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MODERN PRACTICE OF TERRITORY BRANDING

The article is aimed at considering an actual, interesting and understudied problem. The authors analyze the processes of branding, but not in general, but in a very clear direction to create the image of territories. Such specificity of the research allows to analyze the current state of the problem and to consider the positive results obtained in practice in different countries. Thanks to this approach, it is possible to assess the advantages of high-quality territorial branding and outline the opportunities it opens up for specialists in various fields.

Modern branding practice is included in the analysis and attention is not focused on how this process developed earlier. A significant part is devoted to the practical elements of the implementation of the territory branding strategy in stages and gradually. It is also important to note the key role of defining the audience and the possibilities of using knowledge about it.

The relevance of this study is related to the active development of branding of territories and the need for its deep, systematic and scientific understanding as a tool to increase the attractiveness of the region. The need to take into account a large number of conditions and factors in developing a certain image of the territory requires a clear understanding of the objectives, unique in each case strategy, proper assessment of the effectiveness of tools, which also determines the relevance of this topic.

Trends in world development of territories demonstrate a situation in which the location of the territory ceases to play a decisive role in its development, associated with the formation of new transport routes; the influence of human and investment resources increases; small areas compete with large ones due to changing consumer preferences; cities and regions are cooperating closely with foreign entities, and competition between them is beginning to take place not at the national but at the global level.

Key words: branding, territories, branding of territories, PR communication strategies, identity.

Problem statement. The brand is a system of attributes and instrumental values to achieve competitive advantage of the manufacturer and meet the functional, social, economic, psychological and other needs of the consumer. The concept of brand is closely related to the activities of its creation and management, namely branding. In today's market, branding is most often implemented by advertising agencies, mainly full-cycle agencies that have the capacity to develop advertising and PR campaigns from scratch and to the implementation and analysis of performance. They often take on additional functions of consulting, strategic planning of product concept, range and pricing policy, i.e. implement the full range of promotion tasks along with related issues. However, the responsibility for bringing a new brand to market, its effective development and control over the implementation of strategic plans lies entirely

with the manufacturer and staff directly involved in branding. This fact allows us to state once again the need to develop the concept of brand technologies, which include not only the branding process, but also management and organizational aspects of branding in the enterprise.

Analysis of recent research and publications. This topic has been studied by many scientists. Among them are Simon Anholt, Philipp Kotler, Irving Raine, Donald Hailer, Christer Asplund and others.

The **aim** of the work is to analyze the branding as a method of increasing the competitiveness of the territory to determine the main features and factors that affect the effectiveness of different approaches.

Research methods. During the prosecution of the article are used such scientific methods scientific – empirical and analytical method in order to clarify and generalize the theoretical basis of the work; con-

tent analysis to obtain quantitative and qualitative characteristics of the analyzed materials; classification method to describe the typological characteristics of media texts.

Main material. The process of forming a brand identity is complex and multi-phase. Its longevity depends on a number of internal and external factors that are directly related to the real current state of affairs at enterprises that plan to engage in this activity. The concept of brand is inextricably linked with the concept of trademark, which is the visual basis of any brand. According to the American Marketing Association's definition, which is well-known and accepted everywhere, a trademark is a name, mark, symbol, image, or combination thereof that is intended to identify goods or services and distinguish them from the goods and services of competitors. In essence, the brand is a kind of promise of the seller to constantly provide customers with a specific set of characteristics, values and services.

The practice of business development shows that before the main means of promoting the brand was advertising in the media at the same time. In this regard, of particular importance is the impact on the brand, the marketing will of consumers with the interaction of the brand, as the involvement of the interested buyer allows you to get an absolute purchase.

Until recently, the concept of "brand" was considered synonymous with the trademark, even in combination with corporate identity. Today, this object of intellectual property has a completely different definition, which means easily recognizable, popular, legally protected symbols of the product or its manufacturer, which is the presence of different interpretations of the definition of the concept of brand.

Today, branding is one of the most important processes that help differentiate the product among competitors, forming, attracting and retaining its own target audiences, it is a powerful tool in the fight for consumer preferences and loyalty. Branding is a set of marketing activities to select, form and consistently promote a system of rational, functional and emotional attributes of the enterprise, product or service, united by a trademark, its target market, which (according to enterprise management) are significant for the target consumer, and meet its needs or consumer expectations as best as possible [4, p. 448].

Branding plays an undeniably important role in the marketing mix. A brand becomes a brand when it begins to be heard, associated with a set of different

qualities not only of the manufacturer but also of the end consumer. Branding works in the mind of the consumer, with his values and emotions, and is responsible for the process that helps the bearer of the brand to become part of the daily life of the consumer, help him and answer all his requests. The brand must control the consumer's choice, and visual elements such as logo, slogan, packaging, signal the target audience and attract its attention. Jack Trout says that "brand is more than a word that has stuck in the mind of the buyer. Correctly chosen noun written in capital letters. A trademark is a promise. It creates the expectations that the product must meet, and branding is the place of the brand and its distinction in the minds of consumers. The most important thing is to maintain concentration in what the brand symbolizes" [3, p. 168].

Initially, the platform of any brand stands on four steps, each of which affects the perception of its consumers:

- values that imply the consumer's associative connection with some of the emotions embedded in the brand, situational models that meet the values of the intended target audience;

- external attributes, which are responsible for the range of easily known elements and visual images used in the packaging, placement and advertising of the brand;

- reputation, brand image, consisting of a set of knowledge about the life and existence of the brand and on which the loyalty of the target audience, which considers this knowledge reliable;

- pricing policy that allows you to occupy a niche in a segmented market.

Stages of brand creation may vary depending on the situation and conditions in which the brand grows, but usually this process includes: market and competitor analysis, planning, brand identity, management strategy, brand promotion, communication line building and monitoring. Branding aims to create long-term benefits for the target audience, which are based on joint action on the consumer of all attributes of the brand and forms of its communication.

In today's world, a brand can be anything – a store, a product, a government agency, a person and, in particular, the territory. The main task of the brand is not only to establish itself in the minds of consumers, but also to increase the level of development so that 60% of consumers in this product category can easily identify it by any key features. A brand is everything that distinguishes a given product from a competitor's product, i.e. such verbal, visual and other elements by which the consumer can differentiate the affilia-

tion of a given product to this name without even seeing the name [6, p. 123]. Branding is a whole science that is developing on a large scale and is increasingly studying consumer consciousness and market structure, however, in the context of this study, branding is interesting from another point of view. It is noteworthy that branding activities can be applied not only to goods or objects that have a certain physical nature, but also to areas that are themselves a complex set of quantitative and qualitative resources, political, economic, social and cultural parameters of life, as well as a set of emotions and associations that exist in the perception of internal and external audience. It is at this point that the question arises about the possibility of the territory to become a full-fledged brand, how to form and promote it, the essence and purpose of this territorial brand, on what foundation it is formed, and what are its prospects.

Currently, countries, regions and cities are actively competing for investment, tourists, employment and welfare. The success of this struggle depends not only on the right administrative policy, but also on the ability to find strengths and weaknesses, assess opportunities for development and anticipate threats and options to prevent them. Creating and developing a territorial brand is a long and resource-intensive process that requires long-term strategies and confidence in consumer loyalty.

The concept of “branding of places” was first used by Simon Anholt in 2002, however, there is still no single clear definition of this concept. If we take into account all the factors that are focused on when disclosing the theme of creating a brand place, we can derive the following definition:

Territorial branding is a process of branding a territory based on an integrated approach to finding and developing the identity of the territory, as well as bringing its comparative advantages to different target groups by creating a bright and attractive image consisting of internal and external attributes.

Territory branding is aimed at:

- involvement of external and development of internal markets,
- overcoming the shortage of various resources,
- purposeful formation of consumer perception of the uniqueness of the territory,
- increasing the visibility of the territory, the favorable presence of its image in the media.

The functions of the brand of the territory are that it should reflect the important advantages of the territory, based on its historical roots, traditions and behavioral characteristics of its inhabitants. The brand must combine the population, cultural traditions, eco-

nomical and political activities, communication with the internal and external environment, must combine strategies for the development of the territory and the values that it is ready to offer people.

The concept of “branding of territories” arose and began to denote a phenomenon that is understood in this work, relatively recently. Most marketers and advertising professionals who have studied the topic of land have used the term “territory marketing”.

Of course, “territory branding” and “territory marketing” are similar, but not identical. Marketing as a science based on an integrated approach to product development and entrepreneurial activity emerged in the early 20th century, branding emerged a little later, when the emphasis shifted from product activities to the development of specific brands. If the components of the marketing mix are product, distribution, pricing and, directly, product policy, then branding mechanisms contribute to the creation and promotion of exclusively brands, which can be carried by any object. The expert community does not give an exact answer to the question of what is the difference between branding and marketing, and at what point they intersect, some believe that branding is part of marketing activities, others that marketing is one of the functions of branding.

In the context of territorial development, the concept of “marketing” involved the use of marketing tools and meant activities aimed at creating, maintaining or changing attitudes towards specific areas, the diversity of their resources and opportunities to implement or reproduce them. If you delve deeper into this definition, it becomes obvious that marketing activities are aimed at significant changes in the development of the territory, to work with external and internal environment, to create a certain image and spread it by building long-term communications. Territory branding is a complex process of brand formation, based on an integrated approach to finding and developing the identity of the territory, as well as bringing its comparative advantages to different target groups by creating a bright and attractive image consisting of internal and external attributes. The ultimate goal of this process is to create a brand, a set of rational, emotional and visual attributes that reflect the main idea and concept, supported by the territory as the bearer of the brand. Place marketing involves solving territorial development challenges, while branding reflects the process of this development in the final brand. Marketing is a management strategy and branding is more functional. If city marketing is a systematic promotion of the city’s interests, then city branding is the “aerobatics” of marketing, its most

sophisticated and integrative form. The city's brand is valuable not in itself, but only insofar as it helps in the city's marketing – in promoting the interests of the city to solve specific problems of its development. The idea of marketing territory through brand formation was borrowed from corporate marketing. However, over time (during the 1990s and 2000s), the magical appeal of the word “brand” has grown so much that it seems that branding is a broader and more important field of activity than marketing. That the city's brand is designed for something higher and more sophisticated than just attracting tourist money and other investments to the city. Brand building has become considered a fashionable end in itself, and in the process it was awkward to set any goals that were underestimated by marketing pragmatism. There are scientific publications that this marketing area is one of the tools of branding, and not vice versa. Others reported that marketing and branding of the territory are not related processes at all. From a tool for territorial development, the brand has become a goal for territorial development. Which, unfortunately, greatly contributed to the reassessment of branding in our time and made it difficult to understand its essence and purpose” [2, p. 10].

Thus, both branding and marketing of territories are aimed at achieving a common goal – the development of the territory and increase its competitiveness. Both processes use their tools, marketing works with the real development of the territory and the formation of its image in the minds of consumers, and branding uses territorial advantages as a platform to create a brand that will be promoted and developed through marketing tools.

Territory branding as a strategy to increase the competitiveness of territories is closely related to the concept of image of the territory. Image in this situation is a broader concept. The World Tourism Organization has defined the image of the territory as follows: “a set of emotional and rational ideas arising from the comparison of all the features of the country, their own experience and rumors that affect the creation of a certain image” The image of the territory is a set of stable images, artificially created and conveyed to the target groups, it is the reputation of the territory and the peculiarities of the perception of this place through the eyes of the people. Image is what is “in the minds” of consumers, it is their inner vision of the territory, which can be formed through the influence of the media, which conveys to people processed information about government actions, life, major cultural monuments, internal and foreign policy and many other aspects of life in a country, region or city. The image of the terri-

tory differs in variability, complexity and direct dependence on how the territory develops, how its characteristics change. The image can be formed both in the population and in external groups by combining the objective and subjective opinions of their members. The brand, in turn, is part of the image of the territory, it is formed on its basis, but carries values that reflect the needs of consumers, the brand is a deeper concept that shows the essence of the territory from the inside with its positive attractive characteristics. An important point in comparing and correlating these concepts is that the image of the territory only reflects the events taking place in it, and to increase the competitiveness of the territory and increase its attractiveness is important not to correct the image but to correct the existing reality. It is necessary to work with the characteristics and development of the territory itself, and only then move on to building a brand and improving the image in the eyes of stakeholders.

Territorial branding is the process of forming a brand of a city, region or country. However, this definition does not reflect the specifics of this process. National branding is a process of purposeful image of the country with the help of modern marketing technologies. At the same time, the emphasis on technology should not block the emotional side of branding: as a result, it is important to create a state brand as an iconic political symbol, which will reflect the common emotional feeling and pride for their country, which unites millions [5, p. 54].

There are several components to this process:

- defining a brand strategy;
- organizational efforts;
- practical actions for brand formation;
- feedback mechanisms.

Defining a brand strategy involves setting a goal, identifying key attributes, characteristics of the region, emotional message, ideas that will be plausible, unique and interesting for target audiences (the audiences also stand out during strategic planning). In addition, the strategy should define targets, indicators of how branding will be successful.

Organizational efforts include the creation of special prosecutor's offices and structures, the involvement of stakeholders, and the mobilization of citizens.

Practical actions on territorial branding involve the use of a set of political, marketing and other social technologies aimed at promoting the brand of the territory.

Feedback mechanisms are designed to assess the effectiveness of actions to form and promote the image, to provide information that allows you to adjust them.

Conclusions. The purpose of attracting attention to the territory may be the creation of various objects. These can be museums and works of art, business centers, tourist and entertainment complexes, natural parks in the region. Such objects can focus on both world trends and authentic characteristics of the territory. At the same time, they must, of course, fit into the overall concept of the territorial brand and, moreover, a significant part can be used in communication.

Objects that attract attention can be localized not only in space but also in time, if we talk about holding various events: business forums, scientific and practical conferences, holidays, cultural festivals, sports competitions, carnivals. From this calculation it is clear that the activities can be different and target different audiences. The event can be either one-off or recurring. When conducting events, it is important to use the symbolic code of the image concept of the territory, as it is designed to be a reference point in promoting the image. In addition, it becomes a mobilizing factor in involving stakeholders and citizens in the branding process.

To mobilize economic entities, the territorial government may provide certain ratings, bonuses and incentive programs. Such events will encourage competition and promote leaders in area of important to the brand.

Of course, the use of certain technologies will not work if no one knows about them. The main target audiences are often hundreds and thousands of kilometers away. Therefore, branding is unthinkable without working with the media. An important body of the campaign is the press service, which conducts the media base, generates press releases, invites journalists, responds to their inquiries. In addition, in recent decades, the press service has another function – to support information resources on the Internet, which provide direct communication with the audience. Internet resources can be created and filled with content not only by the press service, but also by officials of the territory, organizations and active citizens, as communication on the Internet is decentralized.

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Золяк В. В., Горчикова А. О. СУЧАСНА ПРАКТИКА БРЕНДИНГУ ТЕРИТОРІЙ

Актуальність цього дослідження пов'язана з активним розвитком брендингу територій та необхідності його глибокого, системного та наукового розуміння як інструменту підвищення привабливості регіону. Необхідність обліку великої кількості умов і факторів при розробці певного іміджу території вимагає чіткого розуміння цілей, унікальної в кожному випадку стратегії, правильної оцінки ефективності інструментів, що також визначає актуальність даної теми і виносить її на постійне обговорення в експертному співтоваристві.

Тенденції світового розвитку територій демонструють ситуацію, у якій місце розташування території перестає грати визначальну роль її розвитку, що пов'язані з формуванням нових транспортних шляхів; збільшується вплив людських та інвестиційних ресурсів; малі території вступають у суперництво з великими через зміну споживчих переваг; міста та регіони щільно співпрацюють із іноземними структурами, і конкуренція між ними починає відбуватися вже не на національному, а на глобальному рівні.

Стаття спрямована на розгляд актуальної, цікавої та ютьмалодослідженої проблеми. Автори аналізує процеси брендингу, але не загалом, а в дуже чіткому спрямуванні на створення іміджу території. Така специфіка дослідження дозволяє проаналізувати сучасний стан проблеми та розглянути позитивні результати, які було отримано на практиці у різних країнах. Завдяки такому підходу вдається оцінити переваги якісного територіального брендингу та окреслити можливості, які він відкриває для фахівців у різних сферах.

До аналізу долучено сучасну практику брендингу і не зосереджено увагу на тому, як цей процес розвивався раніше. Значна частина присвячена практичним елементам реалізації стратегії брендингу територій поетапно та поступово. Важливим моментом також є і те, що зауважується ключова роль визначення аудиторії та можливостей використання знань про неї.

Ключові слова: брендинг, території, брендинг територій, комунікаційні стратегії PR, айдентика.