

Table 1 Factors underlying contingent self-definition

| Thematic category | Factor | Pertains to... |
|-----------------------------|------------------------------|--|
| <i>External perceptions</i> | Blurred boundaries (BB) | The diminishing importance of regional and national boundaries in the context of multi-country single markets and customs unions |
| | Knowledge deficits (KD) | The limited knowledge that actors have of the places that they may interact with at any given point in time |
| | Target audience (TA) | The importance of integrating target audiences in the construction of the brand as a complex social process |
| | Toponymic clarity (TC) | The degree to which a place name has clear meaning for intended audiences |
| <i>Proximity</i> | Cultural proximity (CP) | Cultural and linguistic similarities between places that are not necessarily geographically close |
| | Geographic proximity (GP) | The potential influence of sharing a border or otherwise being geographically close to intended audiences |
| <i>Brand relationships</i> | Diversity (DV) | The challenge of integrating the diversity of a place within a brand |
| | Halo effect (HE) | The way in which place brand image may serve as a halo from which actors infer the attributes of other related places |
| | Regional exceptionalism (RE) | The perception that a region is unique or exceptional in some way |
| <i>Politics and power</i> | Critical mass (CM) | The geographic scale required for the place brand to resonate with target audiences |
| | Political environment (PE) | The competing claims and sources of legitimacy in the environment within which place brands are constructed |