

## The Measurement of Brand Personality in the City Brand: a case of Kayseri

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Cities all over the world use several conduits to promote themselves to relevant audiences such as investors, visitors and residents and in their efforts they commonly include striking logos and captivating slogans that feature in welcoming websites and advertising campaigns in national and international media. Because of those, city branding has in recent years become a prevailing activity within city management. Also brand personality component is major component of city brand identity.

In this context, the main subject of the study is to evaluate brand personality dimensions of Kayseri city. This paper first describes the rise of city branding and the essentials of brand personality of city brand. Afterwards developed brand personality scale for products and service has been adapted to city branding. Sample of the study has been conducted at the universities in Kayseri. Data were collected via an online survey and face to face survey. Findings have been analyzed by factor and one way ANOVA analysis using SPSS 16 Program.

**Keywords:** City Brand, Brand Personality, Brand Identity.