

BRANDING AS A MARKETING INSTRUMENT IN THE CONTEXT OF REGIONAL DEVELOPMENT

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***Abstract:** The image should summarize and emphasize the worthiness and properties that the country offers to the world. Such aspects of the country carry immense value in the competition, as the probability that the consumer will make a choice on the country increases. The image of Russia is formed as a representation of her individuals, social groups and peoples, usually in a historical context, reflecting cultural and national characteristics of a community. However, the perception of the image depends on the existence of common interests or conflicts of interest of whose image is perceived and who perceives it. Value orientation, traditions, behaviors, habits, ethnic and cultural factors play an important role in this process. The objective of this article - to research positive and negative perception of Russia in the world and give recommendations how to use cultural and historical wealth in creating the brand-image of Russian regions and cities and the brand-image of Russian Federation. The methods used in the article are: comparative method, analysis, conducting surveys. The results are given in the comprehensive program at the end of the article and can be used in the process of brand building. In the conclusion of the article the author gives stresses the significance of the brand-image and the process of branding in the context of regional development.*

***Key words:** image, brand, branding, globalization, regional development, marketing, heraldry, information war, media space.*

***JEL codes:** M31, M37, M38; Z 8, Z28*

1. Introduction

Each country has a certain mental image steady. If you want to describe the UK, such images can appear in your mind: Her Majesty Elizabeth II in her residence – Buckingham Palace, the famous Tower guarded by Beefeaters, the Parliament and Big Ben Tower proudly soaring over the Thames, the Scotsman with bagpipes, evergreen parks of London, prudish Englishman,

chatting over a cup of famous English tea, ageless miss Marple and Sherlock Holmes, and the Beatles – great, incomparable, internationally adored musicians.

France is associated with the Eiffel Tower, Montmartre, Notre-Dame de Paris, the Bois de Boulogne, Riviera, gorgeous restaurants where you can taste fine wines, oysters, foie gras, listen to the songs of famous singers - Edith Piaf, Charles Aznavour, Salvador Adamo, Mireille Mathieu.

China is associated with an unusual cuisine, full of variety of subtle flavors, tea ceremony, silk clothes, jade and pearl, masterpieces of Tibetan medicine, Qigong, Buddhist temples, decorated with colorful lanterns, wrestling wushu, Shanghai skyscrapers.

When we say "Russia", we remember the Northern Palmyra - Peter's creation, with its magnificent palaces, bridges over the Neva, the masterpieces of the Hermitage, the Church of the Savior on Blood, suburban residences of the royal family in Pavlovsk, Peterhof, Tsarskoye Selo, Gatchina. We are proud of our gold-domed capital, the Kremlin towers, the Red Square, where parades take place, the Cathedral of Christ the Savior revived in the late twentieth century, hotels - Nazionale and the Metropole, ENEA and Gorky Park, Old Arbat where Pushkin, Okudzhava, Choi walked at different periods of time. Literary Moscow arises in our minds with the traditions of the Silver Age, and their successors, the new poetic geniuses who discovered their talents at the Polytechnic Museum - Rozdestvenskiy, Yevtushenko, Akhmadulina. Moscow, keeps the tradition of Tchaikovsky, Rachmaninoff, Scriabin, causing the admiration of connoisseurs of music and a desire to visit Moscow Conservatory, Tchaikovsky Hall and the International House of Music. It's just a small part of the associations that arise when the word "Russia" is pronounced, only two cities where political, economic and cultural relations of the country can be found.

A lot of authors researched image and brand. Some of them created a special field of knowledge – Branding of Territory. Among them: those who examined activities in many countries - India, Thailand, Africa, Russia and others and showed the risks, challengers and pressures in the process of branding (Anholt, 2005; Baker, 2007) the authors, who wrote about branding problem that some countries faces – for example, USA will have growing wave of anti-Americanism abroad (Dick, 2007); others who wrote about various dimensions of image crisis and different strategies to overcome it (Avraham, Ketter, 2008); the other authors wrote about the successful country brand and how to achieve it (Moilanen, Rainisto, 2008); marketing campaigns attracting foreign investors and tourists, for example, “Madrid Global” and “Be Berlin” etc. were described by the other authors (Ashworth, Kavaratzis, 2010); Russian authors

also made great contribution in this field of knowledge and published books and articles on territory branding, proposing their variants of image building and programs of branding in cities and regions .(Pankrukhin, 2002; Stas, 2009; Khusnutdinova et al., 2019).

Unlike the previous authors the author of this article offers to consider mechanisms of territory branding in the context of culture, science and education as these mechanisms are of great importance for the development in Russia.

2. Methodology

The article includes theoretical and practical methods used in the research of the author: comparative method is used in the Introduction where brands of the cities and countries are considered. System analysis is used when the author analyses the problems of marketing, the instruments of marketing communications and the tools of branding. During the research the author conducted surveys in the course of which the mechanisms of creating territorial brands were identified.

3. Results and Discussion

National brands "Moscow Pervoprestolnaya" and "Brilliant St.Petersburg" approved by the Agency of the Federal Tourism Agency and attract tourists from many countries of the world. And if you look at the map of Russia, we will present the life of the regions where branches of industries were laid, the traditions were strengthened, the celebrities were born. Each region has something to be proud of.

Among the important problems of marketing the city, municipal entities have the following:

- managing the development of the municipal consumer market, terms of trade, efficient use of the sales tax.
- training of city personnel marketers and marketing education of the citizens, representatives of small businesses, municipal enterprises and local authorities, marketing information and consulting services to municipalities;
- developing of city marketing communications, including development, promotion and use of the city symbols – the flag, emblem, anthem, verbal symbols of the city awards; develop and implement regulations for the establishment, allocation and payment of the city advertising; managing image of the city; development of urban Internet communications;

– increasing radically the effectiveness of exhibitions and other presentational activities, transport, communications, tourism and hospitality and so on. (Pankrukhin, 2002)

If we study the image of the Russian macro-regions based on the technology of branding, the products mainly have their own identity, due to the place of origin. For example, a brand of fish products "Dalpiko" is associated with the Far East, rich of fish and seafood. Russia can be a world leader in eco-tourism, since it has unique natural features, but it needs the aid of the state, business and civil society, in this case the potential will become a resource for the development of the Russian economy. Siberia could be one of the world's centers of eco-tourism, and winter sports. Far East could become an area for sea regattas, golf tourism center. Volga region has a historical, cultural and natural values, interesting for Russian and foreign tourism. Nizhny Novgorod Monastery, Nizhny Novgorod Fair, Ples - attractive places to visit.

A large number of big cities with developed infrastructure make it possible to develop the image of the region, good for living and attractive for students and workers. (Aaker, 2010; Baker, 2007).

Since Russia is the object of regional branding, you should study its tools:

- Festivals, competitions, exhibitions and conferences;
- Celebrating the anniversaries of historical and cultural events;
- The revival of local traditions and customs;
- Development of new tourist routes; -
- Actualization of regional brands; -
- Creation of new territorial markers; -
- Developing symbols (including emblems, hymns, and so forth.); -
- Creation of monuments and architectural complexes –
- Creation of movies, theatre performances, publishing of local literature
- Personification of the territory through the symbolic figure - politicians,

writers, historical figures (Stas, 2009)

Heraldry in Russia is of great importance today. It contributes to the socio-economic development of the state, thus strengthening it. "Symbol stands the historical and cultural area, which formed an integral shaped space of each city in the unity of all its social and political components," - says an expert in heraldry (Tunik, 2008)

Archetypes, according to K.G. Jung "symbols are real if they are ambiguous, rich forebodings, and finally are inexhaustible." Forming the image of the region, city or village, it

should be based on archetypes - original patterns, rooted in the subconscious part of a man actualizing the memory of ancestors, creating a certain association in people's minds.

A number of exciting new projects were created in the regions of the Northwestern Federal District. A region "Veliky Ustyug - Homeland of Father Frost in Vologda" is among them. The project provides an opportunity to implement other projects, including hiking trails - a trip to the holy and picturesque places, festival "Russian Lapot" which take place in Vologda region. Not all historical symbols, forming associative array with the regional culture are actual and attractive. It is necessary to introduce new characters to attract young people. It's necessary to carry out advertising campaigns with the help of mass media.

Realization of the program of branding goes in Kostroma region - homeland of five Russian tsars (Boris and Fyodor Godunovi, Tsar the impostor False Dmitry I, Basil Shuiskiy, Mikhail Romanov). The historical past of Russia is successfully used in a program of branding. Cities and villages of Kostroma region are also developing and promoting their brands. Susaninskaya trail is already a recognized brand. Nerehta - open-air museum, Kadiy - the birthplace of Florensky and Tarkovsky. Border regions of the status of this region enables them to actively work with foreign investors through International events: Hanseatic Forum in Veliky Novgorod, the Economic Forum in the arctic city Murmansk and even Forum of small and medium business in the region of South-East Finland and Leningrad region, which passes directly in Finland (Kouvola).

Karelia became one of the pioneers in the field of agro-tourism. Republic of Komi and Karelia, developing the tourism industry, rely on the unique natural monuments, nature reserves, the wealth of flora and fauna - the tourists are invited to visit the most beautiful taiga lake with rich fishing and unique beaches. At the same time, many regions have a lot of difficulties now attracting tourists. For example, Kamchatka is famous for its hot springs and rich gifts of nature, but it demands huge amounts of money to get to Petropavlovsk-Kamchatsky. The cost of air tickets is rather high today, and this influences negatively the development of tourism in the country. It is necessary to decrease transport tariffs in the framework of tourism projects. This will enable the Russians to visit the far corners of the country, to attract tourists from foreign countries, and it will make a positive impact on regional development.

Republic of Mordovia, which is a part of the Volga Federal District, is developing its brand. The history of this area goes back to the XVII century, when there was a settlement archers and Cossacks. S.Razin and E. Pugachev collected their forces here. Such famous

people as the poet A.Polezhaev, a contemporary of Pushkin, the artist F.Sychkov, Repin's student, composer Leonid Voinov created their works in Mordovia. Mikhail Bakhtin the famous Russian philosopher taught in Mordovian University. Stratonavts Vasenko A., and J. P. Fedoseenko Usyskin rose to a height of 22 km in Insarsky district of Mordovia in 1934. Beautiful cultural monuments: the Theologian Monastery (XVIII century), Sanaksar Nativity of the Theotokos Monastery (XVII century), Paygarmisky Paraskevi-Ascension Monastery (XIX c.), Insarsky Holy Olginsky Nunnery (XIX century.) located on the territory of the republic. The town is famous for Sarov, which is called the "Academy of monasticism." Prominent Patriarch Nikon, monk Seraphim of Sarov monastery were born and lived in these places. The capital of the republic - Saransk has an ancient history. Saransk Coat of Arms was approved by Empress Catherine II in 1781. The symbol on it - red fox and arrows represent a rich hunting on fur-bearing animals. The coat of arms was changed, but the original version was returned in 1994, Saransk repeatedly became winner of the contest "The most comfortable city in Russia." Such crafts as: woodcarving, embroidery, beads weaving, felting and etc. are successfully developed in Mordovia. The House of folk crafts in 1997, was opened in Saransk. Mordovian music ensembles - "Umarina", "Torama", "Kelu" are known not only in the country but also abroad. Every year, festivals of folk songs and dances, fairs of folk arts and crafts of Finno-Ugric Peoples take place in Mordovia, Mari El, Chuvashia . The country is developing eco-tourism, as it is well known for national reserves with rich flora and fauna.

If you develop sightseeing tours for foreign tourists visiting crafts, combining them with a visit to the Orthodox churches, historic monuments, it will increase the flow of tourists, and the flow of investment for the reconstruction of workshops, construction of hotel complexes, new jobs, thus, the territorial branding will be developed throughout Russia. These routes can pass through the "Golden Ring", "Kaluga tract", Karelia, Kostroma region, Vladimir region, Tver region, Vologda region, Mordovia, Bashkortostan, Chuvashia, and others. It is necessary to open the *road tourist complexes (RTK)* including modern cafes where tourists can be offered national cuisine, which will create conditions for recreation and entertainment. It is necessary to maintain the traditions of the peoples of Russia. Ethno-tourism - a direction that can attract Russian and foreign tourists, so Russia needs to develop it in the coming years. The lack of information in mass media about the traditions of the region - is a major problem that must be solved with the help of information technology.

In the field of science, culture and education, many countries have strong positions. If we talk about Russia, the rich original cultural heritage of the past, achievements in the field of

science, high-quality education, give the country the opportunity to fill its national content brand platform. Additional brands, introduced as installations, in the mass consciousness, can prepare public opinion for the formation of a positive image:

- *Russia is a country of scientific discoveries;*
- *“Russia is a country of quality education”;*
- *“Russia is a country of great culture”.*

The Orthodox Church in Russia contributes to the development of spiritual, cultural, moral and Patriotic education and upbringing of society. It is responsible for the protection, restoration and development of historical and cultural heritage, including the protection of monuments. The Church can help the state in solving the problem of forming a positive image of Russia, as it has influence not only on the citizens of its own country, but also on compatriots abroad. It is necessary to take into account the contribution to the spiritual component of the representatives of other faiths: Buddhism, Islam, Judaism in the formation of the brand of Russia and to introduce into the mass consciousness of Russian society and the mass consciousness of other countries such a brand:

- *“Russia is a country of spiritual traditions”*

With the help of national culture, Russia, survived even in the most difficult periods of existence, found the strength to revive again. Today, Russian national traditions are beginning to revive, and the country is regaining its spiritual culture. Foreign tourists highly appreciate the folk crafts of Russia. They reflect the spirit of the people, are the heritage of original culture. Veliky Ustyug is famous for the art of blackening silver, Ural master stonecutters create masterpieces of malachite and jasper. Khokhloma is famous for its dishes since the XVII century. It was made of linden tree by using the painting technique of ancient icon painters, it impresses with its bright colors. The same technique is used by craftsmen from Fedoskino, Palekh, Mstera. Gorodetsky masters create not only carved dishes, but also shutters, platbands, furniture. Even under Peter I, they were famous for manufacturing ships for one of the first shipyards in Russia. Vishnyakov brothers made Zhostovo trays famous 200 years ago, and porcelain products, coated with glaze are called *majolica* and produced in Gzhel since the XVIII century. But the most famous work of Russian folk craft is considered as *matryoshka*. Artist

Sergey Malyutin, who took as a basis a figure with a "surprise" from Japan, created his national souvenir, cutting it out of linden tree and painting in the traditions of the ancient national costume-an elegant sundress and a colorful scarf. The Tula *samovar* is a symbol around which families in Russia United. Members of the Imperial family ordered samovars at the Tula Batashev factory. In the XVIII century became widely known products of the Tula arms factory. Guns, pistols, pikes were not only of excellent quality, they were distinguished by a rich artistic finish. All the famous jewelry of Ural semi-precious stones, products of masters of Gzhel, "nursery rhymes" – a fun wooden toy made in the village of Bogorodskoye. Unique in its beauty shawls made in Pavlovo-Posad, Torzhok, Vologda lace, Rostov finift, Kholmogorskaya bone carving, birch bark products - these are all folk masterpieces that should be stored and advertised both in their own country and abroad. An additional brand that needs to be introduced into the mass consciousness of Russia:

- *"Russia is a country of craftsmen"*.

The brand image of the region is formed with the help of modern technology of marketing. Using promotions, political and social advertising, festivals, exhibitions, event marketing, including forums, conferences, advertising can promote a positive image of the whole country. (Kotler et al., 2005)

In the context of globalization, the threats of information wars destroying the mentality of a country, discredit reputation capital, create the preconditions for the formation of a negative image of the country, appear rather often. Information war in 2008 in the context of the Georgian-Ossetian conflict zone, made a negative impact on Russia's image, but preserved its main components. Russia took out a hard lesson, being once in the information blockade. The information war today around Ukraine, also damages the international image of Russia.

However, this time, information attack receives adequate repulse in the Russian media. Discrediting the Russian president, it raised his rating to unprecedented heights in the country and united the nation. Sanctions against Russia slowed down the country's economic development, but they revived the production of goods, which were not demanded, motivated Russian producers to expand production. And this is - a positive trend. Russia - a country of peace-loving, peace-making policy, continues to provide humanitarian aid to other countries preserving its national traditions. Russia strengthens ties with Asia-Pacific countries,

concluding mutually beneficial contracts with them in various fields. Russia - an active member of BRICS, SCO and the Eurasian Union.

Russia won the Olympic Games in Sochi in 2014, became a winner of the first European Olympic Games in Baku in 2015, successfully hosted The World Championship of football in 2018. All these events made a positive impact on the image of the country, strengthening Russia's position in the international arena. But now Russia is being criticized for its participation in doping scandal. It's rather difficult to prove the innocence of Russian Olympic sportsmen who were disqualified by IOC and this situation made a negative influence on Russian sport and Russian international image. While sport is another factor influencing the formation of a positive image of Russia abroad. It would be useful for the cohesion of the nation and for the promotion of the sport to promote an additional brand:

- *"Russia is a country of sports victories"*.

In order to prevent discrediting Russia in foreign mass media, it is required a comprehensive program that includes a number of elements:

- A clear definition of tasks, objects, nature and mechanisms of information influence, in particular, necessary to emphasize key and the most significant foreign mass media and conduct constant information work with them .

- Raising the question about the image of Russia at the level of the intergovernmental dialogue with all major business partners and creating new means of communication to inform this interaction.

- The development of the principle of "information transparency", first of all: the organization of real interaction in a constructive manner between the foreign journalists, political and public figures with Russian government decision makers.

- Creation of a regulatory legal base for the formation of regional structures providing information security, the Russian specifying precepts of law establishing liability for violations in the field of information security of the Russian Federation.

- Introduction of the subject "media literacy" in the curricula of secondary and higher education institutions to explain the positive and negative impacts of mass media on the minds of youth, the formation of values.(Glinskaya, 2011).

4. Conclusion

Thus, we can say that the work of purposeful formation of a positive image of the country today includes a number of different components, beginning with the characteristics of the state policy, ending the specific behavior in the international arena, especially its participation in the international political, economic and cultural events. It should be emphasized that today, with the rapid growth of information and the participation of almost all the world's countries, new communication systems, it is necessary to pay great attention to all components of information connected with image of the country. For the development of successful brands Russia has a distinct advantage in comparison with many other countries: the wealth of Russian culture and the Russian language global space, spread out with compatriots all over the world. The latest events show that Russia is a success in branding of cities: for the first time Moscow's won the prestigious international tourism award World Travel Awards (2019) in the main nomination "The Best Tourist Destination. City" and St'Petersburg has become "The Best Cultural City in the World".

Despite the problems that our country currently faces, it conducts a course to create the brand of a strong state with high scientific potential, cultural traditions and decent education. The author suggests creating such brand as - "Самобытная Россия" ("Peculiar Russia"). This brand reflects original, special, individual, non-standard, unique features of the country. We need to create the Institute of Image Policy, which can include the representatives of the state, business and public structures. (Glinskaya, 2011) Such Institute will be able to organize the communication campaign and promote this brand with the help of marketing communications.

Thus, the national brand should represent Russia as a state with unique opportunities in the production of goods and services, with rich scientific and educational potential, cultural traditions, natural and recreational resources. In order to create a brand - "Самобытная Россия" («Peculiar Russia») based on spiritual values, national idea and prospects for democratic development, it is necessary to brand cities and regions. The implementation of this program will require the use of various mechanisms of both commercial and political marketing, which are described in the article.

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