

ПРИКЛАДНІ СОЦІАЛЬНО-КОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ

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THE POTENTIAL OF USING VIDEO ADVERTISING AS A TOOL FOR PROMOTING THE TERRITORY BRAND’S TOURIST COMPONENT THE EXAMPLE OF THE VINNYTSIA REGION

Various aspects of the impact on the tourist potential of the Vinnytsia region and the peculiarities of its territorial branding are considered. It was found that Vinnytsia is a region of low popularity among tourists, but has the potential to increase it. The promo videos of this region, the proposed tours, and their popularity were analyzed. In particular, it was found that the majority of popular video content is devoted to the topic of traveling to the city of Vinnytsia, and not to the Vinnytsia region. There is interest in this destination in the domestic Ukrainian tourist market, which serves as a background for the active promotion of its brand. It has been confirmed that the branding of territories is a necessary set of measures not only for creating and maintaining a strong brand of a tourist destination but also for forming stable associations with it in the mass consciousness and maintaining competitiveness in the domestic and foreign tourist markets. It was found that video advertising should be considered an effective tool for promoting not only any product but also the brand of the territory since it is thanks to the combination of graphic, sound elements, movement, dynamics, and verbal communication (for example, storytelling) that it provides an opportunity to have an effective impact on the consumer, involving several of his channels of information perception at once. It was determined that territory brands should be based on geographical, historical, cultural, and social features of the region or city. Visual communication plays a significant role in the formation and promotion of the brand of any territory. The use of videos in the creation and promotion of brands is also an important aspect, as it allows you to quickly convey the essence of the brand to the target audience and cause a certain emotional connection with it. For the promotion of territories, as well as for the promotion of products or services, it is relevant to involve opinion leaders, and stars, as well as collaboration with popular projects, including TV shows and YouTube shows. A recognizable face or brand instills trust in the audience and inclines them to have a more favorable attitude toward the object they are being informed about (in this case, a region, city, or country).

Key words: commercial, video advertising, brand, territorial branding, tourist branding.

Problem statement. Tourism as a branch of the economy and as a hobby on which people spend a significant amount of earned money has been rapidly gaining popularity all over the world, including in Ukraine, in recent decades. Due to the active inflow of finances into the industry, all units of the tourism business were forced to become market participants in the fight for the end consumer – the tourist.

Tourism becomes a factor of influence in increasing the recognizability and attractiveness of the territory, which contributes to the improvement of the economic situation of the country and the general standard of living in it. The availability of infrastructure and quality tourist services contributes to the formation of a positive image of a tourist destination. The above factors contribute to the formation of a reliable tourist

brand. Vinnytsia region has tourist potential and can be a popular destination among Ukrainians and foreigners. To attract as many new visitors (tourists) as possible, it is necessary to position it as an attractive tourist brand. Given that video advertising of the territory provides an opportunity to be emotionally inspired, to feel its atmosphere and uniqueness, it is worth, in our opinion, to determine the level of influence of the promotional video as a tool for promoting the territorial brand on the example of the Vinnytsia region.

Analysis of recent studies and publications.

A wide range of questions related to our research was raised by researcher I. Bilyuk. He believes that a city brand is “a system of associations in the minds of recipients with the city, based on visual, verbal and mental manifestations” [1]. The scientist attributes the name, slogan, logo, print advertising, and video advertising to the attributes of the brand and characterizes them as core elements of modern communication, which allow us to consider branding as a communication strategy. Researcher V. Kuksa notes that a strong city brand is a tool of competition for investments, tourists, residents, and skilled labor, and is also a necessary component of its development and prosperity. It is easier for a branded city to solve social problems, effectively use the existing potential and activate the public activity of residents [2]. Internet advertising researcher A. Kaptur notes that “visual advertising can retain attention by about 65%, and text messages by only 10%” [3]. In general, the topic of promoting a territorial brand with the help of video advertising is understudied and promising in the scientific domestic discourse.

The article aims to determine the level of influence of the promotional video as a tool for promoting the territorial brand in the example of the Vinnytsia region.

The results and discussion. Ukraine is attractive for tourists due to its historical and cultural heritage, as well as the opportunity to get good quality services at an affordable price (for foreign tourists). At the beginning of 2022, more than 140,000 immovable monuments of history and culture were under state protection, namely more than 64,000 monuments of archeology, more than 54,000 monuments of history, about 7,000 monuments of monumental art, more than 15,600 monuments of urban planning and architecture. According to UkraineInvest, more than 14 million foreigners visited Ukraine in 2019. The average check for their expenses in the country was approximately 526 dollars per person [4]. As a result of the COVID-19 pandemic, a massive critical

downturn in the tourism industry was observed throughout the world in 2020, because due to quarantine restrictions, transport connections both between countries and between regions and cities were temporarily suspended or limited. In August 2021, the State Tourism Development Agency of Ukraine published information that in the first half of 2021, the number of tourists to Ukraine increased by 9% compared to the second half of 2020 [5].

As for domestic tourism, among Ukrainians, the most popular destinations are Ivano-Frankivsk, Ternopil, Transcarpathia, Kherson region (pink lakes, Kherson lakes), Dzharylgach island, Kinburn spit, Kharkiv, Dnipro, Uzhhorod, Chernihiv, and others. In our opinion, Vinnytsia is an underestimated and little-known region for domestic tourism.

The first stage of our work is focused on the study of the Vinnytsia brand by the Anholt hexagon. The field of tourism has a certain potential for development, but in modern conditions, it is at a low level of development. After the creation of an updated brand of the city and the formation of a new marketing strategy for Vinnytsia, the tourism industry began to transform. To destroy the stereotype about the “city of one day”, 12 new tourist routes were opened in the regional center, as well as the design of the city was carried out thanks to tourist and navigation materials. An important factor in the attractiveness of the city and the region is its neatness, cleanliness, and the number of green spaces. According to the Vinnytsia City Council, the number of green areas is 32% of the total area of the city (approximately 3,640.8 hectares).

Culture can also contribute to the development of the field, as Vinnytsia is full of historical and architectural monuments, palaces, fortresses, nature reserves, museums, etc. To increase their popularity, promotion is necessary, as well as the development of tourist infrastructure. A positive role in the development of the cultural factor is played by events held in Vinnytsia: music and art festivals AirFest Vinnytsia, Ecofest Vinnytsia, OperaFest Tulchyn, Barrocko, Vinnytsia Food Fest, Intermezzo storytelling festival, etc. Such events actively attract tourists to the region.

There are a few well-known and recognizable export brands that could strengthen the Vinnytsia brand and popularize it. It is worth noting the Nemiroff brand, which is a major importer of alcoholic products to the countries of the European Union. Even though Vinnytsia is associated with the products of the “Roshen” brand, these products are not purely regional. The main export items to the EU countries from the Vinnytsia region are wood and its

products, grain crops, electrical equipment, fats and oils of animal or vegetable origin, nuts, alcoholic beverages, textile materials, and products, dairy products, eggs, honey, industrial goods, products of chemical and related branches of industry, base metals, products from them [6].

The investment attractiveness of Vinnytsia is not unambiguous. The city took first place in the transparency rating of the investment sector in Ukraine by Transparency International Ukraine in 2018, where it took fourth place in 2020, and also became the first Ukrainian city in the post-Soviet space to receive the European Energy Award [7]. Since this city is comfortable and has a good geographical location (temperate climate, fertile lands, diverse nature, large areas of territory, no floods, earthquakes, etc.), it is attractive to a large number of people who seek a measured and comfortable life in the city. This is one of the factors why a significant number of IT companies are located in Vinnytsia, including 9 from the list of TOP-50 IT companies in Ukraine. Also, in the territory of Vinnytsia in recent years, several plants with foreign financing were built, such as Green Cool, SE “Electric Systems” and the first plant for the production of solar panels of the KNESS group of companies, as well as additional production facilities at seven Vinnytsia enterprises: ViOil, the company “Barlinek”, “Sperko-Ukraine”, “Infuzia” PJSC pharmaceutical plant, Vinnytsia fruit concentrate plant, Vinnytsia food factory and “AgranaFruit-Ukraine”. Thanks to this, the local population received more than 9 thousand new official jobs.

On the other hand, Vinnytsia experienced reputational crises in this area. In August 2021, a scandal arose after the SBU reported the exposure of a crypto farm that allegedly illegally used the city’s electricity in one of the former premises of JSC “Vinnytsiaoblenergo” for cryptocurrency mining. According to the department’s statement, almost 5 thousand units of computer equipment were involved in the process, and the monthly amount of losses was estimated at 5 to 7 million hryvnias. Later, it turned out that the organization named crypto farm is the IT company MMI Engineering, which legally purchased electricity. The relevant authorities did not conduct an information campaign to resolve this reputational risk, which left a negative impact on the investment attractiveness of the city.

A similar situation occurred in 2019, when the Austrian company Head – a manufacturer of sports equipment for winter sports, diving, and tennis, which sells its products in 85 countries of the world –

announced its intention to create a factory in Vinnytsia. It was to Ukraine that the company planned to transfer production facilities from Austria, Slovakia, the Czech Republic, Estonia, and Germany. But the regional energy monopolists of the region indicated the cost of connecting the production to the capacities for 1.6 million euros. With the assistance of mayor Serhiy Morgunov, as well as the support of state investors to stimulate the economic development of the country, it was possible to reach an agreement. In 2021, the construction of the plant began. This history also left its mark on the city’s reputation, although more tools and forces were used to correct its effects.

As for politics, the local government is working to improve the standard of living of the population, which is bearing fruit – Vinnytsia is known as the most comfortable city in Ukraine. She received this title seven times. In 2021, the International Republican Institute (IRI) together with the Ukrainian publication “NV” conducted an annual Ukrainian municipal survey, based on the results of which it was determined in which cities of Ukraine residents are most satisfied with life. The leader was the city of Vinnytsia, which received a total quality index of 3.6 among the 22 measured services taken together. According to the results of the Service Quality Index study, Vinnytsia became the winner in 11 out of 14 categories: sewerage; medical institutions; street lighting; development of the industry; sports facilities; universities, technical schools, colleges; kindergartens; schools; bazaars and trade establishments; sidewalks; access for people with disabilities [8]. In this regard, Vinnytsia once again secured the title of the most comfortable city in Ukraine, which contributes to the formation of a positive association in the mass consciousness of citizens.

According to S. Anholt, people are another key component of a brand. The ethnic composition of the indigenous population is diverse, since representatives of other nationalities, in addition to Ukrainians, lived in the territories of the city and region in different historical eras. The largest groups in terms of numbers were Lithuanians, Poles, Jews, Tatars, and Russians. This contributed to the mixing of cultures and, as a result, became the cause of the formation of unique traditions, historical monuments, etc. The people of Vinnytsia have a reputation as hospitable and friendly people. In the region, the vast majority of the population communicates in Ukrainian and the Podil dialect (Vinnytsia surzhyk). Regarding historical, popular, and public figures from Vinnytsia and the region, it is worth noting the writer Mykhailo Kotsiubynskyi, hetman Ivan Bohun, doctor

Mykola Pirogov, politician Volodymyr Groysman, football players Vitaly Buyalskyi and Viktor Tsygankov (Dynamo-Kyiv team), musician Dmytro Shurov and singer Olga Polyakov, editor-in-chief of “NV” publication Vitaliy Sych, humorist Oleksandr Terenchuk.

Considering the data on the territory of the Vinnytsia region according to the above characteristics, we note that they are mostly identical to the data on the regional center. Vinnytsia is strongly associated in the audience with politicians P. Poroshenko and V. Groysman, and it is also a well-known agrarian region with fertile soils and wide fields, previously it was known as a leader in the cultivation of sugar beet. Vinnytsia region is also characterized by comfort, thanks to a large number of repaired roads. Common associations are also the presence of the Roshen fountain and the “Ukrainian Maldives” – a quarry in the village. Cherepashyntsi.

It is worth noting that in 2019 the creative agency Fedoriv developed the brand of the city of Vinnytsia. The agency updated the territorial brand, created a new logo and visual style, and relaunched the city’s website with the necessary information for tourists (tourist locations, institutions, thematic news, excursions, etc.). As part of the rebranding, the agency organized communication with the city’s stakeholders, and formed a marketing strategy for its promotion, based on which the concept “Vinnytsia is a city of ideas” was created, a new city identity and brand book were created, and a promotional video was shot. The developers describe the concept of the brand as “a city where comfort and coziness create a unique atmosphere for the birth of new ideas. Big and small, creative and business, lifelong affairs and weekend plans” [9]. According to the concept and positioning of the brand, Vinnytsia is a city of ideas, youth, travel, and comfort.

The visual style of the renewed Vinnytsia city brand is formed based on the city’s coat of arms, the slogan “City of Ideas” and four fonts that were developed for the city’s visual communication. The logo of the city looks like its simplified coat of arms, due to which it has an associative connection with the history of the city and does not cause rejection in the minds of residents. The bright colors of the logo (red and yellow) are also typical of the city’s identity. During the formation of the logo, brighter and brighter shades and laconic geometric shapes were chosen than those used on the coat of arms of the city, which made the image relevant and modern, and convenient for use during the development of promotional materials and souvenir products.

During the presentation of the Vinnytsia brand, the marketer and founder of the Fedoriv marketing agency A. Fedoriv noted that the brand of the territory should not be created from scratch. It is formed based on the history of the region, and its cultural and historical heritage, that is, the development of the city brand is an organic process that occurs under the influence of historical, cultural, and socio-economic factors, as well as due to the actions of people living in the city [10]. According to the information provided in the city’s brand book, the brand is focused on three target audience groups – city residents, tourists, and investors [11].

As part of the presentation of the new brand, a promotional video titled “Vinnytsia. City of Ideas”. It was published on the Fedoriv Agency YouTube channel. The duration of the video is 1 minute 54 seconds. The video is edited from panoramic shots of the city, excerpts of its everyday life, graphic animation shots using the updated identity, as well as short shots with the direct language of residents. The musical accompaniment of the video was provided by a jazz instrumental variation on the theme of the composition “Shchedryk” by Mykola Leontovich. The video demonstrates the advantages of Vinnytsia as a city for living and recreation, development, travel, communication, and a comfortable pastime.

The second stage of our research was focused on identifying the level of popularity of domestic tourism in the region of Vinnytsia and the city of Vinnytsia based on search engine data. For this purpose, a semantic core of search terms on the topic of tourism in Vinnytsia was collected using the Ahrefs SEO tool. We analyzed the frequency of search queries by keywords: “Vinnytsia”, “Vinnytsia Region”, “Vinnytsia Tour”, “Vinnytsia Excursion”, “Vinnytsia Tour”, “Vinnytsia Excursion”, “Vinnytsia Region Excursion”.

According to the results of the research, it turned out that by 2022, Russian-language queries were more popular keywords for the geographical territory of Ukraine than Ukrainian-language variants. The following queries turned out to be the most popular relevant topics of the research with keywords: “Vinnytsia attractions” (frequency of requests 800), “Виннытсия что пладуду” (frequency of requests 1.5 thousand), “Выннытсия where to go”, “Выннытсия where to eat”, “Hitler’s rate” How to get to Vinnytsia”, “What to see in Vinnytsia in 1 day”, “How to get to Vinnytsia Zoo”, “How to get to the Pirogov Museum of Vinnytsia”, “What’s interesting in Vinnytsia”, “How to get to Vinnytsia”.

Based on the collected keywords and their Ukrainian equivalents, a search was conducted in search engines to analyze the market of tourist itineraries offered by Ukrainian tour operators for trips to Vinnytsia. According to the search results, offers from ten Ukrainian tour operators were found. The most popular organized tours are: “Sweet couple” (Vinnytsia and Berdychiv), New Year’s tour “Everything in chocolate” (Vinnytsia and region, Berdychiv, Verkhovna), “Noble heritage of Vinnytsia” (Vinnytsia region), “Stone legends” (Vinnytsia region), “Weekend in Vinnytsia” (Vinnytsia and region, Zhytomyr and region), as well as a one-day tour to Vinnytsia with a visit to the Roshen fountain.

The cost of travel, indicated on tourist sites, started from 750 hryvnias and more, depending on its duration and the number of tourist locations. Mostly, the price of tours does not include the cost of visiting museums but includes transfers, accommodation, and partial meals. Based on this information, we can conclude that tours to Vinnytsia are quite affordable for Ukrainian tourists.

Most of the offers offered recreation in Vinnytsia and the region lasting from 1 to 3 days. The most popular destinations were visits to the light and music fountain Roshen, the museum-house of M. I. Pirogov, a sightseeing tour of the city of Vinnytsia (the historical center of the city), as well as a visit to the palace of Maria Scherbatoi (the city of Nemyriv), the palace of the Potocki family (the city of Tulchyn), Hitler’s pond “Werewolf” (Stryzhavka village), p. The cave and rapids on the Southern Buza, the Bush reserve, the Lyadov rock monastery, and the Denysha rock massif. In most offers, short-term tours are combined with visits to other tourist locations in Podillia, such as Sofiiivka Arboretum in the city of Uman, the fortress in the village of Medzhibyzh (Khmelnitskyi region), the city of Berdychiv (Zhytomyr region).

Based on the information received, we concluded that Vinnytsia has tourist potential and can be a popular destination among Ukrainians. At this stage, the popularity of the destination is at a low level, but its development is being monitored by representatives of the tourism business.

The third stage of the research consisted in analyzing the interest of the target audience in the tourist destination of Vinnytsia by searching for videos on YouTube using the following keywords: “Vinnytsia”, “Vinnytsia region”, “Vinnytsia”, as well as similar queries in English and Russian – “Vinnytsia”, “Vinnytsia region”, “Vinnytsia”, “Vinnytsia region”. Among the proposed results, videos were selected, the number of views of which exceeded the mark

of 10,000 views. The results of the study are shown in the table “Popular video content on the topic of tourism in Vinnytsia”.

Videos are segmented according to the following indicators: video title (1), video author (2), video type (3), date of its placement on the network (4), number of views (5), number of “Likes” (6), number of dislikes (7), video duration (8). Videos are sorted in descending order of views (most to least).

As you can see, most of the popular video content is devoted to the topic of traveling to the city of Vinnytsia, not the Vinnytsia region. Videos covering travel in the region get significantly fewer views.

The volunteer educational multimedia project *Ukrainer*, created by journalist and writer Bohdan Logvynenko, played a certain role in promoting the tourism potential of all of Ukraine, including Vinnytsia. The project team is engaged in popularizing Ukraine, its history, and the uniqueness of domestic tourism, primarily for Ukrainians. On their YouTube channel and website, they publish short video expeditions in which they talk about specific locations, regions, nationalities, and people involved in craft production. The following videos about Vinnytsia and the region of Vinnytsia are posted on the official channel (176,000 subscribers).

We analyzed 38 videos related to tourism in the city of Vinnytsia and the Vinnytsia region. All of them are informative and entertaining. Among the processed videos, 12 turned out to be examples of an educational project, 1 was a promotional video, 6 were news TV stories, and 19 were travel video blogs of various levels of professionalism. As it turned out, the duration of videos does not affect their popularity, since no correlation was found between the number of views, “like” marks, and the duration of the video. After watching these videos, a connection between the quality of video shooting, editing, and directing and the popularity of the video was revealed. It is worth noting the influence of the attractiveness of the speaker (blogger, TV presenter) if he is present in the frame. Also, the popularity of the content depends on the general popularity of its author. For example, the video of the TV show *Orel and Reshka*, which is popular not only in Ukraine but also in neighboring countries that understand the Russian language (Russia, Belarus, Latvia, Kazakhstan, etc.), received the largest number of views – over 488,000. In addition, the manner of the author’s presentation of information and the informativeness of the video is important – how useful it is for a potential consumer or how much it gives him a pleasure to watch it.

Table 1

Popular video content on the topic of tourism in the Vinnytsia region

1	2	3	4	5	6	7	8
Home is better! Vinnytsia/ Season 2/ Issue 4	Eagle and Tails (TV show)	Travel TV show; informative, entertaining	23.10.2019	488 875	More than 10 thousand	414	55:44
The most beautiful place in Ukraine. Vinnytsia Fountain	Julia Jupiter Old Channel (blogger)	Travel video blog; informative, entertaining	27.08.2015	169 228	More than 1,2 thousand	102	8:13
Vinnytsia Region / Vinnytsia / Nahoryan Caves / Lyadova / Illinets Crater / Tulchyn / Cherepashyntsi	Tour de Ukraine (travel blog)	Travel video blog; informative, entertaining	31.10.2020	163 644	More than 3,3 thousand	64	48:34
An old house in a Ukrainian village Disappearing Vinnytsia Stepanka Palace in Mytky	Khashchi (educational online project)	Informative, entertaining, educational	14.01.2021	157 160	More than 7,6 thousand	127	30:43
Ukraine from the inside: BAR city, Vinnytsia region	Halinka Ukrainka (travel blogger)	The video blog (amateur). Entertaining, informative	22.03.2020	16 534	349	22	11:10
About Vinnytsia in 5 minutes! A city without fountains or what to see in Vinnytsia during quarantine	Zhenya Karpinsky (video blogger)	Travel video blog; entertaining-informative	04.08.2020	16 155	333	19	5:32
Disappeared narrow gauge of the Vinnytsia region	Railways	Informative, historical	19.09.2018	15 142	779	12	4:58
Vinnytsia – Traveling through Ukraine	Railways	Informative, educational, promotional	20.06.2019	14 573	More than 1 thousand	49	10:59
Vinnytsia region	Vinnytsia. Info	Promo video	16.05.2016	9182	94	0	2:09
My guide. Vinnytsia region – places you have not seen	Breakfast with 1+1 (TV show, news)	Entertaining, informative (selection of locations)	–	4965	55	2	11:40
My guide. Vinnytsia region – a donkey farm and a French college	Breakfast with 1+1 (TV show, news)	Entertaining, informative (selection of locations)	25.01.2018	4563	49	2	4:27
My guide. Vinnytsia: how to relax in the region budget-friendly and with taste	Breakfast with 1+1 (TV show, news)	Entertaining, informative (selection of locations)	19.08.2020	3842	102	2	4:05
Podillia Incognita: mystical Vinnytsia region	The tower	Entertaining, informative (selection of locations)	08.08.2017	3669	43	2	2:05
Vinnytsia region. What to see?	Mikhail Avramenko (personal channel)	Entertaining, informative (selection of locations)	24.09.2021	615	20	0	12:19

In conclusion, we note that to increase the level of competitiveness of videos, even Ukrainian-language content on YouTube was often signed in Russian since Russian-language search words had a higher level of demand in search algorithms. 23 videos out of 38 investigated were subtitled in Russian using the keywords “Vynnytsia”, and “Vynnytsia region”.

Conclusions and suggestions. So, according to the obtained results, we note that Vinnytsia is developing as another intra-Ukrainian tourist destination, but is not popular enough either among domestic or foreign tourists to become a leader in the niche. Considering the number of found videos, proposed tours, and their popularity, Vinnytsia is a region with a high tourist potential, but a low level of its promotion. There is interest in this destination in the domestic Ukrainian tourist market, which serves as a background for the active promotion of its brand.

Territorial branding is widely used in Ukraine both at the intercity and state levels, since both cities and regions, as well as countries, need the support of a powerful brand. Based on the analysis of Ukrainian brands, it was determined that territory brands should be based on geographical, historical,

cultural, and social features of the region or city. An important role in brand communication with the audience is played by its visual style and logo. They should have an associative connection with the idea of the brand, its values, and its characteristics. Also, the visual style should meet modern trends and requirements, to be convenient for use by stakeholders and the target audience. Video content is an important tool for the promotion of a tourist brand starting from the stage of its presentation. The analysis of the use of promotional videos of domestic territorial brands demonstrated trends in the creation of topical commercials of territories and the main requirements for them.

In addition to commercials, video content is an important component of territorial brand image formation, which has been demonstrated by the number and popularity of informative and entertaining videos on tourism in Vinnytsia and Vinnytsia. The presence of such content and the analysis of the market of offers of tourist tours in a given direction revealed that the region is interesting for potential tourists, but requires support, including with the help of territory branding technologies.

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Балюн О. О., Фісенко Т. В., Вітюк Л. С. ПОТЕНЦІАЛ ВИКОРИСТАННЯ ВІДЕОРЕКЛАМИ ЯК ІНСТРУМЕНТУ ПРОСУВАННЯ ТУРИСТИЧНОГО СКЛАДНИКА БРЕНДУ ТЕРИТОРІЙ НА ПРИКЛАДІ ВІННИЧЧИНИ

Розглянуто різні аспекти впливу на туристичний потенціал регіону Вінниччини та особливості його територіального брендингу. З'ясовано, Вінниччина є регіоном невисокої популярності серед туристів, але має потенціал до її підвищення. Проаналізовано проморолики цього регіону, пропонованих турів та ви значено їх популярність. Зокрема, з'ясовано, що популярний відеоконтент у більшості присвячений тематиці подорожей містом Вінниця, а не Вінницькою областю. На внутрішньоукраїнському туристичному ринку існує цікавість до цієї дестинації, що слугує бекграундом для активної промоції її бренду. Підтверджено, що брендинг територій є необхідним комплексом заходів не тільки для створення та підтримання сильного бренду туристичної дестинації, але і формування у масовій свідомості стійких асоціацій з нею та підтримки конкурентоспроможності на внутрішньому та зовнішньому туристичних ринках. З'ясовано, що відеорекламу доречно розглядати як ефективний інструмент для просування не тільки будь-якого товару, а й бренду території, оскільки саме завдяки поєднанню графічних, звукових елементів, руху, динаміки та вербальної комунікації (наприклад, сторителінгу) надає можливість чинити ефективний вплив на споживача, залучаючи одразу декілька його каналів сприйняття інформації. Було визначено, що бренди територій повинні базуватись на географічних, історичних, культурних та соціальних особливостях регіону чи міста. Візуальна комунікація відіграє значну роль у формуванні та просуванні бренду будь-якої території. Використання відеороликів у створенні та просуванні брендів також є важливим аспектом, оскільки дозволяє швидко та чітко донести цільовій аудиторії сутність бренду та викликати з ним певний емоційний зв'язок. Для просування територій, як і для просування продуктів чи послуг, є актуальним залучення лідерів думок, зірок, а також колаборації з популярними проєктами, у тому числі телешоу та YouTube-шоу. Впізнаване обличчя чи бренд викликає довіру у аудиторії та схиляє її більш прихильно ставитись до об'єкта, про яких їх інформують (у цьому випадку – регіон, місто, країна).

Ключові слова: реклама, відеореклама, бренд, територіальний брендинг, туристичний брендинг.