

Place Branding Lahore as a Destination Brand in Pakistan - A  
Qualitative Perspective



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A research project submitted in partial fulfillment of the requirement for  
the degree of MBA

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2014

**FINAL PROJECT APPROVAL SHEET**

**Viva-Voice Examination**

Date     /    /    

**Topic of Research:** Place Branding Lahore as a Destination Brand  
in Pakistan - A Qualitative Perspective

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## **Dedication**

To my parents and my supervisor Mr. Kashir Asghar for their countless support and help.

Also to Allah Almighty who gave me strength to complete this thesis.

## **Abstract**

The concept of nation and place branding are new in literature. These are the recently emerged fields in the field of branding. However, these concepts are dominating very fast because it provides fascinating features to nations and countries to differentiate themselves from others. The research first explains about the concepts of term brands, branding, place branding, and county of origin theories. A little effort is made to study the factors on how Lahore can be brand as a destination brand in Pakistan. Anholt-GMI City Brand Hexagon and the Saffron European City Brand model is used as model to support the branding efforts.

## **Keywords**

Brands; Branding; Nation Branding; Place Branding; Destination Branding; Anholt's Hexagon; Pakistan; Lahore; Heritage; Traditions; Culture

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