

“Positioning Rawalpindi as a Place Brand”



By:

Urooj Azhar01-221142-031

MBA

Supervisor:

Sir. Muzammil Subhan

Department of Management Sciences

Bahria University Islamabad

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ABSTRACT

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

An effort has been made to make available, insights to the awareness about positioning Rawalpindi as a place brand and level of commitment for branding it.

Key words

Branding; Nation branding; Place branding; City Branding; Anholts Hexagon

TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
ABSTRACT	3
1.0 INTRODUCTION	8
1.1 Problem Statement	9
1.2 Research Questions:.....	9
1.3 Research Objectives:.....	10
1.4 Significance of the study:.....	10
1.5 Overview of the Chapters	11
2.0 Literature Review	13
2.1 Brands & Branding:	13
2.2 What can be branded?.....	16
2.3 What has been branded?	17
2.4 Classifications of Branding:.....	18
2.4.1 Nation Branding:	18
2.4.2 Place Branding:	22
2.5 Why Nations engage in Place Branding?.....	25
2.6 Nation Brand Hexagon	26
2.6.1 Export	27
2.6.2 Governance	27
2.6.3 Culture and Heritage	27
2.6.4 People	27
2.6.5 Tourism	28
2.6.6 Investment and Immigration	28
2.7 City Branding Hexagon	28
2.7.1 Presence	28
2.7.2 Place	28
2.7.3 Pre-requisite	29
2.7.4 People	29

2.7.5 Pulse	29
2.7.6 Potential	29
2.8 Place Branding in relation with business:	29
2.9 Place branding of landmark across cities	30
2.10 Place branding of Historical Locations	30
2.11 Place branding affecting investment	31
2.12 Place branding to dispel negative aspects	31
2.13 Conclusion	31
2.14 GAP:	32
3.0 Methodology	34
3.1 Nature of the research:	34
3.2 Purpose of the study:.....	35
3.3 Time horizon.....	35
3.4 Extent of researcher interference	36
3.5 Study setting.....	36
3.6 Mode of Observation	36
3.7 Operational definition	36
3.8 Items.....	37
3.9 Sampling	37
3.9.1 Population	37
3.9.2 Unit of analysis	37
3.9.3 Sample Size	38
3.10 Data collection method	38
3.11 Method of data analysis	38
3.12 Ethical Concerns	39
4.0 Analysis	41
4.1 Themes.....	41
4.2 Findings of the research	42
4.3 Awareness amongst respondents; about the concept of brand and place branding.....	42
4.3.1 Awareness amongst respondents about the concept of brand	42
4.3.2 Awareness level of the concept of Place Branding among the respondents	43

4.4	Awareness amongst respondents: regarding the concepts of positioning of Rawalpindi as a brand	45
	4.4.1 Respondents were able to relate the concept of city as brand.....	45
	4.4.2 Respondents awareness and contribution regarding the Branding of Rawalpindi ...	46
4.5	Identifying the role of youth in Branding Rawalpindi	50
4.6	Role of Government and social media in Branding Rawalpindi.....	51
	4.6.1 Role of Government	51
	4.6.2 Social Media	53
5.1	Conclusion	56
5.2	Recommendations	57
	5.2.1 Academic Recommendations.....	58
5.3	Reflections.....	58
	Bibliography	59