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Research Paper

Place Branding; An Economic - Oriented Approach to Empower Informal Settlements (Case of Falak-e-Din Neighborhood, Khorramabad)

H. Mohammadi[1,*], M. Zare Elmi[2]

[1]*Assistant Professor, Art and Architecture Faculty, Urban Planning Department, Yazd University, Yazd, Iran*
[2]*MA, Urban Planning, Art and Architecture Faculty, Urban Planning Department, Yazd University, Yazd, Iran*

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Abstract

Informal settlement as a global urban phenomenon encounters different social, physical and economic shortcomings. These fabrics especially in cities of the global south experience an escalating gap with developed urban areas. In this regard, faltering economy plays a major contribution in continuity of poverty and exclusion. In Iran, Empowerment plan could not lead to favorable and stable results which has mainly been related to stereotypic, homogenizing and dehumanizing viewpoints to current empowerment plans. As regards the ultimate effectiveness of place branding becomes true in economic context and these settlements are one of suitable candidates for branding, the main aim of this study is improving economic empowerment plans realization for informal settlements through integration urban planning with place branding process to determine more efficient strategies for falak-e-din informal neighborhood by its identity and discovering how place branding, economic empowerment and place identity have conceptual, practical relations with each other to signify this integration. The method of present study is mainly qualitative which is best to cognition of place complexities. Falak-E-Din settlement, has been selected as the case study because it benefits from place market maker advantages and yet encounters the threat of identity crisis. Surveying practical and theoretical facets of Results show place branding with a focus on marketing view is trying to use all aspects of the place(as a complete identity) to draw the image of economic prosperity through comprehensive branding strategy. The findings from analysis of gathered data from inhabitants(observation, interview and archival data) by SWOT and evaluation through brand creation process in Falak-E-Din quarter by ANP (Analytic Network Process) based on evaluation criteria- reveal the best alternative for creating Falak-E-Din quarter brand is to provide brand strategies based on the brand identity which is built with an emphasis on quarter human factors. Accordingly brand strategies are codified at four main steps to create chosen brand identity: create direct and indirect job opportunities, physical elicitation of place personality with execution of physical components of the brand identity, physical complementary proceedings, and eventually marketing proceedings which include final actions that lead the place to its economic purposes.

Keywords: *Economic empowerment, Informal settlement, Place branding, Strategy, Urban development, Place identity.*

1. INTRODUCTION

Increasing growth of Informal settlements among contemporary cities and inefficiency of the procedures for these settlements through current empowerment plans of Iran and some other developing countries, especially in economic aspect, causes poverty continuity among the inhabitants. This inefficiency is mainly due to lack of comprehensive and economically productive viewpoint and weakness in strategy presentation .In this way, Market's making potentials and existed differences between these places have not been seen appropriately, so empowerment successful practical and theoretical experiences have been confined to physical and somewhat social issues and are less effective in economic empowerment meaning: increasing income, creating job opportunities, and economy identification of the area to have an active role in urban economy.

This issue has made the study use place brand ability to fill mentioned gap between theoretical and practical attempts through existing empowerment plans with adopting best practices for economic empowerment of these places. This study use place branding in a neighborhood scale and for economic promotion of informal settlements as eligible places for branding [1]. not

** Corresponding author: Hamidmoham@gmail.com*
Tell: +989129369470; Fax: +983536228833

as two opposite conception as popular belief. According to place marketing viewpoint which contribute to the efficient economic and social functioning of a place [2], place branding (as a part of place marketing) is mainly trying to use internal and external abilities of every place optimally by changing it to a market, gaining the consumers‟ loyalty, maximizing their expenses, and playing an active role in major markets such as the city‟s market [3-4] as Macrae (2000) claims: The value of a brand is related to its ability to persuade consumers (e.g. residents, visitors, investors) [5] basically through the place identity [6-7]. Indeed, city branding is related to how different dimensions of a place like: Culture, history, economy, social development, infrastructure, architecture, and environment can create a marketable identity through their cohesion with each other [8]. In this regard, the authors found falak-e-din informal quarter as a proper case study for this research due to its outstanding identity specially in its human aspect which is neglected by the city residents and officials even by its residents who are undergoing critical circumstances; facing with identity crises, poverty, unemployment and addiction.

About paper‟s empirical contribution, this research follows economic status promotion of informal settlements through a new perspective to potentials of constructing aspects of a place particularly with gaining benefits from advantages of place social, cultural and physical aspects in order to create a capable market to obtain economic objectives in informal places (in other word through umbrella brand strategy) rather than almost stereotypic, homogenizing and quantitative viewpoints to present dehumanized empowerment planning (which almost have marginally physical outcomes) for solving economic issues. Place branding approach create this possibility to understand complexities, advantages and differences of these settlements, which are often neglected in typical, executive plans, over formal knowledge constraints. An innovative view that can be efficient to promote economic status of the settlements with affecting on common, formal planning. Theoretically, the paper emphasizes mainly on the conceptual, practical corresponding among place branding, place identity and economic empowerment to support integrity between place branding process and urban planning (rather than urban planning alone and its common strategies) in the setting of urban planning knowledge as a multidisciplinary field and the obligation of new procedures substitution rather than old, inefficient policies. Also it suggests a more robust theorization about place marketing view and its contribution to urban planning discipline.

2. METHOD AND RESEARCH QUESTION

Present study is a practical research and its nature is descriptive-analytical. The approach of this study is mainly qualitative, and it benefits from both qualitative and quantitative data for exploration, recognition, and explanation at market research phase as the first step in brand creation process. These data have been collected by library-archival and surveying techniques (profound interview and field observation), and have been analyzed and explained by SWOT analysis technique. According to the analysis, the aims and the target groups of planning are determined and base on these phases, alternatives of place brand identity are designed. Evaluation of These options have been done through ANP (analysis network process) and SUPER DECISION software to choose the optimum one as brand strategies codification basis. The priority of strategies is determined based on needs assessment and the necessary priorities to create the brand identity. In line with the research aim we answer to this question, how place branding, economic empowerment and place identity have conceptual, practical relations with each other to signify the integration between urban planning and place branding process for creating more efficient strategies for improving economic status of place based on its identity?

3. CONCEPTS

3.1. Informal settlement

Europe Economic Committee suggests this definition for informal settlement: Every human settlement in which housing has no legal demand for possession or legal using the field for residential purposes. Inhabitants of these settlements are often facing with deportation from their property due to lack of land legal rights. This Vulnerability capability sometimes increases due to usual insufficiency in housing, services accessibility, transportation, education and health which are the results of these settlements physical and legal exclusion from urban community [9]. This region is against the formal region of a city. While morphological and operational conditions have divided these regions, cultural and mental barriers are the stronger factors. Rare correlation of formal inhabitants and their unreliability toward informal regions causes these settlements to become more blemished [10]. On the other hand, feeling of discrimination and delayed success among the inhabitants of the informal region causes alienation with the city formal region [11], isolating of informal regions like an island [12], And creating crisis. Informal settlements shared points are poverty and local inefficient policies, in the other words informal market superiority to the formal market [13-14]. Means most of the inhabitants cannot obtain a proper status in the economy of the city due to lack of professional abilities, so they do unproductive jobs in the informal part of the economy [12].

3.2. Economic empowerment

Economic empowerment means developing an authoritative environment which provides a more fair accessibility to markets for a job, land, goods, services, and stock [15]. Planning guidance ability and economic development of a society is somehow depends on capacity of society, means inhabitants ability to organize and equip their resources and assets in order to reach economic development aims [16]. Economic empowerment is based on promotion of income and work circumstances of those who have low income in the informal part [17]. From

society empowerment viewpoint there are many policies for action towards markets, including:

1- Reinforcing and redirection of community (poor people as citizens) towards market regulation issues.
2- Empowering community investors to compete with private investors, through basic services and guarantee of society members accessibility to these services (poor people as producer and as consumer).
3- To promote small businesses as a key component of employment and income generation programs (poor as producers)
4- To increase employability of urban poor people in increasingly flexible urban labor markets (poor as workers) [18].

3.3. Place branding function and goals

Places in competition with each other need to discover and create unique points in their identity because these points as unique product or special sale characteristics can attract tourists, investors, inhabitants, and others [19]. The brand nature can meet these needs; a brand is a distinct product or service due to its dependence to competition, and its personality which is a unique combination of functional characteristics and symbolic values [20]. Therefore, city branding must concern about how can culture, history, economy, growth and social development, infrastructure, architecture, perspective, and environment be combined to create a marketable identity [8]. When branding cares about creation and promotion of place validity and identity, historical heritage is the main tool in this kind of branding, places and history are strongly interconnected, as a place location is a part of its essence [21]. Thus, a robust place brand can lead the place to economic opportunities development [22-23]. What place branding mainly targets includes:

1- Developing new ways to communicate place image with other parts of region or the world as a whole, which is being considered as a media created image.
2- Accessibility to Local and international Competitive advantages
3- Reinforcing renown, reputation and Organizational identity of a place that improve its economic importance [24].

Also, the function of place branding approach to improve economic circumstances can be interpreted as a robust emotional and functional correspondence between the place and target groups who are actually the place„s customers as Gotham asserts: urban place branding, through creation of a clear, unique and customer-oriented version of place, has targeted place image that can attract ideal customers and culminate their expenditures [3]. Hence, the apogee of place branding will be clear in economy.

In the other words, we communicate with places due to rational, emotional, or hedonistic reasons [25] and if places are not compatible with our expectations, distances will be apparent [6]. Through its function and reliability, a place brand tries to reduce these distances; hence consumers would like a brand (expectations compatibility) and maintain it reliable. This is the Consumer reaction to a marketer branding action due to perception of brand high popularity and quality. Finally, consumers are aware of brand and this brand awareness shows high success in branding. A brand's real value depends on ability to convince and persuade consumers [5].

According to the reviewed aims and functions, some places are more suitable candidates to be transformed by place branding including:

*Places that have faced a gradual and steady descent and have been in a recession for a long time. These places often lose business, occupation, inhabitants, institutes, and events gradually so danger bells doesn't sound till scale of the problem becomes severely apparent. If these places concentrate their effort to reinforce their brand, they will stop or reverse their downward direction.

*Places that experience crisis and need to recover themselves. Their economic, social, and (sometimes) cultural structure have been changed completely. There is no opportunity to return to the first status and the only possible option is complete rethinking of a brand [1]. In this regard, informal settlements regardless of geographic location by the virtue of their mainly shared characteristics are one of the qualified places for place branding. To achieve its aim in such places, branding approach applies some strategies in practice.

3.4. Place branding strategy

There are many tools for application of place branding concepts, but creating a long-term and strategic place branding lays at the root of real aspects of the place, through strategic communications among these aspects and its unique elements to create identity, validity, honor, and place brand stock [26] Anholt agrees (2010) 'effectiveness of place branding strategy depends on connection of these factors through three levels: strategy, nature of activities (main substance), and symbolic actions as a classic three-legged chair [27]. In order to shap a predetermined sense of place (branding), the main idea is conveying associations that establish a brand in the mind of the consumer as place user [28-29]. Three indicator tools that can be used in line with this strategy include: Signature buildings, hallmark events and personality association -gaining personality characteristics of people [19]. In a larger scale Daclin (2010) introduces three different branding strategies, including:

- Umbrella branding strategy, runing a flexible brand that can lead and transfer different aspects of city (place), such as economic, tourist, and cultural aspects.
- Glocal brand strategy
- Global brand strategy [30].

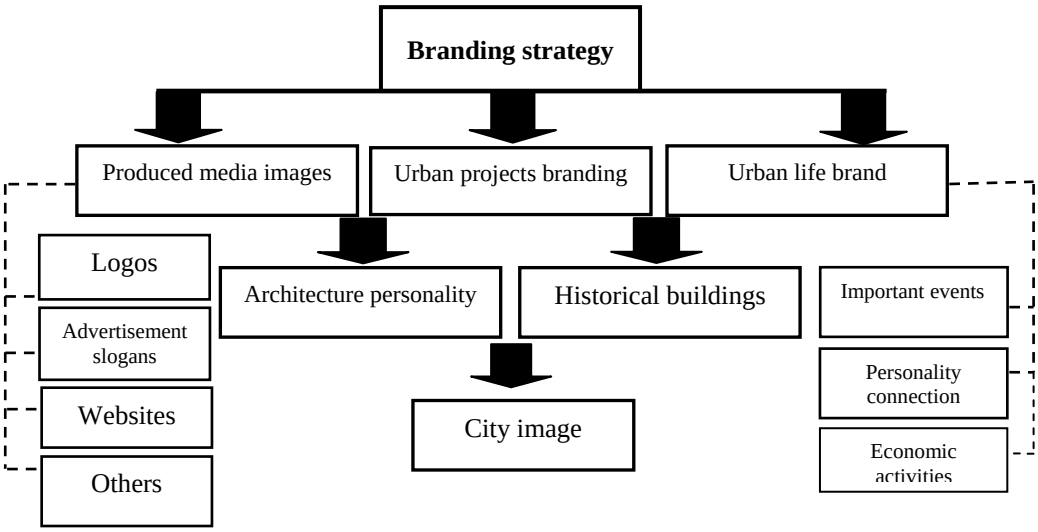

Fig. 1 Place branding strategies, (Source :Based on [19, 30-32])

According to umbrella brand strategy, branding needs urban branding projects, urban life branding, historical buildings, architecture identity, overall shape of the city, and produced media image.To comprehend the function of place branding strategies evidently ,These strategies can be clustered in two action groups. Indeed, in this study place branding efforts to reduce distances between consumers and place and its effectiveness on place economy is done through two main methods which affect on economic situation either in a direct or indirect way.

Direct effect

Creating job opportunities and earning income through known opportunities by exploratory studies and determining identity as two steps in place branding process.

Indirect effects

- Remaking place image in target groups minds by creating a new place personality or eliciting the extant personality.
- Preparing the context for increasing tendency of aim groups to place and increasing usage of the five senses.
- Attracting creative groups to place
- Development of Hope, impetus, and economic movements in the gamut of brand framework and providing an appropriate context for economic evolution (based on [31]).

Table 1 Concepts, aspects, and factors of conceptual framework, (Source: Authors, Based on literature review)

Concept	Aspects	Factors (components)	Descriptions
Place economic empowerment	Human capacity	Education and skills ،leadership ،citizenship, Entrepreneurial spirit ، labour force	Poors as labour force and consumers
	Social capacity	Sense of belonging to society community based organization Participation Community planning Cooperation in local community Data accessibility (power) Accessibility to justice and law	[18, 33-35]
	Economic capacity	Economic health Variability Adaptability Health of local businesses Sustainability Informal economic activity Local control Access to capital Location infrastructure Amenities	
	Ecologic capacity	Ecosystem health Natural sources Facilities Compatibility ecological Stewardship	
	Political capacity	Responsiveness Local and national rules correction Bottom-up structure	

Place branding	Place Pulse Presence People	Economy, education Artificial framework, natural framework Place attraction, life style Place international identification ability, images Inhabitants' hospitability, levelsafety	[36]
	Prerequisites	Expense	Means life expense and habitant's cost
Place brand identity (place identity)	Functionality and content	Language and accent Believes and customs Individuals and ancestors Art events and activities	[6, 36, 38]
	Physical framework	Artificial: General view Structural-linear, point, linear - point, single Structure, area, atmosphere, and mass factors Natural: general natural position, geographical Structure, natural structure, natural area and Structure, point and linear- point factors	
Comprehensive brand strategy	Society and culture (events, personality connection), economy Natural framework, Artificial framework Visual, audio, combined media	Life brand Physical brand Communications	[19, 30-32]

3.5. Conceptual Model

According to theories, and research experiences, especially in place brand creation strategies in New York, Wollongong and Kuala Lumpur [31], the following analytical model is suggested in association with four main concepts of research: informal settlements, economic empowerment, place branding and brand strategies.

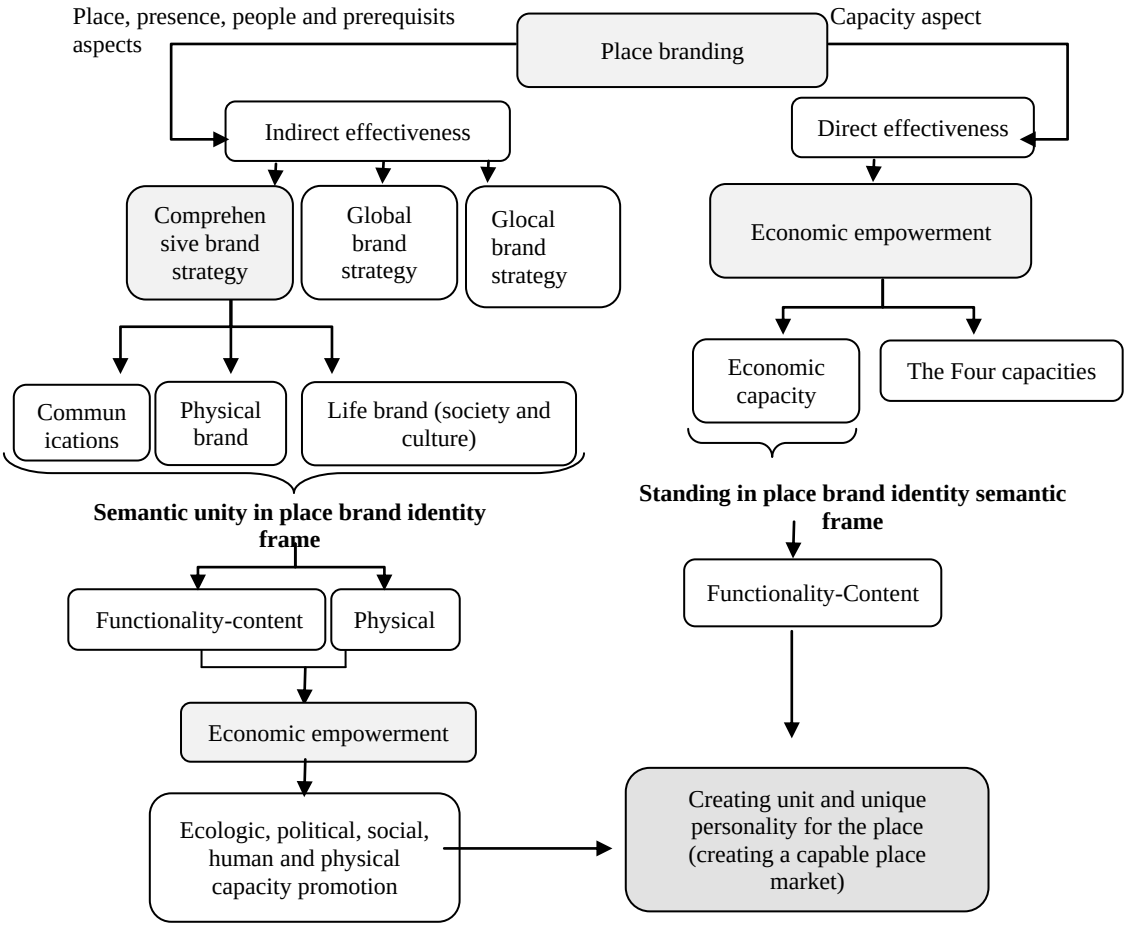

Fig. 2 Research conceptual model, (source: Authors, Based on literature review)

4. INTEGRATED PLACE BRANDING PROCESS

There are many models to create a brand as an example Clark et al (2010) describes brand-building process in Georgia, Athens, through 17 steps from forming branding committee to perform interviews and executing brand [39], this process has no stress on primary cognition of place through its strength and weakness points. In contrast, Kavaratzis (2004) highlights the communicative dimensions of branding process with focus on city's image and 3 different communication level with a city (place) [4]; Indeed, every communication level refers to some branding strategies until the (last) tertiary communication where a complete brand is created. In this case, Place branding process is aimed at achieving "communicative competence" of the place. As zavattaro (2014) claims: "No author is wrong just as none either has yet come up with the definitive place branding model. "Because place branding is an inter- and multi- disciplinary field; Hence, different elements from various disciplines can be combined by scholars and practitioners in order to pick the branding strategy right pertinent to their goals. Despite of these differences all processes follow one aim to create a rational, meaning-oriented and interactive approach to develop place branding [26]. Through these, zavattaro process model (2014) is closer to this research s" aims (including three steps before implementation with a more marketing-based view, without considering to place brand identity in its main phases) but in this research due to obligation of conducting urban planning measures in addition to branding activities to overall improve of the place, and apparent separation of detailed brand creation phases, we found it the best one to do the research. as cheng (2004) claims: Branding general phases become equivalent to urban context [40]. This process has eight general phases that three last phases are related to process executive steps. In this research, we will continue to strategy determining phase.

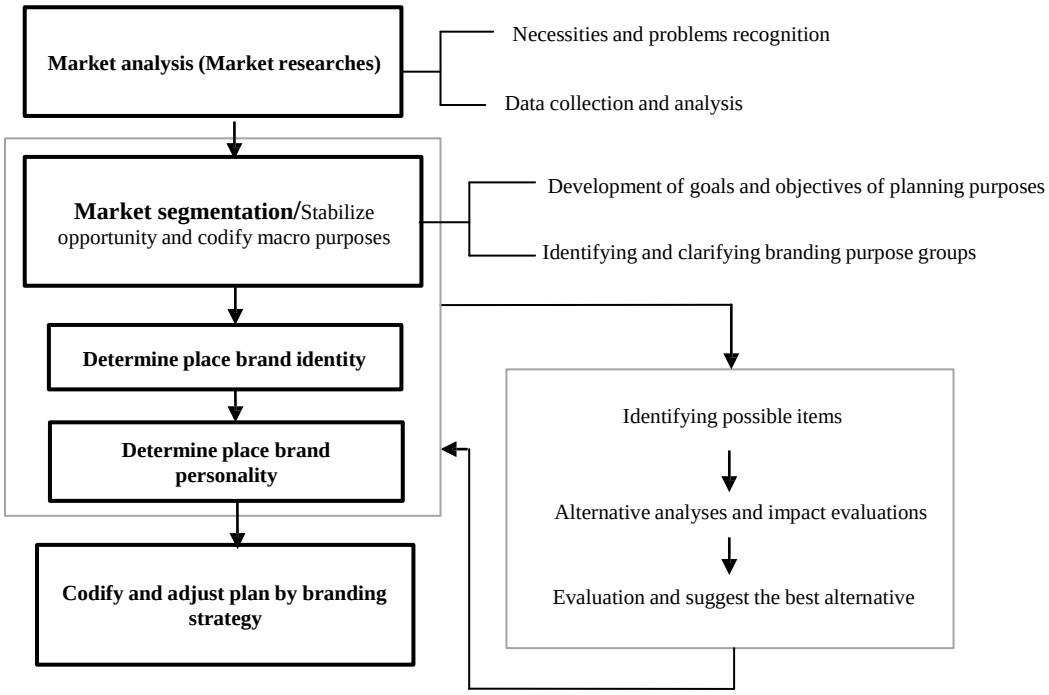

Fig. 3 Place branding process [40]

4.1. First step: Market analysis process (market researches)

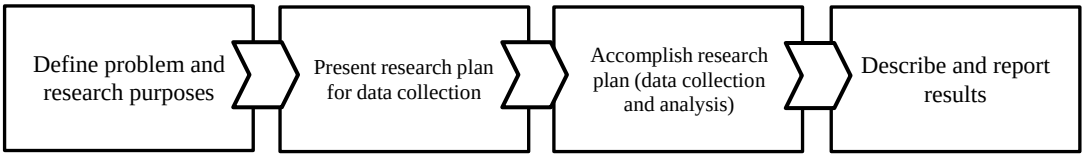

Fig. 4 Market analysis process [41]

4.1.1. Problem definition and market research purpose

Problem definition: low income of falak-O-Din quarter inhabitants as there is no proportion between inhabitants expenditures and their income (economic failure). There are many reasons for this problem such as lack of access to financial credit, education, technical assistance, and marketing facilities. Hence, purpose of market analysis (market researches) is explained as: identifying direct and indirect opportunities to earn income and stable job creation for inhabitants.

4.1.2. Research plan presentation for data collection

As Kalandides (2011) asserts: The main task in analysis phase is to understand the place, assess the potentials and weaknesses, in other words discovering its identity. He also asserts: perceptions of place (place image) are an element of its identity: in this sense, how the place is seen is also part of what it is [42]. In this research, according to being evident the robust negative perception of city about the quarter; the perceptions which are analyzed (through content analysis) are pertinent to the resident of neighborhood-as the owners of place brand [31] and the main constituters of place identity [43] (also place marketing environment). As Sharply (2014) asserts: A more thorough understanding of residents' perceptions would be useful for place branding [44]. Then, with designing the questions in survey, we attempt to use people participation both in analysis and determine strategies phases (helping to design strategies by asking question about their desires for the place, although their remarks usually were like dreams, we tried to elicit the components (of identity) that they wanted to be changed as near as viable to the possibilities).

Due to lack of opinion leaders and practitioners in place branding discipline in the area, we do not use Delphi method as Ruzzier & Chernatony (2013)[45] to decide about brand identity, and we do the research according to this fact: This research mainly is a qualitative one as kalandides (2011) asserts: The social sciences offer three sets of qualitative tools: Observation, content analysis and surveys that Combined with the quantitative findings of other researchers, these can provide a good data basis to work upon. In the same way The used data to reach research purpose and to solve problems are of two categories: Second category data: these data include pre-existing studies about subject (people and places as market main elements), which are collected in economic, social, physical and cultural-biological aspects through book, documents (empowerment comprehensive plan) and internet as the most important tool in marketing research, including qualitative and quantitative data. Tables 2-4 have been taken from *Amood* consultant (2008), these data have been collected through Simple random sampling [46] and show parts of economic-social attributes:

Table 2 The education status of the inhabitants

Men					**women**				
Illiterate	Primary	High School	Diploma	Bachelor	Illiterate	Primary	High School	Diploma	Bachelor
36%	40%	16%	6%	2%	29.5%	33%	16%	10.5%	11%
72	80	32	12	4	59	66	32	21	22
Total		200					200		

Table 3 The vocation status of the inhabitants

Vocation	Absolute frequency	Proportion	Cumulative Percent
Simple labor	145	72.5	77.5
Shopkeeper	14	7	79.5
Administrative staff	3	1.5	81
Driver	12	6	87
Service labor	11	5.5	92.5
Industrial labor	1	0.5	93
Farmer	5	2.5	95.5
Soldier	9	4.5	100
Total	200	100	-

Table 4 The limit of household income in the quarter

Income limit(toman)	Absolute frequency	Proportion	Cumulative Percent
No income	19	9.5	9.5
Less than50000	16	8	17.5
51-100000	10	5	22.5
101-200000	78	39	61.5
201-300000	53	26.5	88
301-400000	14	7	95
More than 400000	10	5	100
Total of families	200	100	-

First category data: Those data that have been collected by the authors through field observation and interview to complete and to scrutinize second category data. Interviewing through mainly standardized open-ended questions according to analytical model and known potentials in second category statistical information is used for perception and assessment of the inhabitants' needs into place human factors like believes, customs, events, activities, and place artificial physical factors (influence on the market facilities). Indeed, we surveys different components of a thorough identity in terms of residents' ideas in both status quo and future status(what residents want the place to be) as these components integrate concepts of place branding, economic empowerment and place identity to create an efficient, marketable identity according to conceptual model Fig. 2 and Table 5. Participants in the interview were inhabitants of the quarter that have been chosen by introducing sampling and

a combination of homogeneous and heterogeneous methods which have been continuing up to 90 people of inhabitants (receiving similar data from homogeneous groups meaning Saturation of categories).

The authors intended variables in questions presentation and responses checking are often predetermined. And the interview have been analyzed through interpretive and quantitative methods.

To promote reliability and validity in the interview during its process the investigators have used from verification strategies mainly these three strategies: 1. Sampling Adequacy that ensures replication, Comprehension and completeness of study 2. Ongoing analysis 3. Thinking theoretically.It is noteworthy that the results from interview appeared corroborating, and complementing of previous obtained data (Second category).

Table 5 Eliciting the qualitative data from the interview (source: Authors, Based on interview)

Code	Category	Example for concepts
1	Place physical components	Q1:what is your think or feeling when you hear the falak-e-din quarter? Answer: here is not a good place, stealing, unemployment, misery and addiction / 2ea-
1a	Artificial com	Q2:what is your think or feeling when you hear the Lak tribe? An:poor people but pure-bred/ 2ea-, 2ia+
1n	Natural com	Q3:what are the strength points of your quarter? An:most of the neighbors are relatives with each other, they are sympathetic/2c
2	Functionality and content	Q4:what are the weakness points of your quarter? An:you see it, people all are poor, there is no facilities in the quarter/2ea-, 1a-
2b	Believes and customs	Q5: are you employe? An:no I have searched a lot,but there is no proper job/ 2ea- Q: what kind of work do you like to do? An: no difference, every work with a stable revenue/ 2ea+
2ia	Individuals and ancestors	Q6: what is the most important entertainment of you? An: we sit here (remnants of a destroyed building) and tell jokes to each other/2ea-
2ea	Events and activities	Q7:what is your biggest aspire for yourself? An:to be in relief, to have a mediocre job for passing life/2ea+
2c	Communications	Q8:what is your biggest aspire for your quarter?
2a	Art	An: to promote the facilities, there is no park here, the streets have no asphalt/ 1a
2l	Language & accent	Q9:How is the relations among the neighbors? An: very good, we are all reletives/ 2c, 2l

Table 6 Synopsis of Interview results

Education			Age		Sex		Language	
Illiterate	Diploma and less	Higher than diploma	30-18	70-30	Female	male	Lak	Non-Lak
%32.1	50.4%	17.5%	52.6%	47.4%	55.1%	44.9%	93.6%	6.4%

Mentality about culture and nationality(the lak race)								Mentality about the neighborhood									
Negative				Positive				Negative				Partly positive					
2ea				15.4 2l	10.4 2a	43% 2ia	43% 2ia	20.6% 1a	35% 2ea			14.4% 2c	20% 2b	10% 1n			
21.2%				78.8%				55.6%				44.4%					
Job interests 2ea				Occupation 2ea				Quarter's weakness				Quarter's strength					
Any kind of work with fix income	House works	Technical works		Unemployed		Practitioner		Addicted and thieves presence	Lack of facilities	Poverty and unemployment		No power	Some quarters' facilities	Inhabitants' family relationship			
40.2%	41.7%	18.1%		61.7%		38.3%		11.1 2ea%	22.1 1a%	66.8 2ea%		22.1%	21.5 1b%	56.4 2c, 2b%			
Inhabitants' relationship 2c				Personal aspires				Wish for the quarter				Entertainment and pastime 2ea					
Partly good	Good	Very good	Excellent	Good future for children		Appropriate job and income		Change the others' mind toward quarter	Quarters' facility qualitative and quantitative change	Poverty, addiction, and unemployment alleviation		Spend time at home	Work	Conversation and spend time in the quarter			
10.1%	12.2%	45.1%	32.6%	34.5%		65.5 2ea%		10.4 1,2%	46.3 1a%	43.3 2ea %		10.9%	21.8%	67.3%			

- Interview participants are 90 people.
- Negative mental image of inhabitants have been found (interview's participant) toward some words as poverty and unemployment, addiction, and misery.
- Partly positive mental image about quarter have been found by words as poor inhabitants but pure and cordial.

According to empowerment plan studies [46], there are 11 informal settlements in Khoram Abad city. Falak-E-Din is differentiated from others due to the most area (38.6 Hectare), the most population (8880 people), and the most distinguished ethnic identity. This quarter is located in northwest of the city. It is surrounded by a river in the east and by the SefidKooh Mountain in west.

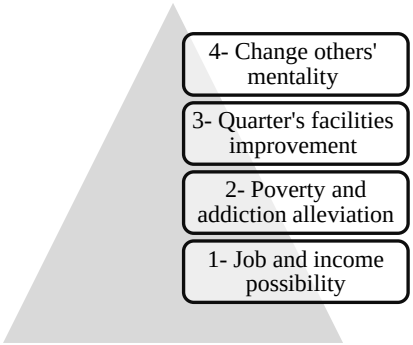

Fig. 5 The most important necessities hierarchy of Falak-E-Din inhabitants, according to interview results

Fig. 6 Some spaces of Falak-E-Din quarter, (Source: Authors)

According to statistical data 79% of the inhabitants speak a Lakish Dialect. In addition to customs, Lak race has various cultural elements that represent its identity features: independent language and music are from the most prominent features of Lak people [47].

Nowadays Some thing that these people face with especially in the target quarter (Falak-E-Din informal settlement) is identity crisis and social problems such as addiction and suicide that result in dreadful, gloomy imagination of city‘s residents about this place.

Fig. 7 The cemetery of Falak-E-Din quarter located in the eastern part, (Source: Authors)

Fig. 8 Northern lands of Falak-E-Din quarter, (Source: Authors)

Rapoport (1988, p. 58) asserts: informal settlers "[...] generally attempt to create settings and elements that support components of culture" [48]. Therefore, the production of place in informal settlements is closely attached to the people themselves, making it distinctive from rest of the city. as the Lak race can benefit from its special life style. Their ancestors have lived in the zagrous nature for a long time in nomad tents so there is a profound association between the nature and their life. Anholt (2010) believes: who you are ,assigns how you behave ,and how you behave assigns how you are perceived. Therefore The culture ,experience and atmosphere that a place can offer have a significant role in creating an authentic image of a place as Anholt (2010, p. 47) claims: "Competitive identity, when properly understood, is a system that respects the power of integrity above all else, and recognizes that only perfect integrity can sway public opinion". while there is a gap between realty of falak-e- din quarter and the perception, the realty is not as tough and inauthentic as the city think about. In this regard place branding can be used positively as an economic and social tool to promote the life of inhabitants [49];as Kalandides (2011) suggests: it is legitimate to use place branding when there is a gap between the reality and perception.

But how can it be effective; especially in economic aspect? the conceptual relation among place branding, economic empowerment and place identity through their components was argued before, again it is being discussed in a more practical argument along with the case study; dinnie (2011) claims: if a city has no imaginable or pictorial characteristics, its branding will be arduous.

In this regard there are three main categories from the operator of a city (place) image: built environment, momentous events (activities) and popular personalities [50-52]; However, the first factor for visitors who come to a city is the built environment [31], in reality contributing factors in place image have overlap with each other .As when visitors choose a place in order to relation with a painter, musician, designer or a popular writer who their work is as important as themselves for visitors; a technique that ashworth (2009) called " Gaudi gambit" (This name was choosed after Barcelona's prosperity in branding itself by the name of the known designer, Gaudi).

In the same idea Kalandides (2011, p. 286) believes:" though it may be impossible to grasp a place in its totality and market it, it should be feasible to identify a good number of the individual elements that constitute it and base the strategy upon them". In this regard Falak-e-din quarter in human aspect of its identity has potential benefits of Historical heroes (e.g. Lotfali Khane Zand, KarimKhane Zand), famous racial individuals in art (BabaTaher), local sport events (Dalpalan, Kelauranci) , ancient- cultural events (Toiltekin, Yalda night ceremony) and some other elements like: clothing, food, medicine, wedding, funeral, Dance and Music.

Fig. 9 The ceremonies of the lak tribe

Moreover, Hospers (2009) claims: Popularity of a place may be pertinent to the other operator of city image [53], as dinnie (2011) asserts: some local, economic facets like: handicrafts, products and organizations that may have direct influence in improving economic situation as argued before. In the same way Falak-E-Din may benefit of these strategies: selling vernacular foods and sweets, presenting local clothing and offering indigenous medicine. It can be summarized as follows: a place brand specifically with the aim of changing people's perception [54-55] presents a true, optional story [31] of a place. In this regard finding Falak-E-Din quarter's elements as kalandides [43] asserts: "Elements that make it what it is; in other words, [elements of] its identity" may facilitate to achieve eventually economic effect as it was explained above in a direct or indirect way.

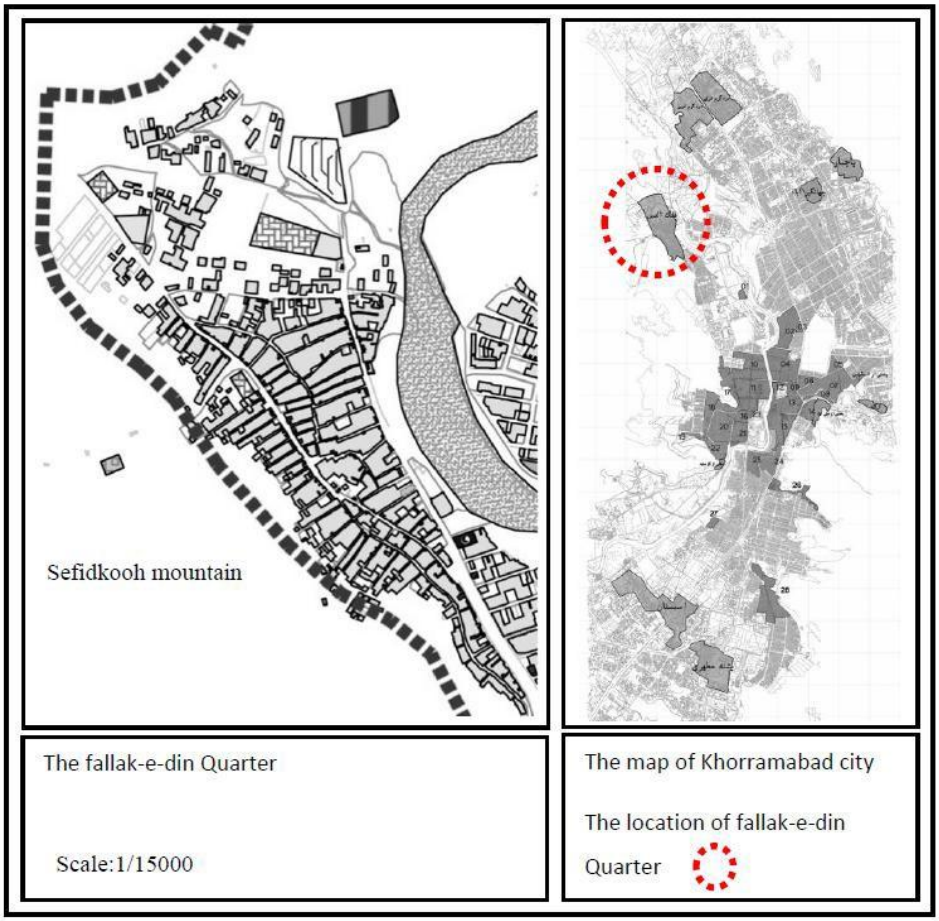

Fig. 10 The map of City and quarter, (Source: Authors)

The first and the second collected data from the market research phase will be analyzed by SWOT technique [26] to do the internal and external analysis in place branding process.

Table 7 Final data analysis by SWOT technique

SWOT factors	Market's elements	Elements' dimensions	SWOT sub factors table
S Strength	Place	Artificial framework	S1.Broad area of useless fields in the north and northern east of quarter to start economic activities
			S2.Variety in quarter's morphology; western roads' high slop and designing stairs (physical advantages to reinforce brand)
			S3.Human scale existence in quarter's ways.
			S4.More than 90% of residential units benefit from necessary physical infrastructures
			S5.80 Percent of residential units are qualitatively intact
		Natural framework	S6. North part of the quarter has nice views near sefidkooh mountains
	Inhabitants	Social-cultural	S7.Close relationships and high percent of being relative among inhabitants (a channel to promote social and economic capacity)
			S8. Feel proud toward ethnic identity among 80 percent of inhabitants(participants in interview)
			S9. Language and race of 79percent of quarter's inhabitants are the same (the lak people)
			S10. The quarter has young population
			S11.The quarter benefits from rich human factors of place identity(language, music, custom, ancestors)
			S12. Dynamic local areas due to inhabitants presence during day and night.
		Economic	S13.Immemorial connection between traditional medicine (pharmaceutical) and plant breeding with Lak people (recover this potential and use it economically)
			S14. High percent of need and interest of the men and women to do job and activity.
			S15.Men's tendency toward technical jobs and women's tendency to work at home or in the area of quarter
W Weakness	Place	Artificial framework	W1.Locating at suburb and accessibility weakness of the quarter
			W2.Lack of defined public places and children's playground at quarter
			W3.Cemetery existence at the quarter
			W4. Inappropriate appearance of floor, wall, and roof
			W5.More than 50 percent of passages at the quarter are not qualitatively desirable
			W6.Sporadic growth of dwellings with no supervision at the north of quarter and increasing unsecured places
			W7.Lack of an appropriate medical center at quarter
		Natural framework	W8.Lack of any kind of park
			W9.Inappropriate condition of surface water path in some passages
	Inhabitants	Social-cultural	W10.56 Percent of inhabitants have negative mental image about quarter due to poverty, unemployment, and addiction
			W11.The most negative mentality is due to quarters' young and unemployment men
			W12. Low level of literacy among most of men and women
			W13.Objective spirit dominance to mental spirit (disproportion between life development and people's cultural development)
			W14.Partially high rate of suicide among these people
			W15 .Most of inhabitants- men and women- spend their time by talking together at the quarter (67%)
			W16.The most important direct and indirect aspire of 65 percent of inhabitants is about job and income.
		Economic	W17.There are lots of families (160 families) that are single parent (mother) and are supported by relevant organizations.
			W18.The high unemployment rate (29.5 %)
			W19.The main job for men is to be simple worker and for women to be house wife.
			W20. Low income of most of families (less than 300000 Toman)
			W21.About 70 percent of residential units don't benefit from official right of ownership
O Opportunity	Place	Artificial framework	O1.Facilitate connection with city through building bridge on the river.
			O2. Force of city service institutions for service delivery
			O3.Take advantage of low-interest and long-term loans for low-income people to improve house
		Natural framework	O4. River path existence at the eastern part of quarter
	Inhabitant	Social-cultural	O5. Interest, old relation, and cultural proximity existence among most of city inhabitants with Lak people
			O6. Potential demand from quarter's inhabitants to create place brand (one of important inhabitants' aspire is change others ' mentality about the quarter
			O7 .Paying attention to ethnic identity at national level
			O8.Inhabitants cultural attraction for national and international tourists
			O9. National determination to reinforce internal and external tourism in the country
			O10. Inhabitants strong desire to change and participation
			O11 .Local media existence and its ability in altering mentality of different group of people to create brand
		Economic	O12. Effective demands of other areas toward predicted likely services for the quarter
			O13. Possibility of .Budget increasing of development plans
			O14.Obligations of institutions such as welfare, labor and cooperation and etc for social and economic contribution.
T Threat	Place	Artificial framework	T1. Useless fields at the north of quarter, unsupervised spaces
			T2. Priority of physical and routine services to submit based on upstream plans
		Natural framework	T3. Convert river to an unsecure and insanitary place
	Inhabitant	Social- cultural	T4. Identity crisis intensification among inhabitants through inappropriate feedbacks from out-of- quarter people and incompatibility of quarter's factor with inhabitants' expectation
			T5. Inability of previous plans to trust inhabitants due to incoherent and based on test proceedings which could not response the most important needs
		Economic	T6 .Competitor market existence for predicted likely products for the quarter

According to data from second handed statistical information, observation, and interview at market research step.

4.2. Market classification and codification of the goal and objectives of planing

After market analysis ,recognition and identifying types of demand, Abilities, and market limitations, in the second step of planning to create brand, according to the process, we codify the goal and objectives of planning, and then assign target groups of this plan. The final goal: Local economy promotion with focus on creating an unique, effective, and coherent image of Falak-E-Din using the potentials of all aspects of the place (economic, social-cultural, physical-environmental) in other word creating a robust place brand.

The objectives:

1. getting to competitive advantages with the concept of place brand (direct economic opportunities meaning creating Types of occupation which denote part of attributes of the chosen place brand, also they are responsive to earn revenue) at the local and regional level.

2. Improving physical and environmental conditions in the concept limit of place brand identity. (Types of improvement which denote part of attributes of the chosen place brand).

3. Constructing an accredited place with rehabilitating the forgotten unique identity of the Lak tribe-who encounters the identity crisis- and conveying the social-cultural characteristics of the Lak tribe to the brand for the ultimate purpose in the local economy.

In this step, we have achieved an appropriate mental imagery of the targeted brand identity for the quarter and its probable products, through appropriate data of the previous steps (market research and purpose specification), we recognize and determine those groups whose functions are effective for place and reaching its goals, include: beneficiaries and clients according to [23, 56-57].

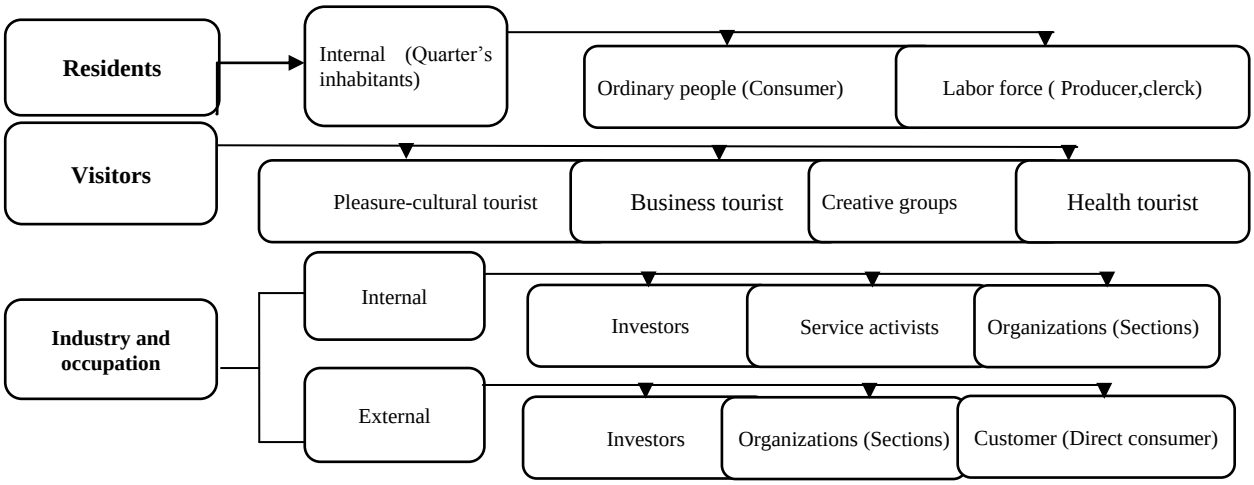

Fig. 11 Falak-E-Din branding purpose groups (Market segmentation), based on [23, 56-57]

4.3. Falak-e-Din brand identity determination

Place is understood broadly as spaces that people are connected to, or "meaningful location" [58]. Every effort to present a definition of identity of something is answering to its meaning. Every existence has no meaning before being existed; but after formation, assigns a meaning for itself that is identified due to it [59]. In recent years, human geographers have suggested that 'it is evident that as people construct places, places construct people' [60]. There is a significant relation between place branding and place making. In an article from Lombard [44] definition of place making is quoted; Friedmann [62] asserted: place making is the process of appropriating space in order to create a " mirror of self" The idea of place as a 'mirror of self' implies that identity is generated through place-making [61]. In other words, phenomenological approaches understand Place to be constitutive of human identity. Place identity has been characterized as 'the ''glue'' of Familiarity that binds people to place [62]; or 'a cultural value shared by the community, a collective understanding about social identity intertwined with place meaning [63]. place meanings express people's endeavors to transform the places in which they find themselves, on the basis of housing need and economic constraints, into the places in which they live, through everyday social processes of constructing and reconstructing space [43]. In this regard, as a successful place brand identity is formed through the place identity [6-7], the main core of place brand strategy and brand position have determined according to following meanings:

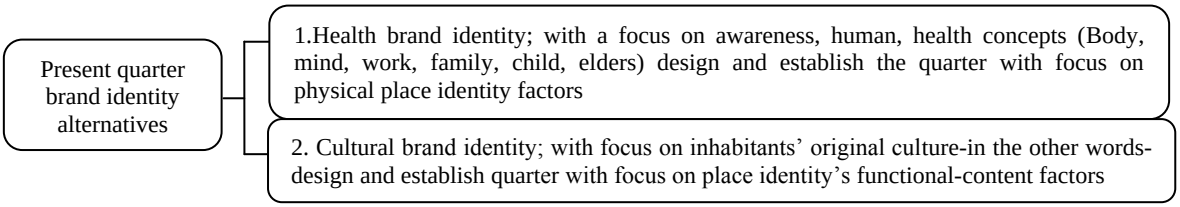

Fig. 12 Falak-E-Din quarter brand identity designing alternatives, (Source: Authors)

The results from evaluation of these two brand identity‟s alternatives according to the four criteria; achievement to the goal, using known opportunities (at market research step), answering to target groups and minimum expenses of brand creation and nine sub-criteria with the help of analyzing network process ANP and SUPER DECISION software shows, cultural brand identity is selected as the optimum alternative to create brand and branding strategies codification at Falak-E-Din quarter.

Table 8 L. Saaty quantitative scale for binary compare of criteria

Other scores	Extremely important	Very Strongly important	Strongly important	Moderately important	Equally important	Circumstance
8,2,4,6	9	7	5	3	1	Score

In order to compare the criteria in terms of their importance, achievement to the goal of place branding has obtained strongly important score in comparison to others (except expenses) as every defined criterion plays a contribution to approach the final goal. Answering to target groups which mainly include inhabitants, visitors and investors as place brand‟s owners has a moderately important score in front of using from known opportunities (internal and external opportunities by SWOT) to create place brand since creating a responsive place to its audiences can be fulfilled through a broad range of innovative opportunities even by more expenses [20]. All the criteria are very strongly important than minimum expenses of brand creation to achieve the optimum brand identity (the goal).

Table 9 Binary comparing of the criteria on the basis of their importance in achieving the goal

Criteria	Minimum expenses of brand creation	Using from known opportunities	Answering to target groups	Achievement to macro purpose
Achievement to macro purpose (goal)	7	5	5	1
Answering to target groups	7	3	1	1/5
Using from known opportunities	7	1	1/3	1/5
Minimum expenses of brand creation	1	1/7	1/7	1/7

Table 10 Binary comparing of the sub-criteria on the basis of their importance in achieving the goal

Achievement to the goal	Achievement to object 1	Achievement to object 2	Achievement to object 3
Achievement to object 1	1	5	5
Achievement to object 2	1/5	1	4
Achievement to object 3	1/5	1/4	1
Answering to target groups	Answering to inhabitant groups	Answering to visitor groups	Answering to enterprise groups
Answering to inhabitant groups	1	9	6
Answering to visitor groups	1/9	1	1/5
Answering to enterprise groups	1/6	5	1
Using from known opportunities	Using from economic opportunities	Using from physical-Enviornmental opportunities	Using from social opportunities
Using from economic opportunities	1	1/4	1/6
Using from physical-Environmental opportunities	4	1	1/3
Using from social opportunities	6	3	1

Achievement to object 1. Is strongly important than the two others as it aims to create a context to access to direct economic opportunities without a mediatory means that can accelerate to approach the final goal. also, due to widely physical deficiencies which was delineated in requirements of inhabitants Table 6, achievement to object 2. Has a moderate importance in comparison with object 3. While using from socio-cultural and environmental opportunities considering to analyses show more potent capacities than known economic opportunities. Also, answering to inhabitant group has a drastic importance in comparison to others as they are the most important owners of a place brand [31].

We also have done binary Comparing of the alternatives on the basis of their preference about every sub-criteria and the internal comparing among the criteria and sub-criteria. Fig. 13 discloses the final results.

Here are the overall synthesized priorities for the alternatives. You synthesized from the network Super Decisions Main Window: ANPmaghale.sdmod

Name	Graphic	Ideals	Normals	Raw
Health Identity		0.640963	0.390602	0.195301
Cultural Identity		1.000000	0.609398	0.304699

Fig. 13 Final success rate of the alternatives in limit super matrix

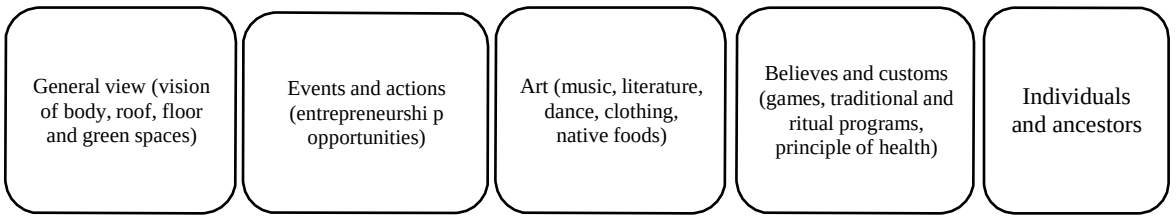

Fig. 14 relied upon factors and opportunities in designing first option of Falak-E-Din quarter brand identity, based on [37-38]

4.4. Strategies, policies, and brand solutions for Falak-O-Din quarter

In this step we are trying to create the attained image from previous steps by selecting and codifying appropriate strategies.

Meaning unity, sense of place identity, and brand image formation in targeted groups minds to create direct and indirect job opportunities, are items that are considered for codification of Falak-E-Din brand creation strategies at 4 main steps.

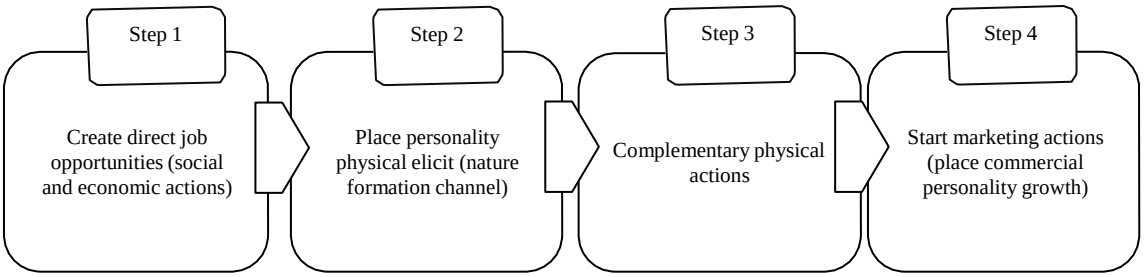

Fig. 15 Four main steps in codifying branding strategies and Falak-E-Din quarter brand personality formation,(Source: Authors)

Table 11 Codify strategies and policies of Falak-E-Din quarter brand creation (Source: Authors)

Objective	Objective 1(step 1)
Target group	Inhabitants (producer, consumer, clerk), investors, organizations, health and job tourist
Strategy	1-Attracting wide support for entrepreneurship opportunities through coherence among branding campaign, people, and officials (matrix TS- T4,S7,S8,S9,S10) 2-Converting final entrepreneurship ideas to job opportunities for inhabitants and earning credit for the quarter (matrix OS- O11,O13,S13, S14)
Policy	1-1 Revision of job opportunities by official's collective wisdom. 1-2 Awaring inhabitants about brand creation planning process, its purpose and results. 1-3 Choose final ideas of entrepreneurship. 2-1 Provide information bank of quarter's job applicants. 2-2 Determine appropriate job groups according to determined final entrepreneurship opportunities based on events and activities factors.
Action	1-1-1holding coordination meetings between Branding campaign and the relevant institutions in order to obtain their views and share tasks. 1-1-2 Design an organizational map to avoid duplication and assign tasks 1-2-1 Holding Meetings between the branding campaign and the inhabitants to introduce entrepreneurial ideas (producing modern clothing with traditional lak layouts, reproduce lak clothing, making local breads, sweats and foods, constructing boxes, dolls and ornamental items with lak tokens, carpet weaving workshops (reviving ancient lak plots for exporting), propagate domestic flowers like: domestic saffron and olive planting as popular indigenous plants (in yards or on roofs), (urban) agriculture in northern wastelands(old profession of lak race), construction of kitchen for food preparation, mushroom breeding(in local northern lands),quail breeding, produce organic productions in greenhouses(in northern lands), building research center for traditional medicine and patient treatment and massage Therapy in neighborhood) to them and get their offers 2-1-1fill in designed questionnaires by applicants for employment

	2-2-1 Grouping the Applicants according to the specifications contained in the database 2-2-2 Providing consulting and training services in campaign office on how to receive financial assistance through the relevant institutions and start working for individuals and work teams
Objective	Objective 2 (Step 2)
Target group	Inhabitants (Consumer), investors, pleasure-cultural tourist, job tourist, creative groups
Strategy	3- Physical and spatial structure reinforcement of quarter according to quarter brand identity (Initial physical actions) (matrixOS- O2,O3,O5,O6,O7,O8,O9,S1,S2,S3,S4,S5,S6)
Policy	3-1 Improving environment, perspective, and main places function to create competitive advantage by low-cost, creative, and short-term actions (emphasis on the factors such as art, believes, and customs of quarter's brand identity). 3-2 Designing local and non-local public places as show quarter's brand identity (emphasis on the factors such as individuals, ancestors, art, and custom of quarter's brand identity.
Action	3-1-1 Flooring the main local road with stone paving 3-1-2 Improving the quality of lighting at night 3-1-3 Using kennels in passages by necessity 3-1-4 Using the ethnic patterns and colors - white, red, green and black- in designing of the stairs and murals (based on the framework set by the Designing group of brand campaign) with priority of framework axes 3-1-5 Planting shrubs, local ornamental trees and flowers in the streets 3-1-6 Creating green roofs (using plants of local nature (Zagrous nature)) with priority of buildings near to the main local road 3-1-7 Improving open spaces in the north of the quarter, stopping and demolition of illegal constructions 3-1-8 Using the appropriate northern and eastern areas to provide the location of economic activities which are defined in the quarter brand identity (in the first step) 3-2-1 Using Lakish names -from the components of the local nature –to entitle the spaces, streets and main entrances 3-2-2 Constructing the statue of the great figures of the Lak history and art in public and semi- public spaces, according to the space function and its concept (Lotfali khan, babataher, contemporary authors and athletes) 3-2-3 Defining the scope of the cemetery with trees, short wooden fences and hued pots(local products) and defining the entrances 3-2-4 Using colors, designs and cultural tokens of the Lak race in public spaces with educational aspects to promote sense of place (the colors, the layout of the plants and flowers, ancient Lakish legends and the symbols) 3-2-5 Creating innovative and attractive walking path from the main local road up to the Sefidkuh mountain slope (principal place of public events) with the ability of standing in several spaces including green and open spaces, play and creativity of children spaces which are built based on brand identity(colors, layouts, material, and activities which convey chosen brand's concepts) and access to local services and products in this way
Objective	objective 2 (step 3)
Target group	Inhabitants(consumers), investors, pleasure-cultural tourist, job tourist, creative groups
Strategy	4-quarter's physical and spatial reinforcement according to quarter brand identity(complementary physical actions) (matrixWT- W9,W10,W12,W13,W1,W2,W3,W4,W5,W7,T1,T2,T3,T4)
Policy	4-1codifying and accomplish enforce laws about constructions (density, facet, material, color,…) according to physical factors of quarter's brand identity 4-2 Fortifying quality of places which are out of the quarter's framework based on necessity ,priority and according to quarter's brand identity. 4-3promoting the native and cultural orientation, and activities among inhabitants through quarter's brand identity physical factors
Action	4-1-1 Introducing the (physical) brand identity framework and mandatory consulting services to residents for creative usage of colors, materials and designs in the subsidiary paths by designing group of the brand campaign 4-1-2 Monitoring the constructions by branding campaign 4-2-1 Implementation of the initial physical actions on the floor, sides and roof of the subsidiary paths and spaces 4-3-1 Construction of the neighborhood cultural home with a focus on educational and cultural activities, as the center of local collective decision-making , innovation activities, family counseling and Institute of local Culture and Language
Objective	Objective 3(step 4)
Target group	Investors, organizations, pleasure-cultural tourist, job tourist, health tourist, creative groups
Strategy	5-stablizing and introducing new cultural identity of the quarter to change mentality of purpose groups(matrix WO-W9,W12,W13,O5,O6,O7,O9 6-reinforcing Quarter's Band identity with help of place marketing actions (matrix SO-S6,S7,S8,S9,S10,S11,S12,O5,O6.O7,O8,O9,O10,O11)
Policy	5-1 Introducing quarter's brand identity to brand purpose groups with a focus on quarter's Commercial token 6-1 Hosting city's recreation-cultural activities and sell quarter's brand products. 6-2 Recovering traditional ceremony of LAK People through planning whole year by branding seasonal strategies and selling quarter's brand products.
Action	5-1-1 Designing a Brand logo and slogan for the quarter (inspired from human factors) 5-1-2 Publishing the quarter brand story with use of Brochure, writing on board and wall in the quarter 5-1-3 Using Brand logo on the quarters' head shops and products, such as pots, packing clothes, foods, etc .. 5-1-4 Publishing local images, reporting the type and development of brand creation activities , schedule of events and ceremonies in the media (newspapers, local and national television, websites and virtual spaces) 6-1-1 Holding common meetings between officials of the relevant institutions and the investors to attract investment

	based on coordination with the brand campaign 6-1-2 Planning free and half-free visits to use of local services for children and adolescents 6-1-3 Provide facilities for holding charity activities, the Golvani ceremony(an annual ethnic ceremony being held in the city), native sports (Dalplan, Clauvranki) in local spaces and direct supply and selling of local products (food, clothing, etc.) to the visitors, holding national and regional clothing festivals and Performing medicine conferences to demonstrate local products and potentials. 6-2-1 Introduce and celebrate Toyltkyn ceremony (an ancient Lakish ceremony) in the first day of October with a fusion of ancient and present traditions. 6-2-2 Holding Yalda ceremonies(which is held in the first night of winter), Shahnameh reading(an important poetry book in Iranian culture), theater performances revolving around Lakish tales, executing racial wedding ceremonies in public, visit the conventional way of making bread, butter and the other local products (especially during the holidays of new year), dance and traditional music in local and national celebrations.

5. MERITS AND DISCRETIONS OF BRANDING AN INFORMAL SETTLEMENT

As argued before, branding an informal settlement as a legitimate place for branding can be eventually effective in economic aspect. In practice it can have other merits; as a neighbourhood in a city or as Tamayo et al (2005) assert: they are the city, the key for twenty-first century with presenting lessons of richness, inventiveness and achievement; branding these places may result in social and economic advantages for their city [64], like distinct neighbourhoods in Kuala Lumpur brand with principle of variety: Bangsar, Bukit Bintang and China Town [31]. also in areas like *falak-e-din* that suffers from identity crisis and their cultural richness is neglected even by themselves, a place brand may be reviving in terms of their social situation. But Does every thing go well? branding an informal settlement in order to its own economic benefits (aim of this research) or as a strategy in branding the city encounters with some risks: Manipulation, urban renovation and "voyeuristic" tourism [49]. In this regard, conducting some measures may be helpful to decrease the risks: To inform and educate place's residents about phases of branding process, timeline and circumstance of brand process activities and to assess level of satisfaction and real participation of residents in different steps of the process, as dinnie (2011) believes: if local people do not satisfy of brand, what will be the reason for non-local people to satisfy? And to assign contributing roles to residents in doing different tasks through the executing steps of brand process as a part intrinsic to the plan, as kavaratzis (2004) and Dinnie (2011) claim: A successful place branding needs to participation of all main users.

6. RESULTS AND DISCUSSION

In order to answer the question of this study, practical and theoretical Results (Part 3.4) showed place branding with a focus on marketing view is trying to use all aspects of the place [8] to draw the image of economic prosperity through comprehensive branding strategy [30]. Indeed, place branding with converting potential abilities of a place in all aspects to market facilities and creating a unique and attractive image in target groups' minds (those groups that are effective in place access to its purposes), and obtaining satisfaction with long-term communication with them [19], causing promotion of economic empowerment of the places that are qualified for branding [1] such as informal settlements through a new identity and reputation [8].

Results from primary (content analysis of interview) data in order to create the quarter's brand identity revealed Falak-E-Din's inhabitants who most of them were simple labor and were from lakish race, despite of different shortcomings in their life and racial exclusion-as a stigma - from the side of city s' residents; majority of them (interviewees) had a positive mentality about their ethnic culture and race, especially about lack ancestors (an apparent clue for making decision about designing an culture-oriented option for the place brand s' identity). On the other hand, more than half of the participants in interview (55.6 percent) had a negative mentality about the neighborhood. This mentality mainly stemmed from poor employment conditions and poverty Tables 5, 6. This element also presented a significant percentage (Highest amount; 66.8) as a weakness point of quarter.

Moreover, a considerable amount of interviewees who had a partly positive mentality related to neighborhood, in addition to the affable and close relationship among the neighbors, most of them alluded to customs and believes component to demonstrate their fairly positive feelings. Also, these two components achieved highest rate (56.4) as strength points of the quarter. Synopsis of critical findings through this survey disclosed most important requirements of inhabitant as: job and income opportunity, poverty and addiction alleviation, quarter s' facilities improvement and change others' mentality (city s' residents). All detailed findings in this part (see Table 6 for detailed information) along with secondary data and observations which were analyzed through Overall analysis by SWOT Table 7 conveyed a potent basis that underscored the implications of a culture-based brand identity, accordingly, one of the place brand's alternatives determined based on ethnic culture and another option determined with focus on health concepts in order to alleviate discovered quarter s' deficiencies by: awareness , education, and general wellbeing, health of body (indigenous medicine), mind, work circumstances, family, child and elderly people.

The results from evaluation by ANP to select optimum alternative of Falak-E-Din brand identity showed the best alternative to create the brand is the brand identity with emphasis on the human factors of the place. This result confirms the unique role of inhabitants in place branding process not only as target groups but also as part of a place(inhabitants' identity as place identity) [65] as palmer

et al (2013) highlighted inhabitants' personal identity and identification with the place and the impact of this identification on "advocacy", "commitment" and "(place) attachment" of place brand [66-67].

Accordingly, brand strategies were codified at four main steps to create (identity) chosen brand: create direct and indirect job opportunities, physical elicitation of place personality with execution physical components of the brand identity, physical complementary proceedings, and marketing proceedings (place commercial personality development). A brand identity that is figured, drawn, and created for informal settlement economic empowerment and converting the place to a market.

7. CONCLUSION

Due to empowerment real meaning which have been interpreted and grown in the economic aspect, It cannot predicate empowerment's name to codified plans and current proceedings which would not be a channel for economic evolutions of these places' inhabitants. The main part of these shortcomings is related to country's empowerment plans, programmers, and administration managers. Lack of productive economic viewpoint, weakness in strategy codification, and lack of appropriate viewpoint in these settlements' empowerment plan causes these plans to have lots of similarities and neither innovative viewpoint nor creation of advantages to solve problems of these settlements, regardless of different physical, economic, social, and cultural characteristics of these settlements all over the country.

The main difference of the proposed approach in this study with economic empowerment proceedings in the implemented plans in Iran for informal settlements is that this approach is relying on place's unique identity to present strategy, and especially using place identity's physical-environmental and human factors efficacy for creating unique economic identity also impacting on reliability and overall reputation of place to attract a broad range of target groups.

In the context of Falak-E-Din quarter as an informal settlement-an eligible place for branding- this paper has reviewed the implementation of place branding process integrated with urban planning in falak-e-din as in practice and theory, evidences signified this integrity through the conceptual and practical relation among place brand, place identity and economic empowerment concepts in order to benefit from place branding advantages in particular in economic aspect for empowering the inhabitants. Based on findings and analyses (Part 4.1.2), cultural brand identity was selected as an optimum brand identity capable of approaching to the quarter 's objectives and goal mainly drawn economic-centered. finally According to this identity, place brand's strategies were determined in four evolutionary steps to create a complete, efficient place brand.

For generalizability of this research, it is noteworthy to say that according to similarities of these places (informal settlement) as places that are qualified for branding, what can make difference in branding strategies of these places, is difference in purposes and brand identity that are based on different results of marketing research.

Based on the shortcomings identified in current empowerment planning, the following actions are recommended to improve place branding process implementation in setting of the planning framework in Iran and other countries facing similar situations. In other words, they can be seen as requisites suggested for some managerial shortcomings and knowledge-based constraints to execute urban planning that is integrated with place branding include:

- Developing place branding implementation through absorbing and educating adroit individuals in place branding ,urban planning and design to construct a specialist group as a municipality department. In other words, Establishing a place brand campaign for every city monitoring all branding proceedings in both theory and practice in different hierarchies of place branding and adapting sub-brands with the city brand.
- creating more flexibility in planning structure to entrust a substantial part of making decisions to local Officials and specialist groups rather than assigning the planning and place branding to external planers [31] in order to avoid building unrealistic, delusive place brands.
- Revising common procedure of empowerment plans which simplifies, homogenizes and ignores the creative, complex and capable reality of informal places by place branding view in both local and national level.

Development of a shared vision with stakeholders in empowerment plans especially with residents and provide more opportunity for resident participation through innovative ways.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest regarding the publication of this manuscript.

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AUTHOR (S) BIOSKETCHES

H. Mohammadi., *Assistant Professor, Art and Architecture Faculty, Urban Planning Department, Yazd University, Yazd, Iran*
Email*: Hamidmoham@gmail.com*

M. Zare Elmi., *MA, Urban Planning, Art and Architecture Faculty, Urban Planning Department, Yazd University, Yazd, Iran*
Email: *M_z.elmy@yahoo.com*

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