

ANALYSIS OF THE RUSSIAN EXPERIENCE OF CREATING TERRITORIAL BRANDS

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Abstract: This paper shows the features of spatial development of branding in various regions of the Russian Federation. The ways of development and promotion of territorial brands both in large and in small towns of Russia were considered. Based on the description of a large number of Russian regional brands, the paper presents a comparative analysis and shows their advantages and disadvantages. Much attention is paid to the formation processes of territorial brands on the example of the Republic of Tatarstan. The paper describes the main objectives of the Visit Tatarstan brand and the features of its visual style. It was shown that the visual style of this brand is based on a modern interpretation of ethnic, historical and traditional Tatar

ornaments covering thousands of years. Among the main tasks of the Visit Tatarstan brand is the formation of a clear, uniform and an adequate image of the Republic of Tatarstan in the public consciousness both within and beyond the region. The paper states that the Visit Tatarstan brand is focused primarily on the development of tourism and hospitality in the region, as well as the formation of an adequate image of the Republic of Tatarstan for the many guests who come to the Republic from around the world. Finally, there is a conclusion that each region of the Russian Federation should have its original brand created, which should complement and develop other city brands.

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recreational, sports, innovation, or any other [3, 4].

Introduction

In modern conditions, the development and creation of brands of territories or territorial (regional) brands becomes an integral element of the accelerated development of territorial entities. This process is typical for the majority of industrially developed countries of the world. As for Russia, the need to develop domestic tourism, as an important component of the socio-economic development of the territories, encourages paying particular attention to the formation of regional brands [1, 2].

Nowadays, any brand acts as a marketing activity tool, contributing to the competitiveness of the product, service, person, region, organization or idea. At the same time, a territorial brand characterizes a set of emerging ideas about the corresponding region in the minds of people, supported by the value characteristics of the region in various spheres of activity: administrative,

Results and discussion

Territorial brands in the territory of Russia can be divided by their content or classified into a number of groups:

- political-administrative or nation-wide: Moscow and Saint Petersburg;
- recreational – Sochi;
- mythological or fabulous - Veliky Ustyug (the birthplace of Ded Moroz);
- sports – Kazan;
- innovative – - Skolkovo (not far from Moscow), Innopolis (Republic of Tatarstan), etc.

The process of creating territorial brands in the Russian Federation began quite recently, since the beginning of the 2000s, but so far this process has not affected many cities and regions of Russia, including those large enough.

Among the most significant brands, in our opinion, are the following:

1. Saint Petersburg



Price:	10,000,000 rubles
Author:	Artem Tamazov, Volga-Volga
Logo:	Peter and Paul Fortress and the raised bridges + the lion's head

Fig. 1. Saint Petersburg city brand

Saint Petersburg city brand was one of the first in Russia to be developed, in 2006. The main purpose of creating the brand, as stated, was to increase the tourist and recreational attractiveness of the city and the surrounding areas. For this, the city authorities spent about 10 million rubles. However, this work came short of integrity and consistency, which was due to the lack of preliminary

marketing research on this issue and the constant change of the executors of the respective project. Initially, the work was done by artist A. Tamazov and the agency Volga-Volga, but then the project was commissioned by a foreign (German) firm that tried to use a different logo and the final work has not been completed.

2. Omsk region



Price:	10,000,000 rubles
Author:	Stanislav Ivanchenko
Logo:	A bear's paw

Fig. 2. Omsk region brand

The brand of Omsk region, which symbol was the bear's paw, caused a rather ambiguous public resonance and understanding among the population and the public. This includes quite a lot of money for the region, spent on its

creation, the identification with the political processes taking place in the country, and a bit unsuitable artistic decisions.

3. Kaluga region



Калужская
область

Price:	€40,000
Author:	Artemy Lebedev
Logo:	K enclosed in O

Fig. 3. Kaluga region brand

To create a brand of Kaluga region much less money was spent than for the previous two brands. The creator of the logo, designer A. Lebedev, originally and uncomplicatedly introduced the abbreviation of Kaluga

region, which currently has a sufficiently high investment attractiveness for domestic and foreign financial organizations.

4. Perm



Price:	not disclosed
Author:	Artemy Lebedev
Logo:	Red letter P (“П”)
Slogan:	Simply, clearly, repeatable

Fig. 4. Perm city brand

The brand of the city of Perm is a large red letter "P". At the same time, a slogan that was simple and accessible to everyone was "simply, clearly, repeatable".

The author of this brand was designer A. Lebedev, who also took an

active part in creating the brand of Kaluga region. The brand as a whole was accepted by the population and was very recognizable, although it could be associated with other cities, which name begins with the letter "P".

5. Ulyanovsk



Price:	3,000,000 rubles
Author:	Stas Marketing Partners
Logo:	A slogan with a plain
Slogan:	“Ulyanovsk – ready for take-off”

Fig. 5. Ulyanovsk city brand

During the creation of the brand of Ulyanovsk the associations were used with the development of aircraft building in this city. This is indicated by the brand logo – the sketch of the aircraft and the slogan "Ready for take-off". That is, Ulyanovsk in this case is the aviation capital of Russia, although this thesis is

rather controversial, given the presence of aviation enterprises in many other Russian cities, including neighboring regions: Kazan, Samara, Saratov and some others.

6. Nizhny Novgorod



Price:	For free
Author:	Mariia Ponomoreva, British Higher School of Arts and Design
Logo:	Khokhloma ornament
Slogan:	Nizhny Novgorod – the Capital of Volga Region

Fig. 6. Nizhny Novgorod city brand

The brand of Nizhny Novgorod was developed last year by a student of the British Higher School of Arts and Design Maria Ponomoreva as a graduation project.

The slogan "Nizhny Novgorod – the Capital of Volga Region" was proposed as the main one. In the near future, the concept of the region's

development will be promulgated in Nizhny Novgorod, which should include the brand development strategy, but Ponomoreva's work is already considered as the official brand of the city.

7. Dobryanka



Price:	400,000 rubles
Author:	CityBranding
Logo:	8 pictograms (Regional power plant, Culture, Commitment to Traditions etc.)
Slogan:	Dobryanka – the Capital of Graciousness

Fig. 7. Dobryanka city brand

Dobryanka is a small town in Perm region, which quite seriously took the issue of developing its own brand. It was created by the Moscow agency CityBranding. The brand consists of eight pictograms meaning everything that Dobryanka is associated with, namely: regional power plant, sport, culture, forest, hygiene, adherence to traditions, Stroganoffs, Ural Venice. The

slogan of this brand is based on the name of the city: "Dobryanka – the Capital of Graciousness". Financing of all works on development and promotion of this brand was carried out from extrabudgetary funds.

8. Sharya



Price:	40,000 rubles
Logo:	A framed spherical hedgehog
Slogan:	A land of unknown paths

Fig. 8. Sharya city brand

Sharya is the second largest city in Kostroma region, which leadership took a fairy tale theme as the basis of the idea to create its own brand.

At the same time, the absolutely unpredictable winner among all the really fabulous characters was hedgehog Gosha (GOROD SHARYA). The logo was accompanied by a slogan: "Sharya - a Land of Unknown Paths", which perfectly fits this wooded and

underdeveloped and sparsely populated area. The creation of this brand cost a small financial investment: the prize fund for the development of the brand was 40,000 rubles, plus money for its organization.

9. Republic of Tatarstan

In order to enhance the effectiveness of territorial branding in

2016, a new Visit Tatarstan brand was created in the Republic of Tatarstan, designed to supplement and strengthen the brand "Heritage of Tatarstan" existing already since 2014. Visit Tatarstan is a comprehensive program aimed at creating and implementing a global communication strategy and marketing campaign to promote tourism opportunities of the country, as well as further development of the tourism industry within the region and bringing it to modern world needs and standards.

The key idea of Visit Tatarstan is that Tatarstan should sell tourists neither the points of interest, nor an intersection of East and West, nor any specific things, but, what is naturally and best of all, the atmosphere of prosperity and contentment, the feeling of saturation. **This yields the formula of the project: "Tatarstan – 1001 pleasures".**

The visual style is based on a modern interpretation of ethnic, historical and traditional Tatar ornaments covering thousands of years. Nineteen ornaments were developed around the five main epochs in the history of the republic: the Bulgarian civilization, the Golden Horde, the 18th–

19th centuries, the 20th century and the Digital Age.

The implementation of the project implies two directions: external and internal [5]. The first is based on the advertising program, the second combines all the components of tourism such as souvenirs, national attractions, travel agencies, etc.

Among the main tasks of the Visit Tatarstan brand are the following:

- increase of incomes and quality of life of residents of the Republic of Tatarstan;
- formation of a clear, uniform and an adequate image of the Republic of Tatarstan in the public consciousness both within and beyond the region;
- increase of the tourist and recreational attractiveness of the Republic of Tatarstan through promotion and implementation of an integrated marketing and communication strategy;
- enhancement of the prestige of the tourism industry in the republic and the drive to make it one of the leaders in oil production, petrochemical industry, machine building and agriculture;
- solution to the problem of unemployment by increasing employment in the sphere of tourism and

hospitality at the expense of persons with an industry-specific education;

- unification of the activities of all participants in the tourism industry of Tatarstan with a single vision and a single meaning [6].

There are three main components in the Visit Tatarstan brand:

- values;
- character;
- style fundamentals.

The main **values** are:

- abundance;
- safety;
- attention.

The **character** in the new brand

can be described as:

- rich;
- flexible;
- complex;
- active;
- harmonious.

The **style fundamentals** of the

brand, among all others, are:

- space occupancy;
- fractality;
- combined nature;
- a variety of colors and shapes.

Graphically, the Visit Tatarstan brand looks as follows (Figure 9).



Fig. 9. The Visit Tatarstan brand

At the same time, the open gates, reminiscent of the gates of the Syuyumbike tower, symbolize first of all the openness of Tatarstan, the desire to invite as many tourists from different countries as possible and adequately perceive new progressive ideas from

around the world. As for the corporate style, the authors of this brand decided to show that Tatarstan is not only a Tatar culture, but covers much more than the era of the XVIII-XIX centuries, famous for the Tatar ornament. The specialists structured the style by layers: Bulgarian,

Middle Ages, XVIII-XIX centuries, XX century, digital age. Each layer in the diagram represents an epoch that formed

a characteristic cultural layer in the territory of Tatarstan.



Fig. 10. Visit Tatarstan

Therefore, we can state the fact that the Visit Tatarstan brand is focused primarily on the development of tourism and hospitality in the region, as well as the formation of an adequate image of the Republic of Tatarstan for the many guests who come to the Republic from around the world.

Conclusion

Thus, we may conclude that each region of the Russian Federation should have its original brand created, which should complement and develop other city brands. At the same time, the formation of a modern architecture of territorial brands can ultimately give a significant return in the form of the

creation of effective tourist destinations in various regions of the Russian Federation.

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