REFERENCES:

1. Akulich, M. V. Internet marketing: textbook for bachelors / M. V. Akulich. – Moscow : Publishing and Trade Corporation "Dashkov and Co", 2020. – 352 p.

2. Goncharov, V. N. The use of Internet technologies in marketing / V. N. Goncharov, E. V. Kuripchenko // Manager. – 2020. – No. 3 (93). – S. 181-187.

Ksenia Buldova, Maria Trykaziuk
Science tutor *V. Lyutkovskaya*
BSEU (Minsk)

REGIONAL BRANDING

Every city is more than its physical boundaries. Each has its own vibrant character, habits and way of life, and to emphasise this, city authorities create a recognisable visual identity.

This identity not only helps to distinguish a particular city as a tourist destination, but also helps to build more effective and clear communication with the locals. Each such brand is a clear message, often based on obvious associations with a particular place, and sometimes the opposite – shattering preconceptions [1].

The aim of our research is to examine the brands of cities and how they are reflected in people's eyes.

Regional branding is the purposeful creation of an image of a country, a city, a settlement, an area in the eyes of the local and global community. The main purpose of regional branding is to attract investors [3].

Modern branding of the region in many aspects determines the establishment and formation of the region's competitiveness. It demonstrates competitive advantages for external and internal consumers and directly contributes to improving the quality and standard of living of the regional society.

Other main objectives of regional branding are as follows:

- To improve the reputation and image of the region;

- To create positive associations and images among different target groups (tourists, investors and local residents);

- To stop the depopulation of the region;

- To increase competitiveness with other cities in order to maintain its position at a regional level and to enter new markets;

- To expand its economic development zone by attracting new investors and tourists.

Simon Anholt, an independent policy advisor on building a national brand image for the state, created the concept of regional or 'place branding' in 2002. He described a

methodology for assessing national brands that could be applied to the region on the basis of 6 parameters:

- Export – through the image of products and services produced in the region;
- Governance – through public opinion on the level of trust in the regional government;
- Culture and heritage – through the level of world perception of the region's heritage and assessment of the level of modern culture, including film, music, painting, sport, literature;
- People – through the reputation of the region's population;
- Tourism – through the level of interest in visiting the region and the attractiveness of its tourist areas;
- Investment and migration – through the attractiveness of a particular region as a place to live, work and study, and the investment climate.

Through regional branding, which includes the above parameters, local identity is sought, expressed and developed, and presented in the form of memorable and interesting images for the public.

In addition, the image of the city is formed on the basis of the opinion of the local population (urban identity) and its perception from the outside (image). The city's brand is therefore the city's identity, which is comprehensively reflected in strong and interesting ideas, symbols, values, traditions and images, and which is reflected as fully and accurately as possible in the image.

The regional brand can refer to one of three types, depending on the level of audience coverage: local; national; multinational.

The local or local brand is a brand of the limited territory in the broadcasting of a city or district. Many companies strive to create and promote strong local brands rather than vague national brands. These include tourist centres or resorts (Sochi, Nice). A national brand exists within a single country and requires significant investment to create and develop. It is a brand of a specific country that is successfully promoted on the global market (Switzerland). A multinational or global brand is based on common strategic principles of positioning and marketing on a global scale [3].

We conducted research to find out what people associate with different cities and what elements make up a city's brand. Among the cities we surveyed were Minsk, New York, Paris and Tokyo. We interviewed 158 people.

The most frequently mentioned associations are as follows:
- Minsk – the National Library, Victory Square and Independence Avenue;
- New York – Manhattan, the Statue of Liberty, the slogan "I love NY";
- Paris – the Eiffel Tower, wine, frogs;
- Tokyo – anime, sushi, sakura, Tokyo Sky Tree, the phrase "the city of tenderness".

According to the results, 62% of respondents associate cities mainly with attractions, slogans and cuisine. It is worth noting that the elements cited by respondents as part of city branding often coincide with the national branding of countries (France, Japan, etc.).

REFERENCES:

1. Os-design [Electronic resource]. – Mode of access: https://www.os-design.ru/blog/brending-territorii-osnovnye-ponyatiya-vidy-i-primery-. – Date of access: 15.03.2023.

2. Prdesign [Electronic resource]. – Mode of access: https://www.prdesign.ru/text/media/anholtmatrix.html. – Date of access: 15.03.2023.

3. Vc [Electronic resource]. – Mode of access: https://vc.ru/design/250357-chto-takoe-i-zachem-nuzhen-territorialnyy-brending. – Date of access: 15.03.2023.

Milana Golovach, Elizaveta Rindevich
Science tutor *V. Lyutkovskaya*
BSEU (Minsk)

ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATIONS

The aim of our work is to investigate the use of artificial intelligence in marketing communications and to determine the role of artificial intelligence in the development and promotion of marketing communications.

Today, there is still a lot of hype surrounding the development of AI, which is expected from emerging new technologies in the market. Not surprisingly, this technology is widely used in marketing communications, where the analysis of user data needs to be used and adapted.

Marketing communications (also known as marcom) are the messages and media that marketers use to communicate with target markets. Examples of marketing communications include traditional advertising, direct marketing, social marketing, presentations and sponsorship. Marketing communications help to define an organisation's relationship with its customers, not only through the nature of the messages exchanged, but also through the choice of media and occasion to match customer preferences [1].

AI marketing uses artificial intelligence technologies to make automated decisions based on data collection, data analysis and additional observations of audience or economic trends that may impact marketing efforts. AI is often used in digital marketing efforts where speed is of the essence [2].

The more data AI gathers, the faster it can adapt to the needs of your audience.

What is the role of AI in marketing? AI enables marketers to track business performance from mass market messaging down to individual social media posts. With the power of AI, marketers can leverage thousands of data points to optimise their measurement framework according to the goals and metrics that matter to the business.

Modern AI platforms enable marketers and organisations to develop rich customer insights from a variety of data sources, which can help deepen customer relationships, develop authentic engagement and drive more conversions.