Region Rebranding Technologies

Natalia Kolesnycka

International Information Department, Lviv Polytechnic National University, UKRAINE, Lviv, S. Bandery street 12, E-mail: kolesnycka@i.ua

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 at the expense of territory, one territory or another occupies the mind of the commodity that must also be successful. 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 territory. Branding is the reflection of branding process that essentially the same thing. Actually author tries to show this in her work.

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 component: name, logo, slogan or visual design. Restyling and repositioning are parts of the process of rebranding.

Rebranding tasks include brand's strengthening differentiation of brand in a market. For all this region's brand should be mouch easier than the actual object. Its, despite the concrete, should be somehow vague and located somewhere in the feelings and consciousness, between expectations and reality. Also brand should have such property as flexibility - to keep during 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 is regional in terms of political priorities - a set of specific needs and interests that have developed historically, socio-cultural ties united and organized into the region by social co mmunity, its satisfaction and protection.

According to S. Anholt, the process of branding - is to create a set of factors in order to make it attractive: its, its object, its expectations and reality. Also brand should have such property as flexibility - to keep during various political changes, contingencies, to change according to the wishes and expectations.

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 evolve a new existing one. T he brand should be bas ed on a comprehensive rebranding concept of positioning a new pro moting it, the re gion bas ed on t he projected target markets, structure, dynamics and specific

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demand for it and its products, and motivations of specific groups of consumers. An outsider 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 core concepts such as reputation management, internal and external PR. The 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, events, 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), ion and d its com petitiveness, 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 are fully aware of the concept of rebranding, it becomes clear that at it does not exist in reality. It's the same branding but now aimed at enhancing existing features or enhancement of existing and proposed.

There are several methodological approaches to the rebranding. In the first case, the brand is new and existing, and not a new brand. For the purpose of identifying the set of qualities that should have a new perfect brand in terms of audience. On the basis of the identification of the main components of these qualities, the regional brand is represented as having the most effective techniques of its promotion. In the second case, existing regional identity complete sets of these qualities, and the regional brand is represented as having the most appropriate format for a given audience, namely actively change the very psychological reality of mass consciousness.

Conclusion

Thus, it is important to understand branding and money and not idealized information about the regional brand because it 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 prestige of the region.

Ukraine has already sed technologies of region rebranding. A striking example can serve the region of Sumy. 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 "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 is self-sufficient looking for anything new: it enhances existing features or rearranges them by priority.

References