

## Analyze the importance of urban brand building

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### Abstract

**In the era of global competition, cities have gradually become important competitive subjects. A good city brand can inject new vitality into urban development, and greatly promote the rapid development of urban economy. Urban brand construction is related to the core competitiveness of the city. Building the city brand can effectively integrate the various resources of the city. How to integrate the characteristic resources of the city to improve the urban competitiveness has become a hot spot of attention for the current city managers and residents. Based on the analysis of previous studies, this paper expounds the importance of urban brand construction, urban advantage positioning and brand construction.**

### Keywords

**City brand; brand building; city construction.**

### 1. Introduction

Professor Kevin Lane Keller from Duke University elaborated in his book *Strategic Brand Management* on the definition of the city brand: the city brand is the same as the product of the enterprise, and the geographical location or a certain space area can also become a brand [1]. The power of urban branding is to let people know and know a certain area and naturally link a certain image and association with the existence of the city, " [1]. Zhibin Jiang (2007) defines the city brand as the sum of the information conveyed by the city geographical name, including the brand recognition system, internal experience system and external marketing system under the strategic planning of the city brand, as well as the resulting perception, cognition and Lenovo [23] of the resulting brand stakeholders. The so-called branding means to let people understand the image of a certain area, they can extend their thinking through its characteristics, and connect with the nature of the city, which is to reshape the image symbol of the city, which has the significance of identification. The brand image of the city is related to the identity of the city citizens to the city and their own happiness, and it is also the "name card" for the city to communicate with the outside world. However, nowadays, too many urban brand construction presents the phenomenon of thousands of cities in the same face, failing to highlight its different connotation and characteristics well. Therefore, whether the city brand positioning is accurate plays a very important role in the development of the city. The importance of how to carry out the city brand building has become the key content of this paper analysis.

## 2. Analysis of urban brand construction

Lilian Li(2010) regards the city brand as the integration of urban functions, including [24] in urban economy, culture, environment, politics, resident literacy and other aspects. Fang Li (2005) interprets the city brand as the overall impression and actual evaluation of various city elements containing the unique personality and the audience utility of the city in the public mind[25].The city brand of positive factors is the epitome of a good city image, the overall style and characteristics of the city, and a symbol of a city's comprehensive competitiveness. In today's world, there is not only the competition between enterprises, but also between commodity brands, but also between cities, and the competition for enterprise investment and competitive influence. The competition between cities is essentially the competition and competition of urban resources, market, living space and development opportunities. Therefore, cities and enterprises are required to compete for "customers" in various ways and strategies, obtain all kinds of resource advantages, and achieve sustainable development. The city began to vigorously publicize its own characteristics and advantages, and endowed it with a unique conceptual positioning. The concept of the city brand arises accordingly. Once the city forms a strong brand, it has a self-strengthening mechanism. City brands attract more production factors through aggregation effect and occupy greater market space through diffusion effect, which in turn strengthens city brands, and thus attracts more production factors and occupy a larger market share.

## 3. Relevant research reviews at home and abroad

Gieflin (2002) proposed that " city brands can reflect the economic and cultural connotation and spiritual heritage of the city.[2]Zhenkui Lv (2002) shows that the continuous expansion and extension of the city brand factors can make the city brand become strong and become a global brand [3].Wei Feng (2002) proposed that by improving the brand heritage of the city, forming a unique urban characteristics, to improve and build the city soft environment, and increasing the publicity efforts can achieve the purpose of building the city brand.[4]Yu Xia and Jian Xie(2003) showed that the city brand is the concentration of many enterprise brands in a certain city, making more people understand and understand the city, which is a comprehensive performance of collective behavior.[5]Guangdou Li (2004) believes that urban brands concentrate the essence of urban natural resources and cultural creation, with irreplaceable economic and cultural connotation and non-tradable exclusive functions.[6]Haiying Li(2004) believes that urban brands can improve infrastructure, system, cultural and social order, realize further aggregation of resources and environmental improvement and then improve the competitiveness of urban cities.In turn, the improvement of urban competitiveness also promotes the promotion of urban brand.[7]Yanping Liu (2005) believes that city brands are a symbol of the rise and fall of cities, enterprises and regions and a symbol of comprehensive strength.[8] Ruihua Ma (2007) believes that the emergence of brand economy has solved the problem of the realization of urban competitiveness.[9]Weiting Wang (2008) believes that the city brand is a concept that is conveyed to the outside world according to the development strategic positioning in the process of spreading the image of the city.[10]

Smith (1994) shows that city brands give a heuristic way to reimagine and understand cities.[11]Keller (1998) believes that "a city can be branded", which means that a city brand lets people understand a certain area and links a certain image and association with the existence of the city to integrate it into the city.[12]Whitfield (1999) and others believe that the development of urban tourism plays a good role in expanding the influence and reputation, thus encouraging the development of urban tourism with unique city brands.[13]MacFadyen (2004) and others regard cities as companies, and discuss the way city brands invest and the city gains

value in building city brands.[14]Bianchini (2008) believes that the so-called urban branding is to want and shape a "urban image", which refers to the representative urban architecture and street design heard or read on the mass media, and the art or urban imagination created by citizens.[26]Whether from domestic and foreign scholars, it reveals the different understanding of the city customers on the city brand.

#### **4. Brand positioning of city theme advantages**

Urban positioning is the premise of urban brand building and promotion. Scientific and accurate urban positioning can not only point out the direction for urban brand building, but more importantly, guide urban brand building through urban positioning, enhance urban competitiveness, and drive the high-quality development of urban regional economy. In today's increasingly global economic situation, how China's cities can find their own unique positioning in the world, build their own city brand and establish an international image has become a general concern. Urban positioning is the invisible link between the brand image and the target consumers, and the value of the brand lies in the identity of the consumers, so there is a very close relationship between them. Mac Fadyen & Kenneth (2004) proposed the classic urban brand triangle positioning model, which considers the expectations of investors, entrepreneurs and residents, while pays attention to the situation of other competitive cities, and proposes the final positioning of the urban brand based on the overall development goal of the city. This method has been widely recognized and concerned by the academic circle.[14]Liuqin Chen(2011) subverts the traditional thrust positioning mode from inside and outside, puts forward the pull mode from outside and inside, and advocates the formation of city brand positioning starting from the preferences of target customers.[15]Yuanyuan Yang (2014) believes that the city brand positioning should be the three-dimensional research of the same problem from different perspectives, different audiences and stakeholders of the history, culture, geographical environment, demographic structure and capital advantages[16]; We should pay attention to quantitative research, pay attention to the choice of methods and data analysis, available Delphi method, after multiple rounds of verification, to make the positioning more scientific and persistent.[16]It can be seen that only after determining the target market and then positioning according to their own comparative advantages, can we find such a unique city positioning. Li Chengxun (2003) pointed out that the city brand consists of seven elements: historical role, cultural heritage, cultural customs, geographical characteristics, industrial advantages, economic strength and development prospects.[17]So, city theme cultural orientation is one of the characteristics of urban culture, city theme culture orientation is based on a method of urban characteristics, is on the macro level of political center, cultural center, economic center of economic center, regional center, international city on the basis of the city characteristics of a method, is a more accurate, more precise, more accurate, more core urban positioning method. With the city theme cultural orientation, it has a very personalized characteristics. This kind of urban characteristic orientation can make each city instantly recognized in thousands of cities, occupy a clear position in the world city symbol list, and have a unique character among the intentions of thousands of cities in the world.

#### **5. The importance of urban brand building**

Qinglong Du and Guangcai Yuan (2004) pointed out that the city brands have the general attributes of the brand, can be recognized by customers, and have the brand premium ability.[18]With the rapid development of China's economy and society, urbanization rate rising rapidly, urban scale is also expanding, but the quality of urban development is not high, urban personality is grinding, a large number of urban repeated positioning, urban side, the internal power of urban sustainable development disappeared, urban internal development

unbalanced problems plagued the vast majority of Chinese cities. However, the construction of urban brand can effectively reduce these adverse factors affecting the development of cities. Urban brand is an important embodiment of the core competitiveness of cities, and also a necessary condition for the city to have sustainable development and maintain vitality and vitality for a long time. Urban brand building is a systematic, sustainable and strategic project. The development of urban brand directly reflects the level of urban operators and the degree of the sustainable urban development. The city needs to have a brand and marketing communication to promote its brand. Man Wang (2010) introduced the integrated marketing and communication theory into the urban brand management, transforming the marketing ideas from "what the government wants" to "what the audience wants", including audience research, audience guidance, brand symbol and communication channel design.[19]

In recent years, many cities in China have realized the importance of brand marketing, like Dalian romantic city, Harbin years business ice city brand, Kunming spring city image has become the national passenger popular and accepted city brand, some small and medium-sized cities also benefit in the tide of urban marketing, Lijiang, shangri-la has become a national and world famous tourist destination. City brand building need consistency and focus, but our country so far some city brand positioning is fuzzy, set a lot of position, set up a lot of concepts, but no deeply rooted in the hearts of the people, no a really enhance the value of the city, city operators need to accurate and continuous city positioning, combing the development of the city, form a unique system of city brand construction, enhance the city brand value. Yingcong Wang (2008) using fuzzy evaluation and hierarchical analysis of city brand evaluation, first determine the relevant elements of cities at all levels and quantify, and then establish our city brand evaluation index system and evaluation model, finally through the sample city brand evaluation, verification evaluation model and provide countermeasures for city managers.[20] Hao Shengyu (2011) studied the city brand evaluation from the perspective of the audience, and constructed an evaluation system including four first-level indicators of urban environment, culture, economy and communication and nine second-level indicators.[21] Yu Han (2013) divided the city brand marketing evaluation system of leisure tourism city into three levels: brand construction, communication and management. They evaluated the city brand from the two levels of government statistics and tourist perception, and put forward corresponding suggestions.[22] It can be seen that the importance of multi-angle participation evaluation system to urban brand construction. China urbanization to accelerate the development of urban brand, so far our country is in the construction of new urbanization, new urbanization emphasizes urban development personalized and humanistic, against the disorderly blind expansion of city, especially the development mode, city image and material image directly constitute the city brand image, in the new era, city brand construction should be in the spirit of new urbanization construction, comprehensive construction of harmonious people-based city brand image.

Conclusion, the brand building of cities is a systematic project with rich connotation. Nowadays, most cities in China lack a systematic urban brand concept as the guidance of establishing a characteristic city brand, so a perfect and scientific shaping system is an important content needed for urban brand construction.

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