

# PLACE BRAND ASSESSMENT

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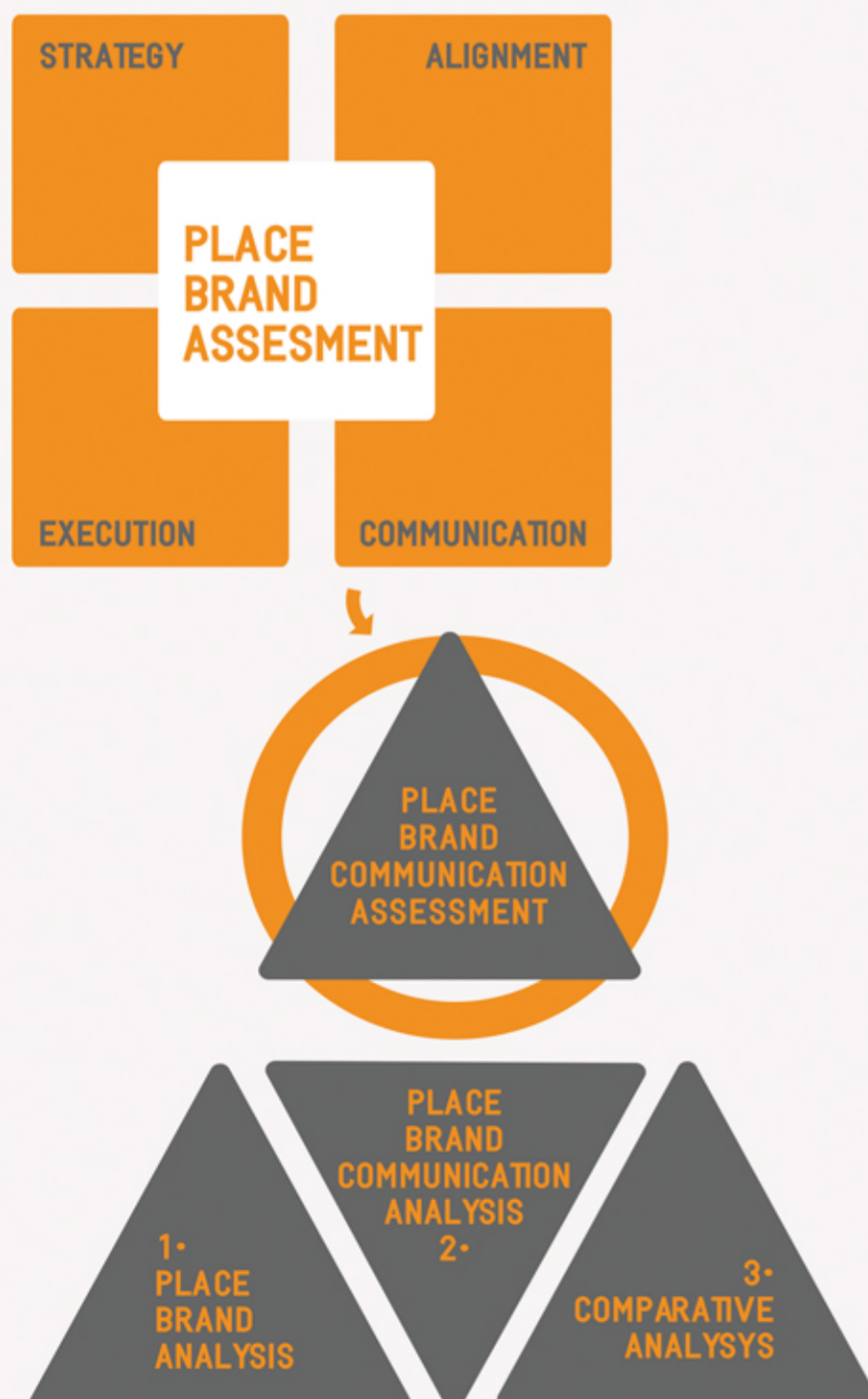
## PROPUESTA METODOLÓGICA DE EVALUACIÓN PARA LA COMUNICACIÓN DE MARCAS-LUGAR

**Introduction** // // // Cities, regions and countries around the whole Earth are investing important amounts of money in place branding efforts supposedly in order to improve the quality of life of their inhabitants. Place brand managers make use of communication tools in order to reach their goals; they are investing money of the place population in order to pursue a media notoriety. Trying to check what is being communicated about a place where place branding management is being developed; we propose an assessment methodology focused in the importance of the brand ambassadors, the communicated iconography and the place values.

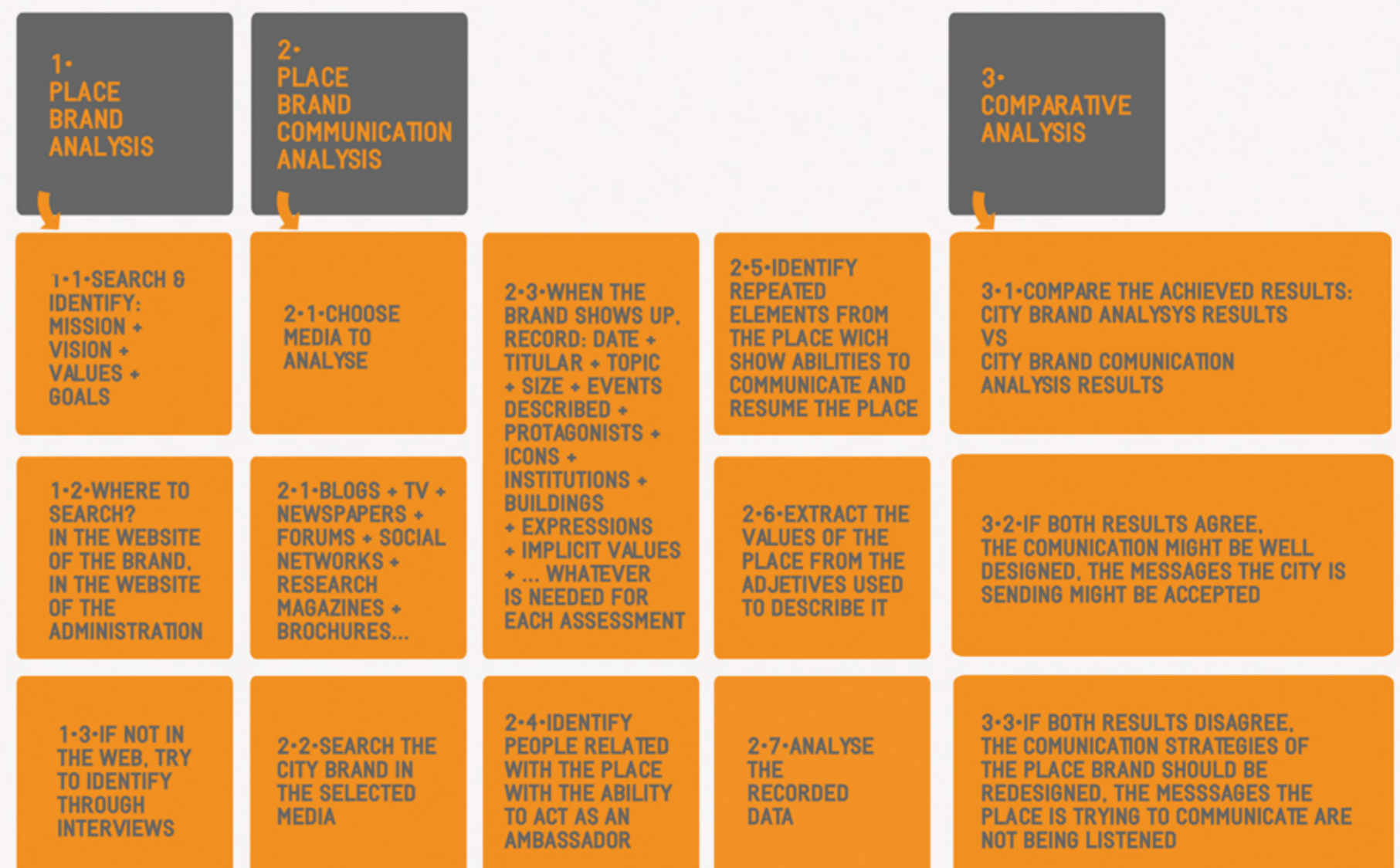
**Iconography** // // // The iconography of a place brand can be compounded of buildings, bridges, pieces of art, sport teams, unique gastronomy, gardens, public transport, urban furniture, animals, rivers... In the society we have built, images have more power than words, the world wide web and the supersaturation of information we have to live together enlarge this situation. We are living in an age where **words lost their past relevance**. Images, the **iconography**, are **faster to understand** than words. One of the current trends is to **communicate without words**, many people prefers not to read, it is not a matter of lack of skill or knowledge, it is a matter of preferences, it is no good, it is no bad, it is part of what we are nowadays as society. Paying attention to the souvenir industry we can discover the value and the abilities of a **well selected iconography**, each sold souvenir can act **as an everlasting ad, an accepted ad in a supersaturated media society**. The iconography of a place has a meaning, each icon has a meaning and the sum of all the meanings represent the synopsis of a place. It is important to **care about what synopsis crowd is receiving about our place**.

**Ambassadors** // // // Ambassadors of a place are that kind of people who have the ability of **bring the name of a place around the world**, or at least further than the place borders. Ambassadors are able to **communicate about their place without investing** big efforts or money in media, just with their way of life, with their work, with the media attention they generate. A place and its ambassadors working together can make their own **reputations grow**.

**Values** // // // To communicate values is important for any kind of human relationships, it helps to **understand each other**, it helps to communicate properly. The values from a place have **influence in all the activities of the place**. Every place should be able to chose which brand values communicates, but they must be **real values of the population** (values from the past, the present or the future), values which are **part of the identity** of the place's population, of the character of a place. The knowledge and understanding of the values affects how a place is judged, how people and business from a place are judged.



## VISUAL PLACE BRAND LANGUAGE (VPBL) & PLACE BRAND ASSESMENT (PBA)



**PLACE BRAND COMMUNICATION SHOULD BE DESIGNED PURSUING LOW COSTS AND LOW ANNOYANCE. PLACE BRAND MANAGEMENT IS NOT AN EXCUSE TO WASTE PUBLIC EXPENDITURE.**