

Ways of formation of regional brands in modern conditions

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Abstract

This article shows the features of a territorial brand in the Russian Federation in the case of the Republic of Tatarstan. The basic rules for creating regional brands. Much attention is paid to the processes of formation of regional brands and co-branding. Co-branding is one of the most effective methods used in the development and promotion of territorial brands under current conditions. The idea of co-branding is that applying simultaneously of several territorial brands could give significantly greater efficiency and lead to the achievement of desired goals much earlier than their use on a stand-alone basis. The content of the brand "Heritage of Tatarstan", as an important factor to improve the investment climate in the region and listed its main components. Finally, it was concluded that the creation of various urban brands in the Republic of Tatarstan, on the one hand, should highlight the specifics of the respective urban education, and on the other hand, to complement existing regional brands, and in any event not to weaken or destroy them. Brand is an instrument of marketing activity that act to raise marketability of product, services, person, region, organization or idea. However territorial brand describes as a complex of developed images about corresponded region in people's minds, confirmed by personal characteristics of this region in different areas. The basic formula reflecting the identity of the brand, the attractiveness of the region's image, as well as the structure of performance branding areas. Enumerated constituents of necessary for an effective territorial brand. Outlines the main stages of the development of the creation of the territorial brands. It is shown that in order to create regional brands serves a steady increase in investment, as well as tourist and recreational attractiveness of the relevant territorial unit. Finally, it was concluded that the formation of regional brands is becoming an important factor in regional development, contributing to the growth of both economic and social performance of their operations, improve the quality of life of the population living in them.

Keywords

Brand identity, Co-branding, Performance branding, Stages of development of territorial brands, Territorial brand, The rules for creating territorial brands