

Improvement of the Architecture of Territorial Brands in Current Conditions

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Abstract: This study describes the creation and promotion of territorial brands as well as the formation of the effective architecture in the modern world. Basic definitions of the territorial brand and regional branding and more developed formulations of the above categories. Describes the main theoretical principles of architecture of a local brand. Selected fundamental principles that should guide the creation and promotion of territorial brands. Much attention is paid to the formation processes of territorial brands on the example of Republic of Tatarstan.

Key words: Territorial brand, regional branding, architecture of a local brand, domestic tourism, processes, promotion

INTRODUCTION

The problem of creation and promotion of territorial brands, the problem of development of its effective architecture become now more and more challenging. This is due to the need of speeded up socio-economic development of different regions of Russian Federation, vast inflow of investments including international, strengthening of tourist and recreational appeal of territories. All this eventually should help to further improve the quality of life of population living in these territories, increase of their well-being and significantly enhance business activity of Russian citizens.

MATERIALS AND METHODS

At the same time theoretic understanding of territorial branding including issues related to the architecture of territorial brands did not get up to the present moment decent coverage in the scientific literature. Researchers pay more attention to problems of architecture of corporate and product brands. At the same time considered as a general rule, following aspects:

- Strategies of corporate and product brands and its selection under current conditions
- Internationalizing of corporate and product brands
- Correspondence of group, corporate and product brands
- New tendencies, that could be visible in the architecture of corporate and product brands etc (Eidelman *et al.*, 2016a, b; Bagautdinova *et al.*, 2012)

At the same time issues of research and development of territorial brands in our country up to present moment

are underinvestigated and require more detailed consideration. In modern local and international scientific literature has been presented a lot of definitions of territorial brands and territorial branding.

According to Murali *et al.* (2012) branding of territory defines as “planned brand image of the city and this presents a problem for urban planners (and also architects) in urban environment to present themselves in response to increasing competition in the context of the globalization of culture”.

F. Go envisage territorial branding as “resource definition process that is the most valuable asset for the majority of the territories: its people that live there”.

K. Dinny thinks that territorial branding is a “process, which helps to create the most realistic, the most competitive and successful strategic view for the city, region or country”.

According to the researches of T. Mescheryakov, territorial branding is “an important territorial marketing management tool and aims to develop communicative capital of territory as a part of the institutional capital that allows the subjects of territory’s marketing to save on transaction costs during communication”.

V. Pekar understands territorial brand as complex of meanings and strategies and text, graphical, musical and other attributes that together create planned image of the territory (country, city, region) in the minds of selected customer groups.

N. Holod describes territorial brand as “image of a territory formed in a customer, number of associations, images and unique characteristics connected with this region”.

While agreeing with many of the characteristics of the above statements, let us give our own definition of territorial brand.

Territorial brand characterizes as set of developed ideas about respective region in in people's minds which supports by value-characteristics of this region in different areas of life: administrative, recreational, sports, innovations and other (Chrysochou and Grunert, 2014; Eidelman *et al.*, 2016a, b).

Territorial branding is a process of creation, development and promotion of territorial brands in minds of local citizens, tourists, community and administration with a view to creating some reputational advantages of respecting region (Fakhrutdinova *et al.*, 2014).

Understanding of essentiality of territorial brand helps to determine the solution of issues of development of its architecture and its effective use in the current context. Under the architecture of the territorial brand we understand the hierarchy of brands usually specified by subdominant territories in content of which is the appropriate marketing strategy of the region and also sequence and verbal and visual ordering of each elements of territorial brand (Gabbrakhmanov and Rubtsov, 2014).

At the moment in product marketing we can differentiate two principal types of brand architecture: monolithic and multibrand. In the former case creation and development of brands is based on one most distinguished and promoted brand and in the other case elements of many brands are used while brand building.

Under current conditions when creating the architecture of territorial brands most frequently is used second approach. It, particularly, stipulate creation of own brands for specific municipalities for the purpose of more efficient positioning of a territory and national and culture identification of relevant territorial unit.

In such a case several elements of brands of larger regions in which this municipalities includes could be used. For example, municipal districts of Republic of Tatarstan in their efforts to increase tourist and recreational attractiveness and attraction of investments could, certainly, use brand of Tatarstan in general. However we esteem most rational in the present condition to create in every municipal district its own territorial brand that shows this district in the most favorable light (Lu *et al.*, 2014).

RESULTS AND DISCUSSION

Therefore, in modern conditions we believe the most promising the use of combined architecture of territorial brands, involving close interweaving and intromission of territorial brands, located in one region of Russian Federation and having quite a lot of similarities. This gives unique opportunities for their more effective

promotion and accordingly, growth of popularization of territory in the eyes of the general public not only in Russian Federation but far beyond its borders.

While creating modern architecture of territorial brads you should always know which opportunities will get given municipal unit from using of brand of region in that it includes. In this case there are concerns if multiplicity of brands would not misinform and confuse potential tourists, who not too well versed in geography and individuality of different regions of Russian Federation.

In order to prevent these threats in 2016 in Republic of Tatarstan was created new brand Visit Tatarstan, designed to complement and enhance brand Heritage of Tatarstan which existed from 2014.

The main objective of brand Heritage of Tatarstan was not development of tourism and increase of investment flow but patriotism growth among the citizens of the Republic, that's why this brand was oriented mainly for domestic use. In the concept of brand Heritage of Tatarstan was used 10 fundamental components:

- Speed
- Endurance
- Dignity
- Inquisitiveness
- Instinct
- Tradition
- Skill
- Unity
- Perseverance
- Purpose

Among the main tasks of brand visit Tatarstan are following:

- Increase of income level and quality of life of citizens in Republic of Tatarstan
- Development of clear, homogenous and adequate image of Republic of Tatarstan in public conscience both within the region and beyond
- Rise of tourist and recreational appeal of Republic of Tatarstan by way of promotion and implementation of complex marketing and communicational strategy
- Rise the prestige of the tourism industry in republic and desire to make it one of the leading industries, together with oil production, petrochemistry, mechanical industry and agriculture
- Solution of unemployment problem by means of improvement in employment in tourism and hospitality of people, who have specialized education

In the content of the brand visit Tatarstan we could define three main components:

- Values
- Character
- Foundation of style

At the same time the basic values are:

- Abundance
- Safety
- Consideration

In new brand character could be described as:

- Rich
- Pliant
- Complex
- Active
- Harmonious

To the foundation of style of this brand belong in particular:

- Space occupancy
- Fractality
- Typesetting
- Variety of colors and shapes

In this case open gates that are reminiscent of gates in Syuyumbike tower symbolize first of all the openness of Tatarstan desire to invite as many tourists from different countries as possible and to perceive new progressive ideas from all over the world. As for signature style, researchers of this brand decided to show that Tatarstan is not only Tatar culture, it embrace much more, than the era of 18-19 centuries which is famous for Tatar ornament. Specialists compartmentalize style by layers: Bolgar, middle ages, 18-20 centuries, digital era. Every layer in graphics represents era that created in Tatarstan distinctive cultural layer.

CONCLUSION

Consequently, we can state the fact that brand visit Tatarstan is focused primarily on development of tourism and hospitality in the region and creation of an adequate image of Tatarstan for many guests that come to the Republic from all over the world. At the present moment this brand is abundantly used in in-house materials of State Committee on Tourism and also for promotion in international and national tourism trade

shows. For another thing, by way of promotion of brand Visit Tatarstan following events will be carried out:

- Task-oriented work with travel agencies and tour operators
- Creation and promotion of new tourist trails and offers
- Organization and carrying out of advertising campaigns, oriented on concrete segments of tourists
- Active work with representatives of Tatar communities in different countries

Considering that Kazan in the capital of the Republic of Tatarstan, it is necessary to use the best way the strengths of both brands while creating regional brands of other cities and communities located on the territory of Tatarstan (such as Yelabuga, Naberezhnye Chelny, Nizhnekamsk, Bugulma, Almet'yevsk and other). Each of this brands, must from one side emphasize the specificity of corresponding community and from the other side complement existing regional trends and by no means not to weaken or destroy them (Wedel and Pieters, 2008).

In summary, on the example of the Republic of Tatarstan we can conclude that creation of modern architecture of territorial brands could give ultimately greater return by creating effective tourist destination in the region. And this positive experience in the near future could be successfully used in other regions of Russian Federation.

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