Table 1 Factors underlying contingent self-definition

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| Thematic category | Factor | Pertains to… |
| *External perceptions* | 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 |
| *Proximity* | 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 |
| *Brand relationships* | 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 |
| *Politics and power* | 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 |