Place Branding, its Character, Creative Approach to the Development, Identification Elements and Evaluation Criteria

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Abstract: Today there is a thorny issue on the identification of the territory. Districts of the Belgorod region, in particular, Rakityansky district, are no exception. Place branding is a strategy of improving the competitiveness of cities, regions, geographical zones and states with the aim of conquering foreign markets, attracting investors, tourists, new residents and skilled migrants. It is focused on overcoming the lack of material and non-material resources in the region and is based on the idea of presenting to the public the idea of uniqueness.

Key words: Branding · Place branding · Image · Corporate identity · Slogan

INTRODUCTION

Branding (the process of brand construction and development) is the main method of identifying products, facilities, as well as a tool of their promotion. Branding seeks to make the product unique, first-class, prestigious and easily recognizable by consumers. It is commonly used in the activities of transnational corporations and helps them to develop their megabrands.

Success of the territories is largely due to their identity. Nevertheless, we need to underline and impress this identity through the regional brands. Socio-political, cultural, historical and investment attractiveness of regions is a consequence of the image formed and actualized. Image is one of the determining factors of perception of regions and formation of friendly social environment around them. [1].

"Brand of the region allows the administration and the business community to interact most effectively with various target groups such as investors, inter-regional and export markets, population, tourists etc. It translates the strategic advantages of the territory into a language understandable to such groups and enhances greatly the value of these benefits" [2].

Four goals to be pursued when promoting the brand are the support of the goods promotion (including goods for export), produced in the region; attraction of investments; support of tourism, turning the region into an attractive area for visitors; attraction of skilled labor [3].

Techniques: The dialectical method of learning the social processes and socio-cultural phenomena. Methods of analysis and synthesis and formal logistic method were used as general scientific methods.

RESULTS:

Creation and promotion of the brands of cities and regions is a very young tendency. However, certain techniques have already been formed in this area. Brands can be any symbols, names and sights associated with this region and triggering positive emotions [3].

A well-matched idea for brand can revive the economy of the region.

For the first time a phrase «Nation branding» was used in the late 90-ies by Simon Anholt on the pages of the British magazine “Brand management”, establishing a new direction of scientific thought and opening new horizons for self-realization of a huge number of specialists in the field of brand marketing [4].

A place image cannot be created artificially. There are only a few approaches that allow the territorial entities to accelerate and improve the efficiency and effectiveness
of actions, which will help them to improve their image. The task of a specialist in this area lies in changing the existing political procedures of interaction with target audiences rather than developing a communication system.

Creation and promotion of a competitive brand, the most consistent with expectations and preferences of the target segments of the market, is a multistage and complex process. Features of the market segment and unique selling point (USP) define opportunities and ways of customizing the branding object and dictate the choice of customization elements such as name, logo, slogan, trademark etc. Further, the design and implementation of communication with consumers are provided, which shall ultimately turn an object to a brand.

A brand established should have power of influence on the consumer environment. This power shows as synergetic effect from the cumulative impact on consumers [5].

The creative process is based on four main components characterizing the object, its functional features, a niche in the market environment, as well as image and social orientation. Given these parameters, the problem of at once multidimensional and conceptually unified, both in idea and in style, well-grounded presentation of the brand in various types of complex marketing communications is solved. As a result, the essential prerequisites are provided to achieve a proper brand impact on the consumer environment.

A strong brand is based on the concept, which forms its personality and identity. This concept is embodied into advertising products through the sign system with the help of creative solutions and the communication with the target audience is implemented.

Information is formed and transmitted by the three types of signs such as iconic signs, indexes and characters. Selection and formalization of the sign as an exponent of the brand concept depends on what kind of emphasizing and individualizing attributes has been taken as fundamental and how far the information, transmitted by the sign, is appropriate to perception and world outlook of the target audience of advertising impact.

In the process of creating the brand of Rakityansky district, the following characters of the district have been used:

- Yusupov manor complex-a monument of architecture on the late XIX-early XX centuries and St. Nikolas Church, built in 1832;

Unlike the rational advertising, attributes of emotional advertising (metaphors, analogies, comparisons, similarities) have more effective impact on a person than clear-cut thesis.

An important component of the brand is a slogan. Slogan is one of the most important efficient tools of promoting products, services and territories. However, not every place brand has its slogan. The brand orientation is not only to draw attention (like any attribute of brand image), but also to ensure memorability of distinguishing characteristics natural to the place branding. Given the historically formed brand characters of the Rakityansky district, a direct-action slogan “Rakityansky land is famous for keeping the Russian traditions!” has been developed. Slogan is presented in verbal form, with an accent on keeping and respecting the Russian traditions, which is very important for our descendants.

In the process of advertising and informational impact, a special attention is given to the elements of corporate identity such as community of image system, means of artistic expression and creative techniques, based on the unity of ideological content.

**CONCLUSION**

In the process of brand creation, a hierarchy of values of a particular branding object as well as their tie with the hierarchy of values formed in the consumer environment are built. A degree of their adequacy becomes a degree of the brand competitiveness. All corporate identity elements of professionally implemented branding (logos, slogans, color scores, formats, signatures, etc.) represent a single complex of interrelated characters bearing certain values. Working together, they can achieve a synergetic effect of brand impact when having an influence on the audience.

**REFERENCES**


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