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The influence of place and communicated identity on place image and attractiveness of the City of Johannesburg

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My name is **Rutendo** Nxumalo from Johannesburg, South Africa. I am currently completing my Master's degree in Strategic Marketing at The University of Witwatersrand; Johannesburg (Wits), Graduate School of Business Administration (Wits Business School).

My research topic is around place branding and in this regard, I am conducting research on the topic "*The Influence of Place and Communicated Identity on Place Image and Attractiveness of the City of Johannesburg*".

For the purpose of the research I have identified criteria for the respondents who will form part of my qualitative aspect of the dissertation:

- **Tourism marketers,**
- **Place branding practitioners**
- **Chief Marketing Officers**
- **Brand Managers in Destination Marketing Organisations**

responsible for marketing or branding a place; be it a country, province, region, or city and specifically the City of Johannesburg in the context of my research.

In order for the research to be successful, I need your assistance in conducting an interview with you. It will take approximately **30 - 40 minutes** of your time.

The information received will be treated confidentially. Your name is not required anywhere in the survey, and your participation is entirely voluntary.

If you would like to know the results of this research please let me know when we meet.

Thank you for agreeing to meet with me tomorrow, **Tuesday, 30 June 2015 @ 12 pm**. I am looking forward to meeting you.

Kind Regards,
Rutendo Nxumalo

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Research Questions

Place Identity
1. What are the brand associations and key characteristics that represent the City of Johannesburg? 2. What are the key identity distinguishing features which differentiate the City of Johannesburg from other competitive cities in South Africa?
Place Image
What images are associated with the City of Johannesburg?
Place Communicated Identity
What is the City of Johannesburg's actual identity and is this reflected in the communicated identity?