

Inspecting the City Brand Theory and Presenting Some Solutions for Implementing of It in Iran

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Abstract— Iran is a nation with extraordinary the travel industry possibilities. Having environmental and social decent variety, antiquated history, delightful chronicled and design urban spaces and structures, regular assets, the travel industry attractions and cordial occupants could have profited Iran in the globalization procedure on the off chance that it had an all-around positive picture and feeling of spot. Marking urban areas is an apparatus that helps to make a district, nation or city generally perceived and is examined in this paper as a way to better Iran's worldwide notoriety and picture. At last it was reasoned that the way to marking Iran is in the hands of its own occupants and governors.

Keywords— City Brand, Iran, Branding urban communities, Tourism, Berlin, New York, Globalization.

1. Introduction

In the present globalized world, it is basic for the urban communities to contend with one another to pull in visitors, ventures, organizations, new occupants and different components which are important for being fruitful in the globalization procedure. Numerous endeavors have been made to rethink urban spaces by utilizing such terms as world urban areas, social urban communities, reduced urban communities, inventive urban communities, or unlimited urban areas [1]. Lately urban areas are in quest for better approaches to advance themselves. Because of quick changes in innovation and the move from neighborhood to a globalized domain, urban areas are compelled to contend with one another so as to be an alluring vacationer goal, work environment, social rich spot and substantially more [2].

As C.- J. Lee suggested that city marking is another hypothesis for demonstrating a city as an exceptional brand for creating experienced strategies for starting conventional markets, benefits and applying them in area, city or nation [3].

Great marking may help with making urban communities alluring similarly as terrible marking may help with making urban areas bothersome. A city must have certain characteristics so as to mark itself effectively, however a horde of elements are included. Helpful endeavors among occupants and civil government are one of the key factors in deciding the marking capability of a city [4].

Effective city marking depends significantly on the distinguishing proof of unmistakable and characterizing attributes controlled by the city being referred to. Attributes of a city are both utilitarian and non-useful characteristics, which incorporate, among others, city appearance, history, social attractions, socioeconomics, financial matters and administration, individuals' understanding of the city and individuals' impression of the city. Agreement on the city's character and guiding principle, between the city specialists and the overall population, is one of the key factors in making the progress of city marking [5].

This paper centers around the meaning of a city brand and the impacts of marking urban areas, at that point two urban communities, New York and Berlin which have a positive brand pictures are depicted.

Toward the end Iranian urban areas are contrasted and New York and Berlin and some appropriate proposals for improving their image pictures and partaking in the challenge of the globalized urban areas are introduced.

2. City Branding?

Present Globalization has made it simpler for recently creating urban communities to contend with more seasoned increasingly settled urban communities, essentially in light of the fact that individuals can live and work anyplace now [4].

The reality shows that, the challenge between the urban areas is cruel, as a result of affordable and political impacts of globalization. The urban areas are contending to pull in speculations, impact, organizations, occupants. One of the difficulties of urban administration in its endeavors to develop the presentation is connected around the development of the urban brand as an answer during the time spent the urban areas' advancement [6].

In the most recent years, the origination that a nation, a district or a city can change in a brand won an ever increasing number of partisans and began to get more consideration both from the experts, and the theoreticians [6]. The city brand is bit by bit turning into the most valuable and profitable substantial resources of the city. Furthermore, its qualities lie not just in the way that it can assist city with setting up a decent picture and high distinction for the city, yet in addition that it can continuously make new values [4].

This marvel gives, on one hand, the reason for creating strategy to seek after financial advancement and, simultaneously, it fills in as a conductor for city inhabitants to relate to their city [8]. As a matter of fact, a brand is the establishment that makes a spot attractive as a business area, guest goal or a spot to call home [9]. An effective brand is one that by and large makes an amazing and exceptional picture for the city and overlooking the solid bond between city marking and city picture is mind boggling. Due to understanding the city brand capacities, concentrating on the impacts of a decent city picture is important.

A picture is the aftereffect of different; extraordinary and regularly clashing messages sent by the city and are framed in the psyche of every individual beneficiary of these messages independently [8]. The picture of a city is really the one normal for the city that has been featured consistently and is for the most part brought about by involvement. The general population of the city and even the untouchables know about this quality and partner it with the name of the city. It assumes a significant job in the help of the work power and the understudies with potential to pick that spot [6]. By and large, individuals understand places or develop puts in their brains through three procedures. These are first, through arranged mediations, for example, arranging, urban plan, etc. Second, through the manner by which they or others utilize explicit spots; and third, through different types of spot portrayals, for example, films, books, canvases, news reports, etc. It is commonly recognized that individuals experience puts through observations and pictures [10]. So, it very well may be reasoned that the initial step of the marking of a city is to locate this significant quality and make it progressively substantial and unmistakable.

Paris is sentiment, Milan is Style, New York is vitality, Washington is control, Tokyo is advancement and Barcelona is culture. These are the brand of the urban areas that make a positive picture and work as an instrument that can be utilized by urban communities to characterize themselves and pull in positive consideration amidst a worldwide overabundance [9].

As of now, there is general inclination in the advertising writing that the brand is in excess of a name given to an item; it exemplifies an entire arrangement of physical and socio-mental properties and convictions [8] and spot marking is a vital procedure for building up a long haul vision for a spot that is important and convincing to key spectators. At last, it impacts and shapes positive view of a spot [9].

3. The Importance of Branding Cities

There are reasons why individuals pick specific urban areas in which to live. Certain urban areas are making rebounds notwithstanding when the ventures they were based on have turned out to be out of date. Brands develop, and urban areas that endure have figured out how to advance [4]. Therefore advertise fundamentalists and some worldwide associations, for example, the International Monetary Fund (IMF), the World Bank, the World Tourism Organization, and the World Economic Forum, eagerly encourage urban areas to look for upper hands as a methods for survival and success [11] since city marking is comprehended as the methods both for accomplishing upper hand so as to increment internal venture and the travel industry, and furthermore for accomplishing network improvement, fortifying nearby personality and ID of the residents with their city and initiating every single social power to maintain a strategic distance from social prohibition and distress [8].

There are numerous reasons why it is basic for a spot to have a brand system, however the most widely recognized is to invigorate monetary development. That is on the grounds that a solid brand can:

- 1) Shift the view of a spot that might experience the ill effects of a poor picture among outside and interior constituents.
- 2) Create a typical vision for the eventual fate of the network and its potential.
- 3) Provide a predictable portrayal of the spot.
- 4) Enhance its neighborhood, provincial or potentially worldwide mindfulness and position.
- 5) Shed troublesome generalizations related with a spot and make it all the more engaging [9].

There are significantly progressively significant motivations to contemplate the need and capability of a spot or city marking. A positive amazing picture has the ability to offer a city a focused strong and particular bit of leeway. Besides, it can impact the choice during the time spent decision of the spots for direct outside ventures and influences the demeanors towards the administrations and results of that place, of its capacity to pull in vacationers and pioneering exercises [6].

4. Creating a City Brand

The picture of a city, in the feeling of the general importance and thought of a spot, is framed by visual pictures, yet in addition by numerous different components. The structure of a city brand is an enormous undertaking, including monetary, natural, social and numerous different elements [12]. Also, all together for a city to be a decent brand, it must have characterizing and particular attributes that can be promptly distinguished. These are utilitarian just as nonfunctional characteristics. These incorporate city appearance,

individuals' involvement of the city, individuals' faith in the city, what the city rely on, and what sort of individuals possess the city [4].

The development of positive and beguiling pictures is a major device for pulling in worldwide progressions of the travel industry and speculations to advance nearby improvement (Gold and Ward, 1994)[13], Florida (2002)[14], who has attested that the innovative class is pulled in by cool urban communities (more on this later), fits verifiably into this hypothetical casing. Showcasing chiefs wherever appear to have changed perspectives on how urban communities ought to be marked. City organizers think they comprehend their "city image", yet more regularly it is a mystery. Organizers find they can't generally characterize their city image, yet few are happy to let it out; and on the off chance that you don't characterize your very own image nobody else is probably going to either [4]. In any case, there is the general understanding that an incredible city brand must be made all encompassing, in light of the fact that the whole city speaks to a brand. In the creation procedure of the brand, a few angles, for example, pictures, qualities and encounters are normally chosen, while others are wiped out [6].

So as to make a decent brand for our city, we should realize that a decent city must have the accompanying attributes:

1. Offer alluring work.
2. Not be unduly costly in connection to compensation.
3. Have sensible open transportation
4. Have great schools and recreational/social attractions.
5. Have a sensible atmosphere.

Also, the manner in which that brands work for a city is the means by which these characteristics are anticipated: by listening in on others' conversations, advertising, and at times, promoting [4]. As we examined in the above sentences the initial step of marking urban communities is to discover its picture and once the urban organizers comprehend the present picture of the individual city, they can consider in regards to the sort of picture that can be manufactured appropriately. One of the difficulties that outcome from this circumstance is the formation of a picture that decides proficient outcomes for all the objective gatherings. The qualification states of a urban picture to the title of all around accessible effectiveness are:

- a) Validity: If the spot advances a picture being excessively a long way from the truth, the odds of accomplishment are least.
- b) Credibility: The misrepresented endeavors of advancement become perilous in the event that they are rehearsed on long haul.
- c) Simplicity: Because the vast majority of the urban areas don't create advancing techniques, they will in general scatter any data somewhat positive, without making a significant investigation of it; in this way, the need procedure is normally inexistent, producing a thorough advancement and understood, perplexity in the objective gatherings.
- d) Attractiveness: The picture must offer motivations to produce the desire of the people to visit, live, put or work in the separate spot. For this, it depends on the advancement of various traits like the financial strength, personal satisfaction, opening towards outside, framework and so on.
- e) Distinctiveness: The picture "works" most proficient when it approaches contrastingly other basic subjects [6].

5. International Experiences

In this paper the marking procedure of New York and Paris is considered so as to utilize the organizers' encounters in these urban communities to set a benchmark for the Iranian urban areas.

5.1. New York

New York is the most crowded city in the United States which is in the focal point of New York Metropolitan territory. These days it has a noteworthy effect upon business, account, media, craftsmanship, style, innovation, instruction, and amusement and furthermore as the home of the United Nations Headquarters, it is a significant place for worldwide strategy and has been depicted as the social capital of the world. The tale of the marking of the New York City is the account of the manner in which a city in emergency was offered to the world. Albeit New York has had numerous attractions both for the sightseers and the natives including the Central Park, the Empire State building, Greenwich Village, the MET, the Museum of Modern Art, the Statue of Liberty, Times Square, the United Nations Building, the New York Public Library, the Guggenheim and others consistently; however as Pfefferkorn [4] incorporates it has not generally been fruitful drawing in and keeping up a populace base. This was particularly valid in the mid 70's through the mid-80 when riding the metro turned into a method for survival as opposed to a method for transportation. Somewhere in the range of 1970 and 1980, the city lost almost 825,000 inhabitants, by a long shot the biggest misfortune at any point supported over a multiyear time span by a noteworthy U.S. city. This was principally because of wrongdoing, high lodging expenses, and thickness of living [4].

As the New York State was in a profound financial droop and New York City was wrongdoing ridden and bankrupt at the time of 1977 they chose to spend a measure of cash to perceive what they could do to cause the scared visitors to reexamine. There were two noteworthy marking endeavors in the New York City, the first on is the formation of a battle with the trademark of "I Love New York" that was made alongside the crusade which is as yet one of the most perceived and effective battles ever of passionate marking. The objective of this crusade was to share all the shrouded fortunes that New York State hold. They really came to their objective by the methods for commercial like making a logo for their trademark, selling T-shirts which the motto was composed on, media and different methods for ad. I LOVE NEW YORK is the official State of New York motto, is as yet used to advance New York today.

The subsequent exertion was to diminish the measure of wrongdoing, since wrongdoing was the most significant reason the populace was moving out of the city. They resulted in these present circumstances understanding by the "Broken windows" hypothesis that Pfefferkorn [4] depicts as the accompanying: if a window is broken and left unrepaired, individuals strolling by will presume that nobody cares and nobody is in control. Before long, more windows will be broken, and the feeling of political agitation will spread from the structure to the road, sending the sign that 'anything goes'. This is the pestilence hypothesis of wrongdoing. It says that wrongdoing is infectious, similarly as a design pattern is infectious [4]. Therefore they assaulted the core of the New York City's wrongdoing which was the trams and as a representative motion cleared out any indication of the spray painting off the essences of the trains to convey a message to the vandals that confusion would not go on without serious consequences. It was the endeavors in the marking of the New York City that made it what it is today, a prosperous city with a incredible economy and a visitor goal.

5.2. Berlin

As indicated by Berlin's birthplace in the twelfth century, it is one of Europe's more youthful urban communities, which was risen by the association of Berlin and Cölln. Just because on 28 October 1237 Cölln was referenced in reports as was Berlin in 1244. Tragically, most records about those days were harmed by town focus fire in 1830. The urban communities shaped an association in 1307, and finally Berlin and Cölln joined and were named as Berlin in 1709. Before that Berlin-Cölln was in a tough situation with its populace, after Bubonic murdered somewhere in the range of 4000 individuals and during thirty years war the populace diminished to 6000 from 10000. In 1640 during Frederick's administration, Berlin achieved 20000 occupants just because and after that in 1701 ruler Frederick made Berlin the capital of Prussia. In 1709 Berlin had 60000 occupants. Berlin's populace did not change until 1871, after that Adolf Hitler came and had such huge numbers of designs to change Berlin, since he believed that Berlin was perhaps the ugliest city on the planet. Berlin was to be renamed as "Germania" and hold 170000 individuals. Be that as it may, the development never began in light of the war.

Before the Second's over World War, up to 70% of Berlin had been decimated [4]. In 1994 Berlin was isolated into west-Berlin and east-Berlin and when the Berlin divider was developed it physically isolated them up to 1989 that it was demolished. When of German reunification on 3 October 1990, the divider had been totally crushed, with just little areas remaining [4], and by and by Berlin turned into the capital of Germany.

Berlin was at one time a city with wonderful design and culture, an unordinary blend of engineering that after all the troublesome history in the twentieth century, demonstrated all the dimness of its past. Furthermore, these days has numerous appealing spots to visit from prior hundreds of years, similar to show houses, theaters, exhibition halls, displays and film celebrations.

Despite the fact that Berlin was an excellent and chronicled city, it didn't have the best possible brand picture that other European urban communities like London, Rome and Paris had. So, it was amidst a cruel challenge with the other European urban communities to assume a job in the globalization procedure.

One might say that the greatest marking issue that Berlin more likely than not had confronted was the impacts of Nazi violations during Second World War and the Berlin divider. Berlin's marking procedure was the subject of how to utilize its both positive and negative characteristics to spare it from its dull past towards a promising future. One of the greatest marking endeavors in Berlin was the making of a battle with the motto "be Berlin". Be Berlin was called to life in the spring of 2008. In the principal year, the battle to showcase Berlin basically tended to a territorial group of spectators with its mark includes, the red edge and the three-section phrases, "be..., be..., be Berlin". Since 2009, the battle has utilized the trademark "the spot to be" Internationally and advances Berlin specifically by means of the "Berlin Days" as an appealing area for craftsmanship and culture, for business and science, and furthermore to live and work. The "be Berlin" brand has been effectively settled. Individual, fruitful activities will be additionally created as a feature of the brand battle for recognizing the capital and the area [15].

6. Case Study of Iran

As it was examined in this paper, city marking is fundamental to draw in visitors and remote financial specialists. In the last 3 decades the significance of the travel industry has picked up the consideration of numerous specialists in Iran and the legislature and the private parts have contributed a ton to the procedure of the travel industry improvement. In spite of the fact that Iran has assorted atmosphere and

condition and furthermore prosperous authentic and social foundation, hasn't taken a section in the globalization procedure. Not just the travel industry is an issue for Islamic culture and convictions yet in addition can assume a significant job for monetary advancement. For example, some Islamic nations, Turkey, Malaysia, Egypt, Tunisia and the UAE, particularly the ones that depend on oil exchange. Be that as it may, disregarding every one of the endeavors made to utilize this as a bit of leeway no advancement has been made, and even the majority of Iranians invest their energy and cash in the outside nations. Some significant reasons of false Iran's brand could be as per the following:

- [1] The false impression that outside individuals have about Iran.
- [2] The negative attention that has been made through outside media about Iran.
- [3] Since an awful commercial against Iran, couple of outsiders know Iran genuinely.
- [4] The center east's shaky circumstance has warded off sightseers from venturing out to the greater part of the locale.
- [5] Bad Iran interurban open transportations.
- [6] The absence of value in the recreational offices.

7. Results

Subsequent to contemplating the meaning of city brand, the manner in which it is made and the marking endeavors of New York and Berlin the motivations to their fruitful marking endeavors turned out to be clear. The principal exercise that is found out by considering the marking accounts of New York and Berlin is that organizers should concentrate on urban areas' qualities and improving their shortcomings. New York wouldn't be a fruitful marked city, if it's wrongdoing issue hadn't been understood or neither would Berlin, if the impacts of the Second World War hadn't been cleared out. These urban areas are unmistakable, have values that are not accessible anyplace else, and there is no disarray about as what the city rely on. These qualities and characteristics are spread by the verbal, publicizing, visual communication, and so forth. Anyway, it shouldn't be disregarded that urban communities should likewise offer what they guarantee to; else, they wouldn't accomplish their objective.

Distinguishing Iran's city marking issues, and having contemplated the marking accounts of New York and Berlin some great and pertinent proposals are introduced as pursues:

- i. Increasing in the administration's consciousness of the significance of marking urban areas.
- ii. Establishing efforts to advance Iran's image.
- iii. Choosing the ideal trademark for the brand of Iran and publicizing it by the methods for visual communication, logos and web notices.
- iv. Introducing Iranian prosperous history and culture and furthermore its atmosphere and natural assorted variety.
- v. Focusing on the Iranian friendliness in the promotion programs.
- vi. Designing new the travel industry sites and improving the current.
- vii. Optimizing the interurban open transportation's and building up the venturing out organizations to encourage goes between traveler goals.
- viii. Making the recorded and engineering places progressively unmistakable and prevalent like the Milad tower in Tehran.
- ix. Developing the foundations to hold sport uber occasions to exhibit Iran's image.

8. Conclusion and Discussion

Brands are the names given to items or spots demonstrating the speculators on outcome of developing aggressiveness and globalization. This examination talks about the significance of considering this marvel in the far reaching plans of the urban areas of nations like Iran, which have a bogus brand picture and in this way, couldn't have pulled in the travel industry, organizations and ventures to build up their economy, at that point distinguishes that expanding in the Iranian individuals and city organizers' attention to the significance of city brand and improving Iran's picture and exposure are the initial moves towards an additionally encouraging future.

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