Facebook covers an older audience. Facebook is one of the most effective social networks for conducting targeted advertising. It has a large number of advertising tools that make settings more accurate and simpler.

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PRINCIPLES OF COMMUNICATION IN BRAND STRATEGY OF SUMY CITY

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Branding is a comprehensive process that encompasses the creation, development, and management of a brand and its identity. Strategic branding is a complex endeavor directed at formulating long-term plans and objectives with the aim of becoming a business that secures

recognition and customer preference in comparison to competitors. Strategic branding further entails developing an elaborate communication plan, which is employed to interact with the target audience and cultivates positive emotions and consumer perceptions concerning the brand. This can include advertising campaigns, utilization of social media, event sponsorships, creating a unique brand experience, among other communication instruments. The purpose of this article is to analyze the fundamental aspects of constructing the communication strategy of the city of Sumy's brand.

Strategic branding is aimed at creating long-term value for a business by building strong relationships with consumers. It aids in attracting and retaining loyal customers, expanding market share, and increasing profitability. The successful implementation of strategic branding requires consideration of organizational goals, careful planning and implementation of strategic steps, as well as continuous adaptation to changes in consumer needs and expectations and the competitive environment.

A crucial component of a successful brand strategy is the brand's individuality, which implies its uniqueness and distinctiveness compared to other brands. The brand should have clear and substantiated characteristics that meet the needs and expectations of the target audience. Establishing proper communication provision involves setting up a two-way connection with both current and potential city residents and visitors. This allows for a clear initial understanding of the brand, as well as gathering feedback from consumers regarding their reaction to it.

Thus, the strategy of creating a city brand involves a comprehensive approach to building and promoting the city's image with the aim of attracting tourists, investors, residents, and increasing its competitiveness. It is important to develop a strategy that defines the city's brand position, its values, advantages, and promises to target audiences. It should correspond to the city's identity, its uniqueness, and reflect its primary goals and ambitions.

A significant step is the development of brand identity, including the creation of visual elements, such as a logo, color scheme, typography, and other elements that will represent the city's brand. The development of brand identity should align with the brand strategy and convey its values and messages. Developing a communication plan involves various channels and tools for interacting with target audiences. These can be advertising campaigns, a website, social media, events, and other tools that will help promote the city's brand and increase its visibility.

Let's take the brand of the city of Sumy as an example. The city of Sumy's brand book was presented at a public hearing on December 14,

2019. Its fundamental idea revolves around the thesis that the city of Sumy provides the opportunity to perceive important things and to lead a life of significance. The creation of the brand book was assigned to the Sumy advertising agency «Chocolate». Adherence to the brand usage rules, which are specified in the brand book, is mandatory for all organizations, institutions, and individuals representing the city of Sumy. A package of documents was developed, which included the communication and visual concept of the city brand of Sumy, a brand book, logo, and rules for their use. This documentation was approved by the executive committee of the Sumy City Council and the results of citywide public hearings.

Figure 1. Logo of the city of Sumy [2]

The communication concept of the city of Sumy conveys information about the city, its characteristics, and values, influencing perception and promoting the formation of a positive image of the city among target audiences. Among the main target audiences to which communication is directed, there may be tourists, investors, local residents, students, the business community, and other groups interested in the city of Sumy.

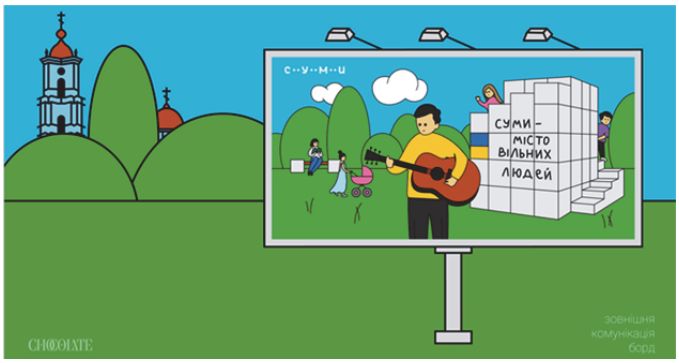

Figure 2. External communications of the Sumy brand [9]

In the context of city development and their brands, an important element is the creation of a visual identity that reflects the values, character, and uniqueness of the city. Visual identity plays a crucial role in building a city brand by conveying its values, character, and uniqueness.

The city of Sumy employs branded colors which include emerald green, lake blue, optimistic yellow, fervent red, and charming blue.

An integral part of the city's logo are dots, symbolizing the objects, events, and residents of the city. These visual elements are termed «particles of happiness» and create an image reminiscent of a mosaic.

English version of the city's slogan: «See what matters» [2]. The Ukrainian version of the slogan has several variants. The city's advertising slogan consists of two parts that can be used separately or together: «It is important to see what is important», «It's important to see» and «Seeing is important» («Важливо побачити важливе», «Важливо побачити», «Побачити важливо») [2].

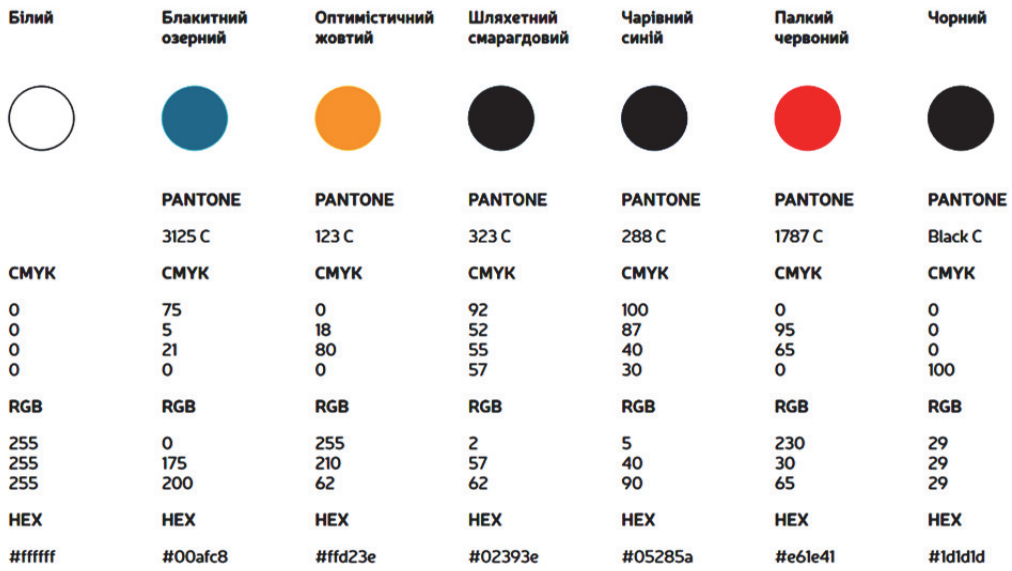

Figure 3. Specifications of Sumy's corporate colors [2]

Another step is combating resistance to brand development, negative perceptions, and pessimism, which may hinder the acceptance of new ideas and changes in city life. The communication strategy of the city brand involves creating a character who, in accessible language, talks about the important place that the residents of the city of Sumy occupy in the changes and development of the city. Using this hero and specific phrases in visualization and raising social issues helps to implement the brand in everyday communication, social networks, and youth environment.

The authors of the strategy pay attention to breaking down negative stereotypes about the city. They use advertising reinforcements and slogans that reinforce the positive perception of the city of Sumy, for example, «Sumy is a sleepy city, but whoever sleeps well looks good» or «If it's sad in Sumy, it's special» or «Sumy is on the edge, but Ukraine starts with us» («Суми – сонне місто, але хто висипається, той гарно виглядає», «Якщо у Сумах і сумно, то по-особливому», «Суми з краю, але з нас починається Україна») [8].

Instruments of representing the city brand can be special broadcasts on radio, television, on YouTube. The radio can discuss city plans, events, cultural events, interviews with residents and experts. The creation of programs or broadcasts dedicated to telling about the features and advantages of the city, its cultural life, tourist attractions, history, infrastructure, etc. This will attract the attention of a wide audience and show the uniqueness of the city. It is important to use websites, blogs, and social media platforms to disseminate information about the city. It is important to post news, photos, videos, and other content that can interest and attract the audience. Information about the city can also include interviews with city leaders, stories about successful projects, announcements of city events and promotions, etc.

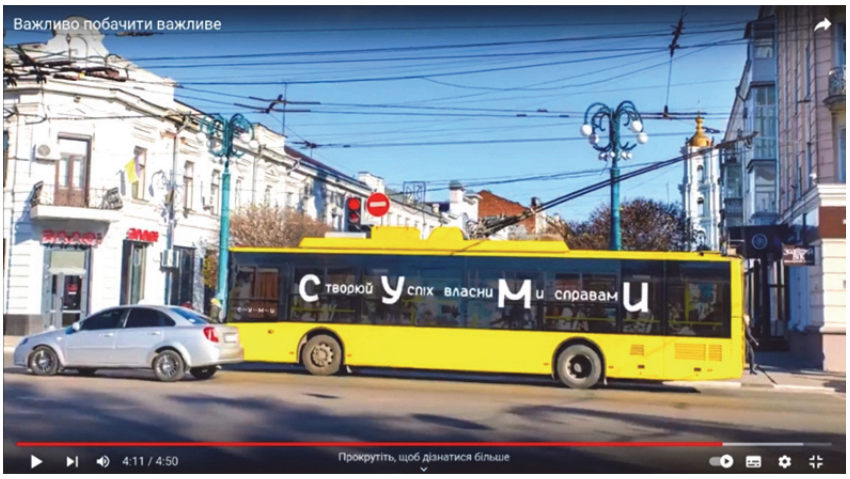

Figure 4. Fragment of Sumy's promotional video [3]

Brand communications must be based on a concept that conveys the values and benefits of the city. The interests and needs of the target audience should be taken into account. The city brand strategy is a set of measures aimed at positioning and promoting the city in order to attract tourists, investors, residents, and enhance its attractiveness and competitiveness. The city brand reflects its uniqueness, features, values, and competitive advantages compared to other cities. The communication campaign to promote the city brand aims to raise awareness of the city, its uniqueness, advantages, and attractiveness among residents, visitors, and potential investors.

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