

Place branding is about communicating and managing the identity and perception of a place

Local organisations in England are actively engaged in place branding

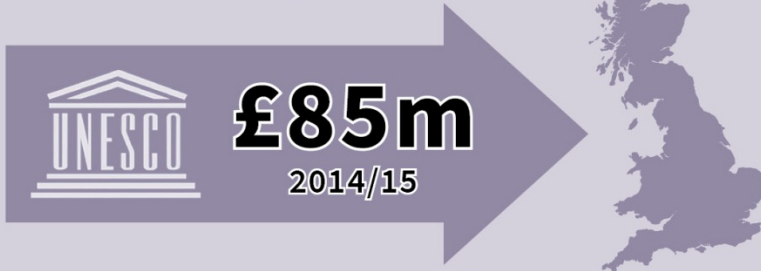


Economic benefits from the UK's GREAT national branding campaign

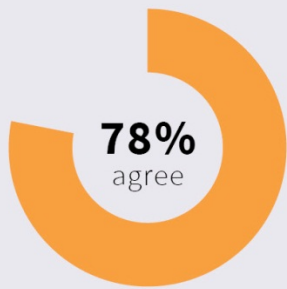


Source: The GREAT campaign

Value of the UNESCO brand to the UK

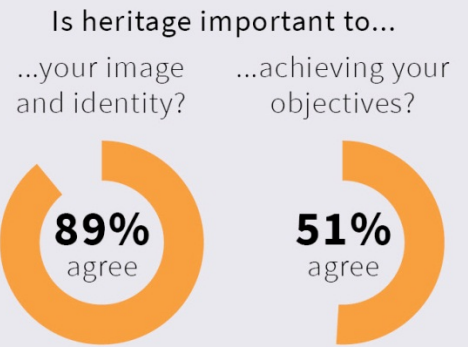


Evidence from Business Improvement Districts (BIDs)



BIDs see place branding as a part of their responsibilities

“ Today’s consumer is very market savvy and if a brand is constructed from scratch they are suspicious; using heritage brings credibility and authenticity to the offer... Newcastle NE1 Business Improvement District Company, 2016 ”



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