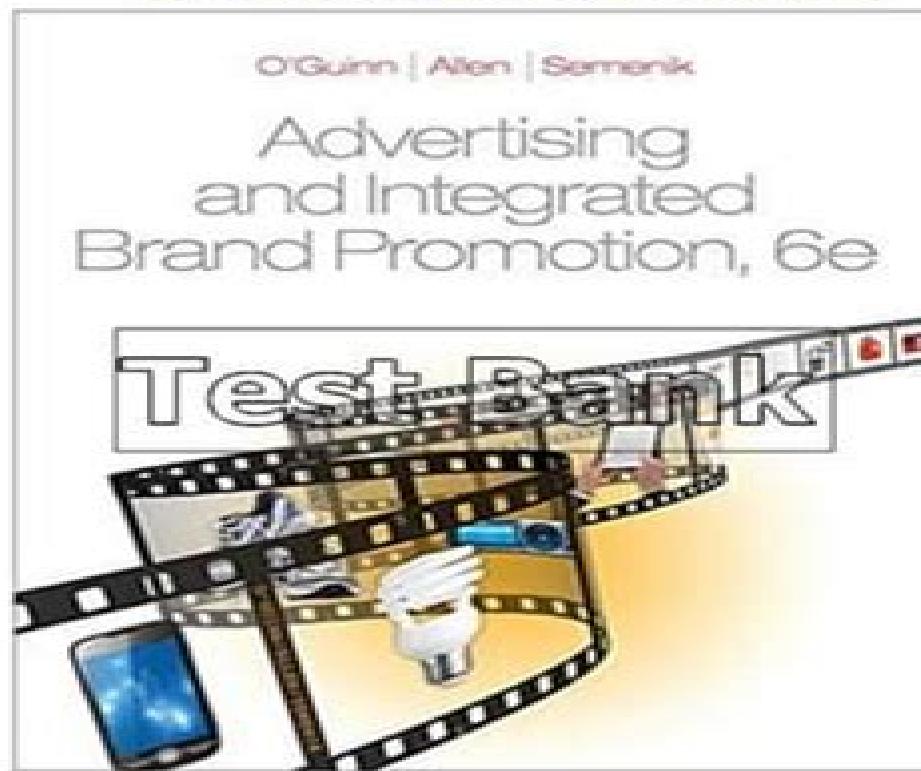


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unique reputation and converted more and more into own brands due to globalization City branding is comparable with product branding where products and services with a strong brand can be sold easier attracting people and investment compared to the poor branded While some cities have prospered over the years others have suffered Furthermore every city has to compete against other city for its share of the world s consumers tourists businesses investment talents respect and attention on the international level The objectives of this assignment is to examine how to brand a city properly and to understand the essential steps for implementing a significant brand strategy For a better understanding of the approach an anonymous online primary research was done in December 2013 to reflect and explain individual methods The questions from this result can be founded in the appendix Additionally one successful branded and one less successful branded city will be discussed *Advertising and Integrated Brand Promotion* O'Guinn,2014 **On-premise Signs as Storefront**

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