

Review article  
Received on August 27, 2018.

MARIJAN PRIMORAC

University of Mostar, Faculty of Humanities and Social Sciences

## COMMUNICATION STRATEGIES IN THE CITY BRANDING

### Abstract

City branding, vast majority of authors consider as the process of identity and image management, represents a strategic answer to new demands of the networked world, economic trends, information and social needs of the population. Theoretical perspectives and practical examples emphasize the significance of urban identities “management” through conceptual settings of branding in order to increase competitiveness of cities in the following spheres: touristic demand, optimal efficiency of resources (investments, attracting new inhabitants...), revitalization of urban spaces and strengthening of the city identity. Preconditions for optimal efficiency of competitive advantages of a certain city in relation to other are created by using branding techniques and tools, while communication practices of city systems and subsystems represent infrastructural platform for implementation of the mentioned process. Current theoretical concept related to identity model is based on the holistic approach to the brand management with the emphasis on increased involving of the local population in creating urban policies. Orientation towards strengthening city identity by inclusive approach to conceptual setting of branding introduces the contemporary city management sphere based on the principle of good management while emphasizing the significance of dialogue processes between different interest groups and necessity of wider understanding of culture within the meaning of strategic tool for urban development. Therefore the paper deals with theoretical aspects, methods and implementation of strategic management of communication in the process of city branding. Author begins with the hypothesis that in the process of brand development,

besides the analysis of the current public image, communication competence of stakeholders has the key role in creating mechanisms for dialogue processes between interest public groups within the city in order to achieve greater consensus on the strongholds of the living city identity. Relying on the findings of leading authors from this area and analysis of the practical examples, the paper presents basic steps in the process of creating city brand.

*Keywords:* city; brand; strategy; identity model; communication