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The role of brand elements in destination branding

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Citation:

TABLES & FIGURES

Table 1: Logos and taglines mentioned by participants

NONE	96%
"Live your myth in Greece"	1.5%
"Explore your senses"	0.5%
"Greek islands tourism"	0.5%
"The gempus"	0.5%
"Deep blue sea and extraordinary pleasant people"	0.5%
"The Greek flag"	0.5%

Table 2: Contribution of brand elements

	NAME	TAGLINE	LOGO
Visibility	3.46	3.28	**3.46**
Distinctiveness	**3.48**	**3.34**	3.45
Authenticity	**3.48**	3.28	3.23
Transparency	3.17	3.03	2.94
Consistency	3.31	3.14	3.02

Table 3: Mean scores of the performance of brand elements in significant parameters

	NAME	TAGLINE	LOGO
Dislike – Like	**5.46**	**5.00**	**5.00**
Good – Bad	5.41	4.87	4.89
Distinctiveness – Non Distinctiveness	5.35	4.79	4.75
Interesting – Not interesting	5.27	4.88	4.75
With Quality – W/O Quality	5.11	4.88	4.76

Table 4: Chosen brand elements to fit to the positioning statement

Brand element	Choice	Score
Name	Greece	72.1%
Tagline	"explore your senses"	27.9%
Logo		41.5%

Table 5: Perceived fit of brand elements and positioning statement to desired image

Mean score	NOT AT ALL	SLIGHTLY	MODERATELY	VERY	EXTREMELY
3.54	3.1%	6.2%	31.6%	51.8%	7.3%

Table 6: Influence of brand elements on aspects of behaviour

	NAME	TAGLINE	LOGO
Influence on destination decision	2.67	2.15	2.21
Destination image	**2.70**	2.25	**2.22**
Reason to revisit	2.49	2.15	2.17
Reason to recommend	2.61	**2.19**	2.20

Figure 1: The four functions of identity-based place brands (Kavaratzis and Hatch, 2013: 80)
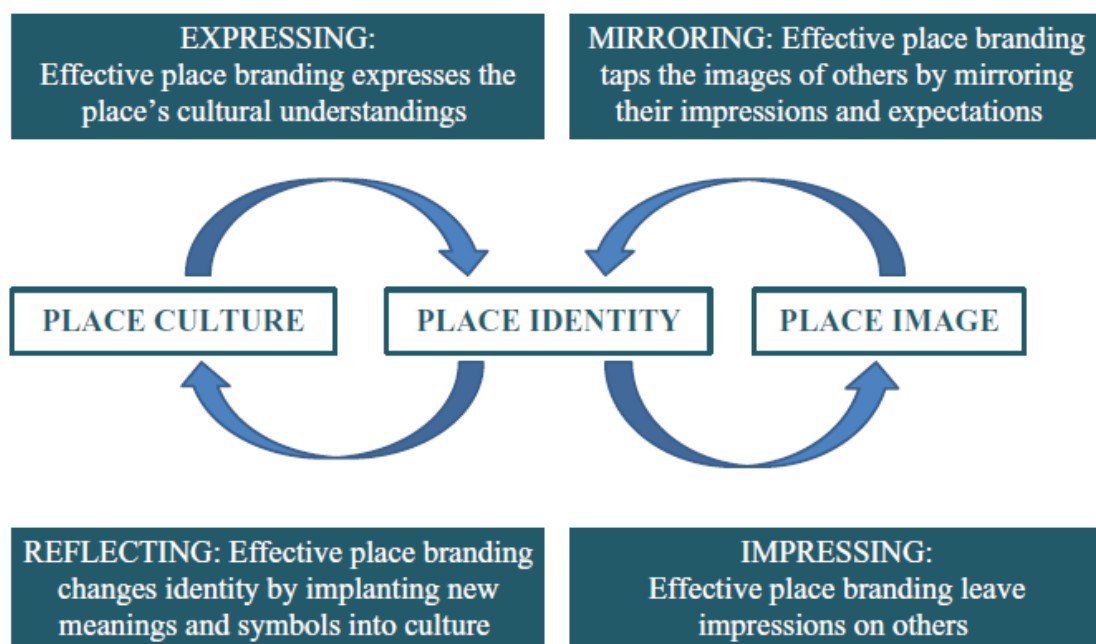
Figure 2: The conceptual model of the study

Place branding expresses the place's
cultural understandings

Place branding mirrors external
impressions and expectations

CULTURE

D

IDENTITY

B

IMAGE

Place branding implants new
meanings and symbols into culture

Place branding leaves
impressions on others

C

A

Brand elements

E

BEHAVIOURAL INTENTIONS
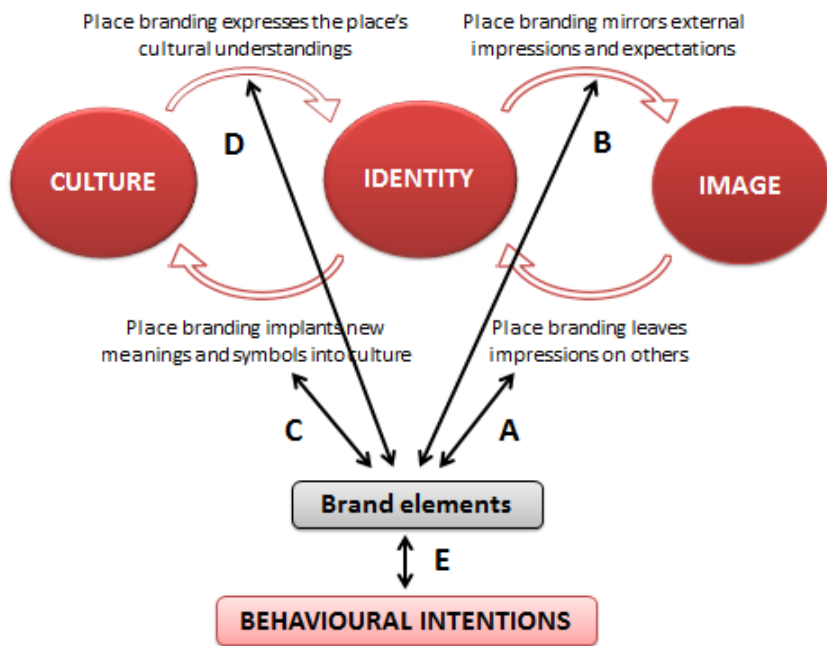
Appendix A:

TAGLINES

"Explore your senses"

1	2	3
27.6%	23.3%	15.2%

LOGOS

1	2	3
23.4%	17%	15.6%

"Greece. Kalimera"

1	2	3
16.4%	11.6%	12.1%

1	2	3
5.4%	12.8%	15.6%

"Greece 5.000 years old: A masterpiece you can afford"

1	2	3
6.9%	7%	12.1%

1	2	3
4.5%	4.3%	6.3%

"Live your myth in Greece"

1	2	3
23.3%	23.3%	15.2%

1	2	3
45%	21.3%	12.5%

"www.visitgreece.gr"

1	2	3
24.1%	18.6%	18.2%

1	2	3
18.9%	29.8%	15.6%

"True experience"

1	2	3
1.7%	14%	24.2%

1	2	3
1.8%	10.6%	21.9%

"Your Best time yet"

1	2	3
-	2.3%	3%

1	2	3
0.9%	4.3%	12.5%

Appendix B

	NOT AT ALL	SLIGHTLY	MODERATELY	VERY	EXTREMELY	Mean

REASONS RELATED TO TRAITS, CHARACTERISTICS OF THE DESTINATION ITSELF (i.e. sea, sun, monuments,...**)**	9.5%	3.5%	16.6%	**51.3%**	**19.1%**	**3.67**
REASONS RELATED TO PLACE (i.e. closeness**)**	16.2%	8.6%	**27.8%**	**36.9%**	10.6%	**3.17**
REASONS RELATED TO PRICES (i.e. low rates…**)**	23.6%	17.1%	**31.7%**	**22.6%**	5%	**2.68**
REASONS RELATED TO e- EVIDENCE (i.e. website appearance,…**)**	**39.3%**	**17.9%**	24%	14.8%	4.1%	**2.27**
REASONS RELATED TO REPRESENTATIVE PEOPLE/AGENTS OF THE DESTINATION	**41.2%**	**17.1%**	22.1%	14.6%	5%	**2.25**
REASONS RELATED TO PROMOTION (i.e. heavily advertised, strong word of mouth,…**)**	**39.7%**	**16.1%**	28.1%	14.6%	1.5%	**2.22**
REASONS RELATED TO PROCESS (i.e. convenient booking, prior travelling procedure,…**)**	**42.2%**	**16.1%**	27.6%	11.6%	2.5%	**2.16**