Brand new Image
A case study of engagement on Instagram during Melodifestivalen in Kristianstad

Matilda Eneberg & Johanna Scortea
Authors
Matilda Eneberg and Johanna Scortea

Title
Brand new Image. A case study of engagement on Instagram during Melodifestivalen in Kristianstad

Supervisor
Lisa Källström and Felix Terman

Co-examiner
Alina Lidén

Examiner
Marina Jogmark

Abstract
Place branding is complex, and marketers need to find new ways in order of place branding. This thesis concerns communication on social media during an event, and its influence of place brand image. Place brand image is a very wide and complex concept. Therefore, this thesis focuses on three place attributes, namely, people, place, and pulse.

The research purpose is to explore engagement on social media and how that may influence a place brand image. The thesis focuses on visual content in frame of Instagram feeds during an event. The context of this thesis is a case study of Melodifestivalen in Kristianstad. Through a qualitative research approach, Instagram posts were selected and analysed. Moreover, two focus groups were conducted to gain an additional perspective of how the participants perceptions of the city image communicated on Instagram and how the selected Instagram posts may contribute to the image of Kristianstad.

Findings reveal that a city gains attention during an event to promote the city. By using an event as a marketing tool influence a place brand image to a favourable place by representing a allured city centre. Furthermore, the findings reveal that content created during an event is beneficial for a city. This thesis adds insights to the field of event marketing being used as place branding. The main contribution of this thesis is understanding that an event can successfully be used as a marketing tool to influence a place brand image by stimulating engagement on Social media.

Keywords
Place brand image, place attributes, engagement, Instagram, event
Acknowledgements

Firstly, we would like to express our many thanks to our supervisors Lisa Källström and Felix Terman for their very helpful guidance, encouragement, and support throughout this study.

Secondly, we would like to take this opportunity to thank Annika Fjelkner for her help with the language.

Finally, we would like to thank all of the participants in our focus groups for taking your time to participate.

Without you, our study would have been possible to conduct!

Kristianstad, May 2018

____________________  ____________________
Matilda Eneberg       Johanna Scortea
# Innehållsförteckning

## 1 INTRODUCTION .................................................................................................................1
  1.2 BACKGROUND ..............................................................................................................1
  1.2 PROBLEMATISATION .....................................................................................................2
  1.3 RESEARCH QUESTION .................................................................................................3
  1.4 RESEARCH PURPOSE ...................................................................................................3
  1.5 OUTLINE ......................................................................................................................4

## 2 THEORETICAL METHODOLOGY .................................................................................5
  2.1 RESEARCH PHILOSOPHY ..............................................................................................5
  2.2 RESEARCH APPROACH ................................................................................................5
  2.3 CHOICE OF THEORY ....................................................................................................6

## 3 THEORETICAL BACKGROUND ...................................................................................7
  3.1 PLACE MARKETING AND BRANDING .........................................................................7
  3.2 PLACE BRAND IMAGE ................................................................................................8
  3.3 PLACE BRAND ATTRIBUTES .......................................................................................9
  3.4 RESIDENTS AS STAKEHOLDERS ...............................................................................10
  3.5 USER-GENERATED CONTENT ON INSTAGRAM ..........................................................11
  3.6 EVENT ........................................................................................................................12
  3.7 CONCEPTUAL MODEL ................................................................................................13

*Figure 1. Illustrated Conceptual Model* ............................................................................14

## 4 CASE STUDY ...................................................................................................................15

## 5 EMPIRICAL METHOD .....................................................................................................17
  5.1 RESEARCH DESIGN ......................................................................................................17
  5.2 RESEARCH STRATEGY ................................................................................................17
  5.3 DATA COLLECTION .....................................................................................................18
    5.3.1 Instagram feed .......................................................................................................18
    5.3.2 Focus groups ..........................................................................................................19
  5.4 DATA ANALYSIS ..........................................................................................................22
    5.4.1 In depth analysis ....................................................................................................23
  5.5 VALIDITY ......................................................................................................................25
  5.6 LIMITATIONS ...............................................................................................................25

## 6 FINDINGS .........................................................................................................................26
  6.1 INSTAGRAM POSTS .....................................................................................................26
    6.1.1 People ....................................................................................................................26
    6.1.2 Place ......................................................................................................................27
    6.1.3 Pulse .......................................................................................................................30
  6.2 FOCUS GROUPS ............................................................................................................32
    6.2.1 City image interpretation .......................................................................................32
    6.2.2 Post perception .......................................................................................................36

## 7 DISCUSSION ....................................................................................................................39

## 8 CONCLUSION ................................................................................................................42
  8.1 SUMMARY ....................................................................................................................42
  8.2 PRACTICAL IMPLICATIONS ..........................................................................................43
List of tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Selection of posts #MELFESTKRISTIANSSTAD</td>
<td>19</td>
</tr>
<tr>
<td>Table 2</td>
<td>Selection of posts #MELFEST</td>
<td>19</td>
</tr>
<tr>
<td>Table 3</td>
<td>Removal of posts</td>
<td>19</td>
</tr>
<tr>
<td>Table 4</td>
<td>Participants’ background</td>
<td>21</td>
</tr>
<tr>
<td>Table 5</td>
<td>Instagram posts in deductive categories and inductive categories</td>
<td>35</td>
</tr>
<tr>
<td>Table 6</td>
<td>Summary of motives behind the city image</td>
<td>36</td>
</tr>
<tr>
<td>Table 7</td>
<td>Summary of what reactions the posts evoke</td>
<td>37</td>
</tr>
<tr>
<td>Table 8</td>
<td>Summary of motives behind the post perception (18)</td>
<td>37</td>
</tr>
</tbody>
</table>
1 Introduction

This first chapter introduces the background, following by the problematizing for the research purpose of this case study for exploring communicated content on social media during an event towards a formulation of place brand image. The chapter ends with an outline that present the final disposition of this study.

1.2 Background

Nowadays, cities increasingly compete with each other to attract tourists, investors, companies and new citizens (Kavaratzis & Ashworth, 2005). Considering the competition, it is essential for place marketers to focus on establishing the city as a brand (Braun & Zenker, 2010). Typically, small sized cities have been the most heavily impacted by the trend (Thomas & Bromley, 2002). Cities have tried to move beyond traditional marketing methods in attempt to homogenize the place, and instead manage city branding in order to deliver a unique place image (Kavaratzis, 2004). Place branding addresses those place attributes which differentiates places from each other (Gertner, 2011). Cities approach place branding strategies by incorporate visual social media to deliver a distinctive place image (Braun, Kavaratzis, & Zenker, 2013). But what exactly are place images and how, or due to which factors, does a place get a certain image?

Modern technologies have introduced new ways to communicate place brand image, specifically, social media platforms (Andéhn, Kazeminia, Lucarelli, & Sevin, 2014). It enabled engagement and communication be a co creative process towards a formulation of a Place brand image. Thus, a trigger should stimulate engagement on social media. It is also argued that considering social media could lead to a higher engagement among place users, although some place marketers many times lack necessary knowledge to effectively manage social media accounts (Cleave, Arku, Sadler, & Kyeremeh, 2016). The engagement can be a crucial factor for place brands to create awareness among place users, but also to create and communicate new attractive content (Parise, Guinan, & Weinberg, 2008). In brand management literature events are usually presented as a mean for building brand image (Zarantonello & Schmitt, 2013). Events have become an essential part of place branding due to the growing competition between cities according to (Rinallo, 2018). It is argued that increased awareness and enhanced
image will, in the long run, provide a strong competitive position (Rinallo, 2018). The impact of using event as a marketing tool is argued to be more optimal on place brand image, as events are designed to increases awareness of the place and create a place brand experience (Zarantonello & Schmitt, 2013). Therefore, using an event it is an excellent occasion for a place to promote the city too.

1.2 Problematisation

Within the frames of visual social media, place attributes can effectively be communicated, as the users fundamentally become a part of the brand building process (Andéhn, Kazeminia, Lucarelli, & Sevin, 2014). Failing the communication of the place brand among users, may result in an unwanted place image. Social media is a beneficial communication and branding tool, but requires knowledge and competence to be successful. Consequently, place marketers’ risks missing out on the communicated brand content if they are not aware of the importance of communicating with their audience on social media. Hence, it is critical to understand the collaboration can improve the place brand image in social media environment. Users contribute to the development and communication of a place image and their insightful perceptions are important for this matter. With this said, the increased use of social media and the accessibility of published content created by non-professionals, meaning that is created outside of routines and practices, the side-effect of this evolution is that the users cannot be controlled and could develop into an unwanted reputation of the place image. Hence, UGC is an important concept to take in consideration (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013). The content created, depends on the addresser of the Instagram feeds, as the city has one desired place image, and UGC might perceive the place image differently. Therefore, cities or municipalities have to understand the place users’ point of view when evaluating the place brand image.

Previous studies interpret how the social media platform Twitter, conceptualizes a new venue for place branding, and how that content pertains the issue of place brand equity (Andéhn, Kazeminia, Lucarelli, & Sevin, 2014). In contrast, this thesis does not concern the representational aspects of a place brand as previous analyses, but focuses on place brand image, communicated by users on Instagram. Instagram would be a new dimension to study, because of the unique form of showing visually generated content, and, place brands tend to be understood through visual artefacts (Cleave, Arku, Sadler, & Kyeremeh, 2016). However, the most distinguishing feature of the Instagram platform, is that the it enables users to create posts
and provide content related to their place perception, which draw on previous experiences and practices embedded in everyday life. The idea of exploring place attributes as a crucial part of place brand image is interesting due to the potential content communicated by the social media users, as certain attributes pertain to the place image. Users on social media, impact place image perceptions as they interpret and engage with the brand building processes, as they are not passive preceptors, but active co-creators of the place image (Braun, Kavaratzis, & Zenker, 2013). These are needed to be understood in relation to the users’ perception. Therefore, place users function as ambassadors on social media. By taking this in consideration, this case study analyses the UGC and posts addressed by the city marketers, towards a formulation of place brand image.

This case study offers an approach that grasps the dynamic nature of place brand image. The analysis of particular place brand attributes content of Kristianstad, maps the way different stakeholders (residents, organisations and city) co-create the image of the place brand via a visual social media platform, Instagram. The studied content focus on posts during a specific event “Melodifestivalen”. Since event marketing is one way of creating a strong brand experience of a place, the event hosted in Kristianstad, 2018, was used. However, visual social media platforms, such as Instagram, enables everyday users to create their own posts of the place which are assumed to provide a more authentic and innovative image of a place than professional photographs produced for strategic reasons. There are great expectations regarding the effects of visual social media campaigns on resident engagement in community life and to change and improve the image of a place (Thelander & Cassinger, 2017).

1.3 Research question

How can communication on social media, during an event, influence a place brand image?

1.4 Research purpose

The purpose of this case study is to explore how an event can influence a place brand image through stimulating engagement and communication on social media.
1.5 Outline

This thesis consists of total 8 chapters. The thesis starts by presenting the background, problematisation, research question, and research purpose. In chapter 2 we present the research philosophy, research approach, and choice of theory. Chapter 3 contains the theoretical background, where we present our used frameworks and prior research. In chapter four, the case study is presented. Chapter 5 presents our research design and strategy, the data collected and how this was further analysed, validity, and limitations of the thesis. In chapter 6, our empirical findings are presented followed by a discussion of our empirical findings in chapter 7. In the last chapter 8, we will present our conclusions, practical implications, and limitations and suggestions for further research.
2 Theoretical Methodology

The second chapter presents a brief introduction of our choice of research philosophy, research approach and choice of theory. We argue for our assumptions and the way the theoretical methodology is used in this case study.

2.1 Research philosophy

The research philosophy is intertwined to acknowledge in what context the research is viewed and allows us to relate and make assumptions to our philosophies. According to Bryman & Bell (2015) there are three main philosophies: positivism, realism and interpretivism. The philosophies describe the way human perceives the world and their underlying assumptions about the physical surroundings. Interpretivism, considers the social reality as a subjective construction of humans’ thoughts and actions, and therefore requires a deeper understanding between humans’ behaviours and their role as social actor (Denscombe, 2016). As this case study concerns an understanding of how engagement links with to place brand image, the interpretivism philosophy is most aligned with our research purpose. Besides interpreting the social engagement in an interpretative way, the research purpose also raises the idea of explaining and drawing conclusions of users generated content related to the place branding concept. The purpose is to get a better understanding of antecedent data and how place image can be perceived on social media. Therefore, critical realism is also of relevance, which relates to how human sense and observe the world, and if the reality shows the truth. Thus, we intend to interpret human image in form of social engagement, but to predict it, we also need to understand the perception of the communicated engagement.

2.2 Research approach

There are three different ways of conducting a research: the inductive, deductive, or the abductive approach (Saunders et al., 2009). Due to the combination of place branding complexity and understanding what existing content is communicated, it appears natural to use an abductive approach for this case study. The abductive approach is a mixture of inductive and deductive, were the research process switches between theoretical framework and empirical data (Alvehus, 2013). This enables us to analyse user generated content, but also to interpret the perceived place brand image. The data is collected through analysis of Instagram feeds
during the event Melodifestivalen in Kristianstad and from two semi-structured focus groups interviews of strategic selected participants. In addition, abductive approach is used in this case study to get a better behavioural understanding of the communicated content and the influence on place image to aid the research purpose.

2.3 Choice of theory

Theoretical concepts within social science are applied in this case study to get a deeper understanding for the meaning of branding. Previous research discusses and conceptualizes models to describe place branding. However, as this research calls for an abductive approach this case study relies partly on the choice of theory. It aims not to theoretically conceptualized models of place branding, but rather on a conceptualized model of communicated content on social media to understand how an event influences a place brand image.
3 Theoretical Background

The third chapter of this case study provides a description of several relevant concepts to get a better understanding of the importance of content communicated on social media. The concept of place branding is essential to interpret to establish a place brand image. Further place brand attributes is described as important component of a place brand image. Also the important role of residents of the place image, and how a place uses an event as opportunity to promote the city. Finally, a conceptual model will be presented which will summarise the analysis.

3.1 Place marketing and branding

Cities increasingly compete with each other in many different ways, to attract tourists, investors, companies, and new citizens (Kavaratzis & Ashworth, 2005; Cleave E., Arku, Sadler, & Kyeremeh, 2016). Considering the competition, it is essential for place marketers to focus on establishing the city as a brand (Braun & Zenker, 2010) and promoting a place to the target groups and selected audience. Place marketing and branding are often confused terminologies. In order to understand the marketing in corporation within cities, it is necessary to consider the recently developed concept of place branding (Anholt, 2010). One reason, for shifting towards place branding has been that cities need to redefine themselves and also because branding has grown as a field within the marketing concept. Place branding concept has received significant awareness and attention among cities (Anholt, 2010). Place branding can be defined as:

That reputation already exists in the consumers’ mind in terms of knowledge and can be seen as a network of associations based on visual, verbal and behavioural expressions of a place (Braun & Zenker, 2010).

Kavaratzis (2008) states that place branding process starts with a vision, leading to the people responsible for branding by engagement and communication. Due to the complexity of distinguishing place marketing from place branding a definition of place marketing follows:

(Syssner, 2006)
A strategic activity, which in the long run improves and empowers the image of a place, which is mainly about consciously making specific place attributes evident (Syssner, 2006).

City marketing is dependent on management and communication of the city image, starting from the interpretation of the reputation and image (Kavaratzis, 2004). The concept place branding is introduced, due to that this study want to explore how a city’s image can be perceived on Instagram. Place branding is based on associations linked with how people perceive, and the focus is based on visual expressions of a place. To be able to understand the concept of place branding, the following part defines what a place is. A place is any particular region, a centre of population or location (Merriam-Webster, 2017). A place could be viewed from two different perspectives, social and physical, where the social refers to a setting where to interact and connect with others, while physical refers to natural landscapes and manmade constructions (Scannel & Glifford, 2010). Warnaby (2009) outlines a three-part definition of a place; the first is location, which is the geographical place for the social interactions. The geographical aspects of a place are the surrounding nature, possibilities for outdoor activities, and closeness to water are all important parts of the concept of a place (Zenker et al., 2013). The second one is locale, which is the local structure that attaches peoples’ emotions to the place. Lastly, the third one is influenced by content and the form of place marketing.

In extent, residents can also be perceived as important providers of a place, since they are the actual users of service and public goods, and therefore co-creates value (Zenker & Martin, 2011). Residents are one part of the different consumers of a place, the other two are visitors, and companies (Bryman & Bell, 2015). Even though all the different customers are of importance, residents are one of the most important as they generate taxes (Zenker & Martin, 2011), and work force in the co-producing of public goods and services (Zenker, Petersen, & Aholt, 2013).

3.2 Place Brand Image

Brand image is the images and thoughts that exists in the consciousness, which express the attitude towards a brand. According to Balakrishnan (2009), a brand consists of both tangible/visual elements and intangible elements such as image, personality and perceptions. A brand image should help the brand to stay established, protect the brand from competition, and has an
integral role for building a long-term brand. The three key components of brand image are the brand attributes, the benefits of using a brand, and brand personality. The personality of a brand combined with the identity of a brand creates brand image. Brand personality is an intangible attribute which consumers assess in an unconscious way, created more by their feelings rather than rational criteria (Foroudi, Gupta, Kitchen, Foroudi, & Nguyen, 2016). The brand personality projects the brand’s values and creates an image of how the typical consumer looks like (Foroudi, Gupta, Kitchen, Foroudi, & Nguyen, 2016). The first step in branding a place is the determination of its image (Gilboa, Jaffe, Vianelli, Pastore, & Herstein, 2015).

There are many different perspectives of what place image consists of. Place image is how your residents think about your location, it has to do with the associations people have about the community. These associations are gathered from a number of different sources. Place image among residents is likely different than from people that just are visiting (Balakrishnan, 2009; Gilboa, Jaffe, Vianelli, Pastore, & Herstein, 2015). Establishing place image is about communicating messages that shape how your place is perceived. Today, it is crucial for business leaders and the political leaders of cities to understand their brand, and to see how potential visitors, customers, investors, and future citizens views their brand.

3.3 Place brand attributes

In recent years, place branding has become a major issue as cities tries to improve the image and the brand to maintain their competitive edge (Ahmad, Abdullah, Tamam, & Bolong, 2013). Some literature states that place brand image is a crucial element of a place; higher city brand personality creates an attractive place. To define such a complex term, there is a need to introduce place attributes that will aid a comprehensive understanding of a place brand image. According to Hansen and Deutscher (1977) a place is a constellation formed of different attributes, defined as “the narrowest, most specific constructs of image”. Place attributes can be described as important elements of a place brand image and an attractive place (Öner, 2016).

In attempt to conceptualize a place brand image, Anholt (2006) identified six key dimensions of place attributes as a part of place brand image: Presence, Place, Potential, Pulse, People, and Prerequisites. Presence, is all about cities’ international status. Place explores the human perception about physical aspects of cities: if it is beautiful and a nice climate, or how it is to be outdoors in the city. The Potential dimension introduces the economic and educational
opportunities that cities are to offer. The possibility to find jobs, if it is a good place for doing business in, and the possibility of gaining a higher education. The pulse is the appeal of an urban lifestyle, this dimension explores if people think the city is exciting, if it is easy to find interesting things to do, both for the visitor but also for the residents. People refers to those who makes the city, and if it matters if residents are warm and friendly, or cold against outsiders. People engage with each other, and do they feel safe living in the city. Lastly, the prerequisites, are how people perceive the basic qualities of the city, what they think it would be like to live there, the possibility to find satisfaction, and the general standards of schools, hospitals, sports facilities, and so on (Anholt, 2006).

3.4 Residents as stakeholders

A growing number of academic research keen to stakeholders’ participation in building a place brand and the weight of the co-creation towards formulation of a place image (Kavaratzis & Ashworth, 2008). This paragraph describes the role of residents in the brand-building process, which is relevant to this thesis as residents are an integrated part of place image. Theoretical observations in place branding have made it necessary to note the importance of residents in these processes. Such an approach demands place branding to be understood as a dynamic process, in which multiple stakeholders interact and co-create value linked to place image (Herezniak, 2017). Moreover, modern technological developments, such as user-generated content on social media and their democratic potential, enables a more bottom-up creation of place brand image. Major focus in place branding activities seems to be outward, with attempts to attract stakeholders and to present a coherent place image in social media (Kavaratzis & Hatch, 2013). Thus, residents began to be considered as important stakeholders (Herezniak, 2017).

Braun et al. (2013) distinguishes two roles that can be attributed to residents as stakeholders in formulation of place brand image: residents as an integrated part of place branding and residents as ambassadors for a place brand image as they enable credibility to any communicated message. Residents play an important role for a place. If residents are satisfied, they can function as place ambassadors (Palmer, Koenig- Lewis, & Jones, 2013). A place ambassador is someone that promote the place through engagement and communication. The role as place ambassadors carries a possibility to transmit messages about their place both individually and collectively. For instance, the residents can transmit their messages through social media, where
residents have the opportunity to discuss their thoughts and attitudes towards their place with other people (Zarantonello & Schmitt, 2013). Additionally, if residents are integrated and a part of the place brand, in the long run can contribute to gaining new habitants (Zarantonello & Schmitt, 2013). The challenge of using residents as a part of the place branding, is that they do not constitute a coherent group, instead the group can be rather fragmented in preferences, desires, or attitudes (Zarantonello & Schmitt, 2013).

3.5 User-generated content on Instagram

Social media platforms have become huge importance of today’s generation (Jacka & Scott, 2011). It has transformed the way people communicate and corporate content. This has open tremendous opportunities for organisations to understand and interact with their stakeholders. It is important to understand the significant outcome of these modern technologies to co-create value through online collaboration and communication (Jacka & Scott, 2011).

Social media consists of a broad range of online venues that enable interaction, collaboration, and sharing content among users. Social media authorises users to share their views and become a part of the brand image. The social networks sites allow the users to connect with friends, send each other messages, and exchange information (Kaplan & Haenlein, 2010). Social media is a product of Web 2.0, and is built on collaborative fashion, where the created content could build more engaging and communitive conversations (Kaplan & Haenlein, 2010). User-generated content (UGC) is one part of how consumer interact via social media. UGC can be defined as content created by members of the general public and includes any form of online content by users (Kaplan & Haenlein, 2010). Further, social media platforms are ideological and technological foundations that allow the creation and exchange of UGC (Kaplan & Haenlein, 2010).

An issue that is mainly discussed when examining the residents’ involvement in place branding is how the technology has developed in this process. Castles (2011) say social media platforms has a substantial democratic potential, because of the accessibility, the circulation of content all over the world, and interactivity. If communication and interactions on social media are used to the fullest, the users can turn place branding into much more inclusive and creative (Herezniak, 2017). The developments of user-generated content allow the residents to be heard louder than before. Following, the access of interactive and tools within social media, the profile
of residents have made them true co-creators of a place’s reality (Herezniak, 2017). When residents engage within a social media context, it refers to the consumer actively being a part of the communicated content. When place branding is understood as a dynamic process, multiple stakeholders (in particular, residents) interact and co-create value, place brand will be linked to image. Hence, the selection of tools for communicating an image are crucial (Herezniak, 2017). One major tool is event that aids the place branding towards a formulation of a strong place image. The next paragraph pays attention to event as a place marketing tool with more detailed description of an event and what an excellent opportunity it is to use an event to promote a place towards a stronger place brand image.

3.6 Event

Lately, events have become important marketing communication tools (Rinallo, 2018). In contrast to other communication tools, events are essential experimental and can be considered as “evolved form of event marketing” (Rinallo, 2018). This section reviews literature and theories related to event marketing, but foremost highlights the importance and the benefits of using an event as an opportunity to make a place visible towards a stronger place brand image.

Marketing, by using an event as a crucial element is quite a new phenomenon, and can be defined as practices of promoting a place, organisation and also a brand, through specific activities (Zarantonello & Schmitt, 2013). All events can be seen as place-marketing tool: as it is visible to the target audience and the message can be shared and transferred (Wood, 2009). However, it is argued that due to growing competition between cities, events have become an essential part of marketing and place branding with mostly positive image impact (Rinallo, 2018). It is also argued that increased awareness and enhanced image will, over a longer period of time, provide a stronger and a more competitive position. Events generate media coverage for cities and therefore, it is an important issue consider the place branding process (Rinallo, 2018).

Research shows that event marketing allows direct, highly interactive and local-consumer brand encounters, where the audience can experience a brand in an immediate way (Zarantonello & Schmitt, 2013). Regarding events as experiences, the focus is on the direct target audience, whereas events as a marketing communication tool takes the audience reached through word-of-mouth and media coverage into better consideration (Rinallo, 2018), and further, satisfy their
needs that often affect the perception of a place brand. However, interaction between consumers and brands during an event can result in memorable experiences, which according to Close et al., (2006) has a considerable effect to relationships. Most event experiences occur when people are exposed to marketing communications (Zarantonello & Schmitt, 2013). With this said, event practitioners emphasise events with a deeper and more meaningful brand image, and event marketing is often presented as a means for strengthen the place brand image (Zarantonello & Schmitt, 2013). The impact of events affects the place image by increasing city awareness (Rinallo, 2018). More specifically, an event can “put a city on the map” by increasing awareness among important stakeholders such as residents, organisations and also tourist. Smaller cities, such as Kristianstad may benefit from this effect, whereas the impact of events makes the place highly visible (Rinallo, 2018). Other considerable benefits are that events improves the cognitive component of a place image and connote the place by stimulating positive vibes among the target audience. Thus, events may be linked to the message communicated and audience experience.

3.7 Conceptual model

To explore created content on Instagram feeds, a conceptual model has been constructed and illustrated (figure 1) based on place brand communication concerning place image acknowledgment. The model is primarily used in the analysis presented in chapter four, a helping guide to analyse how place image can be generated through Instagram posts. As illustrated in figure 1, the place brand communication on Instagram feeds are divided in two categories: UGC and city promotion; The purpose of this selection was to distinguish the communicated content as the addressers might have different purposes of posting on Instagram. Further, place attributes are perceived as an important component of the city image. Anholt (2006) defines six dimensions of city image, although, this case study chose three of these dimensions: Place, People and Pulse. These are selected, as they function as place attributes, both to categorize and to analyse the image. To the best of our knowledge, these dimensions are possible to detect when analysing posts on Instagram. The Potential, Presence, and Prerequisites requires a different kind of research than ours, because these dimensions are not abstract and physical ant therefore hard to detect in posts. For example, according to Anholt (2006) potential is described as the economic and educational opportunities a place can offer, presence is all about international status and the prerequisites describes living standard in a
place. These dimensions are therefore hard to analyse in the provided content, and in fact irrelevant for this study.

**Figure 1.** Illustrated conceptual model
In this case study, the aim is to explore communicated content on social media during an event, towards a formulation of place brand image. The case study consists of two main parts, a specific place and a specific event. Our case is Kristianstad as the place to explore our research question, and the event Melodifestivalen that was hosted in Kristianstad in 2018. The king of Denmark, Christian IV founded Kristianstad with the idea of creating a city for crafting and trading which still is a tradition today (Kristianstad kommun, 2018). The city centre offers a lot of retailers, cafés and restaurants and there are several trading areas around the municipality. Kristianstad is the fourth biggest municipality with 84 000 inhabitants in Skane and is the biggest municipality in terms of area. It is the biggest city in north-eastern Skane and approximately 40 000 inhabitants living in the city centre. The profile of the municipality is “Spirit of food”, which means that Kristianstad is the centre of Sweden for many companies producing and selling food that people all over the world eat. The nature around Kristianstad is very rich and varying. A specific surrounding called “vattenriket” is very unique for its nature and is a biosphere, which means that it is a good archetype of how to remain and develop the nature’s resources in a sustainable way.

In Kristianstad there are different city organisations, such as “Handelstaden Kristianstad” and “den orangea staden”. “Handelstaden Kristianstad” focus on the retail and trade, while “den orangea staden” is the organisation that are involved when it comes to events. The name “den orangea staden” is about promoting the city, and that the city colour is orange, which is represented for example when talking about sports, but also during all kind of events. The city is known for its orange colours because of the popular handball team, IFK Kristianstad. Kristianstad is known because of the handball team winning of the Swedish championships four years in a row. As a support of their success, the orange team colours have been adopted by the city, but also by other local teams.

The event “Melodifestivalen” is a famous national song contest, where artists from the whole country competes to represent Sweden in the Eurovision Song Contest. There are 28 artist competing every year, with seven artists competing in four rounds. The population of Sweden votes and determine who the winner is and who will represent Sweden in the Eurovision Song Contest, which is a big competition between mainly European countries. In each competition,
two of the artists go directly to the big finale, and two get a second chance in the so called “andra chansen”. The second chance event was hosted in Kristianstad in March 2018. The municipality of Kristianstad worked long for the possibility to host Sweden’s biggest song contest. They wanted to establish a local touch of the event and offer the residents a week full of music and fun events, for example by involving schools and other organisations (24.se, 2018). Kristianstad prides itself with offering a great variety of events, such as concerts, sports championships, musicals, and festivals (Kristianstad kommun, 2018).

The event “andra chansen” was hosted the third of March, but there were activities from Thursday the first of March until the third of March. One week before the event, the organisations and retailers in Kristianstad started to prepare for the event. A lot of storefronts were decorated in orange colours, and posters with the hashtag #melfestkristianstad and #melfest. The intention was to encourage residents to post content on their social medias under these specific hashtags (2018). In the city there were several smaller events alongside the main event, for example, one event called “ta chansen” which was a singing contest for the younger audience between 12-18 years old (Den orangea staden, 2018). Before the big finely in Kristianstad “andra chansen”, the tour “ta chansen” visited five different villages nearby Kristianstad, and was scheduled six weekends ahead (Den orangea staden, 2018). Moreover, the radio channel P4, sent a special radio program “Melloextra” live from the large city centre square, and different shows and concert were held by students from different schools in Kristianstad. During this weekend the winner of Melodifestivalen 2017, Robin Bengtsson also performed in Kristianstad the day before the event “andra chansen”. Entrance was free of charge and there was also an opportunity to win tickets to the main event. There was also a welcoming party at the arena, and a final rehearsal before the live show (24.se, 2018). There were several opportunities to see the artists perform, two rehearsals the day before, and then the main event. The tickets to the event were quickly sold out (Den orangea staden, 2018). For each of the three performances, there were approximately 3600 seats, which means the main event reached more than 10 000 people and 2 572 000 national viewers (Den orangea staden, 2018). All these activities show Kristianstad’s engagement in the event, and this is one reason why it is interesting to use this event in the study.
5 Empirical method

In chapter 5, the empirical method is presented which includes the research method, and how the data was gathered and later analysed. Further, an explanation of used qualitative methods is introduced, and how data was gathered from Instagram feeds under two specific hashtags “melfest” and “melfestkristianstad” and through focus group interviews.

5.1 Research design

The research design of this thesis is a case study, which is used when a researcher is interested in the complexity of a case in question (Stake, 1995). The object of a case study, is normally a single organisation, a location, a person, or a single event. The case study is relevant in our case as it is efficient in order to gain a deeper understanding of how a place, and a single event can contribute to place image. Case studies, in general, are based on a qualitative research approach. This study used two qualitative methods, first an analysis of Instagram feeds, and second, focus groups interviews. The use of a single case study is sometimes criticized for lack of representativeness, replicability and validity (Bryman & Bell, 2015). This thesis is applying a mixed use of data collection techniques in one single case study, which leads to higher reliability than if only a single method is used (Saunders, Lewis, & Thornhill, 2009).

5.2 Research strategy

The combination of theory, method and research design form a research strategy. This case study focuses on qualitative research hence the focuses is words and not numbers. This focus is generally suitable for a case study because it describes the qualities and characteristics of an individual phenomenon (Bryman & Bell, 2015). The empirical method conducts a document combined with pictures analysis and focus groups interviews. The Instagram feeds are used for a documented picture analyse of content communicated during the event. The focus groups are to explore how the participant perceive the preselected content on Instagram and what their image of Kristianstad is. By combining these two analyse strategies a wider insight of the Instagram feeds will be provided.
5.3 Data collection

The data is collected utilising semiotic concept to observe documented Instagram feeds, as well as two focus groups. Focus groups were added as a focus group was added to complement the social media feed acquired, as a multimethod approach can benefit and strengthen the findings of this paper. Conducting a focus group to collect data contributed to getting an insight of what consumers think, feel and have experienced, as this information could not be obtained through other data collection methods, when examining trust.

5.3.1 Instagram feed

As we study user-generated content (UGC) and city-promotion posts, social media platforms provide us with useful data that is of importance for the place brand image. In this case study we chose to collect data on Instagram, as the visual platform provides a highly effective way of broadcasting information. It facilitates two-way communication and UGC network through encouraging users to post pictures, comments and hashtags. The saying is that “a picture is worth a thousand words”, but on Instagram a picture is worth much more than that. The idea of analysing the Instagram feed is to explore what content is posted on Instagram during the event. We found it interesting and relevant exploring Instagram feeds because of the unique form of showing visually generated content. UGC is a manipulated visual experience and is related to the perception through experiences, thoughts and dreams and can be expressed in words (Herezniak, 2017).

The Instagram feeds were analysed in two rounds. First round of analysis consisted of a selection among 1117 posts under the chosen hashtags “melfestkristianstad” (table 1) and “melfest” (table 2) during the event “andra chansen” in Kristianstad. A limitation was made on hashtag “melfest” to the specific dates 2-4 of March, as the event occurred, to make sure the posts were related to the event in Kristianstad and relevant to this case study. Second round of analysis revolved in removal of irrelevant posts among 200 posts left from the first round (table 3). Further, the remaining posts were deductive categorized by place image attributes; People, Place and Pulse. The users communicate and relate the generated content through hashtags to categorize their messages and make them even more visible and accessible by the public (Small, 2011).
**Tabell 1** Selection of posts #melfestkristianstad

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>#melfestkristianstad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of posts</td>
<td>433 posts</td>
</tr>
<tr>
<td>Exact same posts</td>
<td>-30</td>
</tr>
<tr>
<td>Posts where people are the only thing showing</td>
<td>-33</td>
</tr>
<tr>
<td>Also under #melfestkristianstad</td>
<td>-210</td>
</tr>
<tr>
<td>Other not relevant posts</td>
<td>-60</td>
</tr>
<tr>
<td>Total</td>
<td>= 100 posts</td>
</tr>
</tbody>
</table>

**Tabell 2** Selection of posts #melfest

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>#melfest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of posts</td>
<td>684 posts</td>
</tr>
<tr>
<td>Posts of contestants</td>
<td>-260</td>
</tr>
<tr>
<td>Exact same posts</td>
<td>-81</td>
</tr>
<tr>
<td>Posts where people are taken the whole picture</td>
<td>-25</td>
</tr>
<tr>
<td>Also under #melfest</td>
<td>-210</td>
</tr>
<tr>
<td>Posts of posters marketing the event</td>
<td>-34</td>
</tr>
<tr>
<td>Total</td>
<td>= 100 posts</td>
</tr>
</tbody>
</table>

**Tabell 3** Removal of posts

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>#melfestkristianstad</th>
<th>#melfest</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>-10 selfies</td>
<td>-5 selfies</td>
<td></td>
</tr>
<tr>
<td>- 8 similar pictures</td>
<td>- 8 similar pictures</td>
<td></td>
</tr>
<tr>
<td>- 8 “vote for”</td>
<td>- 4 “vote for”</td>
<td></td>
</tr>
<tr>
<td>- 10 arena posts</td>
<td>- 11 not from Kristianstad</td>
<td></td>
</tr>
<tr>
<td>- 7 snacks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>= 58 posts</td>
<td>= 75 posts</td>
</tr>
</tbody>
</table>

5.3.2 Focus groups

Focus Group is used to interpret peoples’ perceptions, values, attitudes and knowledge through group interviews. The method implies semi-structured interviews where a supervisor guides the discussion on given topic. It builds on interaction between the participants without interference or manipulation from the moderator, in order to accumulate data regarding the topic (McLafferty, 2004). Using a focus group also provides an insight to the development of
opinions, thoughts and feelings of participants about the subject that is discussed (Alvehus, 2013). Data was collected in two focus group interviews, conducted of five students in each group held at Kristianstad University. Focus group interviews enable us to approach an answer to our research question, by providing an understanding and explanation of what is actually perceived by the participants, of the posted content created on social media. An additional reason to use focus group interviews as a complement to this case study research, is to explore what image people have of Kristianstad, and what image is perceived when analysing the Instagram posts.

5.3.2.1 Selection of participants

Since the thesis is based on a single case study, participants for focus groups were selected based on similar interests or factors (Saunders, Lewis, & Thornhill, 2009) and in this study, two main criteria were used. Firstly, they needed to be Instagram users in order to understand specific Social Media used. Secondly, as the focus group would consist of young individuals, all being students of Kristianstad University, a connection would be created to a younger demographic. According to Davidsson (2016) young individuals in Sweden tend to be more devoted to Instagram. Therefore, a reason behind using a younger demographic was to improve the compatibility between the data collected from the social media feed and the data collected from the focus group. Focus groups implicates high rate of no-show (Denscome, 2016), therefore we chose student at Kristianstad University to assure that the participants were able to show up and to participate in the desired interviews. Besides the two criteria, the process of choosing participants were based on their accessibility, making it a so-called convenience sample. This selection is based on what is appropriate for the researcher and what will ease the process. When doing a small-scale research project, the advantage of a convenience is saving time (Denscome, 2016). This is as non-probability technique of finding a sample (Wibeck, 2010). The students were requested to participate in focus group interviews on topics of place image. When dividing the 10 participants into two groups (table 4), the participants’ availability was taken into consideration. Some participants knew each other while others did not. This, however, did not interfere with the group discussions, as the participants appeared confident enough to speak freely. The group interviews with the students was made to give an additional perspective of how their perceptions of the city image is communicated on Instagram.
<table>
<thead>
<tr>
<th>Group</th>
<th>Home town</th>
<th>Origin</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kristianstad</td>
<td>Lund</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Malmö</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Eslöv</td>
<td>Eslöv</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Kristianstad</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Malmö</td>
<td>Malmö</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>Kristianstad</td>
<td>Göteborg</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Kristianstad</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Stockholm</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Malmö</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Kristianstad</td>
<td>Malmö</td>
<td>23</td>
</tr>
</tbody>
</table>

5.3.2.2 Focus group guide

The focus groups were executed with the help of a semi-structured interview guide, *(Appendix A).* The guide included four main exercises and some questions related to the exercises. The idea of using exercises instead of questions was to engage the participants and to have a better discussion. The exercises were used to explore what kind of image the participants had of Kristianstad, but also to explore what image they believed was delivered through the shown Instagram posts. As it is shown in the conceptual model *(figure 1. p.19)*, the exercises consisted of both the place image attributes; *people, place, and pulse,* but also the differences in the posts posted by UGC and the city promotion accounts. In the beginning of the both conducted focus group interviews, the participants were asked to briefly introduce themselves, for how long they have lived in Kristianstad, and why they had moved to the city. The participants were also asked what relation they had to the city. Then, the first exercise was to investigate what image of Kristianstad the participants had. This was done by letting them brainstorm together what they thought of Kristianstad. Then, they had to agree on five things of how they perceive Kristianstad which was displayed as a mind map of Kristianstad. The purpose of this first exercise was to get an overview how Kristianstad is perceived, and what image the participants have of Kristianstad.

After the first exercise, the participants were to look at six Instagram posts that were posted during the time of the event. The participants were given some lead words to discuss when looking at the posts, such as colour, environment and message of the posts. This exercise was to explore how the participants saw posts, and to see what they thought the post communicated.
This was interesting to ask, because of the post analyse feed gave us a perceptive, but we also wanted *people* saying how they perceived the pictures. When all six pictures had been discussed, the participants got a new question about how they would categorize the posts. Before this exercise, we explained how this case study focuses place image and the categories: place, pulse, and people. They were also given some examples for each category, to be able to understand what *place* or *pulse* is when talking about place image. This exercise was to strengthen the Instagram feed analyse, and to see whether the categorizing of pictures was fair. Basically, if the participants categorized in the same way, or if they saw it differently.

The third exercise was connected to the first exercise. The idea was to go back to the mind map and for the participants to select the top five posts they believed matched their mind map. In this exercise, the participants both showed what posts they believed were representable of Kristianstad but also if the posts matched the way they see Kristianstad. The last exercise was to look at the same six pictures discussed in exercise two (*appendix A*). This time the participants were to guess who posted the pictures, and why the participants thought it was a UGC or the city itself. The idea of this exercise was to explore if there was a clear difference in the posts done by the UGC or the city itself, and which group matched the participants’ image the most.

After the first focus group, we did some smaller adjustments in the focus group guide (*appendix B*). We changed the order of two of the exercises, the second and the third one. The other adjustment was to add six more posts in the exercise where the participants were to rank the five posts that matched their image of Kristianstad. This adjustment was done because it seemed a bit hard in the first focus group when only having 12 pictures to choose from. Our own roles as moderators were to stay passive, and not to interfere with the discussion of the participants. The only time we spoke was to explain the exercises.

### 5.4 Data analysis

Data collected from Instagram feeds and focus groups were analysed. However, data collected from Instagram was conducted first and focus groups were later conducted to gain more empirical data to provide a better understanding of the data already collected. After performing
the data collection, the next step was to analyse the accumulated data. Analysis was mainly based on visual pictures due to the qualitative research dominance in this thesis. Observed and selected posts were organised by place attributes (i.e. people, place and pulse) through semiotic analysis (Bauer & Gaskell, 2000). This means by interpreting the underlying pattern of the social engagement. Dividing city and user generated content (UGC) posts was essential as it was easier to keep track of all data. Further, most of the analysed data has been supported by participants during the focus group discussions. The purpose of the focus group was to support and provide deeper understanding of the perception of observed posts. Interpretations and discussions provided during the focus group discussions were analysed and translated to understand the communicated place image within the single case study.

5.4.1 In depth analysis
The Instagram feed that were to be analysed consisted of 133 posts. In order to categorize the Instagram posts, a formal analysis of the different images was exploited. Firstly, the data was divided into three deductive head attributes; People, Place, and Pulse. These three attributes braches from place brand image, as earlier seen in the conceptual model. Secondly, the content analysis was conducted a second time to identify inductive subcategories within the three deductive categories (table 5). Posts in the category people are posts that consisted of groups of people, crowded pictures but also where belonging among people was evident. On these bases the inductive categories to People established “groups of people” and “belonging”. The inductive categories within place were “buildings” and “city centre”. Posts of different surroundings in and around Kristianstad were placed in “city centre” and different buildings were placed in “buildings”. In the last category pulse, posts that communicate ambience and socialization are represented. The inductive categories of Pulse were “activities” and “socialization”. The division into the different categories is illustrated down below in table 5. Further, a division was made between UGC and City-promotion accounts (table 5) that was essential as it would become easier to keep track of all the data. UGC contains of posts addressed by individuals and organisations. Individual, café and retail stores’ posts were added together into the UGC category separated from the city-promotion accounts’ posts. It appeared that organizations are a part of the UGC as the created content and communicated message is made by individuals in the name of the organization. Organizations’ main task is not to promote Kristianstad city, their focus is to promote their own businesses and therefore we consider these addressers as part of UGC.
In the pursuit of answering what image is seen in the Instagram feeds, a semiotic analysis was performed. Semiotic analysis provides the analyst with signs systematically in order to find how they produce meaning (Bauer & Gaskell, 2000). To clarify, semiotics deal fundamentally with the relation of meaning to signs, which range from words to visuals, and can be regarded as communication between individuals (Ferguson & Greer, 2018). We applied semiotic analysis on the selected images to draw attention to the constructed nature of the image by identifying the expression, context and denotation. Expressions, as an element, is used in the semiotic analyse in the sense of what feelings the posts mediate. Context is the circumstances within the posts that form the setting, for example colour and lightening. Lastly, denotation is connected to what posts primary indicates, tangible elements, in contrast of feelings that is abstract interpretation. The exploration of the selected posts included semiotic analysis notes of repetitive themes forming an overall idea about the content, as different messages could be identified within the posts. What is assumed to be represented in the post is affected by audience’s interpretation of content and the way the post is mediated. Hence, any post can be interpreted in various ways and the interpretation becomes dependent on both the addresser’s and interpreter’s respective contexts (Persson & Westergren, 2017). However, the semiotic analysis is highly subjective and the posts are interpreted within a given framework. Each time a post is confronted, abduction occurred. Abduction provides a logical explanation for visual interpretation. Abduction brings sense for the views in a picture or illustration (Eco, 1976).
5.5 Validity

To accomplish validity of the research it needs, according to Bryman & Bell (2015) credibility, transferability and confirmability. Discussing Validity within quantitative methods Bryman and Bell (2015) states the importance of criteria needs to be taken in consideration: the level of trustworthiness. Credibility, needs to be achieved towards the interviewees and the public. We strengthened our credibility towards the focus group participants by introducing a detailed summary of background, purpose and course of action. Further this thesis conducts two different analyses. First, our own Instagram posts analysis, and second, the additional analyse by conducting two focus group interviews, to also achieve credibility towards the public. In qualitative research, transferability, is aligned with thick description according to Bryman & Bell (2015) meaning that the researcher provides descriptions of the methods and findings. This enables the reader to use the research as a database to make own judgements of the transferability to other context. For favouring transferability this thesis provided thick description of the data collection. Lastly, confirmability, means that the researcher should be objective in the research and not depend on personal experience and values (Bryman & Bell, 2015). To strengthen the confirmability, two semi-structured focus groups were conducted and further transcribed, were the participants’ opinions were presented.

5.6 Limitations

This case study includes limitations which could impact the transferability of the results. Firstly, Instagram, is the only social media platform considered in this case study. Secondly, the case study consists of only one small-sized city, Kristianstad. Third, mainly student residents of Kristianstad took part in the focus groups, therefore, only a small, younger segment was approached of all those who are affected by place image efforts. Lastly, the data collection was limited to hashtags during the event “andra chansen” which can contribute to an unfair city image, with lack of variety in the posts represented by the UGC and the city promotion accounts.
6 Findings

This chapter presents the findings of the engagement on social media influenced by an event towards creation of a place brand image. Firstly, analysis of the empirical findings within the Instagram posts is presented. This section is divided in three sub-titles, namely, people, place and pulse, followed by a brief summary. Secondly, findings within the focus groups is presented as a foundation for a following discussion in the next chapter.

6.1 Instagram posts

6.1.1 People

Starting with people, within this deductive category posts express happy, excited, families and friends. People are gathered to share moments and celebrate at home, in restaurants, city centre or at the actual event in Kristianstad arena (figures 2-4).

Firstly, the deductive category People refers to the residents and that they are the ones “making the city”, if they are open towards strangers and inviting them to be a part of the city belonging (Anholt, 2006). The findings within this category were two inductive subcategories; belongings and groups of people. Analysing the posts in belongings, a lot of the posts could be perceived as people feeling the sense of belonging to each other but also to the city, due to many posts showing people gathering, and a sense of affinity, for example in figure 7. The posts categorised as groups of people were mainly representing different group pictures, and was quickly identified by posts consisting of people or not. Many of these posts were also taken and posted during the activities and around the event Melodifestivalen. The case of posting crowded
pictures with a lot of people socializing with each other is one thing an event can contribute to. As a smaller city might not normally look like that, an event gives the city an opportunity to present a slightly different side of the city.

People in these posts seems overall interested of the event or connected to Kristianstad, for example the politician Pierre Månsson (figure 5). Pierre Månsson is the president for the municipal of Kristianstad. Analysing the denotation within these posts, people with a highly connected and interest of Kristianstad were wearing something orange, all from clothing, accessories to posters (figure 5-6). Kristianstad’s city colour is orange, which probably indicates that these people want to identify themselves with the city and sees an opportunity to promote city. As they are a big part of promoting Kristianstad, they probably want to demonstrate the city colour (figure 5-6). People posts were mostly taken in the arena, which demonstrate that the event during this time was more promoted than the city. Analysing the denotation of the posts, the crowded pictures is showing Kristianstad as a crowded place. Besides denotation it also contributes to creating an expression of the posts as it creates a feeling of ambience and socialisation.

6.1.2 Place
Overall, posts in the category, place, represented different city characteristics and architecture in Kristianstad. These posts expressed a charming city in a beautiful environmental city centre surrounding. Although the expression of the posts was in form of promoting the event, and the activities around (figure 11-13), in the same time, the city took in action the opportunity of showing Kristianstad as a physical place and expressing Kristianstad as a city. Posts of the city
centre, the church and the big city square are all examples of expressing Kristianstad as a physical place (*figures 8-10*). For example, in *figure 10* the main idea of the post is to present an ongoing activity but at the same time the city centre square is seen among with some nice buildings.

![Figure 8. City centre](image1)

![Figure 9. City centre church](image2)

![Figure 10. Big city square](image3)

The *context* of these posts represented the city centre, the big city square, and other buildings in the city, for example the inside of the church. The photograph was taken around the city centre square, in relation to the activities around the event (*figure 10*). The city uses the event as an opportunity to show off the city centre, for example, as seen in *figure 12* it is evident that a crowded event is ongoing, but also the popular city hall is seen in the background of the post. To continue, *figure 13* represents a crowded city centre, which can be seen as an attractive factor of the city, and an opportunity to present Kristianstad in a different way than normally. Overall, the beautiful architecture and environment is proudly shown in the city centre, and was decorated with orange promotion posters of Melodifestivalen, that appeared on store fronts and around the city (*figure 11*).

![Figure 11. City centre](image4)

![Figure 12. City hall](image5)

![Figure 13. Crowded city centre](image6)
Analysing denotation in the place posts, the orange promotion posters of Melodifestivalen were observed (figure 11). Besides the orange posters, it could be expected that the city would promote the city’s colour even more within the Instagram posts. When walking around the city, at the time of the event, orange was very represented around the city, most of the store fronts were decorated in orange, but not evident enough in the selected posts in this category. Denotation is analysed by looking at what the posts literally is presenting, as buildings and different place around the city centre. For example, the figure 12 shows a house with a scene in front of it and an audience, but by analysing the expression of these posts it is evident that it is much more. The post also represents an ongoing activity, which gather people to socialize and to spend time with each other. Setting, hence the context, such as lightening and colours, contributes to a message of the post.

6.1.3 Pulse

Posts within the category pulse, represents the urban lifestyle of the city. The expression, senses excitement and a happy atmosphere among the people. People spend time with each other, and a lot of people did participate in the activities. Somehow the posts expressed a strong connection to city ambiance (figure 14), by the perceived atmosphere inside the arena and the activities around the city (figure 16), but also fellowship and enthusiasm (figure 15).

Considering the context, the posts represents the city pulse. Restaurants, activities and competitions are evident in all shown figures. This is seen as the posts represent people gathered in the city centre to support the city atmosphere during the event, for example in figure 17. The inductive subcategories are activities and socialization. Activities, consists of posts as seen in figure 16. Contests were held everywhere in the city centre, for example contests where people
could win tickets to the event. Within *socialization*, the included posts showed a variety of restaurants offers, party pictures after the event, and celebrative posts (figures 18 and 19). Quite many of the posts were taken inside the arena, before and during the event which promotes mostly the event. Although a lack of environmental variation, a favourable city atmosphere was observed as well, by the happy and gathered people seen in the posts.

![Figure 17. Socialisation in the city centre](image1.png)

![Figure 18. Orange crowd](image2.png)

![Figure 19. Celebration time](image3.png)

Regarding the context used in the posts, such as colours, lightning, and settings some of the pictures did show the colour orange, so that was a bit more represented when looking at the posts of *pulse*, but mostly from the arena (figures 14 and 18). People wearing orange, or at the arena with orange balloons (figure 18).

To summarize the post analysis, the posts in the category place is the least represented among all of the posts. These posts were mostly presenting the event and not the city as much as it might be expected, but even if the event is centralized in the posts, the city is still visible in the background. Thereby, the city is still promoted even if the main idea is to promote the event. In this category is was evident that Kristianstad did have the opportunity to market the city itself and not only the event during this time. The posts in the other two categories, people and pulse, were more represented in the feed. The posts in the pulse category took mostly place around the activities connected to the event, which in extent can favour Kristianstad. Due to the popularity of people gathering and participating in the different activities, which gives the city an opportunity to present Kristianstad in a different way than normally. With this said, Kristianstad could during the event Melodifestivalen present itself as a city where people are
eventful, social, and like to spend time with each other. This was also the true for the people category, as it represented big gatherings and people spending time with each other. The overall feeling of the posts during the time of the event is that it gave Kristianstad an opportunity to market the city itself in the background of the event marketing. The main difference between the UGC posts and the city posts was that the pictures generated by UGC, were strongly connected with a city ambience more than to promote the place as of the physical aspects. This indicates that people are associating themselves more with the city pulse than Kristianstad as a place. The city posts were much more connected to the event, but as mentioned before this still promotes the city itself as it still takes place in the posts of marketing the event.

6.2 Focus groups

The empirical findings show that there is a dynamic agreement among the respondents within the focus groups. The findings reveal that the Instagram feeds got a surprised reaction. The findings reinforced the need of the interviews that gave an objective and additional perspective of how the posts are interpreted and what image is perceived by the participants. As the participants that enrolled where students at Kristianstad University and users of Instagram, we assumed that the participants were familiar with both Kristianstad as a place and the social media platform Instagram. The focus group interviews were initiated with the participants introducing themselves, if they are residents, their occupation, and their connection to Kristianstad. The main connection to Kristianstad was the university, and the main reason for the participants living in Kristianstad. They argued that they would not have moved here if it was not for their studies.

6.2.1 City image interpretation

When the participants were asked to discuss and write 20 thoughts about Kristianstad, they found it difficult to come up with that many. Since they were not aware of the city before moving here to study. Further they were asked to agree on five top-attributes that they perceive Kristianstad with. Both focus groups mentioned the attributes:

- Beautiful and charming city centre
- Small sized city
- Quiet place, lack of socialisation
- The “Orange city”, the handball team
The discussion revolved around that the city was beautiful and a charming city with potential, due to the historic centre, squared blocks, narrow streets and the cobblestone. Overall the participants argued that the city did not use its potential. They believe the city could be an attractive city, if for example, the city centre square was more used to it fullest potential. According to the participants, the city centre square could be used of restaurants and cafés, and this would improve the social life in the city. Many of the participants agreed that it is a small city, in comparison to their origin city that is bigger, and the lack of social life. Notable, the participants quickly identified the University of Kristianstad as great place of socialisation, activities and a favourable pulse and could agree upon pulse as a main city attribute.

Although, they see Kristianstad as quite boring place because of the relatively low level of social activity, Kristianstad university is where it happens with activities and student life despite the location outside the city centre. One participant expressed:

*I believe the university is important for Kristianstad. There is more social life here, than anywhere else in Kristianstad. The university has a good image and its reputation makes the city more attractive.*

Two of the participants noted a variety among retailers and cafés. All of the participants agreed on that there might be activities but due to the conservative residents there is no social life but not lack of cafes, restaurant and stores.

*Actually, there are cafés, hangout bars and several unique retailers in the city centre. But the people are not sociable enough to go out.*

Further, the participants find Kristianstad’s residents introverted. The residents are perceived as closed people, perhaps hang out more at home with their friends and not really letting anyone else in. One participant said, “*People makes the place*”. This can be understood as their negative image of Kristianstad is because of the introverted people and not because of the lack of activities in the city centre. Then again, as another participant said:

*It does not have to be just here in Kristianstad, I think it is more the Swedish culture, and not anything specific for Kristianstad’s residents.*
Further, “the orange city” is another common image of Kristianstad shared among the participants. “The orange city” includes the handball team which is a big part of the city reputation. The participants were aware of the “orange city” but could not personally relate. It is very visible on social media and the participants thought that might why it is positioned in their minds. One of the participants expressed it as:

For me, the association to the colour orange, is only something that has been created because it is was the city is famous for. Hence, not something that is direct visible if not knowing it.

Moreover, both groups quickly addressed the university as a central part of Kristianstad, and as one thing they could relate to, which is not surprising as all the participants were students at the university. They considered the university as the primal connection to social life, but also a connection to other cities. Further, they discussed that the connection to other cities could aid a positive reputation, and a good city image. The participants perceive a more social life at campus, and they discussed that it would be beneficial for the city image if the university was located in the centre, which is an interesting finding as the plan is to move the university to the city centre, next to the train station. It would benefit the city in the way of more movement and social life in the city centre.

In the next exercise (appendix B), participants were asked to rank top five posts that matches their city image. The findings reveal that all respondents found some difficulties finding the matching posts, although both groups allured posts containing unique aspects of the city centre, similar to how the attribute Place generally performed well as it captured the unique architecture, and decoration of the city centre. Anyhow, the participants quickly addressed whether there where crowded with people or not in the posts. The posts with a crowd where allured and desired, although the initial image was not aligned. Even if the city cannot be run on frequent events, the posts of people evoked the participants with a feeling of a social atmosphere, a lively city centre, and a perception of the potential Kristianstad mentality.

A summary of the motives behind both focus groups’ inclinations to grasp an overall idea of the interpreted city image is shown in Table 6.
**Tabell 6** Summary of motives behind the city image

<table>
<thead>
<tr>
<th>Motive (frequency)</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place characteristics (9)</td>
<td>Beautiful architecture, with cobblestone streets all over the city centre</td>
</tr>
<tr>
<td></td>
<td>Yes, the orange is very unique to Kristianstad. Same thing here with the handball team, because when you see the orange jerseys... you know it is Kristianstad</td>
</tr>
<tr>
<td>Place geographic (3)</td>
<td>It feels very small. Before I got in to the university I didn’t even know were on the map it was located.</td>
</tr>
<tr>
<td></td>
<td>…maybe it feels so small in comparison to our cities. I mean we all are from much bigger cities such as Malmö, Gothenburg, Stockholm..</td>
</tr>
<tr>
<td>Activities (7)</td>
<td>…there is not much to do in the city centre. And everything closes very early.</td>
</tr>
<tr>
<td></td>
<td>…Actually I love the city centre. There are a lot of unique stores, good shopping and I love that is empty on the streets. I get stressed of too much people.</td>
</tr>
<tr>
<td>Lack of social identification (10)</td>
<td>Kristianstad do not signal a lively city, on a daily basis. I think they are trying to portray social interaction but fails to capture it.</td>
</tr>
<tr>
<td>Boring (8)</td>
<td>The city centre is good because it has unique stores and coffee shops, but it’s pretty boring as well</td>
</tr>
<tr>
<td></td>
<td>Amazing city, but where are the people?</td>
</tr>
</tbody>
</table>

The findings reveal that the top five rankings of both groups were incompatible. Although the groups chose different posts and did not represent their initial image, the reasoning behind most posts was similar. For example, *figure 20* was that post that both chosen represented Kristianstad’s’ city life due to the lack of socialisation, even though they thought it was slightly boring. It was a balancing act when trying to decide whether the posts expressed their initial image as one participant responded: “We want to see it like this [referring to the crowded city centre], but it is obvious there is a happening in town otherwise it would not be as crowded.
Figure 20 and figure 21 are same but different as they visually tell different stories. However, both were chosen for capturing the unique façades of the city although one is crowded and the other is not. Apart from these main differences, many of the other images adhered to the reasoning presented in Table 6.

When the posts met the participants’ desired criteria of the image being social, unique, they were likely to express positive reactions. Participants felt allured to be in the city centre of Kristianstad to experience the social atmosphere during the event, because the posts were considered tempting and activating, as presented in Table 7.

<table>
<thead>
<tr>
<th>Reactions to images</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desirable</td>
<td><em>It is not how I perceive Kristianstad, but it is kind of alluring actually</em></td>
</tr>
</tbody>
</table>
| Activating          | *These posts activate you in a way, you want to join them and be a part of the interaction.*  
                      | *If I had seen that, I would have wanted to visit the city centre. I would have wanted to see the activities, I would have wanted to see this event because there were so many people and happening in the city.* |

6.2.2 Post perception

The third exercise aimed for the participants’ perceptions of Instagram posts in form of expression, context and denotation. As seen in Table 13, the participants quickly addressed the orange colour permeated through the posts. Oftentimes, due to the participants being unable to identify where the post had been taken, revolved as a consequence into flat pictures with lack of variety. The absence of people was often brought up as well, as it made participants think of
the city as uneventful and empty. Apart from this, unprofessional compositions, they sensed a feeling of a small charming city with potential socialisation. A summary of the motives behind the participants’ perception is presented in Table 8.

**Table 8** Summary of motives behind the post perception (18)

<table>
<thead>
<tr>
<th>Motive (frequency)</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composition</td>
<td>To bad there where not professional photos taken, the posts fails to capture the message by disturbing the eye</td>
</tr>
<tr>
<td>Colour</td>
<td>Noticeable the orange colour is more less in every post</td>
</tr>
<tr>
<td>Place characteristics (9)</td>
<td>The orange is very unique to Kristianstad. As this picture of the orange fox, the handball mascot ... you know it is Kristianstad is visible everywhere, on Facebook ads, Instagram feeds and snapchat filters as well.</td>
</tr>
<tr>
<td>Place recognition (5)</td>
<td>It feels like I know this from somewhere. But I recognize that it is from here, or at least a clear connection</td>
</tr>
<tr>
<td>Social recognition</td>
<td>There are a lot of posts of a crowded city that they might be aware of. It is obvious they want to show the big city life</td>
</tr>
<tr>
<td>People in motion (13)</td>
<td>We like the posts with a lot of people. It evokes some kind of feeling. A sense of belonging</td>
</tr>
<tr>
<td>Advertisement</td>
<td>I get the feeling of an advertisement all over the city, with all the orange posters of the event in every storefront</td>
</tr>
<tr>
<td>Activities (7)</td>
<td>These posts shows that something is happening in Kristianstad. So, it will automatically create a reaction. I Actually think that is strategically really good for the public.</td>
</tr>
<tr>
<td>Bad content</td>
<td>Poorly executed. I mean they took a picture of the Kristianstad sign, but missed the last letter. These posts aren’t saying anything It is a bit weird, it is a picture of the city centre, but looks particularly sad and grey.</td>
</tr>
<tr>
<td>Lack of social identification (10)</td>
<td>Kristianstad do not signal a lively city, on a daily basis. I think they are trying to portray social interaction, but fails to capture it.</td>
</tr>
<tr>
<td>Boring (8)</td>
<td>The picture is good because you can see the actual city centre, but it’s pretty boring as the streets are totally empty.</td>
</tr>
</tbody>
</table>
To summarize the conducted focus groups, their image of Kristianstad is represented in figure 21-22, an empty city centre but with potential. The participants do find Kristianstad as a cozy city with beautiful architecture, but with lack of socialization and a bit boring. When discussing about Kristianstad and its image, the colour orange was something they found important to mention. The participants did see Kristianstad as an “Orange city”, a lot due to the handball team, and they found figure 23-26 representing that. A lot of the Instagram posts lead to a reaction among the participants and the overall impression was that the posts did not match their image of Kristianstad. It is important to understand that this is the participants’ opinion and the fact that the posts gain a reaction is an interesting finding.

Figure 21. Beautiful architecture
Figure 22. City centre sunset
Figure 23. Orange train

Figure 24. Handball mascot
Figure 25. Decorated store front
Figure 26. Celebration time
7 Discussion

Chapter seven presents discussions that revolved from the findings which are relevant to the research question of how an event can influence a place image through engagement on social media.

Engagement and communication on social media is complex, but as Jacka and Scott (2011) states, social media platforms are of huge importance in today’s generation. There is no direct communication of a place, however the findings imply that the place attribute pulse to be more explicit in the engagement compared to the attributes people and place. The communication is contingent co created through all attributes combined. The content is generalised as every individual has different interpretations of the event and the place. Therefore, it could be understood and explained as the communicated content of a place is customised in every post. Notable, the posts reflecting the city pulse and engagement of the city residents were primarily notable and success stories. Perhaps the saying people makes the place has a point in this case. Both focus groups quickly identified pictures with or without people, and the latter was generally of little interest to the focus groups. The place attribute pulse was by far most evident in the majority of the posts, as the event encouraged the residents to socialize and engage in activities and in the lively city centre. Although participants mentioned the lack of social life, with regular hangouts and activities, posts including people received a greater reaction among the participants as they noticed the city, and got a desirable image of the city potential by feeling a sense of belonging. Zarantonello and Schmitt (2013) stats that the use of an event as a crucial instrument can be defined as a practice of promoting a place. As seen in the findings, the event increased awareness and stimulated a positive vibe of the city by encouraging place users to engage and interact which influenced the initial place image. This could be understood as an opportunity to represent the city as an attractive, joyful place with a desirable sensation of belonging and a lively city life. As stated, awareness increases the attractiveness of a place (Rinallo, 2018). Further, the participants identified the University of Kristianstad as great place attribute of socialisation, activities and a favourable pulse and could agree upon pulse as a main city attribute. It is understandable, that they perceive the university as an image of Kristianstad. But, university and its socialization was not evident in the post analysis as the posts analysis are limited during the event. These results were partly evident in the Instagram content analysis, as the content was based on activities around the city which manifest during the event, and socialisation in groups of people for the coming event.
Furthermore, the impact of using quality imagery on Instagram seems evident considering the findings from the focus groups. Discussion revolved concerns regarding expression, context and denotation. When posts of city characteristics, social aspects, high quality, or any combination of these, a positive reaction occurred among the participants, but most of the posts were perceived as flat and poorly executed. The participants were pinpointing the lack of place and social identification, because they were unable to recognize the essential message of the posts. Kristianstad wants to be perceived as “Orangea staden”, but apparently, this did not appear in the communicated content among the residents and organisations. The posts failed to capture the “orange city”. As Braun et al. (2013) stats that residents are a part of place branding and can act as ambassadors for place image as they enable credibility to any communicated message. Therefore, it is important for cities to understand that UGC defines the city in their personal way, and not particular in the way the city wants to be perceived. Perhaps, if the city would invest more time and effort in their social media accounts the image they actually want to give, would saturate through the content. However, this was not part of our theoretical background as it was not considered an essential factor of how the place image can be influenced, but the quality of the posts garnered noteworthy attention. It can be understood as it either could support the public place image ideas or be unfavourable to them within the communicated content on Instagram. As a result, the findings should be an indicator of the plain promotion on Instagram influences the place image of young place users.

Nevertheless, the findings highlight the event as an important factor in understanding how engagement can influence a place brand image. The case study shed light on the image the engagement contributed during the event. Our findings implicate that an event, defined as a practice of promoting a place, also contributes to engagement among place users. The conceptual model has been used as a pattern to support the content analysis and enable to identify what place image an event could generate. Firstly, Kristianstad gained awareness through stimulating engagement and communication. Secondly, the engagement shared a vision of value as the city showed the potential mentality. Thirdly, the essential factors of influencing place image implicate to interact, whereas the event stimulated interaction among stakeholder, resident and visitors. In the process of influencing a place image the place marketers must consider how the other attributes people and place can be pushed towards engagement among
place users. Too much *pulse* seems to imply that the generic place image decrease. A balanced engagement of the place attributes seems like the most desirable to place brand image.
8 Conclusion

This last chapter starts with a brief summary of the thesis on what posts are communicated on Instagram and how Kristianstad is perceived by these posts. Further, the results and conclusion from the empirical analysis and findings will be presented. Finally, limitations and suggestions for further research will be discussed.

8.1 Summary

The summary of this thesis interprets findings in relation to answer the research question, how can communication on social media, during an event, influence a place brand image?

The thesis investigates how an event can influence a place brand image throughout the engagement on social media. Thus, the thesis shed light on essential place attributes in social media content during the event Melodifestivalen hosted in a small sized Swedish city, Kristianstad. Since the case of how a place brand image can be influenced using an event is relatively unexplored, a qualitative approach was conducted for a deeper insight of the case. With a deductive reasoning, engagement was conceptualized as UGC of the place attributes, People, Place and Pulse on the social media platform Instagram, and further investigated through a content analysis of the posts limited to the event under the hashtags “melfest” and “melfestkristianstad”. Previous research laid the foundation of the conceptual model used to support the analysis, while other patterns were found through the process. In addition, two semi structured focus groups interviews were made to give an additional perspective of the motives behind the perception of the engagement on Instagram during the event. The findings revealed that the communication of attributes People reflecting residents and sense of belonging; Place reflecting the perception of physical aspects such as the architecture, city heritage, decoration and the unique entourage; Pulse reflecting the appeal of the urban lifestyle, intangible elements such as happening, activity, busyness and socialisation. It appeared that the attribute Pulse gained most reactions both in the Instagram content analysis and the focus group interviews. Although it was recognized that the general image of city centre is quiet and timid, the Pulsed city life posts of people, socialisation, active city centre was most desired and provided a sense of a lively city centre, social atmosphere and a perception of the potential Kristianstad mentality. This finding led to the conclusion that as the event drew attention towards the city and place users where exhorted to engage, a different place image occurred.
The city attributes became evident as the city centre building and architecture, crowded happy people appeared in the posts. As Robert Govers (2016) expressed, in place branding, a place marketer must communicate the unique characteristics of a place. Perhaps the need of an event is an indication of how engagement can contribute to a place image as an attractive, lively city centre.

8.2 Practical implications

Throughout the case study of Melodifestivalen in Kristianstad, the thesis contributes with insights of engagements’ role into place branding initiatives. Even if a place brand image consists of many attributes and stakeholders provoking the overall image, some place attributes appear more crucial to communicate than others. Specifically, the attributes people, place and pulse were focus communication among place users during the event. However, the thesis does not aim to provide an exact model on how to brand a city, but highlight the influence an event could have on a place brand image through communicated content of specific place attributes.

The focus should consider the importance of the communicated posts on any Instagram feed. It may not be possible to continuously promote the city through such an event, but it does not mean that the Instagram feeds should be neglected. In contrary, on regular basis, posts could be communicated including the everyday life, such as hangouts, interactions and actives as it generates engagement. Anyhow, the majority of the participants within the focus groups also hinted the importance of the actual content of the posts. Contributing factors to catch the public’s attention, to find a place attractive and interesting, are that posts needs to tell a story, and be well-composed as it communicates the city attributes. The posts addressed by a place marketer evoked an allured sensation of wanting to visit Kristianstad and to join the lively centre. The opposite reaction occurred on UGC, as the posts were perceived as flat with no recognition. These findings indicate that even though an event is a beneficial marketing tool, place marketers should consider the role of communication and engagement online. However, even if these findings are initially based on a single case study of the event Melodifestivalen in Kristianstad, we believe that the result may be useful to place marketers of other small sized cities in Sweden.
8.3 Theoretical implications

From a theoretical perspective this case study contributes with insights of how – or due to which factors - a place brand image can be influenced. Previous research on place branding has focused on place equity and focus on Twitter, thus the perspective of written communication (Andéhn, Kazeminia, Lucarelli, & Sevin, 2014). In contrary, the thesis explored content of a visual social media platform using an event as a marketing tool to communicate a place brand image. The findings of this case study provide ideas about what influence an event has through engagement on social media. Although people, place, and pulse where the dominant place attributes among place users analysing the content, the thesis gives an understanding of how an event influences a place brand image, in this case into an attractive, lively city through engagement on Instagram. With this in mind, standards related to people, place, and pulse seem important to communicate to influence the place brand image. The conceptualization made, are worthy further attention in place brand marketing.

8.4 Limitations

The case study includes a few limitations. Firstly, as the study was made on a single case study, the generalisation of the result might be diminished. Secondly, the posts analysis conducted were limited to specific hashtags during the event, which may have affects the results. Thirdly, the focus groups interviews were conducted with a restricted selection of participants that might have affected the findings. A suggestion would be to conduct focus group interviews concluding various participants, for example other demographics, different genders, or residents. Lastly, unbeknownst to us, a similar combination of methods has not been done earlier. Therefore, more research is encouraged to be done for an in-depth understanding of the phenomenon.

8.5 Further research

As the research is based on a single case study with relevance to small sized city, Kristianstad, further research should emphasise similar approach on other small sized cities as Kristianstad to investigate whether the findings can be transferable and generalised. As place branding phenomenon is growing more attention, more research needs to be done to understand how engagement co creates the place image. Further, a relatively small sample of posts were
analysed restricted to specific hashtags through specific place attributes, which could be deemed unjust to the generalised image as some content and attributes were excluded in the research. Therefore, for future research it would be interesting to investigate a greater number of posts not limited to specific hashtags as it seems like user do not always use hashtags on the communicated content. Furthermore, participant within the focus groups were all student at Kristianstad university and classified as a “younger demographic”, which calls for further research to have other criterions selecting the participants in order to capture the perception of other demographics. Lastly the authors of this thesis encourage future research to investigate how, or due to which factor, a place brand influences engagement among place users.
Works cited

http://24kristianstad.se/2018/02/23/stor-fest-pa-stan-melodifestivalen-kommer-till-
kristianstad/


Den orrangea staden. (2018, february 17). *Ta chansen på turné*. Retrieved from denorangeastaden.se: http://www.denorangeastaden.se/evenemang/?title=ta-chansen-pa-turne&id=1746&date=2018-02-17T14:00:00+00:00


Appendix A- Focus group interview guide

Formaliteter
- 9 maj 2018, kl 13.00
- Intervjuerna kommer bli ljudinspelade, materialet kommer endast vara tillgängligt för oss och våra handledare. Deltagarna kommer förblir anonyma.
- Tanken med intervjun är att deltagarna som grupp ska föra en diskussion och få möjlighet att tillge oss deras tankar och åsikter kring ämnet.

Bakgrund
- En och en ska deltagarna berätta hur länge de har bott i Kristianstad? Om de har flyttat hit eller är uppväxta här?
- Vad har deltagarna för koppling till staden? (Jobb/studera, familj)

Image
1. En inledande uppgift kring hur deltagarna uppfattar Kristianstad.
   a. I grupp ska deltagarna diskutera under fem minuter era första tankar om Kristianstad som stad och gemensamt skriva ner dessa på ett blankt papper.
   b. Nu ska deltagarna komma överens om vilka fem ord som ska fyllas i i en tankekarta. Meningen med uppgiften är att deltagarna ska komma fram till en gemensam bild av Kristianstad.

2. Nästa steg för deltagarna är att få kolla på hur de uppfattar 6 bilder från Instagram som är tagna i Kristianstad under melodifestivalsveckan. Bilderna är utvalda från de tre kategorierna People, Pulse och Place. En från varje kategori per avsändare (UCG och ”staden”).
   a. Hur tycker ni Kristianstad framställs genom att kolla på bilden?
   b. Vilken känsla får ni av bilden? Utgå från färg, miljö, budskap.
   c. Vad anser ni förmedlas i bilden, platsen Kristianstad, människorna i Kristianstad eller livsstilen i Kristianstad? Varför?

   a. Upptäcker någon skillnad av bilderna beroende på vilka som har lagt upp bilderna? Om det upptäcks vara staden i sig som marknadsför, om det är en privatperson eller ett företag som lagt upp bilden.
   b. Vem av avsändarna matchar bäst med deltagarnas bild av Kristianstad i övning 1?
**Appendix B- Focus group interview guide**

**Formaliteter**
- 10 maj 2018, kl 14.00. Plats: stadsbiblioteket
- Intervjuerna kommer bli ljudinspelade, materialet kommer endast vara tillgängligt för oss och våra handledare. Deltagarna kommer förblir anonyma.
- Tanken med intervjun är att deltagarna som grupp ska föra en diskussion och få möjlighet att tillge oss deras tankar och åsikter kring ämnet.

**Bakgrund**
- Inledningsvis presenteras uppsatsen.
- Deltagarna ska berätta om sig själv:
  - Boende
  - Uppväxt
  - Sysselsättning
  - Relation till staden Kristianstad

**Image**
1. En inledande uppgift kring hur deltagarna uppfattar Kristianstad.
   c. I grupp ska deltagarna skriva ner 20 tankar/egenskaper om staden Kristianstad.
   d. Vidare, ska deltagarna diskutera och komma överens om vilka fem av de 20 egenskaperna matchar deltagarnas bild av Kristiantad och fylla i en tankekarta.
   Meningen med uppgiften är att deltagarna ska komma fram till en gemensam bild av Kristianstad. Uppmanar deltagarna att motivera deras fem val genom att vidareutveckla tankekartan.

3. Nästa steg för deltagarna är att få kolla på hur de uppfattar 6 bilder från Instagram som är tagna i Kristianstad under melodifestivalsveckan. Bilderna är utvalda från de tre kategorierna People, Pulse och Place. En från varje kategori per avsändare (UCG och ”staden”).
   a. Vad säger bilden? Utgå från färg, miljö, budskap.
   b. Vad säger bilden om Kristianstad?
   c. Beskriver hur ”place image” fördelas i de tre kategorierna place, pulse och people.

Härefter ska deltagarna kategorisera de 18 Bilderna efter plats, puls, people i Kristianstad.
- Plats- byggnader, miljö
- Puls- atmosfär, livsstil
- People- gemenskap, familjärt

   a. Upplevs någon skillnad av bilderna beroende på vilka som har lagt upp Bilderna?
       Om det upplevs vara staden i sig som marknadsför, om det är en privatperson eller ett företag som lagt upp Bilden.
   b. Vem av avsändarna matchar bäst med deltagarnas bild av Kristianstad i övning 1?
Appendix A- Focus group interview guide

Formalities
- May 9th, 13:00
- The interviews will be audio recorded. The material will only be available for us and our supervisors.
- The idea of the interview is for the participants as a group discuss and express their thoughts about the subject.

Background
- One by one, the participants’ area sked briefly present themselves, and if they live in Kristianstad, and if, for how long
- What is the participants’ connection to Kristianstad (work, studies, family)

Image

1. A starting exercise about how the participants perceive Kristianstad
   a. In the group, discuss and note your first thoughts about Kristianstad.
   b. Then, the participants are supposed to agree on five top things they perceive of Kristianstad, by using a mind map. The idea of this exercise is for the participants to agree on a shared image of Kristianstad.

2. Next, the participants are to look at how they perceive six different Instagram posts, that are taken in Kristianstad during the event Melodifestivalen. The Instagram posts are chosen from the three categories: People, Place, and Pulse.
   a. How do you perceive Kristianstad when looking at this post?
   c. What do you believe is mediated in this post, the place, the people or the pulse (life style) of Kristianstad? Why?

3. Next exercise is connected to the first exercise. The participants are to choose the top five posts they believe matches their image of Kristianstad the best. Further, to compare these posts with what the mind map says about their image of Kristianstad.
4. Last exercise for the participants are to look at the same six posts from exercise two to guess who addressed the posts, and why. After the participants attempt to divide the posts by addresser, we will give them the right answer. Following questions will be asked:

a. Do you experience any differences in the posts depending on the addresser? For example, if the posts are obviously promoted by the city itself, or if it is a more personal post.

b. What addresser posts matches your images of Kristianstad most?
Appendix B – Focus Group interview guide

Formalities
- May 10th 14:00
- The interviews will be audio recorded. The material will only be heard by us and our supervisors. The participants will be anonymous.
- The idea of the interview is for the participants as a group discuss and be given an opportunity to express their thoughts about the subject.

Background
- One by one, participants introduces themselves
  - Home
  - Grown up
  - Employment
  - Relation to Kristianstad

Image
1. A starting exercise about how the participants perceive Kristianstad
   a. In the group, discuss and note your 20 first thoughts about Kristianstad, on this piece of paper.
   b. Then, the participants are supposed to agree on five top things they perceive of Kristianstad, by using a mind map. The idea of this exercise is for the participants to agree on a shared image of Kristianstad. Invite the participants to further develop the mind map by motivating their top five perceptions of Kristianstad.

2. Next exercise is connected to the first exercise. The participants are to choose the top five posts, of total 18 posts, they believe matches their image of Kristianstad. Further, the participants are asked to compare these posts with what the mind map says about their image of Kristianstad.

3. Next, the participants are to look at how they perceive six different Instagram posts, that are taken in Kristianstad during the event Melodifestivalen. The Instagram posts are chosen from the three categories: People, Place, and Pulse.
b. What does the post express about Kristianstad?
c. The moderators explain how place image might be divided into the three categories:
   people, place, and pulse.
   People- Ambience, familiarity
   Place- buildings and physical environment
   Pulse- Lifestyle, activities

4. In the last exercise the participants are to look at the same 18 posts from exercise two
to guess who addressed the posts, and why. After the participants attempt to divide the
posts by addresser, we will give them the right answer. Following questions will be
asked:
   a. Do you experience any differences in the posts depending on the addresser? For
      example, if the posts are obviously promoted by the city itself, or if it is a more
      personal post.
   b. What addresser posts matches your images of Kristianstad most?