

Building the image of a place brand with the support of local commercial brands. Poznan Brand Consortium case study

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Abstract. Local commercial brands are increasingly perceived as vehicles to build the image of the place from which these brands originate. Local products, services or companies, through their brand values, personalities and their approach to marketing communication, influence the way their places of origin are perceived. It comes as no surprise that places have started to use the best well-known brands to promote themselves. However, this approach is used in the context of countries rather than smaller scale places.

The aim of this paper is to present the image relationships between the place brand and local commercial brands originating from that place. To make the symbiosis successful, a place as well as local brands need to define the areas of their image concurrence and strength.

This paper discusses the case of the Poznan Brand Consortium set up in order to support the brand of Poznan City. The NeedScope technique was used to analyse the level of concurrence or conflict of the images between the commercial brands and the Poznań City brand. The results revealed that only part of the brands' images are in concord with the perception and values of Poznań while it tends to vary from one surveyed group to another. What is more, in general the local brands do not cover all desired associations with the city. The analysis thus enables place marketers to adequately exploit single commercial brands in specific contexts and select other ones in order to achieve the desired image of a city.

Keywords: place brand image, local commercial brands, place-of-origin effect, flagships, Poznań Brand Consortium, NeedScope

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INTRODUCTION

Local commercial brands are increasingly perceived as a vehicle to build the image of a place from which these brands originate (e.g. Mateo&Seisdedos 2010, Gilmore 2003, Florek&Conejo 2007). Through their brands' values, personalities, and their approach to marketing communication, local products, services or companies, may influence the way their places of origin are perceived. It comes as no surprise that places have started to use the best well-known brands to promote themselves. However, this approach is used in the context of countries rather than smaller scale places (e.g. Cervino et al. 2005) such as cities. Meanwhile, the process of transferring image of local brands onto city brand identity and reversely, is an approach that can strengthen both types of brands. The purpose of this paper is to present