

СЕКЦИЯ 4

ОБЩЕСТВЕННО-ПОЛИТИЧЕСКОЕ И СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ СТРАН И РЕГИОНОВ НА СОВРЕМЕННОМ ЭТАПЕ

АНГЛИЙСКИЙ ЯЗЫК

<http://edoc.bseu.by>

A. Belyaninova

А. А. Беянинова

ХНУГХ им. А. Н. Бекетова (Харьков)

Научный руководитель Л. А. Радионова

THE BRAND AS AN IMPERATIVE FOR THE DEVELOPMENT OF A MODERN CITY

БРЕНД КАК ИМПЕРАТИВ РАЗВИТИЯ СОВРЕМЕННОГО ГОРОДА

Nowadays, the innovative attractiveness of the city largely depends on how effectively its socio-economic, political and cultural potential is used. There is a constant competition between cities for resources, tourists and investments. And the success of the development strategy largely depends on the image policy of the authorities.

The aim of the study is to analyze the role of the city brand in attracting investments. Modern image-building policy is based on the use of modern PR and communication technologies, which allows the city to occupy its own niche in the conditions of growing competition for attracting investment resources, talented people, creative professionals and managers. In the conditions of competition for attraction of resources one of the most effective tools becomes the city brand. The main task of any brand is to build trust-based relations. In the era of the information society, the factors that determine the success of the development of the territory are changing rapidly. Now, goods, capital, labor are becoming more and more mobile. Increasing competition is forcing cities to look for new, and increasingly intangible, resources for their development. An important element of this is the reputation or brand of the city.

Branding of cities in Ukraine is quite a new trend, but some cities have started creating their own unique positive face-brand. Newly established brands: Kharkiv is “The smart city”, Kyiv is “The city where everything begins”, Chernigov is “The city of

legends”. Lviv authorities together with the public chose the concept “Lviv is opening to the world”. Although, along with the generally accepted, there are also other variations, such as “The Lion city”. These cities have already chosen their niche. For example, Kharkiv focuses on information technologies, science development. Kiev presents itself as a pioneer: in acquaintance with Ukraine, at the beginning of a career, business, education, romantic relations.

Of course, there are cities in Ukraine that have bright brands, but they have grown in the course of natural historical development of cities, not as a result of special branding projects. In this regard, special attention should be paid to the search for branding technologies. New Ukrainian brands are only developing, and some cities do not develop branding direction at all. At the present stage branding is not just a trend, but a vital necessity of cities. Ukrainian territories carry out branding for four main audiences: business, individuals, government and international organizations. All these target groups are able to bring investments into the city, which will become a lever for economic, social, scientific, technical and innovative development of the city.

Results of the research: the city brand acts as the most important factor of its competitive advantages, as a valuable asset of the city economy. One of the main aims of creating a city brand is to increase its innovative attractiveness and attract both internal and external investments into it. And at the same time, branding of the city is not a commercial project, but a social one, which affects the development of the entire city community. Promotion of the city’s interests is carried out through the promotion of the city brand, creating an impression of the city, causing the growth of trust in the city, a sense of sympathy for the citizens of the city, respect for their values.

Reference

1. *Radionova, L. O.* Teoretiko-metodologichni aspekty upravlinnya adaptivnim rozvitkom malikh mist Ukrayini / L. O. Radionova // Problemi adaptaciyi soczialno-ekonomichnikh sistem do ekzogennikh zmin / za zag. red. d-ra ekon. nauk, prof. L. L. Kalinichenko. — Kh. : FOP Panov A. M., 2019. — 640 p.