

Chiang Rai City Branding And Brand Communication

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Abstract

The Objective Of This Research Is To Study The Process Of Creating A Brand, The Origin Of Brand Building, And The Search For The Structure Of The Chiang Rai Brand Dna, The Components Of The Chiang Rai Branding, And The Form And Design Identity That Are Unique To The Chiang Rai Brand. There Is Also A Study Of Brand Communication Within The Group Of Entrepreneurs Of Both Public And Private Agencies In Chiang Rai, The Process Of Brand Communication To Create Brand Understanding In Chiang Rai, And The Benefits Of Correct Brand Communication.

In Addition, The Study Will Also Look At Brand Communication Patterns To Target Groups, Especially Tourists, Who Are Interested In Traveling To And Within Chiang Rai Province. The Research Will Investigate Forms Of Brand Communication Organized By The Agency Responsible For Tourism And Online Communication To Create Awareness About The Various Activities Offered Via The Hug Chiang Rai Brand.

As A Guideline, The Researcher Has Explored The Creation Of The Hug Chiang Rai Brand, As Well As The Branding Of Various Cities That Have Been Successful In Their Communications, By Conducting In-Depth Interviews With Informants Who Are Involved In Branding And Brand Communication In Chiang Rai Province. The Results Of The Research Are Divided Into Three Parts, Which Are: 1) Study Of The Process And The Branding Model. Details Are Included In The Brand Manual. 2) Study Of The Communication Pattern Of The Brand, Including Internal Communications With Target Groups, Especially Tourists, Via Online And Offline Communication Formats. 3) Analysis And Summary Of The Two Parts Of The Study, Focusing On The Impact Of Communication Regarding Various Activities And The Appropriateness Of The Details Of The Branding Model In Chiang Rai Province.

From The Study, It Was Found That The Branding Process In Chiang Rai Province Was Done In Correct Accordance With The Branding Creation Along With The Participation Of Government And Private Sectors In Chiang Rai Province, Who Analyzed The Branding Using Inside-Out Principles And The Positioning, Respectively. In Addition, Brand Identity Was Considered To Be The External Target Group And Adheres To The Concept Of Outside-In Brand Building, Resulting In Branding And Positioning As Hug Chiang Rai.

When The Brand Model Was Summarized, It Was Then Conveyed To The Target Audience, Which Consisted Of Government And Private Sector Players, Applied Correctly According To Brand Guidance. After That, The Brand Was Communicated To External Audiences, Especially Domestic Tourists, With The Aim Of Creating Awareness Through Integrated Media And Activities. This Was To Determine Specific Target Groups In The Province Interested In The Brand, Especially Those Tourists Representing The Private And Government Sectors. For These Target Groups, Awareness Will Be Enhanced Through Media That Has Been Identified And Created With Attractive Formats And A Mascot Named "Gord-Oon," The Brand Representative Of Hug Chiang Rai.

Keyword: Branding, Brand Communication, City Mascot, City Brand

1. Introduction

In Recent Times, World Tourism Has Grown Steadily. According To The World Travel And Tourism Council (Wttc), In 2016, The Gross Domestic Product Of Direct Tourism Was Valued At Us 2.3 Trillion Dollars, And

Accounts For 3.1 Percent Of The World's Total Gross Domestic Product. Thailand's Tourism Industry Had A Value Of Up To Us 82.5 Billion Dollars In 2016, Accounting For 20.6 Percent Of The Country's Gross Domestic Product. 1.89 Trillion Baht Of A Total 2.9 Trillion Baht Came From Foreign Tourists. Total Tourism Revenue Was Expected To Increase To 3.18 Trillion Baht In 2017, Rising Even Further To 5.98 Trillion Baht By 2027. (World Travel & Tourism Council 2017)

This Is Consistent With Figures From The World Tourism Organization (Unwto), Which Revealed The Global Tourism Statistics Report For 2016-2017, Indicating That Thailand Had Tourism Revenue Of 1.65 Trillion Baht, An Increase Of 16.9 Percent From The Year Before, And The Third Largest In The World After The United States And Spain. (Unwto 2017)

Based On This Information, The Tourism Industry Is Therefore Considered To Be One Of The Driving Forces Of Growth For Many Countries Around The World, Including Thailand. As A Rapidly Expanding Industry, Tourism Plays A Very Important Role In The Economy And Society Of Thailand. Tourism Income Contributes To Economic Growth, Investment Opportunities, Employment, And Job Creation, While The Distribution Of Income To Various Parts Of The Country Affects The Country's Development In A Variety Of Ways.

Chiang Rai Province Had A 15.52 Percent Increase In Tourism Revenue In 2015, Achieving Its 10 Percent Target Value Per Year. In 2015, Tourism Accounted For 10.36 Percent Of Chiang Rai's Revenue, Or 28,734.45 Million Baht (Chiang Rai Integrated Management Committee, Chiang Rai Development Plan 2018 - 2021, Page 1-58-1-59), With New Tourist Attractions Opening, Including Phu Chi Dao, Phu Chi Duen, Doitung Tree Top Walk, And Rai Ruen Rom. The Development Of Chiang Rai To Be A Mice City Of Chiang Rai Province Included The Opening Of New Airline Flight Routes, Both Domestic And International, Which Helped Promote Tourism To The Province And Further Expansion. (Chiang Rai Provincial Treasury Office, 2017)

The Promotion Of Thailand's Tourism Potential Is Therefore One Of The Strategies To Increase The Capability And Competitiveness Of The Country Over The Long Term, Which Should Give Importance To Local Communities Or Provinces That Have Tourism Potential. A Pilot Area Consistent With Government Policy Seeks To Propel Thailand In The Same Direction, First By Strengthening The Country From Within, And Second, Through Internal Linkage To The Global Economy By Focusing On The Strategy Of Bringing Technology And Design Into The Country That Will Drive The Tourism Economy By Creating Wealth Through Science, Technology, Culture, And Creativity. The Government Also Has A 5-Year Tourism Master Plan, Running From 2017-2021, Which Aims To Turn The Tourism Community In A New Direction By Using Innovation In Product Design Of Both Tourist Attractions And Local Products. Items That Are Rich In Local Identity Are To Be Put Up For Sale, While Natural Resources Will Be Employed For The Utmost Benefit Of Meeting The Challenges Of Creating An Economic, Environmental, And Social Equilibrium That Increases The Average Income Per Person. According To A Study By Thoedchai Chuebamrung, It Was Found That Tourists Interested In Choosing To Travel To Thailand Note Two Important Factors: The Management And Development Of Tourism Products And The Tourism Market. (Thoedchai Chuebamrung, 2007)

However, The Tourism Market Is Different From The Marketing Of Industrial Products, Because Tourism Itself Is An Intangible Product. Consumers Do Not Physically Touch The Product Before Making A Purchase. Production And Consumption Occur At The Same Time.

Therefore, The Tourism Market Is Constantly Changing. One Factor That Must Be Considered In The Development Of The Market Is The Advancement Of Technology. Various Communication Strategies That Can Be Put Into Practice Quickly And Reach A Wide Swath Of The Population Will Contribute To That Population Becoming More Interested In Traveling, Resulting In Greater Opportunities For The Tourism Market. (Saranya Warakulwit, 2003) One Method Is To Drive Social Values By Using Communication Technology In Marketing And Bidirectional Communication To Provide Products And Services That Meet The Needs Of Consumers The Most. Marketing Communications Therefore Play A Huge Role In The Tourism Industry At Both The National And Regional Level. Travel Brands Are Emerging Around The World, Such As Amazing Thailand In Thailand, Incredible India In India, Truly Asia In Malaysia, And Examples In Many Cities In Japan, Particularly In The Kumamoto Prefecture.

City Branding Is A Managerial Procedure Which Offers Any Given City A Distinct Identity, Providing Those Cities With A Chance To Present As Different, Positive, And Distinguishable From Other Competitors. In Japan, The Use Of Mascots For City Branding Is Often Part Of The Urban Planning Strategy.

Kumamon Is The Most Successful Regional Mascot In Japan And Offers An Opportunity To Explore The Nature Of Mascot City Branding Strategies. Employing A Large Number Of Promotional Strategies, The Local Prefecture Created A Unique Kumamon City Brand And Enhanced The Local Image, Resulting In Significant Economic Benefits. The Paper Argues That Five Main Factors Contributed To The Success Of Kumamon:

Government Support, Power Of Emotional Attachment And Anthropomorphism, Efficient Public Transport And Tourism Services, Mascot Branding, And Social Media. Understanding How Kumamon Mascot Branding Succeeded Can Assist Makers To Decide Whether To Replicate The Use Of Mascot Branding In Other Cities And Regions. (Ali Soltani, Johannes Pieters, Janette Young & Zhaohong Sun, 2018)

The Example Of Kumamoto Prefecture's Branding Demonstrates That Creating Brands And Mascots For The City Can Create Enormous Economic Value And Create Awareness Of A City's Unique Identity.

2. Objectives Of The Study

The Objective Of This Study Is To Find: (1) The Branding Process In Chiang Rai Province, Including Identity Design And The Creation Of A Symbolic Mascot, And (2) Brand Communication In Chiang Rai In Various Forms During The First Three Years (2017-2019).

3. Literature Background

The Management Concept Of The Image To Promote Either Destinations Or Cities Has Been Embraced With Great Enthusiasm. The Factors That Affect Tourist Behavior And Preference In The Decision To Travel And The Destination To Which Someone Travels Reflects Someone's Own Identity. Therefore, Focus Has Been Placed On Creating The Identity Of The Place And Tourist Attractions By Delivering Innovative Ideas And Local Experiences, With Everyone Given An Important Role To Play In Order To Deliver Local Flavor Countrywide And To The World. Citizens Of A Specific Area Must Act As Good Hosts In Representing The Local Culture And Identity.

Creating A "Unique Selling Proposition (Usp)" For A Local Destination Is Just The Beginning Stage To Tell Tourists Of The Uniqueness And Attractions An Area Has To Offer That Differentiates One Locale From Another And Advises Why Someone Should Choose To Visit That Particular Destination. After A Traveler Has Selected A Destination, The Person May Find That There Are Several Attractions They Are Interested In Visiting, Meaning That Marketers Must Transition From A Usp To A "Timely Selling Proposition (Tsp)." Why Must A Tourist Visit This Destination Now? What Will The Benefits Be? What Opportunities And Experiences Will Be Missed If They Were To Wait? (Warangkana Adisornprasert, 2019)

In The Past, Building Brands In Different Cities Was Usually Dictated By Nature And The Local Dynamics Of Different Locations, Especially As They Pertained To Important Cities In The West. The Brand Character Creation In Japan Helped Greatly In Communicating The Identity And Brand Personality Of The City. Therefore, Selecting Articles From Authors Who Have Studied Branding In Different Cities With Clear Guidelines, It Follows That The Principle Of Successful Transmission Of The Identity Of That City Gained Widespread Awareness Of Inside-Out And Outside-In Concepts. It Starts With Local Citizens Thinking Like Outsiders In An Attempt To Find The Root Of The Identity And Brand Dna Of A Location To Create A Brand Identity. Once They Have Successfully Created The Brand, Then They Can Start To Improve Communication Along With The Urban Development Model To Associate With The Target Audience. Today's Marketers Are Also Paying Attention To The Critical Aspects Of Marketing That Create Awareness, Followed By Knowledge. It Is Necessary To First Create An Appreciation To Promote The Buying Of Products, Followed Later By A Love For The Brand, And Finally A Loyalty To The Brand That Is Spread By Word Of Mouth. Good Marketing Tries To Reach A Passion Point Among Customers, Which Includes Frequent Purchasing, Extolling The Product's Virtues, And Protecting The Brand. "A Strong Brand Must Make People Fall In Love." In The Case Of Tourism, Visitors Must Fall In Love With The Town Or City They Are Visiting. Modern Marketing Focuses On "Creating Shared Value (Csv)," Or Creating Benefits For Society. It Is A Strategy Adopted From Corporate Social Responsibility (Csr). This Idea Belongs To Michael E. Porter Of Harvard University And The Five Force Model. (Ake Pataratanakul, 2018)

City Branding And Location Branding Includes Country Branding, Regional Branding, And Urban Branding. In Fact, It May Be As Old As The Municipal Government Itself, Named After History, Regalia, Unique Public Buildings And Events, All Designed To Create Identity And Uniqueness.

The City's Branding Can Be Seen As An Integral Part Of The Urban Market. It Took A Long Time To Change The Characteristics And Appearance Of The City, Including The Construction Of Infrastructure Programs. One Of The Well-Known Examples Of City Branding Is Times Square In New York. In Terms Of City Branding, People Generally Understand A Place Or Location Using Three Lenses: (A) Their Accumulated Experience; (B) Representation Of Many Forms Of Places Such As Movies, Novels, Drawings, Or Newspapers, And (C) Guidelines For Urban Design And Planning.

City Branding Requires Leadership Styles, Strategy Identification, And Creativity. Therefore, The Leadership Of The City Branding Project Is Necessary To Negotiate, Combine, And Coordinate With Various Stakeholder Groups With Diverse Interests And Certain Characters.

For Governments, Businesses, And Citizens To Increase The Number Of Tourists, The Growth Of Gross Domestic Product (Gdp), Foreign Investment, And Employment Are Important Considerations That City Branding Offers Good Solutions. It Requires Constant Maintenance And Management, Which Is A Responsibility That Must Be Shared With Stakeholder Organizations. City Branding Can Be Summarized Into Three Broad Categories, Or Inclusions: "Personality Linking," "Creating And Designing Signatures," And "Hallmarking Events." To Specify, City Branding Related To Personality Means Identifying The Unique Characteristics Of The City. Examples Include Gaudi In Barcelona, Jazz In New Orleans, Or Showing An Event Logo That Identifies A Particular Place With A Well-Known Event, Such As The Edinburgh Festival.

City Branding Through The Use Of A Mascot Is Appropriate For Certain Types Of Personality Relationships But May Use Marketing Strategies In A Unique Region Branding With Specific Symbols, As In Japan. The Mascot Represents Many Departments, Including Cities, Airports, And Even Prisons. The Regional Mascot Began In Japan. There Were 865 Symbols Released In 2012, And In 2013 The Number Increased To 1242. For Example, The Hikone Brand Brought In \$17.2 Million To The Local Economy Between 2007 And 2009, And Manto-Kun, Whose Mascot Is A Smiling Deer And A Temple Hat That Reflects The Religious Characteristics Of Nara City, Promotes Local Economic Development, Especially When The Drama Between The Two Characters Leads To Nationwide Debates And Public Relations Attention. Like Human Movie Stars, If The Visibility Of These Symbols Is Not Maintained Continuously (Through The Transition To An Event And Social Media), They May Be Easily Forgotten. In Japan, The Government Uses Many Marketing Strategies To Increase Interaction Between Symbols Or Mascots And Local Residents In Order To Strengthen Ownership And Promote Local Tourism And Indirect Sales Of Mascot Products. For Example, Some Government Officers Wear Clothing Related To Mascots When Interacting With People On The Streets. As A Result, These Symbols And Mascots May Become Part Of The Lives Of Local Residents, Encouraging People To Display Them In Various Forms When They Socialize. Symbols And Mascots Can Touch People's Hearts And Provide Comfort, Thus Cultivating Friendly Relationships And Creating A Unique Feeling Of Community And Local Identity While Helping To Promote Local Products. (Ali Soltani, Johannes Pieters, Janette Young & Zhaohong Sun, 2018)

In Addition, There Are Examples Of Huge Successes In The Design And Creation Of Identities For Big Cities All Over The World. Creating Brands For These Cities Has Changed The Image And Awareness Of The City For Its Residents. Moreover, Tourists Can Participate And Build City Brands That Have A Positive Impact On The Cities Themselves. Tony Hardy Summarizes Some Examples Of Urban Branding, Such As New York City, Which Started The "I♥NY" Brand In 1977, During A Financial Crisis, When Most People Were Only Familiar With Manhattan, The Brooklyn Bridge, And Some Of The City's Many Stores. After The City Brand Was Created, New York Invested A Lot Of Money In Brand Communication, And By 1978, New York City Possessed What Was To Become One Of The World's Most Renowned Brand's. The Brand Was Credited With More Than Tripling The State's Visitor Spending Revenue. The "I♥NY" Campaign Turned New York City's Crisis Into A Success, A True Testament To The Power Of Branding, Specifically City Branding.

In 2007, The Year Following The Launch, There Was A 13% Increase In Visitor Numbers, Resulting In 370,000 More Jobs For The City. 2008 Became A Record Year With 47 Million People Visiting The City, Generating \$33 Billion In Visitor Spending. Today, "I♥NY" Is Still A Very Recognizable And Powerful Icon.

For The Branding Of The Official Tourism Organization Of The Paris Convention And Visitors' Bureau, The Designers Discussed The Creative Design For The City Of Paris' Branding, Including Whether Or Not To Incorporate The Eiffel Tower Into The Design. Grapheine's Website States, "Using Or Not The Symbol Of The Eiffel Tower Was Our First Question. Difficult To Do Without The Great Lady, To Communicate Effectively About The Destination 'Paris' To An International Audience. However, We Were Aware Of Entering A Visual Territory Particularly Used And Where The Kitsch Border Is Very Close. We Went For Simplicity And Concentrated Our Efforts On A Typographic Design That Can Be Seen As A Parisian Skyline, The Drawing Of The 'A' Directly Evoking The Eiffel Tower. The Result Is A Minimalist Typogram."

The A In Paris Became The Legs Of The Eiffel Tower. The I Becomes A Feature Because Of The Well-Known "Tourist Information" Symbol. It Is Suitable For Communicating The Tourism Of A City Like Paris As Well.

The City Of Amsterdam Was On The Receiving End Of A Rebrand In 2004. The "I Amsterdam" Concept And Identity Has A Highly Recognizable Quality, Much Like Milton Glaser's New York Logo. The Text-Based Logo Design Is Simple But Effective. The City's Various Campaigns Were Promoted And Communicative, Creating Business Opportunities. As Reported By Smithsonian Magazine: "Tourism Numbers Are Up, Business Is Good, And Amsterdam Has Once Again Cemented Its Position In The Top Five European Cities Based On Brand Strength And Cultural Assets." In Fact, According To Saffron, "Amsterdam's Brand Is Actually Better Than Their Assets Predict. To Those Who Visited The City, The Letters Made An Indelible Impression And Nearly

Every Single One Of Them Has A Photo With The City's Red And White Logo. I Amsterdam Has Become Not Only A Part Of The Cultural Identity, But A Landmark.”

Building A City Brand Has An Important Role In The Presentation And Communication With Both Tourists And Citizens. It Is A Commitment That Allows The World To Know The Identity Of That City And Draw Attention To It As A Destination As Well. (Tony Hard, 2020)

Building A City's Branding, Including An Emblem Of The City That Is More Than Just A Logo, Helps Create Strong And Lasting Relationships For People. It's A Creation That Draws On The Emotions And Thoughts Of The People Of The City And Cultivates A Sense Of Pride In The City That Sparks Economic Growth Through Tourism And Business Investment. (Lander, 2020)

4. Research Methodology

This Study Is A Qualitative Research Look At Information From Related Documents (Secondary Data) From Tourism Agencies In Chiang Rai Province, As Well As A Summary Of The Data Analysis Communication Style That Impacts Brand Communication In Region. The Information Was Collected From:

1. The Tourism Authority Of Thailand, Chiang Rai Office. A Study Of The Record Of The Branding Process And The Assigning Of A Working Group In Chiang Rai Province And At Brand Building Meetings.
2. The Chiang Rai Provincial Tourism And Sports Office. A Study Of The Brand Communication Process After Acquiring The Brand In Chiang Rai Province Has Been Used In Marketing And Tourism Activities.
3. The Northern Tourism Federation Association Of Chiang Rai. A Study Of The Participation Process Of Branding In The Tourism Network. The Next Step Of The Study Includes In-Depth Interviews With The Chiang Rai Tourism Executives Involved In Chiang Rai Tourism Branding.
1. The Director Of The Tourism Authority Of Thailand, Chiang Rai Office. Interviews Conducted About The Key Areas Of The Branding Creation Process And Their Importance In The Consistency Of Branding And Its Application In Various Tourism Communications Across Chiang Rai.
2. The Director Of The Tourism Authority Of Thailand, Chiang Rai Office. Interviews Conducted About The Use Of Tourism Promotion And Tourism Marketing.
3. The President Of The Northern Tourism Federation Association, Chiang Rai. Interviews Regarding Brand Communication Towards Tourism Applications For Tourism Operators And Association Members. Moreover, The Study Was Conducted In A Group Conversation - A Focus Group - With Those Involved In The Branding Process In Chiang Rai Province As Well As With Tourism Operators With Experience In Implementing And Brand Communicating Across Various Activities In Chiang Rai Province. During The Forum, There Was Mention Of The Need For Communication In Promotion Of Branding In Chiang Rai By The Agency And Integration Between Government And Private Sectors. Furthermore, Direction Was Given Towards Uses For Applications To Benefit The Province And Tourism Operators, Along With Product Development And The Building Of A Welcoming Position In The Hearts Of Tourists.

5. Scope Of Study

The Researcher Focused On The Study Of The Chiang Rai Brand Data And Interviewed Relevant People In The Area, Such As The Tourism Authority Of Thailand Director, Chiang Rai Provincial Office, The President Of The Northern Chiang Rai Tourism Federation, And Tourism Entrepreneurs Who Have Had Experience In Building The Brand In Chiang Rai. Further Study Will Include How To Create And Communicate The Brand In The City Successfully From The Relevant Documents About The City Brand.

6. Chiang Rai Branding

The Study Of Brand Building, Particularly In Chiang Rai Province, Places Emphasis On The Branding Process, Which Aims To Discover How To Develop And Represent The Tourism, Products, And Services Of Chiang Rai Province Through Comprehensive Marketing Communication Focusing On Content And Style While Presenting And Delivering The Value Of Tourism Materials Through Brand Positioning. Brand Dna Highlights The Direction Of Communication. Interviewees Are Involved In The Business Of Tourism, Including Engaging In Direct Marketing And Tourism Marketing Communications For Chiang Rai Province With The Goal Of Conveying A Positive Perspective Of Tourism In Chiang Rai Province.

Tourism Marketing Communication In Chiang Rai Province Is Facilitated By Government Agencies And The Private Sector. Tourism Business Operators Analyze The Potential Of Those Responsible For Marketing Communications From The Meeting Records Of The Tourism Authority Of Thailand's Chiang Rai Office. The Branding Process In Chiang Rai Is A Presentation Of Entrepreneurs In Tourism And Trade Investment In Various Fields, Both Public And Private. In Order To Present The Need For Tourism Development Towards The

2015 Tourism Development Plan Of The Tourism Authority Of Thailand (Tat), The Chiang Rai Office Proposed To Create A Brand To Be Used To Present The Brand's Position In Chiang Rai. The Plan Asked For Cooperation From The Tat Academy To Create A Brand In Chiang Rai Province, With Brand Participation From More Than 30 Agencies. Organization Took Place Over Ten Meetings, Including A Branding Period Of More Than Nine Months.

The Process Of Brand Building Was Initiated In October 2015, According To Academic Principles And Participation Of Tourism Stakeholders, Including Government Agencies In Tourism And Culture And Private Operators In The Tourism Industry. The Public Sector Also Showed Interest In Participating In The Branding Process. The Governor Of Chiang Rai Served As The President And The Director Of The Brand Management Center. Chulalongkorn University In Bangkok Consulted On The Process To Analyze And Find The Brand's Dna, Develop Brand Positioning, And Finalize The Provincial Brand. Details Of The Brand Created Are As Follows:

1. The Brand Dna Is Style-C, Consisting Of:
 - Sustainability (Focus On Sustainability, Environmentally Friendly, History)
 - Taste (Representing The Modern Era With Outstanding Leadership)
 - Service (Friendly, Safe, Service With Exquisite Heart)
 - Liveliness (Fresh, Bright, Colorful, Interesting)
 - Elegance (High Value, Charming, Tasteful)
 - Connections (To Connect People Vs Trade Vs Time)
2. The Brand's Position Is Hug Chiang Rai, Which Reflects The Brand Origin And The Target Group. Brand Position Is Determined To Be A Point Or Position That Is Defined In The Senses And The Minds Of The Target Audience. Compared To Competitors, The Brand's Position, "Hug Chiang Rai," Is The City's Brand, Which Was Representative Of The Feelings Of Both Chiang Rai People And Tourists And Focuses On Chiang Rai Province. It Is A Sustainable Tourism City With Taste, A High Standard Of Service, High Value, Liveliness, And A Friendly Atmosphere. The Target Group Of Tourists To Chiang Rai Have Positive Feelings Towards Chiang Rai. From The Study Of Brand Positioning Received From The Interviewees, We Found That Hug Chiang Rai's Brand Positioning Was Derived From Compound Thinking Among The Branding Conference, Which Obtained The Brand Dna Structure That Reflects The Identity Of Chiang Rai Province. Style-C Indicates That Chiang Rai Is A Green City. It Is Environmentally Friendly And Gives Priority To Sustainable Development. The Service Aspect Is The Development Of Tourism And Service Personnel Based On Tasteful And Service-Minded Identities Which Reflect Directly On The Target Group (Quality Tourists) Of Chiang Rai. There Are Groups Of Responsible And Tasteful Tourists Who Want To Receive Good, Safe, Bright, And Fresh Tourism Services And Products, Resulting In The Direct Promotion Of Chiang Rai Province In A Way That Presents Nature, A Great Environment, Beautiful Mountains, And Scenery, All Of Which Incorporates A Diversity Of Ethnic Backgrounds. The Brand Dna Structure Created The Brand's Position As "Hug Chiang Rai," Which Was An Important Direction For The Application Of Various Groups, Such As Tourism Development And Promotional Groups. The Chiang Rai Provincial Tourism And Sports Office And The Tourism Association Created A Project Aimed At A Tourism Promotion Budget Using The Brand Dna Structure Guidelines To Present Various Projects. The Sustainability Development Of The Tourism Marketing Promotion Group Arm Of The Tourism Authority Of Thailand, Chiang Rai Office, Took The Position Of The Brand's Identity To Be Transferred, Promoted, And Communicated Through Advertising, Public Relations, And A Variety Of Other Activities, Which Resulted In Demonstrating The Market Position Of Chiang Rai Province For Travel And Sustainability. In Addition, Those Who Played An Important Role In Brand Communication And The Brand's Position Were Groups Of Tourism Operators And Stakeholders Who Introduced The Brand Dna Structure To Develop Various Products That Reflected The Identity Of Chiang Rai Province. It Obviously Shows That When The People Involved In The Aforementioned Brands Understand The Brand Dna Structure And Are Able To Pass On The Brand Position To The Target Audience By Using The Transmission Of The Brand Position Correctly And Precisely, It Benefits Tourists Who Have Good Experiences While Traveling In Chiang Rai Province And Leads To Positive Associations With The Brand Hug Chiang Rai.
3. The Design Of "Hug" Utilizes Continuous Hand-Drawn Characters In Lowercase Letters To Portray A Gentle, Friendly, And Continuous Expression Of A Long History, Connected Over Time With People And Commerce. Surrounded The Design Is A Framed Pattern Of Lanna Fabric, Which Has A Uniquely

Northern Style Identity. The Design Reflects The Culture Of The Lanna Lifestyle. The Signature Logo Design Of Hug Chiang Rai Brands Was Designed In A Variety Of Colors Consistent With The Ethnic Diversity Of Chiang Rai Province. There Were Three Types Of Logo Colors Introduced - The Purple Logo, Which Is The Provincial Color Used In The Symbol, Representing Kind, Charming, And Friendly People, The Green Logo Representative Of Communication, Natural Tourism, Agriculture, Environmental Focus, And Sustainability, And The Golden Yellow Logo, Which Represents Culture, Art, And Religion. The Golden Yellow Logo Is Therefore Representative Of The Province's Cultural Events, But This Is Not A Fixed Regulation; It Can Be Arranged In A Suitable Communication Work According To The Format Set In The Brand Guide. For The Identity Pattern Design, The Designers Extracted The Identity From The Pattern In Lanna Textile Weaving. The Patterns In Lanna Thai Art Have Been Reproduced And Also Represent The Arts, Culture, Nature, And People, In Accordance With The Logo Used In Preparation Of Other Media, So That The Communication Style Is Clear. It Also Eliminates The Need For On-Site Logos Or Improperly Placed Materials, Instead Communicating The Created Identity Pattern.

4. The Mascot Brand, Designed And Created By Brand Dna, Represents The Mountains And The Clouds, With Plenty Of Freshness And Cheerfulness By Not Specifying The Gender Or Age Of "Nong Gord-Oon."

Nong Gord-Oon Is A Branded Mascot Created As A Storyteller For The City's Tourism Communication Project. The Mascot Acts As A Public Relations Agent To Convey Various Elements Of The Brand And Generate Interest Among Tourists. The Sweet Look And Fresh Eye Of The Mascot, Along With The Green Body, Call To Mind The Mountains And Clouds While Representing Sustainability. The Designers Believe In The Abundance And Auspiciousness Of The Clouds To Warmly Embrace The People As They Promote Higher Professional Positions. Moreover, Gord-Oon Is Also Used In Product Creation Of Various Souvenirs As Keepsakes For Tourists.

After The Logo Design Was Created To Represent Brand Communication, The Nong Gord-Oon Mascot Was Used In Various Communications, Both In The Form Of Media In Order To Create Points Of Interest Across Various Communication Tasks And In Marketing Activities. In Addition, It Also Received Attention From Various Agencies In Chiang Rai Province For Their Use. The Nong Gord-Oon Sticker Line Serves To Communicate And Reinforce The Hug Chiang Rai Brand To The Target Audience. Examples Of Mascots In Foreign Countries, Especially In Japan, Inspired Hug Chiang Rai Brand Contributor To State That The Expectations From The Creation Of The Mascot Were To Create Accessible Communication While Also Creating Value For Local Products, Helping To Reduce Communication Costs For Operators In Chiang Rai.

The Study Of Brand Processing In Chiang Rai Focused On The Participation Of The Government And Private Sectors In The Province. Analysis And Understanding Helped Lead To The Origin Of The Brand Structure And Narrow The Gap Within The Process Of Determining The Position Of The Brand And The Ability To Use The Concept And Strategy To Ultimately Design The Brand's Identity. Inside-Out Principles, Which Include The Sharing And Analyzing Of Data On Local Area Business Owners, Allowed The Researcher To Better Understand The Importance Of Brand Dna, And How Accurate Positioning Of The Brand Would Be Able To Convey Its Identity And Authenticity. This Information Should Lead To The Precise Direction For Development In Chiang Rai Province. External Target Groups Can Better Understand The Communication Patterns And The Identity Of Chiang Rai Province. In This Process, The Brand Identity Designer Considers The Perceived Experience Of The Target Group In Chiang Rai Province, Together With The Strategy Of The Brand That Has Been Developed And Created, Leading To The Design Of Brand Identity That Makes The Target Groups More Easily Recognizable And Creates Awareness Of Chiang Rai Province, In Accordance With The Outside-In Principle.

The Tourism Marketing Communication Model Was Done Through Mass Communication And Various Activities Divided Into Internal Communication Or Tourism Marketing Communication For People In Chiang Rai And Tourism Operators Who Are Interested In Using Brands To Communicate Across Various Businesses. Launching And Branding Activities Included Participating In Various Activities In Chiang Rai Province To Create Awareness And Understanding By People In Chiang Rai With The Assistance Of The Government And Private Agencies.

Subsequently, Communication Was Made To The Target Group Through External Communication By Focusing On Exposure Thorough Mass Media Likely To Be Consumed By Tourists, Such As Advertising On Nok Air, Thai Smile Airways, And Bangkok Airways, Along With Installing Publicity Signs And Billboards On Motorways Around Suvarnabhumi Airport, In Bangkok, And In Chiang Mai, As Well As Other Parts Of The Country. Commercial Road Shows In Target Provinces Such As Phuket, Pattaya, Udon Thani, And Bangkok Were Also Popular Areas To Engage Tourists And Build A Wider Awareness By Providing Experiences Through The Products And Services Of Tourism Operators That Meet The Brand's Dna.

Throughout The Years Following The Launch Of The Hug Chiang Rai Brand And The Gord-Oon Mascots, The Main Agencies Responsible To Continue Brand Communication Are Still The Tourism Agencies, Consisting Of The Tourism Authority Of Thailand And The Chiang Rai Tourism And Sports Office, As Well As Government And Private Organizations Who Are Interested In Using Mascots And Identity Design To Convey Chiang Rai's Identity.

Activities Under The Tourism Promotion Program Of The Province, Including A Cycling Competition, Tea And Coffee Festivals, And Lanna Wellness, Used The Brand Hug Chiang Rai And The Gord-Oon Mascot To Communicate And Build Confidence For Tourists Because All Sectors See The Importance And Accessibility Of Them. During A Meeting Of The Northern Tourism Federation Of Chiang Rai, In Collaboration With Government And Private Sectors, It Was Communicated That The Goal Of The Brand Was To Create A Campaign Together Under The Name "Chiang Rai Safe," Which Would Highlight The Green, Clean, Safe And Sustainable Nature Of The Hug Chiang Rai Brand Throughout The Province During The Covid-19 Virus Outbreak.

With The Help Of Good Promotion, The Hug Chiang Rai Brand Grew Both Within The Province And In Areas Outside Of Chiang Rai. Effective Brand Communication Strengthened The Perception Of Chiang Rai To Expected Target Groups, Whose Lead The Brand In The Relevant Tourism Business Sectors, Helping To Promote Various Activities Suitable For The Development Of Chiang Rai Province. The Target Group For Chiang Rai, Especially Tourists, Integrated Marketing Activities And Communication Through Various Media Channels Directed Towards The Expected Target Groups, Resulting In Greater Awareness Of The Hug Chiang Rai Brand. The Event Organizers, Including The People Responsible For Brand Communication, Analyzed The Results Obtained From The Brand Communication Activities.

Nowadays, The Hug Chiang Rai Brand Is Also Used In Travel Marketing Communications And The Chiang Rai Tourism Network, Which Is Responsible For Brand Communication Management. It Continues To Use The Style-C Brand Dna As A Direction For Promotion And Tourism Development In Various Fields To Create Sustainability And Tourism Development In Chiang Rai Province. In Chiang Rai, It Has Turned To Focus On Using Gord-Oon As A Spokesman To Publicize Stories That Happen In The City For The People To Know As Well.

Conclusion

From The Building Of The Brand In Chiang Rai, The Public And Private Organizations That Jointly Create The Brand Together Are Aiming To Use And Communicate The Brand In Chiang Rai To Be Unique And Outstanding. The Objective Is To Be Highly Beneficial While Simultaneously Reducing Communication Costs, And Help In Screening For Trade And Investment That Is Suitable For The Province's Model, Which Mainly Focuses On Sustainability, Including Marketing And Brand Communication Through The Brand Dna.

The Purpose Is To Enable Private Sector Business Units In Chiang Rai, As Well As Various Government Agencies, To Use The Dna Brand Structure For Effective Communication. Chiang Rai Brand Awareness Is Not Yet Widely Popular, But It Can Be Used To Communicate And Encourage Marketing Activities To Promote Tourism In Various Ways To Be Recognized With A Clearer Approach And Focus On Environmental Protection, Sustainability, And Effective Communication.

The Identity Of Chiang Rai Province Can Be Reflected In The Dna Brand. At The Same Time, The Nong Gord-Oon Mascot Is Widely Popular And Is Used In Various Activities. The Mascot Identity Represents The Mountains, Fields, Clouds, And Well-Being Of Chiang Rai People. It Also Reflects Green, Which Is The Color Of Abundance And Environmental Friendliness And Sustainability.

In Addition, The Gord-Oon Mascot Represents The Friendliness, Affection, And Kindness Of Chiang Rai People And Is Easily Appreciated And Accessible. Brand Communication In Chiang Rai Will Have A More Positive Impact With The Continuous Promotion And Usage Of The Brand By Private Entrepreneurs And Will Be Able To Create Economic Benefits For Chiang Rai In The Future.

Analyzing The Creation And Communication Of The Hug Chiang Rai Brand, And Recognition Of The Brand In Various Cities, Suggests It Is Able To Increase The Number Of Tourists, Trade, And Investment In Chiang Rai. The Hug Chiang Rai Brand Uses The "Creation And Design Signature" That Reflects The Brand's Position And Communication Between The Target Audiences, Including Using The City Mascot That Is Created Based On The Identity Of The City. The Hug Chiang Rai Brand Is A Creation And Communication Brand That Can Be Further Developed When Compared With Successful City Branding In Other Locations. In Addition To The Above Factors, Brand Value And Communication By Local Government, The Business Sector, And Various Departments Of The City Play An Important Role In The Success Of The Brand. The Target Group Will Only

Remember It Well When The Brand Identity Is Used Continuously And Repeatedly, Which Will Create A Sustainable Brand.

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