

The role of brand elements in destination branding

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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	SLIGHT LY	MODERATE LY	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)

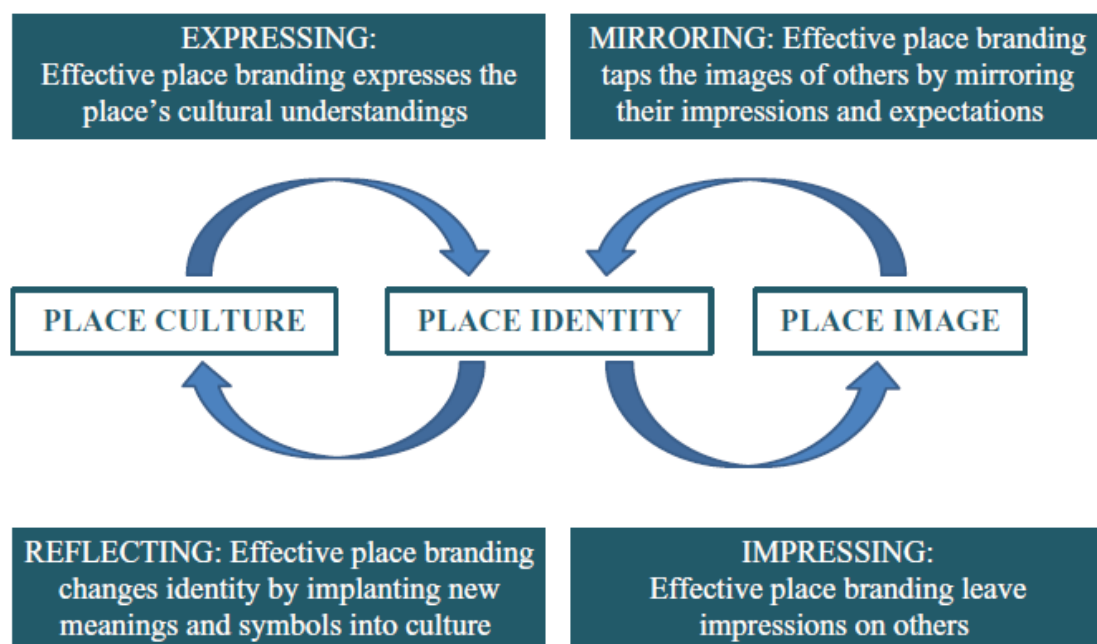
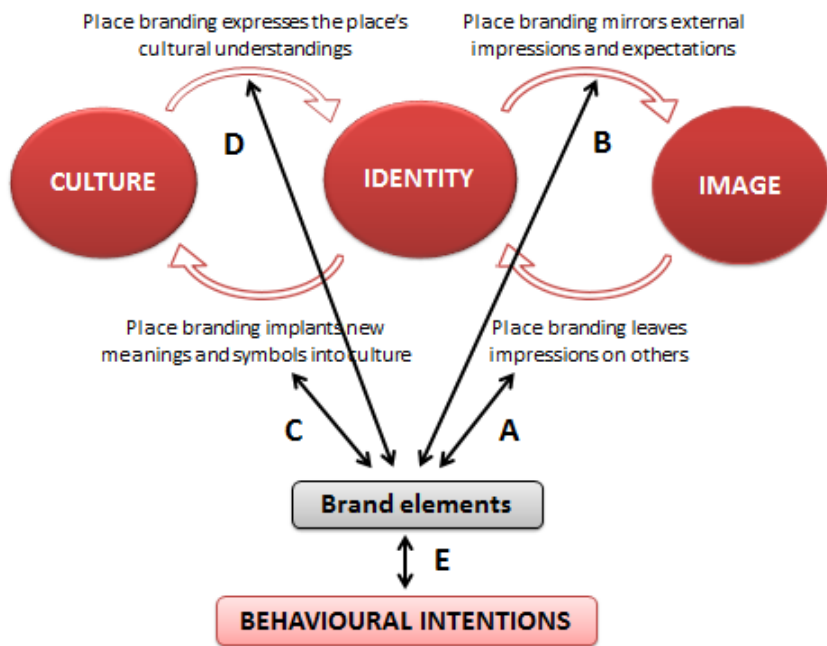


Figure 2: The conceptual model of the study



Appendix A:
TAGLINES
"Explore your senses"

1	2	3
27.6%	23.3%	15.2%



Greece
explore your senses

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
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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