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## SETIF AS A CITY BRAND

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### ABSTRACT

Nowadays, cities are engaging in Marketing and City Branding to improve their image internationally in order to become more attractive for: tourists, investors, and students. They are trying to create a city brand to manage their reputation and enhance its local, regional and global awareness and position among the other cities. But however, before they create a city brand, they must identify their attractiveness and know how the outside eye sees them whether a city is looking to rebuild, enhance or reinvigorate this image, and it must comprehend what a city branding means. In this paper, we aim to identify the meaning of city branding, after that we are going to deal with a case study that concerns Setif city. A quantitative study has been done to know how this city does appear in order to make propositions for it, to create a city brand and manage its image and reputation, but before that we try to identify its attractiveness to know if it is compatible with that's perceived image.

**Keywords:** *City Brand, City Branding, Setif, reputation, image, notoriety.*

### INTRODUCTION

City Branding is a recently new idea, which caught the attention of city managers in the beginning of the 21st century. Many cities in the world, particularly, major cities (New York, London, Amsterdam, Berlin, Copenhagen...) have made a city brand in order to get a well image to promote and develop their attraction. Public planners of the cities find in the city branding a new mode for managing cities in a globalization world become more competitor, they find that the city branding increases the notoriety and the visibility of the cities, more than that the branding city satisfies their need to differentiate themselves from each other, and assert their individuality in pursuit of various economic, political or socio-psychological objectives (Kavaratzis and Ashworth 2005). In addition, all the places with good, powerful and positive reputations find that almost everything they undertake on the international stage is easier; and the places with poor reputations find that almost everything is difficult, and some things seem virtually impossible (Simone Anoholt 2007) and that explains why city branding gets the attention of cities.

At first, city branding in the practices of cities planners among the world was explained a new communication policy for a city based on attractive slogans to develop the tourism sector. The slogan of « I ♥ NY », - I LOVE NEW YORK- had considered as the first city brand. In 1976, New York was close to the bankruptcy after a serious financial deficit. The managers of this city thought of promoting the tourism sector to help and support the development of its economy. With a budget of \$ 400, 000 spent in different market studies, the State decided to entrust the promotion of the city to an advertising agency "Well, Rich and Greene" and to the graphic designer "Milton Glaser". At the end, they launched a major advertising campaign to promote the city in 1977 titled by the slogan of "I ♥ NY". The extraordinary result of this experience made all the mayors of the world baffled with excitement, every city wants to have a city brand as "I ♥ NY "; major cities around the world are having a field day, with blows of Anglo-Saxon word games more or less successful. In the Netherlands, Amsterdam has thus adjoined an "I" to form "I Amsterdam". London launches endorsement "London"; Madrid claims to be "Madrid about you." The capital of Gaul swears by "Only Lyon" ... when Melbourne launches "It's Me! Bourne" and turns into Rotterdam with trademark "You@otterdam" (Béatrice HERAUD 2009).

After that, city branding had become not just an attractive slogan but a real brand strategy. The researchers said that city branding is more than just a simple brand strategy of a product or an organization, because the city is more complicated than a product or an organization. And as we look now in the development of the city managers practices and the few literature of city branding it will be all a strategy of development and city marketing.

### WHAT IS CITY BRANDING?

City branding is the appropriate way to describe and implement city marketing. City marketing application is largely dependent on the construction, communication, and management of the city's image, (Kavaratzis' (2004)). However, there is as yet little consensus about the nature of city branding, in the absence of a basic theory framework in city branding, so many researchers back to the concepts of the commercial branding in trying to define and build a

theoretical background for that concept. It is right that the city branding has some similarities in the concepts with commercial branding and the practices of city branding also use some techniques of product branding or some techniques of organization branding. So, does the branding city explain just another application of classical branding?

As stated by the American Marketing Association (2012), “A brand is a customer experience represented by a collection of images and ideas”. The brand is “an image which helps you immediately to recognize what is behind it.” (Zednik, R. 10 May 2011), by the using of some promotional activities with a flashy slogans and logos, pretty or picturesque images, the same things about branding city who aims to manage the image of the city by creating a city brand which helps the targeted population, (consumers, investors, visitors, students,...) to recognize its attractiveness, but the city is not a simple product and we can't summarize it in an organization. So, the city brand is more than a simple brand, it is more than an identified name given to a product or an organization, it is also not only a synonym for a slogan issued by authorities. According to Kavaratzis and Ashworth (2005: 3), “Places do not suddenly acquire a new identity thanks to a slogan or a memorable logo. Flashy slogans and logos, pretty or picturesque images may be useful as instruments branding a city, but they cannot substitute the existence of a coherent strategy.

So, the branding city is a coherent strategy of marketing city, it is a branch of marketing place which is a recent discipline explains « the effort of valorization of territories in order to make them competitive markets to influence in their favor, the behavior of their public by offering them perceived value is permanently higher than that of competitors (V. Gollain 2008). » It is based on the respect of territorial specificity and its objective seeks to increase the attractiveness and place visibility. It also helps managers to provide the best image of their territory. This requires the serious identification of territorial attractiveness and well governance to territorial resources. It ensures the involvement of all stakeholders to promote their territory. So, through this strategic approach, marketing place ensures sustainable development, contributory governance and the promotion of a territory. All those last principles we find them in marketing city and because the city know a high urban development city branding has become a key urban development tool aimed at increasing : local development, city's attractiveness and international visibility. All the actors of the city must engage in this project of branding city to ensure a coherent strategic city branding.

Setif is an Algerian city that seeks to be an attractive metropolis in the east of Algeria, it is a known city among Algerian peoples and it has some international notoriety Thanks to the successes of her football team, and its Archaeological sites like "Djemila" and "Ain Al Hanch" but it stays less known and it needs more efforts to promote it, so we think that it is the time to adopt a strategy of city branding for Setif, this city must identify its attractivity and know how it looks to manage and improve its reputation and notoriety.

## SETIF

Setif is located to the east of Algeria, it is the second most important Wilaya after the country's capital in terms of population; it extends over an area of 6,549.64 km<sup>2</sup> with nearly 1.8 million inhabitants. Its capital town is also called Setif; it has a population of 288,461 inhabitants as 2008 census (<https://en.wikipedia.org/wiki/S%C3%A9tif>), it is 1,096 m (3,596 ft) above sea level, making it the second highest capital of a Wilaya in Algeria. Setif has a Dry Mediterranean climate. The geographic position of Setif tells a lot about the town and the region, from the beginning history, Setif was a bridge between East and West, and more as one between North and South, is also a major exchange crossroad and still occupies a strategic position today, surrounded by 6 Wilayas, forming a crossroads, and a network including national and motorway routes. Thanks to this position and thanks to its varied resources (agricultural, industrial, touristic, universities...) Setif had been an attractive pole in Algeria for economic, commercial and cultural exchange matter which afforded to be a dynamic metropolis.



Figure 1: Map of Setif

Maybe Setif by its recent name or by its ancient names « Azdif » and « Setifis »<sup>1</sup> ; it is not renowned as much as some historical cities in the world like the city of « Giza » in Egypt where there are the three pyramids of the ancient Egyptians in the period 2630 BC , but Setif has the first evidence of human life goes back to prehistory( 2 million years BC )<sup>2</sup> many prehistoric sites prove that the history of the current Wilaya goes back deeper far gone days, had discovered in, and because it has a strategic position and it represents a vital water point, several civilizations passed by this land ( Numid Kingdom 225bc, Roman Empire 57AD;Vandal 429, Byzantine invasion 539, Arabic Conquest 8 century, Turkish Domination 14th century, French colonization 1838). By the heritage of all these civilizations, the region of Setif had become a real museum, this museum which represents oil with another nature, must be considered as a real resource to develop the local economy and the tourism in particular. It is why some professionals see that the future of Setif is rooted in its history. Due to the history and the strategic position this huge territorial space is also endowed with a considerable advantages enabling Setif to revive its economy and creates a leading market to realize a real industrial development. In addition, Setif boasts an important industrial potentialities reinforced by Strong basic infrastructures (airport, road fabric, railway, proximity to ports...), acquisition of a diversified industrial bases (plastic processing, construction materials, electronics industry, ...) and a qualified labor force as an efficient private sector. Setif now becomes an industrial and economic pole presenting investment opportunities through its assets and wealth. The Wilaya of Setif prides itself on being, on matter of investment, a competitiveness cluster and a pole of building materials and food industries; it also aims during this recent years to make a way in electronics and also in hotel services. Without forgetting that Setif is from the first an agricultural pole with its High potential agricultural land (cereal, forage, cattle and sheep breeding, mountain arboriculture ...). Since the time the region called the « granary » of the town, Setif indeed a region dominate by agriculture especially cereal- growing 361.000 hectares (65%) of the total agricultural area (560.900 hectares).Setif, also, wants to be a pole for higher education and sciences, with the implementation of two different universities (Setif 1,1978 and Setif 2, 2009), that provide formation in several branches to over 52,000 students today (F. Zoghbi2013),this which concerns public sector and we find also several institutes and schools for learning and formation in private sector.

Culture and sports have a big place in Setif also; Setif is characterized by its cultural richness (Setifian music; Sahraoui, Folklore, theater, cooking, Traditional dress; Barnous and KCHABIYA, handicraft industry; Tapestry, ....). When you say Setif, you say too Entente or ES Setif (ESS) one of the most successful football clubs in Algeria having won the Algerian League Professional seven times and the Algerian Cup a record eight times, they won the name of ES Algeria due to its large international achievements and wins. They had won the CAF Champions League; winning it twice in 1988 and 2014. They had also won the Arab Champions League twice, in 2007 and 2008, as well as three North African Cups in 2009, 2010 and In 2014, they became the first Algerian club play in the FIFA Club World Cup and in 2015



Figure 2:ESS logo

the first football club to win the CAF Super cup. The football club ESS became the choice of the Algerians and the town has a number of attractions spots. More than that, Setif has been constantly home to many sports.

### **SETIF AS A CITY BRAND (SEMIOTIC APPROACH)**

After the presentation of Setif attractiveness, we try now to analyze Setif as a city brand. We are trying to focus on the question of signification, we adopt a semiotic approach based on the concept of city branding as " a new mode of city significations management " (Boris Maynadier,2009), by the analysis of different discourses of the city managers, researchers, peoples from Setif city (city-dwellers) and others from the different regions in Algeria.

So, we had analyzed the speech of Mr. Mohamed BOUDERBALA, the Wali of Setif , academic discourse and also some discussions about Setif which we had found it in social networking web-sites. In order to have a clear idea about the image and the reputation of Setif we had made an electronic survey for all the Algerians but we focused more on the answers of the Setifians as they are the one of the key factors of building a city brand to Setif, (According LALIBERTE (2004); among the steps that we must take to identify the image of a city brand: showcase what it has to offer, what characterizes and distinguishes it, and find the image and the proposal that will hang people).

From that's analysis we try to answer those questions:

- Does the image of Setif is the same in the point of political, academic, and public view?
- Setif as a brand means jut the town city or all the Wilaya territories?
- How does Setif look in order their attractiveness's factors?

### ANALYSIS OF DISCOURSES

We will be citing below 3 discourses representing: a political, an academic and a public point of view samples respectively in order to analyze them together after;

1. **Speech of WALI<sup>3</sup> the first local authority in the Wilaya of Setif :** In an interview, Mr Mohamed Bouderbala; The Wali of Setif, released by ANDI4 January 2014 said : « ... , indeed, it is not easy to evoke Setif, given its privileged position, its strengths and its potential, an area which, over the years continues to administratively grow,...Setif presents investment opportunities through its assets and wealth, the Wilaya of Setif prides itself on being, on matter of investment, a competitiveness cluster and a pole of building materials and food industries first, it also aims during this recent years to make a way in electronics and also in hotel services....Significant efforts are being made by public authority at our Wilaya, supporting the dynamism shown by the builders, contractors, manufacturers, and all the forces of the region, the various projects of the future will further strengthen the economic and social development of the Wilaya, citing only the creation of 10 new business areas, future Mega Zone Ouled Saber 700 Ha, are assets to boost more investment. In two sentences, I can guarantee that at Setif, there's a place for everyone and a future for all, so the doors are open for any potential investor ».
2. **Academic Discourse:** Prof. Dhiyafat5; Setif is a welcoming and open city, where people feel at home: it is not necessarily a city for its proper region. It is rather a city that gives a feeling of security and relief, it provides personal exuberance. The spatial quality of some public spaces provided thempermanence and "sustainability". The aesthetic values of architectural and urban spaces are often determinant factors for the urban environmental quality.
3. **Discourse of public (electronic word of mouth):** This picture below was found in the social communication site(social web )Facebook; it represents The "Park Mall"6complex downtown.

It was published by a student from Tizi Ouzou, after his visit to the town, his friend had commented on the picture



Figure 3: Setif Park Mall

by "Algeria is CHABA7"; it means "Algeria is Beautiful" the first replied on his friend's comment:"... Algeria is beautiful indeed "Chabba" but Setif is a city that has good conditions to encourage investment and this is not the case in Tizi Ouzou8 or 9Kabylia in general because we suffer from many problems...!Yeah indeed Algeria CHABBA".

When we have analyzed these three discourses we found that there is an approximate similarity between them, which means that nearly the image of Setif is the same in all the discourses (political, academic and public) and the common and certain thing in all the discourses is that Setif has so many advantages that make it so attractive to people and investors in particular. In the discourse of the first local authority in the Wilaya of Setif – by all the advantages cited above in the speech of Wali -; Setif is a strong region which keep growing and offers investments

opportunities , in the academic discourse of Prof DIYAFET; Setif is welcoming and open city that gives a feeling of security and relief. All these characteristics we find them in the electronic word of mouth in the public discourse that sees that Setif has the necessary conditions or factors to encourage investment and the main factor is security. Consequently, Setif is a nice and favorite region to live and invest.

In order, to get a clearer idea about all that, an electronic survey was designed for different categories of people: City Managers, Entrepreneurs, Investors, Researchers, Students, Employees, Visitors, and particularly Residents in order to confirm-or reject- these examples of discourses.

**RESULTS OF THE SURVEY AND DISCUSSION**

We have created an online survey via social networking sites from the period of May until June 2015 we received 400 answers from different Algerians, 65% from Setif and 35% from the others Wilayas.

The survey was designed as follow: 1

- Axis n°=01: questions to evaluate the notoriety and the reputation of Setif for all the respondents; what does mean Setif: all the Wilaya regions or just the city.
- Axis n°=02: Questions about the town city of Setif to the Setifians and all who had already lived in this city in order to: evaluate the emotional relationship of the Setifians with their city, know in which category this city is classified, assess the satisfaction of the Setifians by their city and which brand they desire for it.
- Axis n°= 03 questions about the characteristics of the sample.

**1. ANALYSIS THE RESULTS OF AXIS n°=01**

The first question on the survey aims to evaluate the notoriety of Setif between the Algerians, from the answer of the respondents we can conclude that Setif has a big notoriety, all the respondents knew Setif and the majority with high degree; 60.5% from all the respondents had a good knowledge about Setif. In the second question we took the concept of 'city brand' as the "general set of associations and perceptions created by a given city (Hildreth J 2008) because our task was to discover the primary associations given by Setif. At the beginning we asked this question: what comes first to your mind when we mention Setif? There was consensus between all the respondents about the dominant image-forming architectural features especially fountain Ain Fouara, after its football team ESS as well about some clear characteristic associated with the city like: money, business, beautiful nature fresh air, clean city, historical city,...



Figure 4: Ain El Fouara Fountain

**Table 01: Attachment of some symbols, events, characteristics, places, and personalities with the identity of Setif**

| Attachment %<br>Symbols ... | Very strong | Strong | Average | Low   | So low | No answer |
|-----------------------------|-------------|--------|---------|-------|--------|-----------|
| Fountain Ain El Fouara      | 82.43       | 8.96   | 5.37    | 1.43  | 1.43   | 0.35      |
| The Mosque of Al Atik       | 60.21       | 15.32  | 12.77   | 3.64  | 3.28   | 4.74      |
| Mausoleum of Sidi El Khier  | 44.57       | 22.82  | 14.60   | 7.11  | 7.49   | 5.61      |
| ESS -football team          | 61.09       | 20.72  | 11.27   | 3.27  | 2.54   | 1.09      |
| Roman ruins of Djemila      | 45.87       | 30.82  | 13.00   | 9.67  | 2.50   | 0.71      |
| The Setifian song           | 53.06       | 25.27  | 11.91   | 3.24  | 3.24   | 3.24      |
| Babour Mountains            | 32.36       | 21.45  | 25.81   | 10.18 | 4.36   | 5.81      |
| Massacres of May 8, 1945    | 68.75       | 19.37  | 6.87    | 3.12  | 0.62   | 1.25      |
| Djemila Arab Festival       | 24.54       | 36.10  | 30.68   | 11.19 | 4.33   | 2.88      |
| El eulma (charie Dobai)     | 32.07       | 31.32  | 22.64   | 9.05  | 4.52   | 4.15      |
| Ferhat Abbas                | 32.29       | 36.64  | 21.11   | 4.96  | 1.86   | 3.10      |



After we gave the respondents a list of some symbols, events, characteristics, places, personalities, that is in relation with all the Wilaya or the regions of Setif not just the town city, and we asked them to evaluate the degree of their attachment with the identity of Setif. The results show that Setif represents the whole Wilaya not just the town city so there is no problem to choose the name of the town city Setif in order to represent and promote all the Wilaya or the Setifian metropolis in the future, and to know how its reputation is, we asked the public some questions as it is mentioned below in the tables.

**Table 02: Is Setif an attractive place**

|                         | <b>Strongly Agree</b> | <b>Agree</b> | <b>Un-decided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|-------------------------|-----------------------|--------------|-------------------|-----------------|--------------------------|
| <b>To live</b>          | 87.81                 | 17.71        | 3.05              | 1.62            | 0.61                     |
| <b>To invest</b>        | 50.35                 | 37.58        | 9.21              | 2.12            | 0.70                     |
| <b>To make Business</b> | 64.57                 | 26.56        | 6.27              | 2.21            | 0.73                     |
| <b>To visit</b>         | 23.89                 | 40.80        | 18.38             | 12.5            | 4.41                     |
| <b>To work</b>          | 39.71                 | 41.84        | 12.41             | 4.96            | 1.06                     |
| <b>To study</b>         | 36.52                 | 40.23        | 18.32             | 1.99            | 3.18                     |

From these results we can say that Setif has a nice reputation. It is a favorite region to live, to make business and to invest; it has an important attractively to visit, work or study as well.

**Table 03: According to you, do you think Setif should become**

|   | <b>%</b> | <b>Ranking</b> |
|---|----------|----------------|
| <b>Agricultural pole</b>                                  | 58.1     | 2              |
| <b>Industrial pole</b>                                    | 48.8     | 4              |
| <b>Business pole</b>                                      | 76.7     | 1              |
| <b>Tourist pole</b>                                       | 51.2     | 3              |
| <b>Pole of higher education and professional training</b> | 37.2     | 5              |
| <b>Pole of sport</b>                                      | 48.8     | 4              |
| <b>Others</b>   | 16.3     | 6              |

The results of this table show that Setif according to the respondents can take place in all the sectors, it is clear in the table that all the percentages are high and the highest is the one of the business pole 76.7%, So Setif, according to the sample, should be a Business pole at the first place and an agricultural pole at the second place followed by tourism, industry, sports, higher Education and professional training and others respectively.

## 2. ANALYZE THE RESULTS OF AXIS n°=02

### 2.1 Assess the emotional relationship of the Setifians with Setif -the town city-, and knowing how they classify it.

According to the results of the tables (04,05), Setif is a lovely town city, the Setifians has a big emotional relationship with it, and classify it at first as a Business and economic town after that it is a historical and sportive city.

From the results of this table, we found that there was a high degree of satisfaction by the urban planning and quality of environment and there was an average satisfaction score about the higher Education and professional training and also a less degree in the financial services and hospitality, against dissatisfaction by the Services and the health institutions, the Structures of sports and leisure programs and also by Public services. The respondents add that there are many things missing in Setif in order to have an international status, they dominant cited so many propositions which we had organized them like this:

**Table 04: Do you like /love this city?**

| Oh yes surely | Some | No   |
|---------------|------|------|
| 89, 2 %       | 8.2% | 2.6% |

**Table 05: In which category you can classify Setif the town city?**

|                                | %    | Rank |
|--------------------------------|------|------|
| <b>Business and economic</b>   | 93.2 | 1    |
| <b>Touristic</b>               | 24.1 | 4    |
| <b>Cultural and scientific</b> | 20.4 | 5    |
| <b>Historic</b>                | 45.7 | 2    |
| <b>Sportive</b>                | 38.1 | 3    |
| <b>Others</b>                  | 3.7  | 6    |

## 2.2 Evaluate the satisfaction of the Setifians by their city.

**Table 06: The satisfaction of Setifian public by their city**

|  | Very satisfied | Satisfied | Dis-satisfied | Very dis-satisfied | No answer |
|--|----------------|-----------|---------------|--------------------|-----------|
| Urban planning                             | 16.81          | 57.07     | 19.02         | 4.42               | 2.65      |
| Services and health institutions           | 5              | 31.81     | 44.54         | 11.81              | 6.81      |
| Environmental quality                      | 19.82          | 44.49     | 23.34         | 7.92               | 4.01      |
| Higher education and professional training | 15.48          | 45.57     | 26.54         | 6.63               | 5.75      |
| Financial services, banking, insurance..   | 11.07          | 45.33     | 17.79         | 4.66               | 21.18     |
| Hotel services                             | 9.64           | 34.64     | 27.63         | 9.64               | 18.42     |
| Structures of sports and leisure programs  | 9.29           | 32.74     | 33.18         | 16.37              | 8.40      |
| Public services                            | 6.60           | 33.03     | 36.12         | 16.74              | 7.48      |

- **Infrastructures:** Modern facilities and stations of transport (TGV; Tram, Metro, international airport with several destination,...), sport & leisure structures (great stadium, bigger sport complex, pools, cinema, rest areas...), green area, more cultural activities and manifestations.
- **Services:** improve the hospitality, improve the health service, improve the public services, super shopping and business markets, corporation with foreign universities, and improve touristic areas...
- **Management of the city:** The good will; Seriousness and visibility in governance, balanced development between municipalities, more facilities to invest, save the ancient urban style and follow a new urban planning politic (change the collective buildings mode by semi collective), quality management, promoting the city and the tourism in particular (more advertising, electronic sites to promote the city and tourist areas,...)
- **Others:** the hypermodern person, more civilized behavior, the habitants should learn foreign languages, tourism culture, saves the heritage, labilization of its product like " El farik"<sup>10</sup>

## 2.3 Which brand the Setifians want to their city?

In this survey there was a very important percentage from the respondents that did not know perfectly what means a city brand. We gave them some examples of slogans for different cities and we told them that those cities use them to promote their attractivity and notoriety.

After that we asked them if we must make a brand city for Setif ; 29 % thought that it is not very important thing or necessary to do, against 71% of the respondents answered that yes ; we must do a brand city to Setif in order to increase its notoriety and attractivity and between the slogans given proposed by the respondents we found: Setifis set your success, SetiFit Best suited to you, Setif for better life ,happy in Setif, I love Setif ,Setif change your life, Set and get your success, Just in Setif, Setif the city of future , Setif the capital of business, You set it right in set-if, Setif business and money, Setif we believe in, Setif where all can live and work, Setif the High, Setif together to develop Setif, The future in our Setif a global culture , Setif the ideal place to make business ; Setif historic and originality ; Setif the flower of Algeria ; Setif nice and beautiful , Setif the city of the science.



Figure 5: Cities brand examples

Source: <http://www.sinoconcept.fr/blog/city-branding-venez-acheter-votre-ville>.

As we can see, all the slogans describe Setif as the best place to live, to invest and make business, its name "Setif" related to success and dynamism, it is also in the minds of the respondents a leader in several sectors and a capital for economic and business activities, and also the capital of the east.

In the end, we can say that the results of this survey confirm the three discourses cited above, Setif is a region that have a good reputation and good image in several sectors, however the dominating one is that of business, when projecting these facts on the endeavor of creating a City brand for Setif based on its attractively and key factors, evidently, this region represents some big opportunities in cultural tourism, this latter, in contrast with other sectors has the least share among factors determining Setif's perceived image according to the discussed results. So the authorities should pay more attention to this point, in order to make the city brand more visible and compatible with its image and reputation.

<sup>1</sup> Setifis was Roman name derived from the name Barbary Adzif means black land or black soil; it is the most fertility type of soil.

<sup>2</sup> The archaeological excavations carried out in 1928 and 1931 revealed traces of some settlements dating back to the lower Paleolithic ( Ain El Hench) and the Epipaleolithic ( Mezloug and Ain Boucherit).

<sup>3</sup> WALL: the city governor

<sup>4</sup> National Agency for Investment Development.

<sup>5</sup> Professor in the University of Setif1, Faculty of Architecture.

<sup>6</sup> The "Park Mall" complex fits perfectly with a decidedly proactive dynamic, taking into account the environmental dimension from the very earliest stages of the project. This project aims to serve as a precursor for future major projects, proposing a real model in the city. Like a guiding light, it will become the new urban tower, reaching up 85 m above the city, providing Setif with modern amenities in terms of hotel accommodation, commercial and business premises.

<sup>7</sup> « CHABBA » local dialect means so nice and beautiful.

<sup>8</sup> is a city in north central Algeria. It is the capital and largest city of Tizi Ouzou Province. It is the second most populous city in the Kabylie region behind Béjaïa.



<sup>9</sup> is a natural and historical region in the north of Algeria. It is part of the Tell Atlas mountains and is located at the edge of the Mediterranean Sea. Kabylia covers several provinces of Algeria: the whole of Tizi Ouzou and Bejaia (Vgayet), most of Bouira (Tubirett) and parts of the wilayas of Boumerdes, Setif, Bordj Bou Arreridj and Jijel. Gouraya National Park and Djurdjura National Park are also located in Kabylia.

<sup>10</sup> Farik, in Arabic, means green wheat... it's early wheat dried or roasted and then crushed.

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## ANNEXES

Links of the survey:

Arabic version:

<https://docs.google.com/forms/d/1-sefS1BGCvkNIVWSSUYJwQqR1YxxNAZzgHVDsdWTaa0/viewform>

French version:

<https://docs.google.com/forms/d/10InQYWaRmHvhQoRsCfRl4gCnE6SegNHoWI2EUGeKvgU/viewform>