

Section : PR, advertising and marketing

KARYY O. I.

DEcon, Prof.,

PYLYPENKO V. M.

National University Lviv Polytechnic

Lviv, Ukraine

THEORETICAL BASES OF USING THE BRANDING TOOLS IN MANAGEMENT OF URBAN DEVELOPMENT

With the development of market economy, the term "brand" is entrenched in the economic lexicon in Ukraine and is usually used to refer to or identify the manufacturer or seller of the goods. The brand is not only an important part of building a campaign, but has become itself a commodity: it can be bought, sold, leased, sold, or protected on the national and global level.

The consequence of globalization became the strengthening of competition not only among companies but also among countries, regions and localities. Based on the occurred changes in the social and economic life, awareness of the need in improving the management of the local communities' development. It is a common practice, when municipalities regions, districts, towns and villages compete for consumers' loyalty: investors, tourists, scientific manpower, new residents. It is this competition, which entails the use of methods of marketing areas, including branding settlements.

Branding of cities is one of the parts of city marketing, which is regarded as a modern and perspective direction of research in the world. This is a purposive process of formation, presentation and promotion of a precise territory on the world market as its competitive and marketable unit. Any object (country, city, resort, historical and cultural institution, terrain, infrastructure objects) can become the brand by providing sound strategies of branding and rebranding (timely correction of the brand, which is due to market demand) [1, p. 36-37].

The purpose of the creation of the city brand is to ensure its presence in the global information space in order to influence target audiences, which include government agencies, existing and potential population of the region, investors, tourists and also to form financial resources to strengthen the competitive position and create additional competitive advantages of the territory in the national and global economic environment [2, p.29]. In today's competitive environment economically strong cities as already a "promoted" brand tend to become more stronger: it is the so-called effect of clustering, when the growth of one type of business attracts related economic activities [3, p. 201-203].

As the international practice shows, while forming their own branding strategy, territory often focus on their own economic, social and cultural features. In the first case, it provides the improvement of the investment climate that in its turn results in economic well-being of the territory. Socio-cultural features (interpersonal trust, healthy lifestyle, environmental and political security, opportunities for self-realization, community and family ties, the effectiveness of law, transparent elections and political decisions) make a town attractive and comfortable for life, produce its positive image, which in its turn, not having real qualities, has a great significance in the perception of the territory [4, p.55].

Every single territory, taking into account the existing potential demand and available positions that it is able to take and hold, develops its own thematic idea around which constructs its image. Formation of such a positive image contributes to better perception of the city by target audience. In such a city it is important for investors, that the city has clear priorities for development and manages intelligently the urban environment. Potential residents are able to assess how comfortable they will feel in the city.

Cities that are trying to produce a positive image, a known name, developing and promoting their unique characteristics, create additional value

for potential consumers of city's goods. If the city has its own brand, which is trusted, such a city will better attract human and financial resources, find support at national and international levels, it will be easier to promote local enterprises' products.

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