

Region Rebranding Technologies

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The purpose of this paper is to highlight concepts of rebranding and its technologies. The author believes that rebranding is the reflection of branding process that essentially the same thing. Actually author tries to show this in her work.

Key words – brand, branding, information, rebranding, region.

The concept of information society contains already in its title basic feature - information. In the world where are so much noise, patterns and dynamics, it is essential to isolate, cut into the memory. And it does not matter whether it is a product, or a territory. Everything is so intertwined and interconnected that the state or any territory of today are the kind of commodity that must also be successfully sold. Thus economic methods use, which are currently lost specific economic definition. One of these methods can safely be called the concept of branding and brand.

Brand - a set of characteristics (name, term, sign, symbol, picture, slogan, etc.) that combine understanding of the site itself, contain exclusive and positive characteristics and distinguish it among other areas of the world. Also territory's brand scientists explain how the contribution of a nation that is interested in maintaining a positive image in the assets of the global economic and political system [1, p. 62].

Brand of the region can be seen in two dimensions - individual and the public. The first relates to individual perception but the public - a collective idea of it. Region's brand is different in different social groups of one region. Differences are conditional on various factors, such as personal contacts with a particular region (tourist trip, work, shopping or personal use of goods produced in a given region). Significant impact have stereotypes, hostility, self realization needs of the nation and loyalty to nationalist ideas, fostering its own culture, strengthening ethnocentric tendencies.

In the decision-making process we rely more on emotional than rational motives. Knowing this, it is necessary to pay attention to its policy of mixing rational and irrational. That the way brand appears. Brand should have additional benefits and be known to consumers. Over time, the team developed image begin to associate with a certain level of trust, quality and satisfaction. That is, the brand becomes a tool to decide and choose, identify the main features [2].

Brand must be plausible in the first place and more or less credible. After all, if it will not enjoy the confidence of the people, its creation and promotion will be useless. This concept should be bright and remembered. Of course the brand works better if carries emotional weight, appeals to the senses rather taken under the condition that focuses on the specific terms and brightly

illuminates one or more of the most characteristic aspects of the territory. For all this region's brand should be much easier than the actual object. Its, despite the concrete, should be somewhat vague and located somewhere in the feelings and consciousness, between expectations and reality. Also brand should have such property as flexibility - to keep during the various political changes, contingencies, to change according to the wishes and expectations.

The major elements of the identity of the region are its geographical and geopolitical positions, especially socio-cultural, historical and political development, the current state of the most important areas of social life. In addition, the most important determinant of individual region are regional interests and priorities - a set of specific needs and inalienable values that have developed historically, socio-cultural ties united and organized into the region by social community, satisfaction and protection are objectively necessary for the future existence and development of the latter and may fully conscious only by the joint efforts of its members [3, p. 19].

For creation, improving, changing region strategies use branding techniques.

S. Anholt defines branding as a systematic process of harmonizing the actions, behavior, investment, innovation and communications strategy for the implementation of the region's competitive identity. It can be a modest cooperation of the Government Committee on Tourism and agencies on borrows investment and decades of concerted and well-planned strategies domestically and internationally in the field of culture, sports, education, politics, tourism, international trade [4, p. 14].

According to S. Anholt, the process of branding - is to create a set of six indicators of perception: its tourist appeal, export potential, investment climate, governance, cultural heritage and human capital [5].

Prerequisites for successful branding campaign [6, p. 90]:

1. unique branding campaign;
2. qualitative characteristics of the brand;
3. modern comprehensive communication strategy;
4. long campaign and steps.

But if for some reason the process of branding has not led to the expected results? What then? As it undergoes adjustments, so you can fix a bad brand. Technologies of rebranding are used for that. Rebranding contains a set of measures to change the brand or its components: name, logo, slogan or visual design. Restyling and repositioning - are parts of the process of rebranding.

Rebranding tasks include brand strengthening differentiation of brand and increase core audience of consumers.

Rebranding as branding is very expensive, so you need to be sure of a clear return on such measures. Sometimes it is much better to create a completely new brand in the region, rather than revive a non-existing one. The basis should be based on a comprehensive rebranding concept of positioning and promoting the region based on the projected target markets, structure, dynamics and specific

demand for it and its products, and motivations of specific groups of consumers. An outside observer sees only the exterior results, such as new logos. A comprehensive rebranding effect is delayed in time and often manifested indirectly. At the level of strategy rebranding is closely related to concepts such as reputation management, internal and external PR. Structure of the regional brand includes the following components: the name of the region, official and unofficial symbols, brands of goods produced in the territory, territorial leaders image, event-series, evaluation of different regions in the rankings, the state of production and market infrastructure, mission, slogan, legend.

It is well-known that a successful brand must take into account three main components: economic (to highlight opportunities in the region and its competitiveness), socio-political (to outline the strengths of social policy in the region), cultural and ideological (to highlight cultural and historical sites, that may be interesting to members of other regions).

Rebranding is not a natural process, it is an artificial phenomenon that occurs for a purpose, guided its creation and promotion, there is the concept of the customers of the process, the concept of qualification of developers, the availability of information and financial resources, precise specification, monitoring its effectiveness [16].

In fact, if you carefully examine the concept of rebranding, it becomes clear that it does not exist in reality. It's the same branding but now aimed at promoting some new characteristics of the region or enhancement of existing and proposed.

There are several methodological approaches to the rebranding. In the first case (passive mode) provides building rebrand based on your reference entities (eg, people). For this purpose a thorough study designed which are made to identify the set of qualities that should have new perfect brand in terms of audience. On the basis of the identification of a complete set of these qualities brand is forming and identifying the most effective techniques of its promotion. In the second case (active) existing region brands taken for the basis. The promotion campaign is intended to change this brand without serious changing the essential features of this brand, present it to the most appropriate for a given audience namely actively change the very psychological reality of mass consciousness.

Conclusion

Thus, it is important to understand branding and rebranding. To save time and money not idealized information about region should be distributed but one that is really true. It is also worth noting that rebranding - is kind of assistance in finding the best suitable image and perception of it.

Our neighbors have already well understood the benefits of regional branding. And they not only engage in developing brands but in regions rebranding also. As an example rebranding and strengthening of communication field of Krasnodar can be.

Rebranding designed to increase the investment attractiveness, to ensure social stability, increase the prestige of the region.

Ukraine has also used technologies of region rebranding. A striking example can serve Sumy region. By 2004 it was positioned as "the most ecological area of Ukraine". But it does not bring any results. Since 2004, there are attempts to rebrand the region and suggests positioning the region as a "territory for life." Brand as "environmentally safe territory" is the foundation, but the emphasis is now made to attract investment and create industrial parks program.

We should understand that rebranding itself is not looking for anything new: it enhances existing features or rearrange them by priority.

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