Table 1 Factors underlying contingent self-definition

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