

**Place Branding**  
**“Islamabad in perspective”**



**By:**

**Name: Anum Haider      Enrolment # 01-221132-003**

**Supervisor:**

**Sir KashirAsghar**

**A research project submitted in partial fulfillment of**  
**The requirement for the degree of MBA**  
**Department of Management Sciences**  
**Bahria Institute of Management and Computer Sciences**  
**Bahria University Islamabad**  
**2014.**

## **Abstract**

The concept of place branding has recently emerged in the branding literature. However the concept has started gathering attention, since destinations have started differentiating themselves and started developing identities to compete with each other. The dissertation offers a thorough understanding of the concept of branding, place branding and nation branding. It goes further to study the level of commitment and awareness Islamabadis exude for Islamabad. Total destination model has been adopted from Branding Small Cities by Bill Baker to gauge Islamabad as a destination.

Keywords: Branding; Place branding; Nation branding; Total Destination Model; Awareness. Islamabad; Commitment

## Contents

|   |    |
|---|----|
| By:.....  | 2  |
| 1 INTRODUCTION.....   | 6  |
| 1.1 Overview of the chapters.....                                 | 7  |
| 2 LITERATURE REVIEW .....   | 8  |
| 2.1 Introduction .....  | 8  |
| 2.2 Brand and the concept of place brand .....                    | 8  |
| 2.3 Place Branding .....  | 9  |
| 2.4 Nation Branding.....  | 14 |
| 2.5 Challenges of Place Branding .....                            | 16 |
| 2.6 Islamabad as a ‘Destination’.....                             | 17 |
| 2.7 Gap .....   | 20 |
| 2.8 Problem Statement .....                                       | 20 |
| 2.8.1 Objectives .....  | 20 |
| 3 METHODOLOGY .....   | 21 |
| 3.1 Introduction .....  | 21 |
| 3.2 Nature of research .....                                      | 21 |
| 3.3 Exploratory reasoning and Qualitative Positioning .....       | 21 |
| 3.4 Inductive Approach.....                                       | 22 |
| 3.5 Data collection method and approach.....                      | 22 |
| 3.5.1 In-depth Interviews.....                                    | 22 |
| 3.6 Rationale, Procedure for Sampling and Research Procedure..... | 23 |
| 3.6.1 Sampling.....   | 23 |
| 3.6.2 Procedure .....   | 23 |
| 3.7 Data Analysis Methods .....                                   | 23 |
| 3.8 Ethical concerns .....  | 24 |
| 4 FINDINGS AND ANALYSIS .....                                     | 25 |
| 4.1 Introduction .....  | 25 |

|       |   |    |
|-------|---|----|
| 4.2   | Findings of the Research.....   | 25 |
| 4.2.1 | Awareness amongst respondents regarding the concepts of Branding and Place Branding ..... | 26 |
| 4.2.2 | Awareness amongst Islamabadis about Branding Islamabad.....                               | 28 |
| 4.2.3 | Role of Citizens in Branding Islamabad.....   | 34 |
| 4.2.4 | Expectations of Citizens from Islamabad.....  | 38 |
| 5     | CONCLUSION, RECOMMENDATION AND REFLECTIONS.....   | 42 |
| 5.1   | Introductio .....   | 42 |
| 5.2   | An overview of the findings.....  | 42 |
| 5.3   | Conclusion.....   | 44 |
| 5.3.1 | Role of Islamabadis in Branding Pakistan.....   | 44 |
| 5.3.2 | Role of Government in Branding Islamabad.....   | 44 |
| 5.3.3 | Islamabad as a Destination .....  | 45 |
| 5.3.4 | Relating Islamabad to the Total Destination Model.....                                    | 45 |
| 5.4   | Recommendations .....   | 45 |
| 5.4.1 | Recommendations for the Government.....   | 46 |
| 5.4.2 | Recommendations for Local Administration & Corporate Sector the Citizens...               | 46 |
| 5.4.3 | Academic Recommendations .....  | 47 |
| 5.5   | Reflections.....  | 47 |
| 6     | BIBLIOGRAPHY .....  | 49 |
| 7     | ANNEXURE .....  | 52 |
| 7.1   | Transcript of Respondent 1 .....  | 52 |
| 7.2   | Interview Guideline.....  | 57 |