

## **4. БРЕНДИНГ ТЕРРИТОРИЙ**

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### **THE BRAND "MADE IN RUSSIA": THE INTERNATIONAL COMMUNICATION PROJECT**

The new round of sanctions against Russia not only limits the growth of the national economy, but also creates conditions for the implementation of initiatives and decisions in the field of production of goods and services, the creation of new national brands that will enjoy stable demand. There is a question of finding a national communication strategy, new drivers of promotion of created brands, obtaining their public recognition, including abroad.

*Keywords:* brand, branding the country, Russia, a communicative project, a brand and product.

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### **БРЕНД «СДЕЛАНО В РОССИИ»: МЕЖДУНАРОДНЫЙ КОММУНИКАЦИОННЫЙ ПРОЕКТ**

Новый виток санкций в отношении России не только ограничивает рост национальной экономики, но и создаёт условия для реализации инициатив и решений в области производства товаров и услуг, создания новых национальных брендов, которые будут пользоваться стабильным спросом. Стоит вопрос о поиске национальной коммуникационной стратегии, новых драйверов продвижения созданных брендов, получения их общественного признания, том числе за рубежом,

*Ключевые слова:* брендинг страны, Россия, коммуникативный проект, западные СМИ, бренд производителя и продукта.

The deterioration of Russian relations with the EU countries and the US, the sanctions regime, causes the relevance of the topic. Back in the middle of the XX century, many states (Germany, Canada, USA, Italy, Great Britain, China and India) began to use the brand integrator “Made in ...» Today, under the conditions of economic pressure, Russia also began to use a similar brand. In the face of external political pressure and large-scale information warfare, Russia purposefully, based on macroeconomic strategies, forms an informational agenda. This country searches for new ways to improve the “Made in Russia” brand, changes approaches to its perception by foreign and domestic audiences. This is a way to consolidate the efforts and resources of the state, business, public organizations, and citizens of Russia, the media with information technologies, the development of software products in branding and marketing.

A brand is not only a set of perceptions in the consumer’s imagination of a product that promises the uniqueness of choice [1], quality, service and value for a long period [5]. This is a key characteristic of the new business philosophy [2, 3], which consists in creating and maintaining the attractiveness and uniqueness of the product being created; promotion factor based on the potential and resources sold in the brands of a given geographic area. The development of a brand concept requires: 1) an assessment of the prerequisites; 2) analysis of brand potential and target market; 3) criteria for its differentiation; 4) brand visualization; 5) developing a program of brand promotion tools [1, 4, 6]. One of the powerful channels for promoting the state’s brand as a manufacturer and territory of origin is the media.

At the state level, worth the ambitious goal is to change the ideas about the country’s “gentleman’s set” (vodka, caviar, matryoshka, energy uncertainty) and to offer a wide range of brand components and key tools of international competition in all areas, from business to culture ”([https:// madeinrussia.ru/ru/news/1387](https://madeinrussia.ru/ru/news/1387)).

In the network society, the key channel for positioning and promoting brands is the Internet, so the main way to successfully implement the territorial brand strategy is digital brand management. The international information platform “Made in Russia” serves this task (madeinrussia.ru).

The strategic task of organizing multichannel communication, ensuring the promotion of national brands, also includes: a) enhancing the reputational characteristics of Russia as a manufacturer in the global information

space; b) influencing target groups (partners, investors, consumers), changing their attitudes, influencing the dynamics and attitudes and behavioral manifestations of attitudes towards the “Made in Russia” brand.

Judging by the Western press, there is an increasing interest in non-oil exports of Russian products. In addition to high-quality products, today’s foreign consumers need an idea that can distinguish them favorably from their foreign counterparts. In a market economy, the brand “import substitution” has become a conduit and the basis for new forums, exhibitions, round tables, advertising and media campaigns and already gives real results in the global economic market.

The task of the slogan “Made in Russia” is the work on the promotion of export goods, attracting the necessary partners and target audience. Among the methods are a media platform, a multilingual portal, catalogs with information about domestic exporting companies and a single corporate identity — visual identity systems uniting all Russian exports. The concept and logo of the portal “Made in Russia” are included in the second edition of the international textbook on branding *Nation Branding* (“National Branding”).

The information platform ally supported by the Agency for Strategic Initiatives (ASI), the Roskongress Foundation, the Ministry of Industry and Trade of the Russian Federation, Depot WPF branding agencies, the Association of Branding Companies of Russia (ABKR) and others. Portal Director General Mikhail Sadchenkov states: “If Western brands are limited in use and can be placed on a specific list of products, then we can communicate in almost any format and on any media”.

Thus, today Russia needs to promote the “Made in Russia” brand, looking for growth points for exporters, supporting their exhibition, presentation, and advertising activities, which causes reasonable optimism.

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