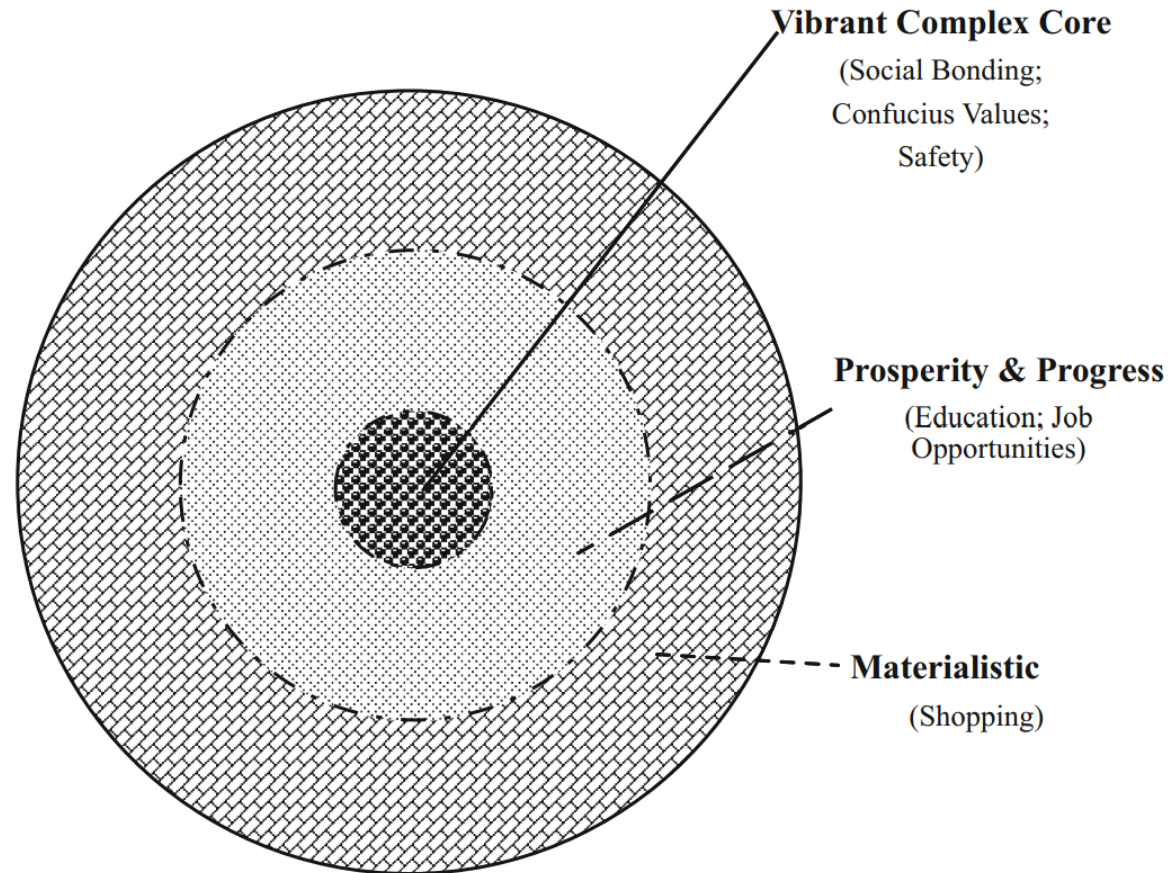


Designing a brand

Breakout room exercise

Hong Kong city brand (Merrilees et al. 2018)

Fig. 1 Proposed diagrammatic representation of the Hong Kong city brand meaning showing porous boundaries to layers



Branding craft cities or regions: what are the meanings you want to convey?

