

A.Saiken², Zh.N. Yerniyazova¹, A.M. Shilmanova¹, A.S. Omarova³

¹Korkyt Ata Kyzylorda State University, Kazakhstan;

²Xinjiang University, Urumqi, Xinjiang;

³L.N.Gumilyov Eurasian National University, Astana, Kazakhstan
(E-mail: aiganyml28@mail.ru)

Branding of the Kazakhstan territories

In the conditions of universal expansion of world economic relations, development of production capacities and, as a result, the formation of harsh conditions for competition, it is necessary to use new tools that allow the manufacturer to feel confident both on the domestic and foreign markets. One such tool is branding, which has become an integral part of the marketing programs for a long time of the most of Western companies. The process of formation and development of market relations in the Republic of Kazakhstan is accompanied by increasing competition between business entities, a constant change in the external and internal marketing environment, which requires the improvement of entrepreneurial and marketing activities to create, distribute and consume goods and services. First of all, the International Information Committee is responsible for promoting and strengthening the positive image of our country abroad. In the globalised information world, there is the need to work out new approaches to creating a positive image for a country, which is why many countries are currently “re-branding” themselves to increase their recognisability and attractiveness. Kazakhstan is no exception, especially when we are trying to join the club of the top 50 most competitive countries in the world. Competitiveness starts with recognisability and the stability of a brand.

Keywords: branding, export, territory, branding of places, logo, infrastructure, brand-book, export brands, resource, economics.

In recent years, competition in attracting investment, tourists, cultural and sports events between countries and cities is becoming more active. In connection with this, since the 1960s, the field of research of the image of the country and the branding of territories has become popular.

In 2002, for the first time, the term «branding places» was introduced by one of the world's leading branding specialists S. Anholt who, on the basis of this, developed a comprehensive, diversified approach to branding of territories and the concept of competitive identity by presenting it as a hexagon, the system for evaluating the results of the national branding «Anholt Nations Brand Index», which includes six elements of the territory's modern brand:

- tourism;
- export;
- policy;
- investments;
- culture;
- human capital (Fig. 1).

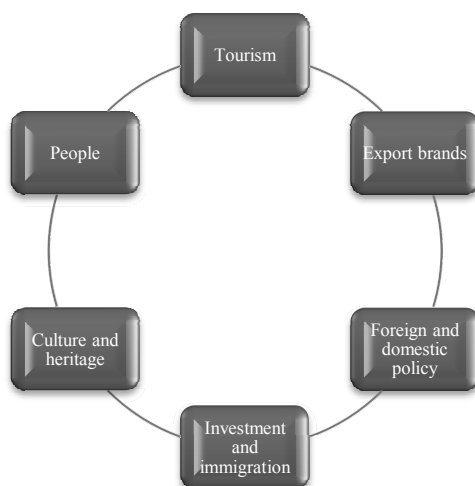


Figure 1. Hexagon of National Brands

In contrast to this theory, the second specialist in territory branding Keith Dinny pays attention to branding of cities. According to his UN report "Revision of WORLD Urbanization Prospects" it is said that for the first time in the history of mankind half of the Earth's inhabitants live in cities». Thus, K. Dinny focuses on the fact that cities but not countries have already entered the world arena by entering into competition with territories and organizations [1].

The world practice of branding of territories demonstrates its economic and political effectiveness. What creates opportunities for attracting tourists, investments and also achieving certain goals.

In recent years, Kazakhstan managed to occupy quite a strong position in the world arena. Holding such events as the Asian Games, Universiade 2017, Expo 2017, as well as a number of major international business forums forced the city authorities to think about branding the country and creating a logo of the cities of Astana and Almaty to attract tourists and potential investors.

The development of the territory's image and branding becomes an actual direction of the Kazakhstan regional policy in the field of tourism. The attractiveness of the subjects of the Republic of Kazakhstan as tourist territories is determined by the totality of tourist resources with developed tourist and recreational infrastructure that implemented by economic, social, environmental and cultural projects. The need to form your own territory's brand and enhance its recognizability are obvious, as it helps to attract attention to the country and cities and will give an opportunity to more effectively promote its interests. In connection with this, since 2011 tenders for the development of cities and the country's logos have been announced by state bodies (Table).

Table

Tenders for development of logos cities and countries

Name of the competition	Organizers	Date of event	Requirements for the competition	The purpose of the competition	Tasks of the competition	The result of the competition
1	2	3	4	5	6	7
The competition for the development of logos of cities in Kazakhstan is carried out within the framework of the information campaign «Congratulations, the country!», timed to celebrate the Kazakhstan's 20th anniversary of Independence. (6)	OYL «Civil Alliance of Kazakhstan» under the support of the Ministry of Culture of the Republic of Kazakhstan.	01.08.2011 – 12.10.2011	The logo should be easily readable, include the original graphic element and the font name of the city-participant of the Competition. In the process of developing the logo, it is necessary to take into account the requirements prescribed in the the Republic of Kazakhstan's Law «On Trade-marks, Service Marks and Appellations of Origin» of 26.07.1999 No. 456-1	Promotion of the modern identity of Kazakhstan's cities, in order to develop a sense of love and respect for the motherland, awareness of the modern Kazakhstan's involvement in his city and country.	<ul style="list-style-type: none"> • Attach the population of the country to the celebration of Kazakhstan's anniversary of Independence; • Encourage Kazakhstanis to express their feelings for their city through a logo reflecting its essence and individuality. 	Kyzylorda – Aikimbayev Dauren
						Karaganda – Ganyushin Roman
						Taldykorgan – Popova Svetlana
						Kostanay – Maxim Agapov
						Petropavlovsk – Komarov Alexander
						Kokshetau – Islankina Xenia
						Kapchagai – Akimgojayev Nurym
						Rudny – Mustafin Anuar
						Aralsk - Shubenok Dmitry
						Zhezkazgan – Bekeshev Vadim
						Ekibastuz – Alibayev Timur
						Uralsk - Urazaliev Maxim
						Aktau - Shemshura Irina
						Ust-Kamenogorsk - Shubenok Mikhail
Pavlodar - Komarov Alexander						

Table continuation

1	2	3	4	5	6	7
						Aktobe – Abdrzakov Vadim Shymkent– Ospanov Magzhan Taraz – Usenbaev Dulat Semipalatinsk – Kydyrmolaev Eldar Turkestan– Kokshebaev Zeynur
Competition for the best tourist symbol of Astana	Akimat of Astana	07.05.2012 – 25.05.2012				Undefined
Competition to determine the national brand of Kazakhstan (7)	Minister of Information and Communication of the Republic of Kazakhstan	31.08.2016- 15.10.2016	The application must contain a logo, a slogan, a brief concept, written in free form and revealing the central idea of the work.	Creation and determination by the open tender of the best proposal for the formation of the National brand of the Republic of Kazakhstan.	Increase of image attractiveness and recognition of Kazakhstan in the international arena; Strengthening of patriotism of Kazakhstani; Promotion of information promotion of unique Kazakhstani tourist sites, attraction of foreign investments.	Competition to determine the national brand decided to extend (source http://today.kz/news/kazakhstan/2017-03-01/737201-konkurs-po-opredeleniyu-natsionalnogo-brenda-kazahstana-reshili-prodlit/)
Competition for the creation of the tourist brand (brand-book) of the city of Almaty	Akimat of Almaty	1.02.-15.02.2016	Logo; color and color scale (basic and auxiliary colors); motifs of ornamental and decorative plastics; the use of graphic elements in the urban environment during the festive decoration; graphic in the festive decoration of the city; photo style in the image design of the city; the formulation of urban transport;	“Identification of the best conceptual projects for the creation of the brand-book of Almaty city, most fully taking into account its town-planning traditions, contributing to the renewal of the city and the consolidation of its individual characteristic, taking into consideration both the cultural and historical		The concept developed by TigranTuniyanets

End of Table

1	2	3	4	5	6	7
			public transport stops and navigation in the city; souvenir production.	heritage and the trends of modern development”, - said in the press service of the akim		
Competition for the best sketch-idea of the capital’s tourist symbol. (8)	GI «Architecture and Urban Planning Department of Astana»	26.01. – 5.04.2017	The symbol, the sign (brand) should reflect the status of the city, its tourist attraction, attractions, features of the landscape and history. The symbol should be bright, concise and modern. The color scheme should reflect the color and compositional traditions of the decorative art of the Kazakhs.			Undefined

Table shows that people began to pay attention to the branding of cities and countries in the last 15 years, mainly for the cities of Almaty and Astana. The only contest for the development of the logos of the remaining 20 cities of Kazakhstan was timed to the Republic of Kazakhstan’s 20th anniversary of Independence and was organized by the OYL «Civil Alliance of Kazakhstan with the support of the Ministry of Culture of the Republic of Kazakhstan. After analyzing all the organized competitions, it is possible to see that in the requirements for creating a brand of territories the main criterion is a visual illustration — the logo of the city / country, at the same time everyone can take part..

According to international experience, in the process of developing the brand of the territory, in addition to designers, relevant specialists from different fields of activity are involved and passes in several stages:

1. Research (questionnaire);
2. Development of concepts;
3. Testing and finalizing concepts;
4. Preparation of the HydeLines and Presentation of the Brand;
5. Monitoring results.

This process of work on the terms takes at least one year [2].

Often, the branding strategies of the two major cities Astana and Almaty emphasize only their material characteristics - buildings and events (Asian Games, Universiade, Expo, Summit, etc.), while small cities use intangible aspects - history, slogan and logo (as an example of the logo of Zhezkazgan, the author Bekeshev Vadim) (Fig. 2).



Figure 2. Historical logos

Contests held to create a brand of cities and countries are held at the following stage:

1. *The development of territory branding is understood as the development of a kind of «beautiful picture» for attracting tourists.* The essence of territory branding lies in the analysis of the strengths and weaknesses of the territory of competitors and the development of the identity of the place, taking into account the concept of this territory.

2. *Branding of cities is developed taking into account «only» iconic buildings or symbols of the city.* Effective branding of the city requires a clear understanding of its future and an appropriate brand development strategy (2) as well as the target audience.

3. *Customers of projects - state authorities of the regions usually do not fully represent what the project for branding the territory is.* As a result:

3.1. the sample is taken by the visual perception of the city's logo by the commission, without analysis of the concept and strategy of the development of the territory.

3.2. there is no understanding of the scope of work (often for development is given from 15-20 days), whereas for a full analysis of the potential of the territory, a survey of residents and tourists, the development of a concept for the development of the city, etc. Takes more than six months.

3.3. understanding the costs of human resources (it is necessary to create a working group consisting of specialists from different fields of activity). In the contest, designers and advertising agencies are often involved. While issues of site identity, concept analysis and brand strategy development are beyond the designer's competence. In the development of the brand, the designer acts only as an artist.

3.4. to successfully create and implement a brand of the territory, it is also necessary to involve the inhabitants. Since they are primarily both carriers and owners and consumers of the brand of their territory [3]. As an example, the rejection of the chosen symbol of Almaty by the city residents.

Whatever contests are held to develop the brand of the territory, one of the components of the brand's success and recognition is the brand's promotion with the help of the media and government agencies, as well as use in the design of the city and replicating on souvenirs.

Having a neighborhood with regional competitors such as Kyrgyzstan, Uzbekistan, with which Kazakhstan has a similar ornamentation, culture and way of life and which is inferior to climatic conditions, it is difficult to stand out for its unique features and not to strengthen common features. The real problem is to determine which of the many national features of Kazakhstan best responds to key stakeholders and key consumers of the brand.

Over the years, Kazakhstan has been spending huge amounts of money on image-based video clips broadcast on global channels, which shows the sights of Kazakhstan. At the same time, attracting the interest of a potential tourist is not an easy task. Becoming tourists, a person acquires a «tourist's look». According to the theory of the British sociologist Urry, the «look of the tourist» depends on the society and is formed by society and develops due to the large flow of information transmitted through media channels. At the same time, according to Urry, tourists and places of interest are manipulated, accordingly, cities can draw tourists' attention to those landmarks and places of interest they want [4].

Thus, successful branding of the city can be an excellent tool for creating a tourist image of the whole country.

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А. Секен, Ж.Н. Ерниязова, А.М. Шильманова, А.С. Омарова

Қазақстан аймағындағы брендинг

Жаһандық экономикалық қатынастарды кеңейту үшін дамыту және бәсекелестіктің шарттарын қалыптастыру, ішкі және сыртқы нарықта сенімді сезінуге жаңа құралдарын пайдалану қажет. Бұл құралдардың бірі — брендинг, ол батыс ірі компанияларының маркетингтік бағдарламаларының ажырамас бөлігіне айналды. Ол өзінде құрылу, күшею, репозициялану, жақсару және даму сатыларының өзгеруі және оның кеңею және тереңдеу процестерін қоса алады. Қазақстан Республикасының нарықтық қатынастардың қалыптасуы мен даму процесі, тауарлар мен қызметтерді құру, тарату және тұтыну үшін бизнес және маркетинг қызметінің жетілдіруді талап етеді. Халықаралық ақпарат комитеті еліміздің шетелде және он имиджін нығайтуға жауап береді. Әлемде жаһандық ақпараттық жаңа тәсілдер оң имиджін қалыптастыруға қажеттілігі бар, сондықтан да қазіргі уақытта көптеген елдер «ребрендинг» өзіне аудару мақсатымен олардың тартымдылығын және танымалдығын арттырады. Қазақстан елі үшін бәсекеге қабілетті 50 ел қатарына қосылу үшін тұрақтылық бренд керек. Ол бәсекеге қабілеттіліктен хабардар болуы мен бренд тұрақтылығынан басталады. Брендинг аумақтарды дүниежүзілік практиканың экономикалық және саяси тиімділігін көрсетеді. Ол туристерді тарту үшін мүмкіндіктер жасау, инвестициялық және белгілі бір мақсаттарға қолжеткізу болып табылады.

Кілт сөздер: брендинг, экспорт, аумақ, брендинг орындық, логотип, инфрақұрылым, бренд-бук, экспорттық брендтер, ресурс, экономика.

А. Секен, Ж.Н. Ерниязова, А.М. Шильманова, А.С. Омарова

Брендинг территорий Казахстана

В условиях повсеместного расширения мирохозяйственных связей, развития производственных мощностей и, как следствие, формирования жестких условий конкурентной борьбы необходимо использование новых инструментов, позволяющих производителю уверенно чувствовать себя как на внутреннем, так и на внешнем рынках. Одним из таких инструментов является брендинг, давно ставший неотъемлемой частью маркетинговых программ всех крупнейших западных компаний. Процесс формирования и развития рыночных отношений в Республике Казахстан сопровождается усилением конкурентной борьбы между хозяйствующими субъектами, постоянным изменением внешней и внутренней маркетинговой среды, что требует совершенствования предпринимательской и маркетинговой деятельности по созданию, распределению и потреблению товаров и услуг. Международный информационный комитет отвечает за продвижение и укрепление положительного имиджа нашей страны за рубежом. В глобальном информационном мире существует необходимость в разработке новых подходов к созданию положительного имиджа для страны, поэтому в настоящее время многие страны «ребрендинг» себя используют для повышения их узнаваемости и привлекательности. Казахстан не является исключением, особенно когда мы пытаемся вступить в клуб 50 наиболее конкурентоспособных стран мира. Конкурентоспособность начинается с узнаваемости и стабильности бренда. Мировая практика брендинга территорий демонстрирует свою экономическую и политическую эффективность, что создает возможности для привлечения туристов, инвестиций, а также достижения определенных целей.

Ключевые слова: брендинг, экспорт, территории, брендинг мест, логотип, инфраструктура, бренд-бук, экспортные бренды, ресурс, экономика.