cities: the index is based on a global survey in which respondents from across 20 major developed and developing countries are asked to rate their agreement with statements about each of 50 cities. The ranking is developed by averaging city scores across the index's six categories represented in Figure 5 of Appendix 2.

**Presence** - Built on the city's international status and standing and the global familiarity/knowledge of the city. It also explores the city's global input in science, culture and governance.

**Place** - Exploring people's perceptions regarding the physical aspect of each city in terms of appeal of climate, cleanliness of environment and how eye-catching its buildings and parks are.

**Pre-requisites** - Defines how people see the basic qualities of the city; whether they are satisfactory, affordable and accommodating, as well as the standard of public facilities such as schools, hospitals, and transportation and sports facilities.

**People** - Tells whether the inhabitants of the city are perceived as warm and welcoming, whether respondents think it would be easy for them to discover and fit into a community that shares their language and culture and whether they would feel safe.

**Pulse** - explores the awareness that there are exciting things to fill free time with and how stimulating the city is perceived to be in respect to new things to discover.

**Potential** - Measures the awareness of economic and educational opportunities in the city, such as how easy it might be to find a job, whether it's a decent place to do business or pursue a higher education” (Anholt S. G., 2006)

## 2.13 Gap in the Literature

This review of literature on place branding and its value in place making and marketing confirms that the concept, process and practice of place branding is widely accepted, if not applied or defined consistently. Place branding is primarily undertaken by advertising and marketing agencies and by destination management organizations particularly in the tourism field. This focus on the tourism industry has prevented a more holistic application on place branding concepts for all stakeholders. Moreover the case studies and academic literature tends to focus on individualistic city branding and tourism destinations examples which have hindered the theoretical development in the field to a larger

extent. The value of place branding is generally measured in terms of the impact of its profile and 'name' relative to other cities/places - particularly with those who are seen to be competitors e.g. for visitors, business/trade. This is assessed through media coverage and content analysis, as well as brand indices in the case of cities/larger towns, and also through visitor and business satisfaction and place-recognition surveys. The strength of place brand is also measured in terms of visitor numbers (and income), although there is less hard evidence of this in terms of correlating brand value with activity levels and economic value. Hence a qualitative exploratory study focusing on the perceived value of the brand by different stakeholders would be more relevant and useful in the field which is currently lacking especially with regard to cities of Pakistan. Heritage in various forms – tangible, (built environment, sites, landscape) and intangible (history, identity, festivals and cultural associations) is recognized by place branding experts as an important element in place branding and in the impact and value it can generate. Heritage assets play an important role in the growth of cultural and creative clusters and hubs - as sought-after facilities for workspace, cultural exchange and businesses, as well as amenities for locals and visitors. Pakistan in this regard is a country rich in cultural and architectural heritage unexplored as of yet by place branding experts. This aims to investigate the awareness and strength of Lahore City as a brand and the elements that contribute to it. The research will explore the effect of heritage sites and other unique elements on the brand value of the city in terms of historic associations, built environment and distinctiveness which together make up a sense of place.

### 2.13.1 Purpose of research

#### Research Statement:

*"To explore the awareness amongst Lahories, regarding Lahore as a heritage city brand, and their commitment towards branding it as a heritage city brand."*

#### Research Objectives:

To explore the awareness in residents regarding Lahore as a heritage city brand

To explore the commitment in residents regarding Lahore as a heritage city brand

## Chapter 3: Methodology

## 3. Methodology

### 3.1 Introduction

In this chapter the research design and methodology adopted for this thesis will be elaborated. The research design would explain the method of data collection which has been used in collecting the primary data from the respondents. This would also include sampling and rationale for sampling. The data analysis methods and tools used have been discussed in detail. Lastly ethical concerns regarding respondent privacy and protection of individual are stated.

### 3.2 Qualitative, Exploratory Research

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. Qualitative methods are also effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. (Qualitative Research Methods Overview)

In recent times qualitative methods of research have gained more popularity because of their unique ability to provide insight regarding human perception. (Bryman, 2007) Postmodern marketers now days are becoming convinced about the implications of qualitative research in maximizing the output of their marketing efforts (Ruyter, 1998). In the modern marketing era when the service dominant logic was not introduced to the world, marketers were of the view that the insight obtained from a sample of little number of respondents cannot provide them with accurate findings. The hard figures and facts of quantitative research dominated the modern marketing world but as the economies shifted towards service industry marketers started to have faith in the power of insight over power of numbers. Qualitative research emphasized on the insight gained from a single respondent rather than the whole sample and the way it was communicated provided significance. Thus focusing on the underlying need and meaning customers associate with an idea/solution.

#### 3.2.1 Rational for Qualitative Research Method

As identified in the previous chapter the literature on city branding in context to Pakistan and particularly Lahore is insufficient hence there is a need to explore the phenomena of city branding with the context of Lahore city through a qualitative research. The aim of this research is to explore the ‘perception’ of Lahories in defining the existence and strength of Lahore City as a ‘Brand’ hence a qualitative exploratory research method was opted for as the best suited approach. One advantage of this choice was that of the use of open-ended questions in the interviews conducted giving participants the opportunity to respond in their own words, rather than forcing them to choose from fixed responses, as opposed to quantitative methods. Open-ended questions have the ability to evoke responses that are meaningful and culturally salient to the participant unanticipated by the researcher, rich and explanatory in nature. Another advantage of qualitative methods used was that the researcher had the flexibility to probe initial participant responses, engage with them and gain a deeper understanding by asking why or how.

### 3.3 Research Design and Data collection

The research was designed to gain insight on the perception of ‘Lahories’ about Lahore as a City Brand. The method used for data collection was in-depth interviews with a sample size of 20 in addition to a

pilot study. Although the interviews conducted followed a semi-structure approach the pilot study served as a design base for the interview guideline used in further interviews. Any flaws in the management of interview and questions were highlighted in the pilot study and improvements were made accordingly. The interviews were began with a brief introduction of the interviewer, topic and purpose of the study and approximate time. The duration of the interview was between 30-45 minutes.

### 3.3.1 Sample

Convenience sampling has been used for the purpose of this study. Convenience Sampling is defined as a process of selecting subjects or units for examination and analysis that is based on accessibility, ease, speed, and low cost. Units are not purposefully or strategically selected. For the purpose of this research and resource restrains participants were selected based on the following parameters:

- They must be current residents of Lahore City
- They must have lived in Lahore city for 4 years or more.
- They must have some association with the 'Old Lahore' (e.g family home or frequent visits).

Questions establishing these facts about the participants were included in the first section of the interview guideline labeled 'Personal Details'. Please refer to index 1.

### 3.3.2 Method of Data Collection

The interviews conducted were semi structured in nature, however based on the pilot study an interview guideline was designed which broadly aimed at the necessary aspects to be explored in the overall interview. As mentioned in the previous chapter the The Anholt-GMI City Brands Matrix (Anholt S. G., 2006) was used as the basis of the research and the questions were designed to shed light on the three aspects selected that are, the place, pulse and people. The interviews moved forward based on the responses of the respondent. On the bases of these responses cues were identified for future probing. Probe questions were be developed spontaneously in the interview.

The interview guide was developed in the light of research objectives and questions were developed to identify the existence and strength of Lahore as a city brand. The language used for preparing the question is kept very simple and understandable for the ease and comfort of respondent. The interview guideline can be broken down in the following sections:

- Section 1: Personal Details
- Section 2: Brand Elements (Tangible and intangible)
- Section 3: Branding Dimensions
  - Tourism
  - History and heritage
  - Lifestyle
  - Culture

Refer to Appendix 1 for the complete interview guideline.

### 3.4 Limitations of Research

However with many advantages in-depth interviews also have some disadvantages. These are not helpful in gaining accurate research findings when there is an element of biasness of respondents. These



also sometimes discourage researchers and respondents in participation by being time consuming. These can also result in gathering misleading data when the researcher is not fully trained, skilled and equipped to conduct an in-depth interview. The biasness element can contribute due to any influence of researcher or being influenced by others. The time consuming element refers to the hard work it requires from the researcher in conducting long interviews then creating transcripts and analyzing them. Also on the part of respondents it discourages them to take part as most people are not willing to give that much time to researcher due to their busy schedule or personal commitments. The aspect linked to the capabilities of the interviewer to conduct in-depth interview refers to fact that how capable is the interviewer in managing the interview. (Bryman, 2007) What kind of questions are being asked and how well are they explained to the respondent. How good is the interviewer in finding probing cues and using them in gaining valuable insight. Is the interviewer leading the respondent in discussion (ibid). The interviewer should be competent enough to moderate the interview in such a way that it does not lead to generalized facts and statements regarding the topic on hand (ibid).

### 3.5 Method of Data Analysis

#### 3.5.1 Analysis techniques: Identification of themes

Transcriptions (refer to sample transcript in Appendix 4) were prepared for all of the interviews including the pilot interview. These were done manually through repeated playback of each recording using VLC player. During the process of transcription several themes emerged and coding was adopted as a framework for analyzing such themes.

### 3.6 Ethical concerns

All the ethical concerns while doing the research were kept in mind. Written consent was taken prior to the interview commencement using a consent form (refer to Appendix 1). The purpose of the study was explained to the participants in an introductory session and the interviewer gave a brief introduction about themselves to make the participants more comfortable. Permission was taken regarding audio recording of the interview. Confidentiality was maintained using pseudo names for all participants and all interviewees were given the privilege of not answering any question they felt uncomfortable with.

## Chapter 4: Research Findings and Analysis

## 4. Research Findings and Analysis

### 4.1. Theme 1: Awareness of *Lahories* regarding tangible elements of Lahore as a city brand.

The following theme explores the tangible and physical elements of Lahore as a city brand. As stated in the literature review, City Brand Index by Simon Anholt (Anholt S. G., 2006) describes the category "Place" as exploring people's perceptions about the physical aspect of each city in terms of pleasantness of climate, cleanliness of environment and how attractive its buildings and parks are. As "place" is one of the three categories this research design is based on, the questions emerged during discussion were regarding infrastructure, climate, city skyline and monumental elements of Lahore city.

When asked to mentally construct a skyline of Lahore city most respondents included the following elements:

Respondent 'A' answered by mentioning the following monuments:

*"Minar-e- Pakistan, Badshahi Mosque, Cuckoo's den, Mm Alam road, Malls, Lahore University of Management Sciences etc."*

Respondent B:

*"Mina-e- Pakistan, Badshahi mosques, Food Street"*

Respondent F again mentioned the following:

*"Badshahi mosque, Minar-e-Pakistan, sozo water park (the water slide, mall of Lahore, Lahore airport, The new Serena Hotel, a lot of kites on the sky."*

Respondent H:

*"Badshahi Mosque, Minra-e- Pakistan, Anarkali Bazar, Emporium Mall."*

Respondent I discussed historic buildings and additionally mentioned eat outs and Kites.

*"Historical buildings (Fort, the Mosque, Data Darbar, Minar-e-Pakistan). Downtown food streets. Healthy breakfast (milk and yogurt with Nan). And ofcourse Kites flying. "*

Respondent J:

*"Minar-e-Pakistan, badshahi mosque, the Lahore fort, mall of Lahore, Fortress stadium, Ghadaffi stadium as there are a lot of sports going on there."*

When further questioned on what are the unique and distinctive elements of Lahore city and what Lahore city is known for many respondents reverted to talking about the city's infrastructure and buildings.

Respondent B:

*"One is definitely Minar-e- Pakistan, then the food. Lahore is known for Food. "*

Respondent C:

*"I think the Mughal buildings"*

Respondent D further added to the discussion by saying:

*“Its historic buildings and food.”*

The discussion further led to questions regarding facilities and infrastructure of the city.

Respondent H:

*“I think Lahore is relatively advanced in terms of facilities compared to the majority of the cities of Pakistan.”*

Respondent I:

*“No, the weather here is not good, especially in comparison to Islamabad. But due to the latest developments in infrastructure the roads are bigger and more organized, then there are parks and greenery here. I think the people here bring beauty to the city as they are quite fashion conscious and the girls especially are mostly well dressed and the clothes are colorful and beautiful. Then the malls are beautiful too.”*

Respondent j:

*“I think yes, Lahore would be good to represent our country because we have a lot of flavors of Pakistan here and culture and traditions. And Lahore is quite advanced in terms of infrastructure and facilities and the airport is really good too.”*

Respondent K :

*“Specifically the buildings in old Lahore and the structure of homes we have here that is beautiful. Like the food street and the restaurants that are six story, they are new as well but they have maintained the structure and the architectural essence of the old Lahore and they have elements and objects of old civilizations that have passed like hindus and sikh etc. Talking about the new Lahore we have wide roads and advanced infrastructure and greenery. It’s clean despite the weather and we have natural beauty as well and parks etc.”*

Respondent L:

*“Another thing is the dancing fountain. Lahore has Asia’s largest dancing fountain in Bahria town. We have the third largest mosque. The weather you get here is of all types, you get all four seasons and tropical weather and landmark and there is a lot of traffic. “*

#### 4.1.1 Discussion and Analysis

From the above responses it can be attributed that the residents were able to identify the tangible elements that contribute to the identity of the city or in other words Lahore as a city brand. Respondents answered questions regarding unique elements of Lahore by referring to historic buildings and monuments. Furthermore several questions inquiring about the reasons for likability, pride and instant recall of the city led to respondents discussing the unique history and architectural treasures of Lahore. During discussion respondents were asked questions regarding elements that instantly make people think of Lahore city. Respondents were also questioned on elements that increase likability and pride for Lahore city in residents. Additionally responses were also explored for unique and distinctive feature that define Lahore as a city brand. Hence it can be stated that infrastructure, food and historic

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architecture plays an important role in defining the City brand of Lahore and residents are aware as well as proud of what they have within the city.

The respondents repeatedly mentioned Minar-e-Pakistan, the Mughal constructions and food street as integral elements that represent Lahore and its aura as a place brand. Since no two city skylines are alike it can be assumed these are the elements that are unique to Lahore city.

Several respondents recognized that parks and overall layout of the city are two elements that are a source of beauty and interestingly when questioned about the living standard and facilities many respondents answered with a deep sense of pride and actively made comparisons to other cities of Pakistan.

Overall many responses show that old buildings, national monuments and general infrastructure add to the instant recall of Lahore city as a brand. Residents take pride in the advanced infrastructure and facilities that are present which then lead to a higher standard of living compared to other cities of Pakistan. Most respondents talked about parks, old British buildings, museums and Mughal buildings are a source of beauty and intrigue for the city.

## 4.2. Theme 2: Awareness amongst *Lahories* regarding 'People' as an element of City Branding.

This theme explores the lifestyle, culture, language, dialect, preferences, social classes and unique (typical) features perceived by the residents of Lahore city. Questions regarding these elements were synced with the category "People" in the City Brand Index (Anholt S. G., 2006) which describes this category to reveal whether the inhabitants of the city are perceived as warm and welcoming, whether respondents think it would be easy for them to find and fit into a community that shares their language and culture. Some other questions that lead to 'People' based responses include elements that develop likability for the city and elements that bring beauty and uniqueness to Lahore as a city brand.

Below are few responses that lead to the analysis that "Lahories" are perceived to be adding to the likability of Lahore as a city Brand:

Respondent A:

*"I like everything about the city, the people here are fun and lively and the food here is amazing and I'm quite a food buff so I enjoy that. Then I like the accent of people here like they would pronounce 'R' differently and would always mix Punjabi in whatever language they are speaking in even English. The accent makes a person Lahorie."*

Respondent B:

*"...The people here are very loving and full of life and the food here is really good. And we have a lot of variety in food available here. Then I enjoy shopping a lot, Lahore I would say is the fashion hub in Pakistan and several times fashion trends originate from here and we have a lot of our famous designers here."*

Respondent D was of the opinion that due to people coming in from outside the diversity of the population has increased:

*"Lahories are fun and they talk in a funny accent. And in recent times there is a diverse populations as more and more people are moving to the city."*

Respondents F described Lahories as ready for fun at all times.

*"They are not lazy; they are always ready for fun. Even if you ask someone to go somewhere at 3 at night they would be ready to."*

*"I think Lahore is the major city that represents the true culture of Punjab, the people of Lahore are very welcoming, energetic, fun loving and have a great love for food, and they are proper foodies. And there is a huge variety here from numerous fast food chains to traditional food like Food Street. If someone really loves food then Lahore is the place for them."*

Respondent I:

*"Lahories are actually famous for not telling people the right directions. I don't know why that is how it is but if an outsider or a foreigner comes here and asks for directions he will be misguided most of the*

time. Also there are a lot of Rikshaws here. Sometimes it's annoying but it's kind of a signature transport for Lahore."

Respondent K expressed a rather negative opinion of Lahories saying that they are show offs:

*"Full of energy and hardworking. Loud and expressive. Kind of show off."*

Respondent L:

*"I think lifestyle is relative to individuals. But over all people work hard and enjoy harder. That's their life orientation. And shopping and food are sources of entertainment."*

In response to a question regarding the tolerance level for outsiders a respondent answered:

Respondent B:

*"Another example I have is that a lady from India to visit Lahore and she has quoted this as well along with other appreciable aspects of Lahore that she was lost somewhere and wanted to take help from local authorizes in asking for directions but was apprehensive that people might react in a negative way if they knew she was from India so she tried to ask from direction from a local cop with faking a lahori accent a but the cop instantly figured out and asked if she was from India, and she said yes. The cop immediately help her out with directions and told the vehicle driver that she is our guest and he should take special care of her and gave her his personal number for any further assistance."*

Respondent D:

*"Yes I think so. That is the specialty of Lahorie people, we are not selfish and we have big hearts, we are open hearted people and hospitable. As long as you don't mess with them they are good. However there is one thing that is a little naughty that is that people here don't guide you in the right way if you are lost in the city. They would mostly tell u something incorrect and have fun with that."*

Respondent H:

*"...the best part is that it's a lively city, there are a lot of friendly people around and everyone is so welcoming."*

For questions regarding the beauty of the city few responses were again people oriented and gave an insight in how Lahories are perceived with regard to fashion and brand consciousness when I comes to consumer items as responses show:

Respondent A:

*"I think the Lahorie people bring beauty to the city. They are always dressed well and always particular about fashion trends. "*

Respondent C:

*"I think the people here bring beauty to the city as they are quite fashion conscious and the girls especially are mostly well dressed and the clothes are colorful and beautiful."*

Respondent E:

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*“ I think they are very materialistic. I think they are very money conscious and they would always notice the car that you have and which brand of cloths and belt you are wearing. ”*

The respondents were asked to describe Lahore city as a person and describe the physical appearance and personality:

Respondent A:

*“Okay I would say it varies...At times a person would be dressed very well and would be looking great but would have a very bad accent, rather a paindu accent. And would be a little chubby and would be a foody.”*

Respondent B:

*“He’ would have long hair and long and big mustache pulled from each side, a small beard not long, tall and big and a little bulky not fat but a heavy physique. He would be wearing a white sherwani and a white Lacha... white because it should a royal heritage that has been associated with the Mughals and the British and to show power and gold as well with white and he would be holding a stick in his hand, not a walking stick but as a style symbol. And if he is in a formal gathering he would be wearing a turban on the head if not then no turban and open untied hair.”*

Respondent F:

*“He would have a powerful thunderous voice with a high pitch.... You would find every other would in Punjabi and Lahories have a specific pronunciation like they don’t pronounce ‘R’ especially in the older generation. And he would have a very distinct voice that can be recognized even in a noisy crowd.”*

Respondent G:

*“I can think of one image that is of that singer Arif lahorie. The way he dresses and his hair and the overall persona and the music instrument he plays that all looks like an accurate representation of Lahore city.”*

Respondent I:

*“...a tall guy with broad shoulders. Through the physical appearance of the guy we can tell that the guy is a foodie. Then lahories are very loud as well and they have a typical accent through which they are easily recognized.”*

Some respondents commented on the social classes and the level of diversity in the city.

Respondent B:

*“ There is a lot of diversity here as I mentioned earlier a lot of people have moved to the city from other cities in recent times for education and jobs etc. and English and Punjabi are dominantly used here in new Lahore and people are very fluent when they speak”*

Respondent L:



*"I think Lahore is quite diverse because we have a lot of developed industries here and education institutions and a lot of good job opportunities so a lot of people from all over Pakistan have moved here and we can find all sorts of people specially in the suburbs."*

Respondent N:

*"There is a large lower and middle income class as there are a lot of villages in the outskirts of the city coming in to get education and jobs. But there is a huge population of the elite of Pakistan as well in Lahore with huge houses in suburbs. Since the population is so huge here there is a large variety of classes and you find almost all kinds of people here belonging to all types of social classes. "*

Respondent O:

*"There is a large corporate and business class in Lahore with high incomes and they have facilities to provide activities like we have the palm resort. Gym khana for this class. Then there is a huge Fashion scene in Lahore and people spend a lot of time and money shopping and we have all price ranges here for all kinds of shoppers. Then we have food. That also there are very high end refined places on MM Alam road and then there is the street food scene and breakfast scene that is very vibrant here and very cheap also. And people are always out and about. Not just sitting at home. "*

Respondent R:

*"People here are very family oriented and there are a lot of family activities going on and there is a "mouhalah system" in the downtown"*

#### 4.2.1 Discussion and Analysis

One aspect of place branding agreed upon by all contemporary writers in the field is that 'People make the place' (SCHNEIDER, 1987) be it residents, government, workers, business owners or any other category of people associated with a place. Direct or indirect Interactions with the people play a huge role in shaping the reputation of a place. As stated in the literature review "Residents" are one of the key target market groups along with being major actors in the implementation of place branding strategies. (Philip Kotler, 1993)

From the above responses it can be stated that Lahories are perceived as lively, fun loving and energetic people. The adjectives 'fun', 'lively', 'energetic', 'loud' and sometimes 'naughty' are used multiple times by several of the respondents to describe the Lahorie people. This opinion was further strengthened during discussions of Lahore festivals and how Lahories participate in them. Respondents further expressed that Lahories are fashion conscious and the people's 'Style' is another element that brings beauty to the city. Some respondents were asked to describe Lahore city as a person and describe the physical appearance and personality to which many of the respondents described essentially their perception of a typical 'Lahorie'. Few responses revealed that Lahories are hardworking but highly value their free time and engage in entertaining activities which are sometimes bordering on mischievous behavior for example giving people incorrect instructions when asked for directions.

Hence it can be stated that according to Lahories the people of Lahore play a significant role in creating distinction and uniqueness to Lahore city as a brand. The population is described as diverse and belonging to different social classes as more and more people have moved to the city for higher education, jobs, advanced medical treatment etc.

### 4.3. Theme 3: Awareness amongst *Lahories* regarding 'culture' and 'lifestyle' as an element of City Branding.

To explore the elements of culture and lifestyle respondents were encouraged to talk about, festivals, traditions, cultural elements, facilities available to locals and were asked questions regarding entertainment and family life in Lahore. The City Brand Hexagon by (Anholt S. G., 2006) describes the third category "Pulse" as a measure of perception that there are interesting things to fill free time with and how exciting the city is perceived to be in regard to new things to discover.

Respondent A:

*"Things typically associated with Lahore city would be hot weather, shopping and definitely again food."*

Respondent B:

*"...I think entertainment is basically food and watch movies. Even all through Pakistan that is the main source of entertainment..."*

Respondent C :

*"The things I enjoy the most is food and shopping. Whenever my friends and relatives from other cities come we always take them to liberty for shopping and we take them for Lahorie breakfast and they always enjoy the food. "*

Respondent E:

*" It is very vibrant, the food, the quality of food is great here. People keep saying the food is good in other cities like Islamabad and Karachi but the kind and quality of food you get here is unmatched. Also food is a source of entertainment here as well, apart from this the markets are vibrant and people are very lively (gedar). Anytime you come out of the house the feel the hustle bustle of the city and you would never feel that environment is dull or dead although in recent years the number of people in the markets has reduced due to terrorism, still it's always lively and people are going to cinemas and markets and parks and play grounds nearby. The culture of Lahore it's all very unique and you don't find it anywhere else"*

Respondent F was of the opinion that Lahore is known for food:

*"One is definitely Minar-e- Pakistan, then the food. Lahore is known for Food."*

Respondent G had an interesting twist on the term ' night life' with reference to Lahore by saying Lahore has an 'early morning' life, followed by other responses adding to the vibrant breakfast culture of Lahore city. Also emphasizing on the fact that there is a huge variety in terms of price that is from very high end to very cheap available easily.

*"Food rich in variety and species. The desi cuisine is spread around the city. It starts from heavy breakfast (paey, gurda kaleji, taka tak), to lavished dinner (fried fish, broast). Infact I would say Lahore has an early morning life that is unique to the city. One would see people at dhabas (road side hotels) and open eat outs sitting relaxed waiting for elaborate breakfasts. "*

*"...the breakfast is a significant part like 'Gogay kay Cholay', 'nihari', kulchay, pai etc are very popular and people have breakfast on the roofs and everyone is together, friends and family and enjoying the festivities. And for lunch you would find 'Bariyani', 'Palao', 'Kabab' and there is live BBQ on roofs."*

*".....Then we have food. That also there are very high end refined places on MM Alam road and then there is the street food scene and breakfast scene that is very vibrant here and very cheap also. And people are always out and about. Not just sitting at home."*

Respondent J takes about the hustle bustle of the city in below words:

*"firstly I would say even at night and all the time people are on the go, like everyone is doing something all the time, even at night till 2 it's all lively and markets are open and life keeps on even after midnight. Another thing is that on the weekends you see a lot of people coming out of their homes and people don't really like to stay at home and they fill up the public places like parks and markets etc."*

Respondent I:

*"Sight of breakfast in downtown Lahore like Bhaati gate. There are shopping malls like recently reconstructed emporium mall. Nightlife includes visiting fortress stadium. I guarantee that my friend won't leave Lahore after being here once"*

Respondents repeatedly talked about the many festivals and special occasions celebrated with vigor in Lahore.

Respondent B:

*"Basant. I miss that festival and it was the best you could get in Pakistan."*

Respondent D:

*"Firstly Basant, last year the government took the initiative and allowed in a restricted area, so I would recommend Basant last it used to be, and this would attract a lot of tourists as well and you can experience all the flavors of Lahore as it is not just kite flying, there is music like Abrar's songs, food, the markets are all open,"*

Respondent E:

*"Those who have witnessed the Lahore basant in the 90s can image the impact of the festival beyond this city and even beyond the Pakistan border. Other than religious festivals, this was the only festival that people around the country planned. You did not have to be a kite flyer to be part of it. Females designed dresses that they would show off to their neighbors while standing on the roof. The planning started months before. The entertainment industry would release albums during basant in order to gain instant success. Especially songs were made revolving around basant, e.g., Fareeha and Abrar are the two names who have songs related to this. Nonresidents of Lahore would get in touch with friends living in downtown Lahore to get a glimpse of the event. Entering Lahore used to be almost impossible with the number of tourists pouring in from outside. Even the international cricketers visiting Pakistan during the world cup participated in this event. The international brands rented roof tops and arranged parties on roof tops. Rich food was ordered for the entire festival. Surprisingly the real kite flyers were not fond of the novices participating in this event. Usually the weekend next to basant was used by experts for*

*enjoying their hobby. Neighboring rivalries were the hallmark of this event. Once the basant was over, the competing kite flyers planned the entire year on how to get back at the arch neighbors.”*

Respondent F:

*“Apart from this 14<sup>th</sup> august is celebrated with vigor, although there is a noise element now coz of the bikes and all but if someone comes from abroad they would see even little kids all dressed in white and green and adults too and the cars are also decorated, and people celebrate at the landmarks. “*

Respondent G:

*“...Then we had basant in spring also food street should be visited there is “Hareesa” that’s really famous and “Batooray” and lassi.”*

Respondent H:

*“I think the festivity and the weddings here, and bhangra. And the overall lively aspects of the city”*

Moving on the respondents were questioned about the living standard and life style the city was providing to which few responded:

Respondent A:

*“I think Lahore is known for its architectural heritage and education institutions. We have the best education institution here like Aitchison, Lahore University of management sciences, University of Engineering and Technology, Kind Edward etc. Lahore is basically an education hub. Other than this it is the power center politically and industry.”*

Respondent C:

*“Other than that we have Lahore University of management sciences here and National College of Arts and Lahore School of Economics and many renowned institutions here. And we have good facility. “*

Respondent D:

*“There is a large corporate and business class in Lahore with high incomes and they have there are facilities to provide activities like we have the palm resort. Gym khana for this class. Then there is a huge Fashion scene in Lahore and people spend a lot of time and money shopping and we have all price ranges here for all kinds of shoppers.”*

#### 4.3.1 Discussion and Analysis

The literature review states that the culture and lifestyle of a place defines the kind of people that it can attract with regard to tourism, job market, business, investment, education etc. Therefore it is an essential part of shaping the city’s image and perception of the quality of life in can provide which is a major factor in the strategic place marketing theory (Philip Kotler, 1993).

A large amount of responses were focused on ‘Lahorie food’. According to respondents it is what sets Lahore apart from other cities of Pakistan and is a source of immense pride for Lahories. Several of the respondents expressed their opinion on the variety and authenticity of true Lahorie food that is available in Lahore and didn’t shy away from making comparisons to other cities with specialty dishes. It was evident from the responses that food is a major source of branding and entertainment and is at the

heart of many social activities that engage people. Furthermore it is an important part of festivities that people highly value and enjoy.

Respondents repeatedly discussed the many festivals and special occasions celebrated with vigor in Lahore. One of these is of course “Basant” that was repeatedly talked about as a fond memory with a lot of endearment and pride. Some respondents went even as far as saying that ‘Basant’ is the true representation of Lahore city with vibrant colors, good food, grandeur and festivity. Several responses in reference to the skyline of Lahore included monumental buildings and kites in the sky which shows how deeply loved this culture is amongst Lahories as they talk about Basant and other celebrations.

Lastly the lifestyle and facilities in terms of Hospitals, education, clubs, malls etc available in Lahore city currently are a source of pride for Lahories and were appreciated throughout the interviews. Several of the famous universities of Lahore like *Lahore University of management sciences*, *University of Engineering and Technology*, *King Edward* etc were mentioned.

#### 4.4. Theme 4: Awareness amongst *Lahories* regarding 'History' and 'Heritage' as an element of city Branding

This theme explores the concept of history and heritage marketing as an element city branding from the perspective of Lahore as a city brand. During the discussion questions regarding the history and evolution of Lahore city emerged and its role in shaping Lahore as a heritage brand. This further included exploring the role of heritage and architecture in promoting Lahore city on national and international level. Furthermore questions were asked regarding the historic significance of Lahore amongst *Lahories* and awareness levels in terms of historic knowledge was explored between different generations of current *Lahories*.

Respondent B discusses the Mughal architecture and how it brings beauty to the city:

*"If we talk about from the start, Lahore was not a very significant place before the Mughals as people use to come fight wars, take over the city and then leave, Mughals were the firsts to start building it and making the city beautiful and made several of the iconic structures we have here today . There were poets here and the culture started developing. Then the British lead an era of infrastructure development and access to the city was further facilitated so more and more people started moving in. then the Sikh community further developed the Mughal structures and developed agriculture and furthered education. And in recent times Lahore has a lot of political and strategic significance because of the shared border with India and Lahore is called the heart of Pakistan."*

Respondent C:

*"...I think the Mughal buildings and architectural remains are the historic associations with Lahore City."*

Respondent D:

*"I think the fort and Badshahi mosque and that whole area of old Lahore are the dominant symbols of heritage."*

Respondent E:

*"There are a lot of historic places here especially from the Mughal times."*

Respondent F:

*"Minar-e- Pakistan, badshahi mosque, the Lahore fort."*

Respondent H further:

*"Lahore basically is known for its buildings and cultural heritage, history, poets, our landmarks like Minar- e- Pakistan that makes it instantly recognizable even for people outside Pakistan, especially for older generation when they think of Pakistan they would instantly think of Lahore. Apart from that Lahore has world renowned food, even when tourists come food is an attraction for them. And for people living here as well id we look at the spending pattern foods takes a good significant chunk. So yes architecture and food"*

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Respondent I:

*“Yes definitely, we have Minar-e- Pakistan here that is the symbol of how the idea of Pakistan came into being. Then we have the Punjabi culture that is dominantly seen is the weddings and other festivals in Lahore. Then we have the mosque and the fort etc. Then we have the historic street here that is now known as the red light district but didn’t start off as that. It wasn’t just a hub for prostitution but the center of art and culture and we had dancing, that were the style of ‘mujra’ was predominantly followed, and there was fashion and poetry and cultural and social education and there was a level of professionalism and artistic level that was expected.*

*Apart from this I think education is a source of heritage in Lahore. We have very old and iconic institutions here like King Edward, Aitchison College, LGS, FCS etc and we have a 2 to 3 generation of one family studying from these institutions and it becomes kind off a legacy. So the education institutions are another source of heritage. “*

Respondent J:

*“I think Lahore is known for its architectural heritage and education institutions. We have the best education institution here like Aitchison, Lums, UET, Kind Edward etc. Lahore is basically an education hub. Other than this it is the power center politically and industry.”*

Respondent K:

*“It is best known for its food and historical places. The famous places of Lahore include Shahi Qila, Badshahi Mosque, Minar-e- Pakistan.”*

Moving on respondents were questioned on the level of historic awareness amongst current Lahories to which some of the responses were:

Respondent A:

*“I think the first generation we have here after the partition they are very aware, like our grandfathers and even fathers because their interaction has been more and they have experienced a lot of changes in the city, however the younger generations know only what they see, like they would know about the fort because they have seen it but not much about the history and detail. So I would rate the awareness level of this generation at 6.”*

The respondent further gave reasons for this opinion as:

*“I think it’s the education. We had our curriculum was more focused on history and our culture and language and we use to study our local poets as well, however with the development in education the western systems in education we have adopted their curriculum so that is one reason.... And whenever a city grows and expands this does happen but there should be a mechanism to preserve the old as well and should be a blend.”*

Respondent E:

*“I think the older Lahories are quite aware. And people who often visit the downtown know a little like us as we have our family house there and we often visit. Apart from that students know especially art students like NCA students and architecture students. And even people in defense, like I live in defense so*

*people even living there but who have their roots in old Lahore know. But we have a large population who has moved to the city from other places so their level of awareness is not too good. I think we should promote our history."*

The respondent continued with his ideas on how to remedy that as:

*"I think schools are a good way. Kids should be educated about Pakistan and about their city and they can be taken on school trips to historic places at least in their city.*

*And social media is a good medium to spread awareness. I think our historic places are being wasted to some extent at the moment."*

Respondent F expressed his opinion on the historic awareness level by saying:

*"I think only the older generation"*

The respondents were then questioned on to what extent they think that history and symbols of history play a role in how Lahore is identified / recognized nationally and internationally. To that some of the responses were:

Respondent A:

*"Yes I think when we think of Lahore city we think of Mughal art and architecture. And that is the first thing that comes to mind even worldwide."*

Respondent C:

*"I think people would be protective, for very historic icons like the fort and the mosques because this is the identification of the city and the history is in our blood and all generation would protect it and even for our culture here and the way of life, that has nothing to do with social class and income levels people just want to be connected to their local culture."*

Respondent H:

*"I think Lahore is known for its architectural heritage and education institutions. We have the best education institution here like Aitchison, Lahore University of Management Sciences, University of Engineering and Technology, Kind Edward etc. Lahore is basically an education hub. Other than this it is the power center politically and industry."*

#### 4.4.1 Discussion and Analysis

History and cultural heritage are an integral part of place identity, infrastructure and landscape. Heritage is used in place branding to bring out the unique character and distinctiveness of a place. It plays an important part in shaping peoples' perceptions and experiences of a place. Heritage has the potential to form a key element of place brands by providing authenticity and credibility, signifying the culture of the place, increasing attractiveness, and providing a competitive advantage. Heritage is often cited as a means through which greater substance can be delivered through place branding. (Anholt.S, 2005)

The early history of Lahore is obscure and inauthentic as a result of lacking literature on the subject however the awareness amongst the respondents dates back to the early Mughal rule. Respondents mostly talked about the three major times in the history of Lahore that is the Mughal Rule, Rise of the Sikh and the British era, mentioned building and constructions from each of the three eras. The Walled



## Place Branding: An Exploratory Study of Lahore as a Heritage City Brand

City of Lahore known locally as the "Un-droone Shehr (inner city)" is the oldest and most historic part of Lahore. It is now home to a lot of local restaurants there is a vibrant night life around the area.

The respondents identified that the architectural heritage is a source of distinction and uniqueness to Lahore as a city brand and is a source of attraction for visitors from around the world. It is also a source of pride as several Mughal architectures are a reminder of one of the most glorious times in Muslim history.

From the responses it can also be conclude that there is a variation in knowing and understanding of the historical importance of Lahore amongst Lahories. The older generation is perceived to have a greater conscious and connectivity to the history and heritage of the city where as the younger generation talks about the modern areas of Lahore and is more future oriented in their discussion of the government's infrastructure plans for the city. The respondents more inclined towards preserving heritage also suggested ways to remedy this awareness gap by including informative history courses in primary education.

#### 4.5. Theme 5: Awareness amongst *Lahories* regarding 'Tourism' as an element of City Branding

This theme explores the state of current tourism and its perceived contribution in shaping the City as a Brand. Respondents were questioned on their recommendations to tourists coming in to truly experience the city, how they would rate the current tourism industry in Lahore and ways to improve tourism. Some of the responses are as below:

Respondent A:

*"I would say they should see the old Lahore, see 'chauburji', and the old 'hawailies' and definitely visit the food street and the local markets like liberty. And they have this new bus service that gives you a tour of the city, and Badshahi mosque. And attend a wedding if possible."*

Respondent B:

*"I would recommend food street, liberty market as it has amazing things and very cheap as well. Badshahi mosque and Minar-e- Pakistan."*

Respondent C :

*"Firstly Basant, last year the government took the initiative and allowed in a restricted area, so I would recommend Basant last it used to be, and this would attract a lot of tourists as well and you can experience all the flavors of Lahore as it is not just kite flying, there is music like Abrar's songs, food, the markets are all open, the breakfast is a significant part like 'Gogay kay Cholay', 'nihari', kulchay, pai etc are very popular and people have breakfast on the roofs and everyone is together, friends and family and enjoying the festivities. And for lunch you would find 'Bariyani', 'Palao', 'Kabab' and there is live BBQ on roofs."*

Respondent E:

*"For Pakistanis I think for us in Punjab it wouldn't be very attractive, if we talk about being attractive for facilities then I would say it's very attractive for people coming for smaller less developed cities, however luxury wise I don't think I would rate it second to Karachi as it has a beautiful costal line as well."*

The respondents were then asked to rate the city as a tourist spot and express their reasons for that rating.

Respondent A:

*"I Think 8. Everyone should visit Lahore at least once especially people living in Pakistan. As the saying goes "Jinay Lahore nahi wekhea wo jameya hi nahi" (someone who hasn't seen Lahore hasn't started living)"*

Respondent C:

*"Compare Lahore to Thailand I would say Lahore is a bit expensive, their hotels giving really good customer service and are not too expensive. The reason for that is firstly our currency is stronger here and secondly the influx is quite a lot comparatively, here tourism is quite a niche and is kind off a luxury for Pakistanis. Infrastructure wise I would say quite the same. Local attractions would include clubs and*

*night life which we can't have due to religious purposes and mostly we have tourists from the west and they enjoy such luxuries. And of course the transport should be better."*

Respondent R:

*"For Pakistanis I think for us in Punjab it wouldn't be very attractive, if we talk about being attractive for facilities then I would say it's very attractive for people coming for smaller less developed cities, however luxury wise I don't think I would rate it second to Karachi as it has a beautiful coastal line as well."*

The respondents were asked about how the current tourism industry is helping in shaping the brand that Lahore is today and how it should be improved. Few of the responses are listed below:

Respondent D:

*"Yes, I will give you an example, We had a work related visitor a while ago from abroad and we showed in all of Lahore and he told us that we have a very different image of Pakistan and all cities and the normal standard of living and the development is not being communicated to people outside the country. He was getting surprised and said that he was expecting a country like Uganda and conditions far below the standard he saw here."*

Respondent H:

*"I think it is very easy to portray Lahore, we have public places, good infrastructure, historical sites etc. so they should make a documentary for Lahore. Or get associated with airlines like PIA and promote the city with campaigns like 'Fly Lahore'. We just need to get the information through and effective PR and people would come to Lahore. Because when people come and see the ground reality they always get pleasantly surprised. The people here are so caring and take care of outsiders."*

Respondent K:

*".....Another example I have is that a lady from India to visit Lahore and she has quoted this as well along with other appreciable aspects of Lahore that she was lost somewhere and wanted to take help from local authorities in asking for directions but was apprehensive that people might react in a negative way if they knew she was from India so she tried to ask for direction from a local cop with faking a Lahori accent but the cop instantly figured out and asked if she was from India, and she said yes. The cop immediately helped her out with directions and told the vehicle driver that she is our guest and he should take special care of her and gave her his personal number for any further assistance. "*

*"I think the airports are a good way to provide information, they should associate themselves with airlines like Turkish airlines, and Emirates and leverage their brand image as well and create packages for traveling to Lahore. They should have trip advisors as well. Then of course we have the social media which is a good medium. There should be pages created for the city and people should be able to share their experiences there. Then the government can create ads and documentaries. "*

#### 4.5.1 Discussion and Analysis

Visitors are a major target market for place branding as it can bring an influx of money boosting the economy and GDP. According to the theory of target markets by Philip Kotler the visitor market consists of two broad categories: business and nonbusiness visitors (Philip Kotler, 1993). Every visitor to any place spends money on food, lodging, local products and other products and services. This spending has

a multiplier effect on employment, local income and tax revenues. The greater the number of visitors attracted the less the cost imposed by each visitor, the greater the increase in net income of the place. Similarly it can be assumed that the longer the visitor stays the more they spend. Therefore the goal should be to attract those visitors whose per day spending is the maximum and who can stay the longest.

Tourism is a quick way to spread word about a place especially with the rise of the social media. Visitor's positive interaction with the city can impact the reputation in a highly positive manner. According to the above responses it can be stated that respondents have a strong sense of pride for what their city has to offer and would make multiple suggestions to a tourist to experience the true essence of Lahore city. The respondents identify Lahore with a set elements unique to Lahore as a city brand however according to respondents the government is not doing enough to promote the city as a tourist spot. Some respondents made suggestions to remedy that by creating affordable city tour services, partnering with airlines to facilitate and attract visitors, and engaging social media influencers like travel bloggers to promote the city experience

#### 4.6. Theme 6: Identification of negative connotations associated with Lahore as a City Brand

In this theme factors creating dissatisfaction and resentment about the city were explored. This came up particularly in the interviews to provide valuable feedback and recommendations for different stakeholders of Lahore city brand.

A repeated answer was regarding the extreme climate of the city, a lot of traffic and the ever increasing population which is making the city overcrowded and congested.

Respondent A:

*"It's too rushy, and there is too much traffic, and it becomes very frustrating at times. And at times the cleanliness gets affected as there are so many people in the city. "*

Respondent C:

*"...there is too much traffic in peak hours, although the government is making new roads but with the amount of traffic and the increasing number of cars in the city there should be more roads. And people don't drive well here and they have low patience and everyone is in a rush and the traffic situation is frustrating. And the weather gets too hot but that is nature and can't be changes. These are the two things otherwise it's a beautiful city."*

Respondent H:

*"Its too noisy and sometimes and sometimes people are too funny even if you are talking about a serious matter. And most of all they use a lot of abusive language in a day to day basis. It's a norm there to start a sentence with an abusive word. And in all other parts of Pakistan people will address a person by words like "Bhai jaan" and here people would go like "paaiyan" so this kind of thing."*

Respondent I:

*"The traffic and the boys sometimes are too excited and would throw their numbers in cars and even in Rikshaws. And sometimes they would follow girls. So that is what I don't like. "*

The respondents were asked on what they would recommend to their local government and media to help improve the situation:

Respondent E:

*"Yes, I will give you an example, We had a work related visitor a while ago from abroad and we showed in all of Lahore and he told us that we have a very different image of Pakistan and all cities and the normal standard of living and the development is not being communicated to people outside the country. He was getting surprised and said that he was expecting a country like Uganda and conditions far below the standard he saw here."*

Respondent J:

*"The government has not taken any such measures in the past few years and I think they should coz Lahore is a power center. Although the government has taken initiatives to improve the infrastructure and*

*there has been investment from the private sector as well like Bahria town but all for the benefits of the locals, nothing as such to facilitate tourism. “*

Respondent K:

*“Yes, I will give you an example, We had a work related visitor a while ago from abroad and we showed in all of Lahore and he told us that we have a very different image of Pakistan and all cities and the normal standard of living and the development is not being communicated to people outside the country. He was getting surprised and said that he was expecting a country like Uganda and conditions far below the standard he saw here. “*

Respondent L:

*“I think it is very easy to portray Lahore, we have public places, good infrastructure, historical sites etc. so they should make a documentary for Lahore. Or get associated with airlines like PIA and promote the city with campaigns like ‘Fly Lahore’. We just need to get the information through and effective PR and people would come to Lahore. Because when people come and see the ground reality they always get pleasantly surprised. The people here are so caring and take care of outsiders.”*

Respondent N:

*“I think schools are a good way. Kids should be educated about Pakistan and about their city and they can be taken on school trips to historic places at least in their city.”*

#### 4.6.1. Discussion and Analysis

As discussed previously in the literature review every place is subject to growth and decline cycles as well as to external shocks and forces that are out of its control (Philip Kotler, 1993). As Lahore is the second largest city of Pakistan and a relatively advanced metropolitan city it is attracting more and more immigrants for the purpose of jobs and education. With the growth of urban infrastructure the city is experiencing a boom in business and economy. The inevitably increasing population is disadvantageous to the growth of infrastructure and facilities that are not matching their rate of growth. Respondents referred to this congestion in the city as a source of immense dissatisfaction. The growing economic activity is leading to increased pollution levels in the city which in combination with the extreme weather conditions make it difficult to live in the city.

#### 4.7. Theme 7: Elements that inspire loyalty and pride in *Lahories* for Lahore city as a brand

This theme explores all the elements that inspire loyalty and pride in Lahories for their city. These sentiments were particularly evident in response to questions regarding whether the respondents would like to live in another city of Pakistan and questions regarding what they appreciate about the city. As stated earlier in the research gap the study aimed to explore the awareness and loyalty of Lahories towards Lahore city as a brand which will be done from the below selected responses from the collected data.

Respondent A:

*I like everything about the city, the people here are fun and lively and the food here is amazing and I'm quite a food buff so I enjoy that. Then I like the accent of people here like they would pronounce 'R' differently and would always mix Punjabi in whatever language they are speaking in even English. The accent makes a person Lahorie.*

Respondent B:

*Everyone should visit Lahore at least once especially people living in Pakistan. As the saying goes "Jinay Lahore nahi wekhea wo jameya hi nahi" (someone who hasn't seen Lahore hasn't started lived)*

Respondent C:

*The people here are very loving and full of life and the food here is really good. And we have a lot of variety in food available here. Then I enjoy shopping a lot, Lahore I would say is the fashion hub in Pakistan and several times fashion trends originate from here and we have a lot of our famous designers here.*

Respondent E:

*I think yes, Lahore is a good representation of Pakistan because we have a lot of flavors of Pakistan here and culture and traditions. And Lahore is quite advanced in terms of infrastructure and facilities and the airport is really good too.*

Respondent H:

*...the things I enjoy the most is food and shopping. Whenever my friends and relatives from other cities come we always take them to liberty for shopping and we take them for Lahorie breakfast and they always enjoy the food.*

Respondent I:

*"Yes I like it very much. I have lived all my life here. I have visited almost all major cities of Pakistan but I have never felt more at home and peaceful...Another thing is the dancing fountain. Lahore has Asia's largest dancing fountain in Behria town. We have the third largest mosque. The weather you get here is of all types, you get all four seasons and tropical weather and landmark and there is a lot of traffic. "*

Respondent G:

*"I think Lahore is known for its architectural heritage and education institutions. We have the best education institution here like Aitchison, Lahore University of Management Sciences (LUMS), University of Engineering and Technology (UET), Kind Edward etc. Lahore is basically an education hub. Other than this it is the power center politically and industry."*

Respondent K:

*"...And people who do visit the city often write well about it on social media and such platforms. Like I saw this woman's story and she said she was going to open up a tea stall when she got back to her country because the tea she has experienced here is rare and nothing like what is available around the rest of the world. "*

Respondent J:

*"I can visit other cities but Lahore is my home. I can't imagine settling anywhere else."*

Respondent L:

*"No. I would want to live here if within Pakistan. Lahore is our home. All my family has always lived here."*

Respondent N:

*"I think Lahore is the major city that represents the true culture of Punjab, the people of Lahore are very welcoming, energetic, fun loving and have a great love for food, and they are proper foodies. And there is a huge variety here from numerous fast food chains to traditional food like Food Street. If someone really loves food then Lahore is The place for them."*

#### 4.7.1. Discussion and Analysis:

From these responses it can be concluded that residents of old Lahore are very much connected to the rich cultural heritage of the city and express great pride in what they believe is the reason for why people get attracted to Lahore City as a tourist destination. Several respondents shared the opinion that the architectural heritage and strong culture of the city is unique to Lahore and enriches visitor's experience of the city. They further added that the food available in Lahore is like no other place in Pakistan and adds value to Lahore city as a brand. Several respondents said that the most enjoyable element to Lahore city is the food and shopping and that they would recommend that to visitors as well as new residents of the city. Despite the negative elements like excessive traffic, pollution and extreme weather conditions the residents show a deep set attachment to the city and expressed that they wouldn't prefer living in any other city apart from Lahore.



## Chapter 5: Conclusion, Recommendations and Reflections

## 5.1. Conclusion

The first aim of this research thesis is to explore the awareness of Lahories in identifying Lahore as a city brand. From the data collected during the interview phase themes were identified based on similarity of responses. These themes were then analyzed in the previous chapter of this thesis. Following conclusions have been drawn after analysis and discussion of themes presented in the previous chapter.

### 5.1.1. Infrastructure and historic architecture has been identified as major elements of Lahore as a City Brand

Based on the gap in literature identified the awareness of Lahories regarding Lahore as a city brand was analyzed with respect to several brand elements. The first element discussed in the previous chapter is the tangible elements of Lahore city as a brand which include the infrastructure and architecture. Several respondents expressed their opinions on old buildings and food in the inner city and how essential they are to the fabric of Lahore as a historic city. A small list of buildings including Minar-e-Pakistan, Badshahi mosque, the Lahore fort, mall of Lahore, Fortress stadium, Kadafi stadium, Downtown food streets and Data Darbar were most common responses agreeing to the fact that though these landmark and monuments the city is recognized nationally and internationally. Therefore it can be concluded that the historic architecture, national monuments and general infrastructure add to the instant recall of Lahore city as a brand and play a huge role in how the city is recognized in terms of tangible elements. Residents take pride in the advanced infrastructure and facilities in Lahore which lead to a higher standard of living compared to other cities of Pakistan. Several respondents shared the opinion that parks, old British buildings, museums and Mughal architecture is a source of beauty and intrigue for the city.

Lahore is one of the oldest cities of Pakistan and residents recognize the architectural treasure that adds value to the city as a Brand however according to responses much of this historic knowledge and understanding only from the older generation as the youth is unaware and increasingly uninterested in the historic significance of several monumental buildings in Lahore. The older generation is perceived to have a greater conscious and connectivity to the history and heritage of the city where as the younger generation talks about the modern areas of Lahore and is more future oriented in their discussion of the government's infrastructure plans for the city. Respondents agreed that better quality buildings, improved infrastructure, advanced facilities and better public spaces improve the quality of people's lives and it is important to keep historic features intact when improve the layout of the city. The residents concern about the state of historic buildings often acting as a motivation factor for increasing awareness in local heritage.

### 5.1.2. 'People and lifestyle' has been identified as major elements of Lahore as a City Brand

Based on the themes identified in the previous chapter 'people' and 'lifestyle' are essential elements of Lahore as a city brand. Respondents describe the people of Lahore with adjectives like 'fun', 'lively', 'energetic', 'loud' and sometimes 'naughty' and have recognizable distinctive features like the spoken language is a mix of Urdu, English and Punjabi and Lahories have a specific dialect with a more emphasized 'R' in their pronunciation. The phrase "work hard and party harder" expressed by one respondent fits quite well in describing the perception of Lahories. Apart from this it was repeatedly

mentioned that the local's fashion consciousness add beauty to the city. Lahore is in fact recognized as a fashion hub right next to Karachi and has many renowned fashion houses centered in the city and with several fashion trends origination from here. The growth fashion industry is fueled by the extensive interest in shopping by Lahories as several respondents pointed out.

As per the discussion and analysis it can be concluded that food is an essential element of entertainment and pride in Lahore that leads to the restaurant industry thriving in the city. Lahorie food is perceived to be one of the distinguishing factors setting Lahore apart from other cities of Pakistan and is a source of immense pride for Lahories. Respondents spoke about the variety and authenticity of food that is available in Lahore and didn't shy away from making comparisons to other cities with specialty dishes. Also it's an important part of festivity valued greatly on festivals and special occasions. According to the residents Lahore is known for its 'grandeur' and that is best represented at special occasions, weddings and festivals. One of these is "Basant" that was repeatedly talked about as a found memory with a lot of endearment and pride. Some respondents expressed that 'Basant' is the true representation of Lahore city with vibrant colors, good food, and festivity.

Furthermore Lahore is recognized as one of the most diversely populated cities in terms of age, social class, religion, sects etc. One of the reasons for this is the fact that it has the second largest population in Pakistan as. As it is amongst the most advanced metropolitan cities of Pakistan it has an ever increasing population due to constant growing urban infrastructure and people coming in from other cities to Lahore for jobs, further studies, advanced medical treatments or just as tourists. With the result the city has become congested and is a growing factor of dissatisfaction amongst residents.

### 5.1.3. 'Tourism' has been identified as major elements of Lahore as a City Brand

Lastly the research aims to explore the state of current tourism and its perceived contribution in shaping the City as a Brand. In conclusion it can be stated that Lahories feel that Lahore with its rich architectural and cultural heritage can and should be a good tourist attraction. The respondents share recommendations for tourists of places, landmarks, restaurants and events they should visit and experience to enjoy the true culture and heritage of Lahore. The respondents also express concern and disappointment with the current state of tourism and share their opinion on certain barriers preventing the tourism industry to flourish and reach its potential. Firstly the constant construction of roads and transportation projects taking place makes it difficult for tourists to move around in the city. Secondly lack of information and tourist guide services makes it inconvenient, uncomfortable and unsafe for tourists to experience all that the city has to offer and lastly the extreme weather conditions adds further unpleasantness and difficulty to be out and about exploring the city.

## 5.2. Recommendations

### 5.2.1. Recommendations for the Government of Pakistan

There are several elements creating dissatisfaction in the residents of Lahore city. Firstly the congestion in the city, extreme traffic jams and difficulty in moving around the city due to its ever increasing population with more and more people coming in for work, higher education, advanced medical treatments or just visiting the place. The government should be able to keep the increasing populating and the growth in infrastructure and facilities balanced. Secondly the common perception is that the government is not taking necessary steps to promote Lahore city and all its prides which include the rich treasures of culture and architectural heritage, the advanced medical, educational and other facilities the city has to offer and the large variety of quality authentic Punjabi food along with other cuisines available here. The government should create communication strategies to promote all these elements of Lahore. The communication strategies can be through advertising, public relations, graphic design, use of logos, slogans, social media (e.g. Facebook, Twitter, blogs etc).

Secondly more effective place branding is a collaboration of Strategy, Substance and Symbolic actions all synced together to send out a single message about how the place wants to be perceived. What governments sometimes have difficulty understanding is that the size, ambition or cost of initiatives may not be proportional to their symbolic value. Very large buildings which simply communicate wealth and hubris may have less power over the popular imagination than very small ones which happen to tell a story. For a cultural capital like Lahore city there is a wide selection of such 'symbols' of heritage available for example old road side hotels, Lahore gates, handicraft shops in old Lahore. There are countless stories waiting to be told in an intriguing manner.

Furthermore if they collaborate imaginatively, effectively and openly with business and civil society, governments can agree on a national strategy and narrative – the 'story' of who the city is, where it is going and how it is going to get there – which honestly reflects the skills, the genius and the will of the people. Commentators in public diplomacy more often come from a background of foreign affairs or international relations than marketing, and are consequently more used to dealing with reality than perception. Places must engage with the outside world in a clear, coordinated and communicative way if they are to influence public opinion. A robust and productive coalition between government, business and civil society, as well as the creation of new institutions and structures to achieve and maintain this behaviour, is necessary for achieving this harmonization of goals, themes, communications and behaviours in the long term.

Lastly I would like to emphasis once more on the fact that Lahore city has a rich cultural and architectural heritage which should be preserved well and incorporated in promoting the city as a heritage brand. The activation of brand heritage has acknowledged benefits including increase distinctiveness in positioning, adding depth; authenticity and credibility to the value proposition and generates pride and commitment among internal audiences. The Walled City of Lahore known locally as the "Androone Sheher (inner city)" is the oldest and most historic part of Lahore. The Punjab government embarked on a major project in 2012 to restore the Royal Trail (Shahi Guzar Gah) from Akbari Gate to the Lahore Fort with the help of the World Bank under the Sustainable Development of the Walled City of Lahore (SDWCL) project. Apart from this The Shahi Hammam was restored in 2013

and the Wazir Khan Square and restoration of Wazir Khan Mosque started in 2015. However there are only a few of these projects that were implemented and I feel the government should understand the value and economic potential of such projects and indulge in more restoration and preservation projects. Apart from the architectural heritage the government should also work towards preserving the cultural heritage of the city and events like Basant should be restored in a controlled safe manner.

### 5.2.2. Academic Recommendations- Way Forward

The current research aims to cover the perception of Lahore as a city brand in the current residents of old Lahore. In depth interviews were conducted with a sample size of 20. This sample is very limited considering a very diverse estimated population of 11 million. Moving forward the study needs to be inclusive of a broader audience in the variety of residents living in the city not just old lahories and then not just residents but all actors of place marketing which would vastly be more beneficial.

Also more tools can be incorporated such as focus group, surveys with larger sample sizes which can result in a more detailed, comprehensive and holistic analysis.

Lastly place branding is not a task of creating effective communication strategies alone. It is a collaboration of government policy, tourism industry, business, civil society, urban design department and public diplomacy. Therefore moving forward all these actors of place branding should be included in research design to make it more relevant.

These recommendations would lead to better research results in understanding the perceived brand value of a city like Lahore and can be better utilized in development of theory in the field of city branding.

### 5.2.3. Recommendations for the Media

The growing power of the international media, driven by a more informed and news-hungry audience and more influential nongovernmental organizations, makes it harder for states to exist in a non-engaging manner. One tool of creating visibility for Lahore city is through visually appealing and informative documentaries based of the cultural and architectural heritage. Documentaries are emotionally powerful vehicles that can transport viewers to other cultures and create an awareness of places from the inside out through feeling and empathy as if personally experiencing the place. When enhanced with written reflection, films help develop social and emotional learning in ways not available from textbooks or lectures. Viewers can experience the world through real-life people as well as see and feel what it is like for a person living around the world.

Furthermore with the rapid explosion of Internet, social media has emerged as a new communication venue for city branding initiative. Digital technologies can change the way public administrators interact with citizens and stakeholder groups. Since their inception, these technologies have gone from one-way, static web platforms to interactive, knowledge-sharing platforms that can increase citizen participation, transparency, and accountability. Because social media is being used by more people every day and has an impact on consumer preferences, brands are now actively participating in social media and using it as a communication tool. Therefore social media campaigns encouraging tourists to share their pictures and experience of the city can be beneficial in attracting more people. Also the city should engage travel bloggers and social media influencers to experience the city and talk about it. Social media helps brands to reduce their brand communication costs and increases the diversity of available media channels and consumers' media access to enable a more participatory place branding approach.

#### 5.2.4. Recommendations for the Tourism Industry

Pakistan is known for its mountain tourism and we are quite aware of how economically beneficial a healthy tourism industry is for any place. Every visitor to a place spends money on food, lodging, local products and other products and services. This spending has a multiplier effect on employment, local income and tax revenues. The greater the number of visitors attracted the less the cost imposed by each visitor, the greater the increase in net income of the place. Similarly it can be assumed that the longer the visitor stays the more they spend. Therefore the goal should be to attract those visitors whose per day spending is the maximum and who can stay the longest.

In the current study it was revealed that tourism in Lahore city is hindered by lack of city guide programs, lack of authentic information for visitors, lack of accessibility and freedom to explore the city due to many construction projects going on and it may be considered expensive compared to other destinations like Thailand. Therefore the government should partner with the tourism industry to resolve these issues and encourage tourism in the city. It was suggested that they can partner with airlines to offer value deals making it more attractive to visit the city and engaging social media influencers like travel bloggers to promote the city experience.

Furthermore it was suggested that Lahore city doesn't have enough visibility and a visual identity should be created by a logo or a monument that can then be utilized in promotion material. Renowned photographers can be engaged to take high quality photographs of the inner city portraying Lahore's cultural and architectural heritage that can then be included in promotional and information brochures available to tourists. Also three dimensional logos or any other visual identity for the city can be installed in most photographed stops around the city to increase visibility as tourists often share photographs on social media platforms.

### 5.3. Reflections

While reflecting back at the conclusion and recommendation of this research I would articulate that the resources available for research were limited and sample size was small considering a very diverse estimated population of 11 million. Moving forward the study needs to be inclusive of a broader audience in the variety of residents living in the city not just old Lahories and then not just residents but all actors of place marketing which would vastly be more beneficial.

Also more tools can be incorporated such as focus group, surveys with larger sample sizes which can result in a more detailed, comprehensive and holistic analysis.

Lastly place branding is not a task of creating effective communication strategies alone. It is a collaboration of government policy, tourism industry, business, civil society, urban design department and public diplomacy. Therefore moving forward all these actors of place branding should be included in research design to make it more relevant.

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## Appendix 1

### Interview Guideline

#### Introductory Brief

- Personal introduction
- Purpose of research/ interview
- Confidentiality
- Duration
- How the interview will be conducted
- Signature of consent

Intro to the research

Topic: Place Branding Lahore- As a Heritage Brand

Research Statement:

*“To explore the awareness amongst Lahories regarding Lahore as a city brand and their commitment towards branding it as a city brand.”*

Research Objectives:

- To explore the awareness in residents regarding Lahore as a city brand
- To explore the commitment in residents regarding Lahore as a city brand

Framework:

- The Anholt-GMI City Brands (Anholt, 2006)
- Three dimensions incorporated in the scope
  1. The place
  2. The people
  3. The pulse

#### Interview questions guideline:

##### Section 1: Personal Details

1. Are you currently residing in Lahore?
2. How long have you lived here?
3. Are there any plans of moving to another city in the near future (if yes investigate more)
4. Are you living here with your family (if yes investigate more... How many generations have lived here)

##### Section 2: Brand Elements (Tangible and intangible)

5. What comes to your mind instantly when I say Lahore city? (why)
6. If I asked you to draw a skyline of Lahore city what elements will it include?
7. What do you like about Lahore as city?
8. What do you think Lahore is known for? (famous and unique elements)
9. List a few things that you think are typically associated with Lahore city

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10. What are some of the elements that bring beauty to the city (places, areas, infrastructure, climate,
11. What do you dislike about it?
12. If I ask you to think of Lahore city as a person, how would you describe it? (physique, style, personality etc) (give the choice to draw)

### Section 3: Branding Dimensions

#### Tourism

13. If I was a tourist or moved to the city for a short time what are the places and events you would recommend for me to capture the true unique essence of Lahore city.
14. How would you rate Lahore city as a tourist spot

#### History and Heritage

15. What are the historic associations with Lahore city
16. In your opinion how aware do you think the Lahories are in terms of the history and heritage of the city?
17. What are the dominant symbols of heritage for the city
18. To what extent do you think the history and symbols of history play a role in how Lahore is identified/ recognized (change words)

#### Lifestyle

19. Lifestyle
  - a. Food
  - b. Entertainment
  - c. Shopping
  - d. Facilities (education, jobs, hospitals etc)
  - e. Political environment

#### Culture

20. Culture
  - a. Traditions
  - b. Festivals
  - c. People
  - d. Level of diversity
  - e. Language
21. Let's talk about any personal or emotional associations you have with Lahore city
22. What is the one quality you would say Lahories have that other Pakistanis don't possess
23. Given a choice would you choose to live in any other city of Pakistan? (reasons for the response)
24. Perception map.

### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Shahrbanu Wajid from National University Of Sciences And Technology. I understand that the project is designed to gather information about academic work regarding Place Branding.

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My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.

I understand that most interviewees in will find the discussion interesting and thought-provoking. If, however, I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.

Participation involves being interviewed by researchers from NUST. The interview will last approximately 30-45 minutes. Notes will be written during the interview. An audio tape of the interview and subsequent dialogue will be make. If I don't want to be taped, I will not be able to participate in the study.

I understand that the researcher will not identify me by name in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data use policies which protect the anonymity of individuals and institutions.

I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

\_\_\_\_\_

Signature

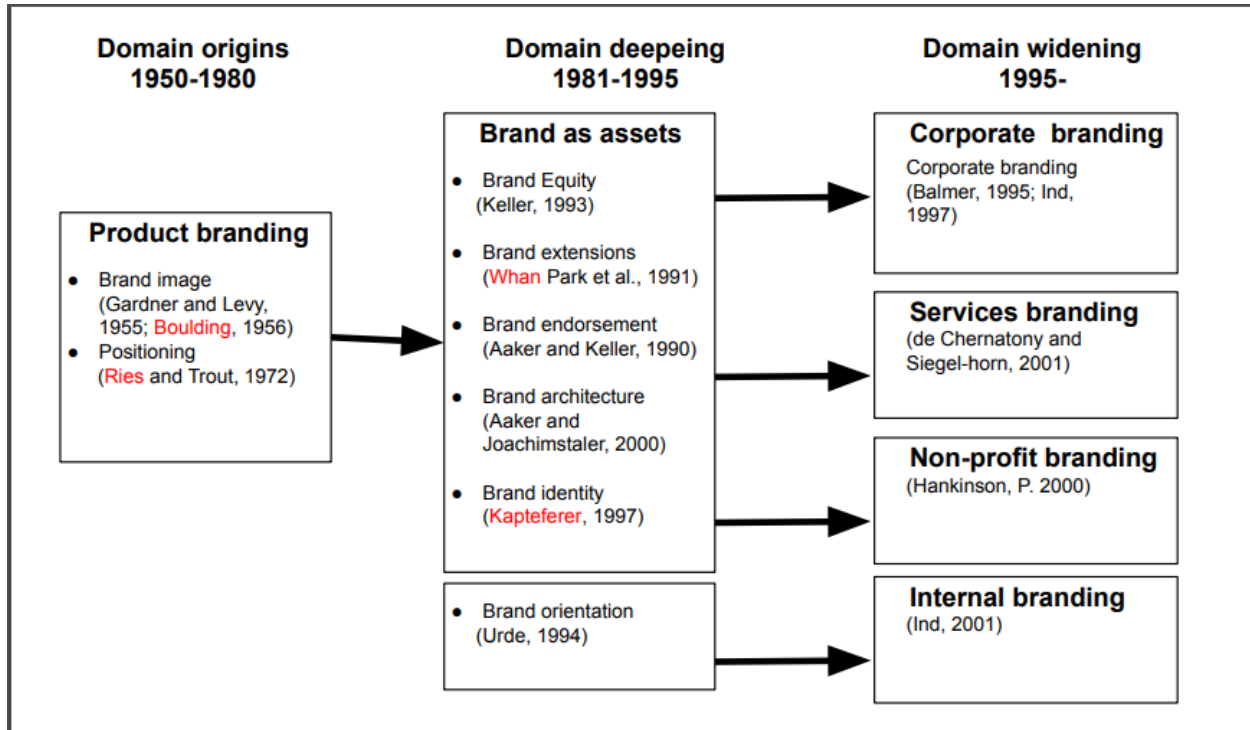
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Date

## Appendix 2

### Diagrams

Figure 1: Conceptual Development of Branding



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Figure 2: Conceptual development of Place Branding

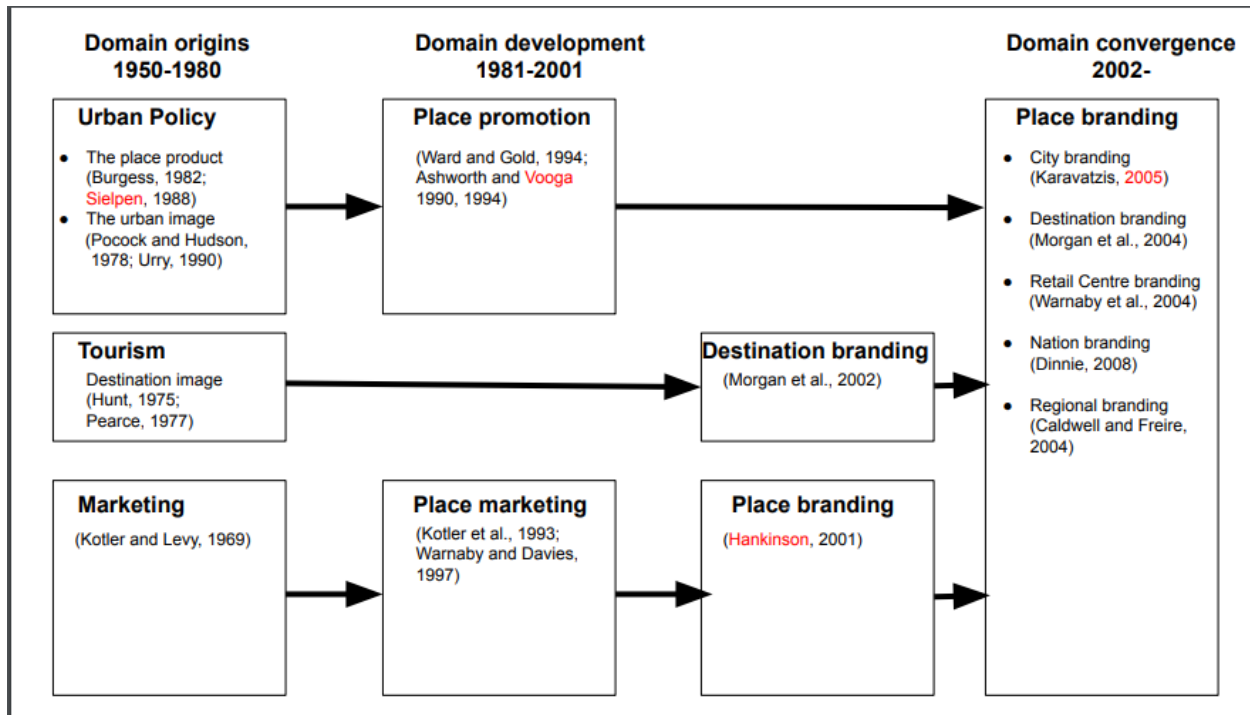


Figure 3: Strategic Place Marketing

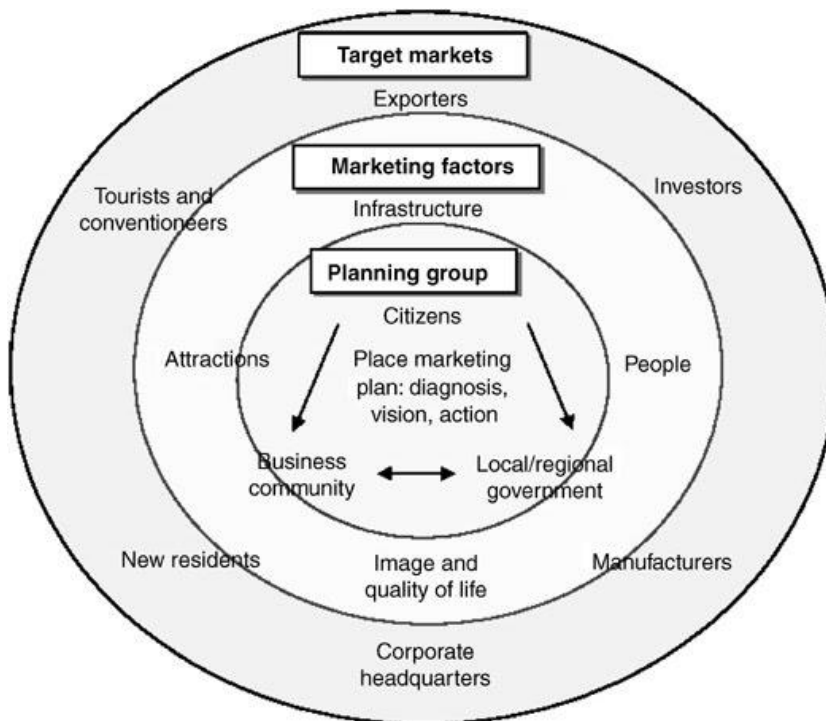




Figure 4: Place branding through Place Making, Place Shaping, Destination Marketing and Heritage



Figure 5: City Brand Hexagon



## Appendix 3

### Tables

Table 1: Targets Markets for Place Branding

<b>VISITORS</b> <ul style="list-style-type: none"><li>• Business visitors (attending a business meeting or convention, checking out a site, coming to buy or sell something.)</li><li>• Nonbusiness visitors (tourists and travelers)</li></ul>
<b>RESIDENTS AND WORKERS</b> <ul style="list-style-type: none"><li>• Professionals (scientists, physicians, etc.)</li><li>• Skilled workers</li><li>• Wealthy individuals</li><li>• Investors</li><li>• Entrepreneurs</li><li>• Unskilled workers (domestic, migrants, etc.)</li></ul>
<b>BUSINESS AND INDUSTRY</b> <ul style="list-style-type: none"><li>• Heavy industry</li><li>• “Clean” industry (assembly, high-tech, service companies, etc.)</li><li>• Entrepreneurs</li></ul>
<b>EXPORT MARKETS</b> <ul style="list-style-type: none"><li>• Other localities within the domestic market</li><li>• International markets</li></ul>

Table 2: Major Actors in Place Branding

<b>LOCAL ACTORS</b> <ul style="list-style-type: none"><li>• <b>PUBLIC SECTOR ACTORS</b><ul style="list-style-type: none"><li>○ Mayor and/or city manager</li><li>○ Urban planning department</li><li>○ Business development department</li><li>○ Tourist bureau</li><li>○ Public information bureau</li><li>○ Infrastructure managers (transportation, education, sanitation)</li></ul></li><li>• <b>PRIVATE SECTOR ACTORS</b><ul style="list-style-type: none"><li>○ Real estate developers and agents</li><li>○ Financial institutions (commercial banks, mortgage banks, pension funds, etc.)</li><li>○ Electricity and gas utilities</li><li>○ Chamber of commerce and other local business organizations.</li><li>○ Hospitality and retail industries (hotels, restaurants, department stores, other retailers)</li><li>○ Tour packages and travel agencies</li><li>○ Unions</li><li>○ Taxi companies</li><li>○ Architects</li></ul></li></ul>
<b>REGIONAL ACTORS</b> <ul style="list-style-type: none"><li>• Regional economic development agencies</li><li>• Regional tourist boards</li><li>• County and state government officials</li></ul>
<b>NATIONAL ACTORS</b> <ul style="list-style-type: none"><li>• Political head of government</li><li>• Various ministries</li><li>• National unions</li></ul>
<b>INTERNATIONAL ACTORS</b> <ul style="list-style-type: none"><li>• Embassies and consulates</li><li>• International chambers of commerce</li></ul>

## Appendix 4

### Sample Transcript

*The interviewer is represented by the letter "I"*

*The Respondent is represented by the letter "R"*

*Interview Duration: 45 minutes*

I: Are you currently residing in Lahore?

R: Yes

I: How long have you lived here?

R: All my life

I: Do you live here with your family?

R: Yes I am married and I have three kids and all of my family has always lived here

I: How many generations of your family have lived here?

R: All my family has always lived here, since the partition time so 4 generations

I: Do you have any plans of moving to another city anytime soon?

R: No

I: Do you work here?

R: Yes. I am a Business man, I have a restaurant.

I: What comes to your mind immediately when I say 'Lahore City'?

R: Basant. I miss that festival and it was the best you could get in Pakistan.

I: If I asked you to draw a skyline of Lahore city what would it include?

R: Badshahi mosque, Minar-e-Pakistan, Sozo water park (the water slide, mall of Lahore, Lahore airport, The new Serena Hotel, a lot of kites on the sky.

I: Do you like Lahore as a city?

R: Yes very much. I have lived all my life here. I have visited almost all major cities of Pakistan but I have never felt more at home and peaceful.

I: What do you like about the city?

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R: It is very vibrant, the food, the quality of food is great here. People keep saying the food is good in other cities like Islamabad and Karachi but the kind and quality of food you get here is unmatched. Also food is a source of entertainment here as well, apart from this the markets are vibrant and people are very lively (Gedara). Anytime you come out of the house you feel the hustle bustle of the city and you would never feel that environment is dull or dead although in recent years the number of people in the markets has reduced due to terrorism, still it's always lively and people are going to cinemas and markets and parks and play grounds nearby. The culture of Lahore it's all very unique and you don't find it anywhere else.

I: What do you think Lahore is known for?

R: Lahore basically is known for its buildings and cultural heritage, history, poets, our landmarks like Minar-e-Pakistan that makes it instantly recognizable even for people outside Pakistan, especially for older generation when they think of Pakistan they would instantly think of Lahore. Apart from that Lahore has world renowned food, even when tourists come food is an attraction for them. And for people living here as well if we look at the spending pattern food takes a good significant chunk. So yes architecture and food

I: can you list a few things that are typically associated with Lahore cities and with 'Lahories'?

R: firstly I would say even at night and all the time people are on the go, like everyone is doing something all the time, even at night till 2 it's all lively and markets are open and life keeps on even after midnight. Another thing is that on the weekends you see a lot of people coming out of their homes and people don't really like to stay at home and they fill up the public places like parks and markets etc.

Another thing is the dancing fountain. Lahore has Asia's largest dancing fountain in Bahria town. We have the third largest mosque. The weather you get here is of all types, you get all four seasons and tropical weather. And landmark. And there is a lot of traffic.

I: what are some of the elements that in your opinion bring beauty to the city?

R: specifically the buildings in old Lahore and the structure of homes we have here that is beautiful. Like the food street and the restaurants that are six story, they are new as well but they have maintained the structure and the architectural essence of the old infrastructure and they have elements and objects of old civilizations that have passed like hindus and sikh etc. Talking about the new Lahore we have wide roads and advanced infrastructure and greenery. It's clean despite the weather and we have natural beauty as well and parks etc.

I: What do you dislike about the city?

R: there is too much traffic in peak hours, although the government is making new roads but with the amount of traffic and the increasing number of cars in the city there should be more roads. And people don't drive well here and they have low patience and everyone is in a rush and the traffic situation is frustrating. And the weather gets too hot but that is nature and can't be changed. These are the two things otherwise it's a beautiful city.

I: If I asked you to think of Lahore as a person how would you describe him or her? In terms of physique, style, personality etc.

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R: 'He' would have long hair and long and big mustache pulled from each side, a small beard not long, tall and big and a little bulky not fat but a heavy physique. He would be wearing a white sherwani and a white Laacha

I: Why is the Sherwani white?

R: Because it should a royal heritage that has been associated with the Mughals and the British and to show power and gold as well with white and he would be holding a stick in his hand, not a walking stick but as a style symbol. And if he is in a formal gathering he would be wearing a turban on the head if not then no turban and open untied hair.

I: How would you describe his personality or how would he talk?

R: He would have a powerful thunderous voice with a high pitch

I: what about the language and dialect?

R: You would find every other would in Punjabi and Lahories have a specific pronunciation like they don't pronounce 'R' especially in the older generation. And he would have a very distinct voice that can be recognized even in a noisy crowd.

I: If I was a tourist or moved to the city for a short time what are the places and events you would recommend for me to capture the true unique essence of Lahore city.

R: Firstly Basant, last year the government took the initiative and allowed in a restricted area, so I would recommend Basant last it used to be, and this would attract a lot of tourists as well and you can experience all the flavors of Lahore as it is not just kite flying, there is music like Abrar's songs, food, the markets are all open, the breakfast is a significant part like 'Gogay kay Cholay', 'nihari', kulchay, pai etc are very popular and people have breakfast on the roofs and everyone is together, friends and family and enjoying the festivities. And for lunch you would find 'Bariyani', 'Palao', 'Kabab' and there is live BBQ on roofs.

Apart from this 14<sup>th</sup> august is celebrated with vigor, although there is a noise element now coz of the bikes and all but if someone comes from abroad they would see even little kids all dressed in white and green and adults too and the cars are also decorated, and people celebrate at the landmarks.

Besides these two events that are time specific all other aspects of Lahore people can enjoy like food and stuff.

I: what are places you would recommend to visit?

R: There are several tourist attractions as well, first lets divide there is old Lahore and then there is new Lahore. In old Lahore, the gate and the city that it use to be, Minar- e- Pakistan, Badshahi mosque, food street, then buildings like the parliament and the provincial assembly, governor house, pc Lahore (it's the best in Pakistan), museum etc. then in new Lahore we have the Y Block in Defense and it has a lot of good brands and provides a good shopping experience. Then there is a JD pan shop, it's very popular and people come from far off places to have that, It started as a local seller and now it has become quite renowned and owns the whole plaza, Behria twon Lahore, the fountains and the mosques and the new cinemas (Cinegold, arena), the ring road, the cant area is beautiful and very well maintained.

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I: Do you know of any business that provides these services and tourist packages?

R: I think there is one service that I know off. There is a bus service that takes you around old Lahore and provides a tour. So there is that but covers only a limited number of places not all the attractions of Lahore so I would say that tourists don't have easy access as of now.

I: What kind of initiatives do you think the government has taken?

R: The government has not taken any such measures in the past few years and I think they should coz Lahore is a power center. Although the government has taken initiatives to improve the infrastructure and there has been investment from the private sector as well like Bahria town but all for the benefits of the locals, nothing as such to facilitate tourism.

I: What are the kind of initiatives the government should take?

R: Yes, I will give you an example, We had a work related visitor a while ago from abroad and we showed in all of Lahore and he told us that we have a very different image of Pakistan and all cities and the normal standard of living and the development is not being communicated to people outside the country. He was getting surprised and said that he was expecting a country like Uganda and conditions far below the standard he saw here.

I think it is very easy to portray Lahore. We have public places, good infrastructure, historical sites etc. so they should make a documentary for Lahore. Or get associated with airlines like PIA and promote the city with campaigns like 'Fly Lahore'. We just need to get the information through and effective PR and people would come to Lahore. Because when people come and see the ground reality they always get pleasantly surprised. The people here are so caring and take care of outsiders.

Another example I have is that a lady from India to visit Lahore and she has quoted this as well along with other appreciable aspects of Lahore that she was lost somewhere and wanted to take help from local authorities in asking for directions but was apprehensive that people might react in a negative way if they knew she was from India so she tried to ask for direction from a local cop with faking a lahori accent but the cop instantly figured out and asked if she was from India, and she said yes. The cop immediately help her out with directions and told the vehicle driver that she is our guest and he should government can create add and documentaries.

I: take special care of her and gave her his personal number for any further assistance.

I: In your opinion what are the effective mediums to promote the city?

R: I think the airports are a good way to provide information, they should associate themselves with airlines like Turkish airlines, and Emirates and leverage their brand image as well and create packages for traveling to Lahore. They should have trip advisors as well.

Then of course we have the social media which is a good medium. There should be pages created for the city and people should be able to share their experiences there.

I: Then the How would you rate the city as a tourist spot?

R: I would want to rate it the best but....

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I: what do you think is the ideal tourist destination?

R: I would say Thailand

I: compare Lahore to Thailand

R: I would say Lahore is a bit expensive; their hotels giving really good customer service and are not too expensive. The reason for that is firstly our currency is stronger here and secondly the influx is quite a lot comparatively, here tourism is quite a niche and is kind off a luxury for Pakistanis. Infrastructure wise I would say quite the same. Local attractions would include clubs and night life which we can't have due to religious purposes and mostly we have tourists from the west and they enjoy such luxuries. And of course the transport should be better.

I: How attractive do you think Lahore is for Pakistani Tourists?

R: For Pakistanis I think for us in Punjab it wouldn't be very attractive, if we talk about being attractive for facilities then I would say it's very attractive for people coming for smaller less developed cities, however luxury wise I don't think I would rate it second to Karachi as it has a beautiful costal line as well.

I: What are the historic associations with Lahore city?

R: If we talk about from the start, Lahore was not a very significant place before the Mughals as people use to come fight wars, take over the city and then leave, Mughals were the firsts to start building it and making the city beautiful and made several of the iconic structures we have here today . There were poets here and the culture started developing. Then the British lead an era of infrastructure development and access to the city was further facilitated so more and more people started moving in. then the Sikh community further developed the Mughal structures and developed agriculture and furthered education. And in recent times Lahore has a lot of political and strategic significance because of the shared border with India and Lahore is called the heart of Pakistan.

I: In your opinion how aware do you think the Lahories are in terms of the history and heritage of the city?

R: I think the first generation we have here after the partition they are very aware, like our grandfathers and even fathers because their interaction has been more and they have experienced a lot of changes in the city, however the younger generations know only what they see, like they would know about the fort because they have seen it but not much about the history and detail. So I would rate the awareness level of this generation at 6.

I: What do you think is the reason for this?

R: I think it's the education. We had our curriculum was more focused on history and our culture and language and we use to study our local poets as well, however with the development in education the western systems in education we have adopted their curriculum so that is one reason.

I: Do you this development of the city as a whole has affected the level of awareness as well on some level?

R: Yes definitely that has. And whenever a city grows and expands this does happen but there should be a mechanism to preserve the old as well and should be a blend.



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I: However protective do you think people here are for their heritage and old historic buildings and do you think they would opt for preservation over development?

I think people would be, for very historic icons like the fort and the mosques because this is the identification of the city and their history is in our blood and all generation would protect it. and even for our culture here and the way of life, that has nothing to do with social class and income levels people just want to be connected to their local culture.

I: What are the dominant symbols of heritage for the city?

R: Can you give an example?

I: Anything that has some historic significance like the Lahore fort that we have just talked about

R: Yes definitely, we have Minar-e- Pakistan here that is the symbol of how the idea of Pakistan came into being. Then we have the Punjabi culture that is dominantly seen is the weddings and other festivals in Lahore. Then we have the mosque and the fort etc. Then we have the historic street here that is now known as the red light district but didn't start off as that. It wasn't just a hub for prostitution but the center of art and culture and we had dancing, that were the style of 'mujra' was predominantly followed, and there was fashion and poetry and cultural and social education and there was a level of professionalism and artistic level that was expected.

Apart from this I think education is a source of heritage in Lahore. We have very old and iconic institutions here like King Edward, Aitchison College, LGS, FCS etc and we have a 2 to 3 generation of one family studying from these institutions and it becomes kind off a legacy. So the education institutions are another source of heritage.

I: To what extent do you think the history and symbols of history play a role in how Lahore is identified/ recognized?

R: I think Lahore is known for its architectural heritage and education institutions. We have the best education institution here like Aitchison, LUMS, UET, Kind Edward etc. Lahore is basically an education hub. Other than this it is the power center politically and industry.

I: If Lahore city was to be a brand, do you think it would be a stronger brand if it was branded around being a fashion hub, or an education hub, or a heritage brand or something else?

R: I think the strongest two aspects of the city are historic architecture and education and that is what Lahore is known for.

I: Do you thing emphasizing on the image of Lahore as a brand would be beneficial for the country as a whole internationally?

R: yes definitely. I would agree to that. Because currently I feel with the level of diversity here and the amount of developed and developing industries here and the aspects of history we have here it would be the easiest to project as we just need to 'inform'. The image is already created and there it has just not been communicated well specially outside Pakistan. And in the recent years due to the insecurity and the terrorism issues we have faced Pakistan has an extremely negative image worldwide so it would be beneficial for our economy and tourism industry to sift the focus a little and shed light on our art and architecture as well along with other things.

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And people who do visit the city often write well about it on social media and such platforms. Like I saw this woman's story and she said she was going to open up a tea stall when she got back to her country because the tea she has experienced here is rare and nothing like what is available around the rest of the world.

So we have a lot of positive elements here that can be highlighted.

I: If you had to pick a logo/symbol for Lahore city as a brand what would it be?

R: I can think of many, to be specific if I had to pick one I would say it would include people celebrating and they would be in a traditional dress and maybe sitting on a 'Charpai' having a good time and there would be historic symbols as well in the background.

I: Comment on the level of diversity in terms of population.

R: I think Lahore is quite diverse because we have a lot of developed industries here and education institutions and a lot of good job opportunities so a lot of people from all over Pakistan have moved here and we can find all sorts of people specially in the suburbs.

I: Do you think the city and the people here welcoming and tolerant of outsiders?

R: Yes I think so. That is the specialty of Lahorie people, we are not selfish and we have big hearts, we are open hearted people and hospitable. As long as you don't mess with them they are good. However there is one thing that is a little naughty that is that people here don't guide you in the right way if you are lost in the city. They would mostly tell u something incorrect and have fun with that.

I: If given the choice would you want to live anywhere else in Pakistan?

R: No. I would want to live here if within Pakistan. Lahore is our home. All my family has always lived here.

I: Thank you for your time