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MODERN BRAND-ASSET BUILT BY MARKETING

1. Introduction

Strong competition between local and regional authorities makes that it is increasingly difficult to stand out and to reach the desired audience of marketing communication. In the battle for tourists or investors the most significant are courage, ingenuity and originality. However, the same form of promotion stops to be effective, unless the core of the campaign is strongly related to the identity of the area, which in turn determines the basic value of its brand. Each area while developing its strategy should use the strongest symbols, reflecting its identity. Those in the beginning should be well defined and consistently promote. Building a brand strategy in such a way, significantly increases their chances of achieving a complete success.

Modern economy together with the individualization of customer needs forces suppliers to deeper exploration of the unique characteristics of the sales. This situation is caused not only by the participation of enterprises, but also by participation of cities and regions. The development of the regions increasingly requires such an approach. Commonly used important concepts and schemas from different parts of the world in the long run become inefficient. Freedom of choice is one of the most important achievements of society. The core element is its diversity¹.

Global society has become mobile. This allows the regions to implement the policy which involves unique people. This is the basis of building long-lasting relationships, both personal and commercial.

Marketing of the region is a series of activities aimed not only at tourists and visitors, but above all at residents. A common coherent image of promotion of the region outside is only one of the elements. Very important is also shaping commitment to the region, local identity, pride and positive image among its residents.



DRAWING 1. QUADRANGLE OF LOCAL AND TERRITORIAL MARKETING

Source: Developed by author

The local government units activity in terms of competitiveness, imposes them the use of available tools that increase the attractiveness of investment and tourism in the region. In order to meet the needs of the economic growth of the region and its inhabitants, the authorities must seek new investors, tourists and residents. Potential investors and tourists, in its decision where to place investment or spend holidays, in a natural way compare the advantages and disadvantages of the regions. Using different sources of information make their decisions about the region².

2. The purpose of the activities (promotion process, marketing process)

The process of development and implementation of the brand strategy of the region should be oriented on the achievement of measurable results. Main objectives of this process are 1) building a strong identity of inhabitants of the region, as a dynamic, attractive to life and rest, 2) positioning the region as an attractive in the consciousness of clients 3) creating an image of the region as a place worth to invest and live in and to visit 4) supporting the authorities while trying to develop business infrastructure and strengthening self-esteem inhabitants.

¹ Vermeulen M., Florian B. Mommaas H., Speaks M., van Synghel K.; *City Branding. Image Building & Building Images*, Nai Uitgevers Publishers, Rotterdam 2002, s.20.

² Por. <http://www.morzeprzygody.eu/wp-content/uploads/2012/05/Strategia-marki.pdf> (10.11.2012)

Regional identity can be understood as a collective, social and individual identification with the region and its socio-cultural systems, occupied territories, spaces and places. So understood regional identity may trigger, pro-social attitudes. It is mainly about supporting the regional dialect, traditions, habits and customs, new infrastructure or local symbols.

The universe of symbolic form local and regional cumulative value of regional identity, which include: 1) identification with the local community and its culture, 2) sense of distinctiveness, 3) forms of political activity, 4) assignment to the space and places, 5) understanding and reading meanings and symbols of material culture, 6) individual and corporate relationship with the history of the region, 7) the existence of certain specific for the area (region) forms of construction, planning systems 8) awareness of the local ecosystem, 9) openness to developing information technology world.



DRAWING 2. LOGOS PROMOTING TERRITORIAL UNIT OF THE LOCAL GOVERNMENT IN POLAND

Źródło: www administration

The Logo may be in any shape, provided that it calls a positive visual impact. Equally important is the font, which determines the readability of the lettering with the name of the brand. The inherent element of the logo is the color. While selecting a color of brand or logo managers usually follows the impression, that would like to induce on the customers. For example, primary colors resembles: blue– stability white-purity, green-the environment, black-luxury. Logo is the most concise way to express the features of the brand. Simple and original sign corresponding to the brand strategy is the identifier and differentiator. Logo can stand out, acting as a lens that focuses the positive features of the brand.

Name and logo are crucial. While preparing proposals for the name and brand logo one should follow some selection criteria: 1) memorizing-good brand must be easy to diagnose and easy to recall; 2) meaning– you can create a descriptive, symbolic or humorous brand; 3) protection-new brand to be successful has to significantly differentiate from competing brands, and must be allowed by the law.

One of the ways of promoting and selling local products used in many places in the world, is building local brand (brand of the region). Products and services prepared for customers under the local brand name associate some values, which significantly set them apart from other available goods. These are: the relationship with the region, environmental values, creating local jobs. Local brand carries some added values-positive associations with the place or subject. This is a recommendation for the products and builds acustomer’s relationship with the region and manufacturers.

Local product is the product or service, with which the inhabitants of region identify, manufactured in bulk and environmentally friendly, made of the locally available raw materials. Local product becomes a hallmark of the region through the use of its specific and unique nature and engaging residents in local business development. The development of local products is beneficial both because of the environmental (natural resources are used), economic (new business, income for residents, taxes for the municipality, development of the local economy), and social reasons (interesting jobs, standard of living increases and commitment to the region). Local product creates a chance to improve the economic situation of the region, and ensures positive environmental and social effects. So it is the way of sustainable development implementation¹.

3. Brand its image and identity. Region brand– communication and implementation

The high volatility of market conditions causes that it is essential to seek out new sources of competitive advantage. Almost always one of these attributes is the brand that most often is defined as a mark, symbol, design or a combination of these elements in order to distinguish one product from another. A brand is born in consumer’s mind and only there exists. However, brands are not born on their own, sometimes maybe a little involuntarily, but always idea, time and resources are necessary. Each brand has something that another doesn’t have or even cannot have. The brand and its basic values must be paramount over any promotional and advertising actions. The placing on the market of the new brand strategy should be in close relationship with the set objectives².

The brand is one of the main elements that affect the image of the company or product, since it can fulfill the following functions: 1) identification -in order to distinguish the product from the competition, 2) designation-allows the consumer to track the expansion of the range of products of the same brand, 3) warranty –it is a commitment for producers to maintain product quality, 4) personifying – by purchasing and using a given brand customer wants to emphasize his social position, 5) promotion-easy to remember, appealing and unmistakable brand can play a very important promotional role by encouraging consumers to purchase and in this way increasing the sales. Brand is usually defined as a sign, symbol, pattern, color, sound or a combination of these elements in order to distinguish one product from another (the definition developed by American Marketing Association in 1960s)³. The brand is the guarantor of the quality of offered goods and services and should affirm customers in the belief that they have made the right choice by using branded goods and services.

The brand is a very complex concept, despite many attempts to standardize the definition of brand, experts are not in agreement which is the most appropriate	
The brand name, according to Kotler: name or term or their combination created to identify goods or services offered by the seller or the group of them to distinguish from competition.	H. Mruk and I Rutkowski describe the brand as: “Name, term or a combination of these elements created in order to indicate a product (or service) of the manufacturer and differentiate it from competitors” wherein the mark may consist of a name brand (verbal part of the brand possible to do verbally) and with the mark brand (recognizable, but not possible to play verbally, for example characteristic font, combination of colors).

¹ <http://www.greenways.pl/pl/produkt-lokalny> (10.11.2012)

² <http://www.szlaksobieskiego.info/attachments/article/43/Plan%20Wdrazania%20Marki%20-%20pol..pdf> (10.11.2012)

³ Na markę składają się takie elementy jak: nazwa, element graficzny marki (logo), motyw przewodni (charakter marki), slogan (hasło wzmacniające nazwę i logo), specyficzny rodzaj opakowania. Dwa pierwsze elementy marki są najważniejsze. Z. Waśkowski Akademia Ekonomiczna w Poznaniu “Dylematy zarządzania marką” “Świat Marketingu” Maj 2002

<p>J. Altkorn defines brand as "a product that provides functional benefits plus the value added that consumers appreciate sufficiently to purchase". Stresses that it is fundamental in marketing approach to combine three important significations of brand (as indication of a particular position, as a synonym of trademark in the law literature and legal acts and as a shorthand for clearly valuating tone, denoting a market image of the product"</p>	<p>According to J. Kalla brand is: "the combination of physical product, brand name, packaging, advertising and the accompanying the distribution activities and prices. The combination, which differentiating combination of the marketer from competitive offerings, provides consumer functional or symbolic benefits, so that creates the loyal buyers and enables to achieve the leading position in the market".</p>
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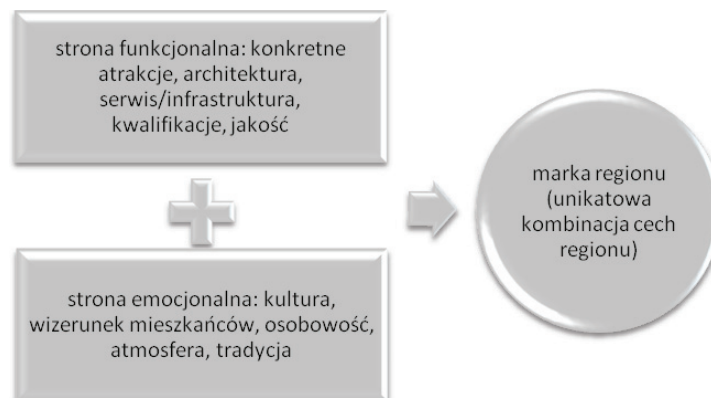
Drawing 3. Make region-definition

Source: develop your own Ph. Kotler, *The New marketing and sales-strategies and tactics*, XIX Seminar of the Series Authorities, 17.05.2006; H. Mruk, I.P. Rutkowski, *Strategia produktu*, PWE, Warszawa 1999; Altkorn J., *Strategia marki*, Polskie Wydawnictwo Ekonomiczne SA, W-wa 1999. s.38; Krall J., *Silna marka. Istota i kreowanie*, Polskie Wydawnictwo Ekonomiczne SA, W-wa 2001, s.24

Obtaining the right to use the benefits of the brand should be associated with the fulfillment of the criteria of the brand. Then the Brand becomes a kind of an honor and mobilize regions to develop products. Very often it is assessed whether the product that aspires to a local brand is environmentally friendly. The benefits of using brand marks are e.g. a joint promotional offer, access to information about products.

Lynn Upshaw specifies a strong brand as one of the most important assets which the company owns. What is more he claims that the capital of the brand is a total cumulative value of the brand, a collection of all tangible and intangible assets that brings benefits for the owner of the brand¹.

Brand of the region can pose kind of umbrella under which there is a place of the meeting not only for manufacturers but also for manufacturers, customers, and representatives of the local authority. Between the local brand and the region there is a feedback: the brand uses the region to its development at the same time promoting it among their consumers. In the case of the local brand it is very easy to get publicity. Customers spontaneously include in the promotion of products of a special brand describing the unique qualities of the region if the idea of project brand is preserved.



DRAWING 4. MAKE THE REGION

Source: Developed by author

The role of brand goes far beyond the formal and legal marketing tools and regulations. It is also an element of supporting cooperation between the residents of the region. The basis for the success of the local territory is the mutual trust of people who are impacted by the brand, so those who create it, are protected by it and those who are featured by it.

While building a brand it is necessary to continuously provide certain benefits to the consumer, along with the bought and consumed product. Brands are created during a longer period of time (from a few to several years) which does not mean that the life cycle does not need development by carrying out marketing activities. Any marketing actions aimed at interesting and creating a bond between a client and branded product should be carefully planned, systematically monitored, because otherwise the strength of the brand might wane². David Aaker by creating brand understands building of its capital, consisting of: the loyalty of buyers, recognizing the brand, quality perceived by consumers, all thoughts concerning the brand and other brand values³. While creating the brand the best way is to follow general diagram of the proceedings. In building the brand should be involved, people who know the basic principles of marketing communications, who are creative and have some experience and knowledge of the industry.

¹ L.B. Upshaw, *Building Brand Identity*, John Wiley & Sons Inc., New York, 1995, s. 15-16.

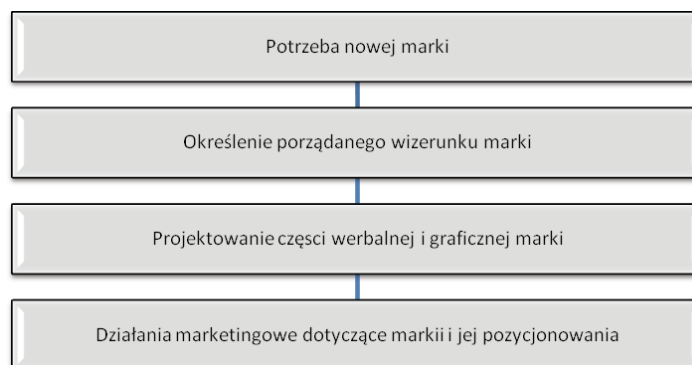
² http://www.pogorzedynowskie.pl/data/referaty/VBS/ref_6_VBS.pdf (19.11.2012)

³ D.A. Aaker, *Building Strong Brands*, The Free Press, New York 1996, s. 9.

The process of creating the brand begins with the birth of the need to specify the desired brand image, which later we want to create. The next step is to identify the characteristics that make up a brand, to be able to create motion graphics and verbal brand factors. When the draft and design are created, there is a testing stage which involves a brand or brands in order to choose the best. After making the selection, the possibility of legal protection of the brand should be examined and then positioning of the brand is introduced to be available for the client.

While preparing different proposals of the brand name and logo a certain selection criteria should be followed:

- memorizing-to make the brand perceive efficiently, it should be easy to recognize and remember;
- meaning – the brand may be descriptive, symbolic or humorous;
- protection-new brand must stand out from the brands operating on the market, then it has the best chance of achieving the desired level of recognition;
- adaptation and the ability to transfer-brand name and logo should be mobile, so that they can be used in many areas, including both domestic and foreign market¹.



DRAWING 5. THE PROCESS OF CREATING THE BRAND

Source: the development of their own on the basis of the M.Urbaniak; “Rola marki jako gwarancji jakości na rynku dóbr produkcyjnych”, Problemy Jakości, styczeń 2002; B.Żak, P.Fogt; “Krótka historia wielkiej marki”, Impact, marzec 2001; D.Kałowska; “Nie tylko grafika”, Impact, czerwiec 2001; P.Kotler “Marketing -analiza, planowanie, wdrażanie i kontrola”, Gebethner&Ska, 1994.

The process of building a brand of the region should start from a critical market analysis, defining the target market, target segment and target consumers, brand names, logos and password, developing a clear and strong brand image and establishing marketing strategies².



DRAWING 6. ELEMENTS OF EDIFYING BRAND REGION

Source: Developed by author

¹ <http://www.biznesklaster.pl/company/article/114-na-czym-polega-i-jak-przebiega-proces-budowania-i-umacniania-wartosci-marki/> (10.10.2012)

² D.A.Aaker, Managing Brand Equity . Capitalizing on the Value of a Brand Name, The Free Press, New York, 1991, s. 208.

4. Brand– its identity and image

Regions in Poland due to some historical events are on a different level in terms of the development of identity, sense of belonging and a consistent image. For this reason, awareness of the needs of the brand is different in different regions. Some regions create their image through communication campaigns, in which the graphic visualization of the exhibit is exposed (Małopolska). Others decide to create the Visual identity system based on a sign (Łódzkie). Still a few regions in Poland decide to build and develop a complete regional brand. The latter include the Western Pomerania¹. Western Pomerania is one of these regions, where a mix of cultures is easily noticeable and where German influence is combined with pre-Slavic traditions and culture of immigrants. Administrative changes encouraged the need for brand of Western Pomerania, which led to the creation of the voivodeship.

Anthony Giddens claims that to understand what is the identity of the unit, we have to place this category in the overall psychological constitution of the unit². Thus, you we can also use Bokszański's definition that the identity of the unit is the auto-definition of the unit³. The image of the organization is what people think about it but the identity and is how they identify it⁴. Concepts, images and the identity of the organization although are not synonyms they are interdependent.

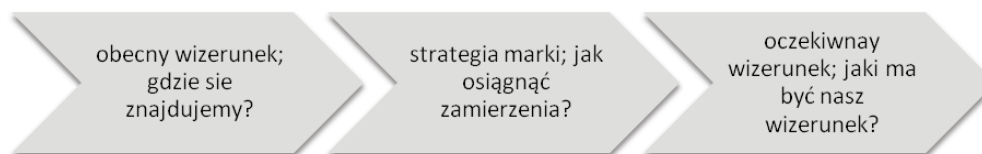
The essence of the brand identity is derived from the answer of the following questions: What is the individuality of the brand? What are the long-term plans and ambitions of the brand? What does make its consistency? What are the values that make up a brand? What is the basic truth of it? What are its trademarks?



DRAWING 7. BRAND IDENTITY THE REGION

Source: Developed by author

Image is own and subjective picture, the sum of all own perceptions and observations, in which the recipient makes a projection of his/her ego. Image of the organization is the image of the identity formed in the minds of each of the members of the audience. A favorable image of the company increases the credibility of its actions helps its products. It is also an asset that supports obtaining and maintaining a competitive advantage. The image is an important attribute of the brand as well, it often reminds of its success, it is even more important now because the range of the products within the individual group of products constantly grows and the competition among the producers is more and more intense. In the era of the development of the media products are more and more similar to each other as a result of the progress of technique and improving methods of the manufacture. More and more families of homogeneous products is produced with almost identical properties. This phenomenon applies both to products and services. Buyers have difficulty in distinguishing between the various offers, and companies to differentiate themselves try to stand out among the competition using their image. The image of the region it is all what people think about it, what they associate with it and what they can expect from it. It is an image of the brand in the minds of the audience. Brand identity is what is desired by the creators– the way how it is perceived by the audience. Brand image is the effect of its perception by the public, which is influenced by the identity of the region and built by the local authorities.



DRAWING 8. BRAND STRATEGY OF THE REGION

Source: Developed by author

¹ Por. O. Gałek, Rola regionów w promowaniu marki regionalnej, www.wortalmalopolski.pl (10.10.2012)

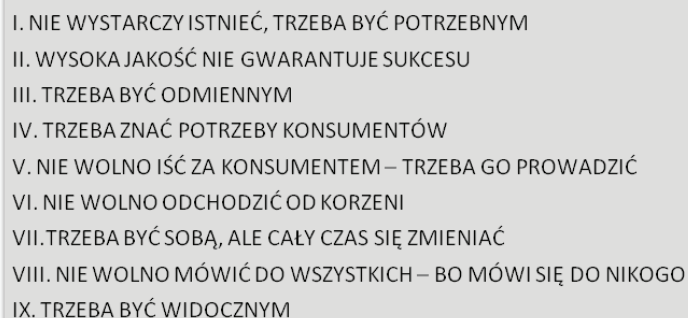
² Giddens A. Nowoczesność i tożsamość "Ja" i społeczeństwo w epoce późnej nowoczesności, PWN Warszawa 2001 str. 50

³ Turowski J. Socjologia małe struktury społeczne, Towarzystwo Naukowe KUL, Lublin 2000, str. 43

⁴ Zemler Z. Public relations, kreowanie wizerunku firmy, Poltext, Warszawa 1992, s. 31.

For David Ogilvy image means personality (brand personality). Products and people have their personality, which they can create or lose on the market. The personality of the brand is the amalgam of many ingredients– names, packages, prices, style of advertising, and above all the nature of the product itself. The greater the similarity of brands, the smaller role in the choice of deals has reason/brain. Between the image and the identity of the brand there are strict dependencies therefore, the image of the brand refers to its customer (buyer), and the brand identity refers to its owner. The task of the identity is to determine the meaning, importance and the establishment of the brand; identity must therefore precede the image¹.

Good brand helps in strengthening capacity in the field of promoting and attracting investment, which in the long run should lead to an overall improvement of the marketing image and the larger interest of investors. The region is as an attractive place for investments, in particular in accordance with the internal development priorities of the region. Effective brand should evoke positive emotions on tourists and other people.

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- I. NIE WYSTARCZY ISTNIEĆ, TRZEBA BYĆ POTRZEBNYM
 - II. WYSOKA JAKOŚĆ NIE GWARANTUJE SUKCESU
 - III. TRZEBA BYĆ ODMIENNYM
 - IV. TRZEBA ZNAĆ POTRZEBY KONSUMENTÓW
 - V. NIE WOLNO IŚĆ ZA KONSUMENTEM – TRZEBA GO PROWADZIĆ
 - VI. NIE WOLNO ODCHODZIĆ OD KORZENI
 - VII. TRZEBA BYĆ SOBĄ, ALE CAŁY CZAS SIĘ ZMIENIAĆ
 - VIII. NIE WOLNO MÓWIĆ DO WSZYSTKICH – BO MÓWI SIĘ DO NIKOGO
 - IX. TRZEBA BYĆ WIDOCZNYM

DRAWING 9. THE DECALOGUE BRANDS BY MIROŚŁAWA BORUC (THE PRESIDENT OF THE INSTITUTE OF THE POLISH BRAND)

Źródło: <http://www.szlaksobieskiego.info/attachments/article/43/Plan%20Wdrażania%20Marki%20-%20pol..pdf> (10.11.2012)

The promise of exceptional diversity is very attractive to customers seeking authenticity and uniqueness in life. For the potential customers the diversity means a better chance of finding the right partner. Is a guarantee of an interesting adventure. To residents of the region translates its specificity and refers to these qualities, which they can be proud of.

Brand of the region has dual function from the point of view of the managing body of the deployment process. On the one hand expresses the identity of the inhabitants and communicates them a positive message, which contributes to the fulfillment of the activities of the legislature, on the other hand, it is a precisely created message which is supposed to positively highlight a region in the awareness of the potential audience.

Brand identity of the region should be encoded at the Government level and its entities (value system of the region– the main idea of the brand), the communication strategy that includes established brand, lexical system anchored in the brand name and promotional regional slogan, Visual identity system. Brand identity of is a conglomeration of characteristics with the idea of positively distinguishing the region from the other. Thus, identity is an ideal– standard image of the brand. Brand identity is also a process. Dynamics of the process is that the perfect image should be treated as objective to which the region has to assimilate.

Referring to the issues of building a regional brand we can say that brand image is the result of its perception by the public, which is affected by the identity of the region, built by the local authorities. The existence of the brand of the region in the consciousness of buyers builds a better position of the region and increases its value.

5. The process of constructing a modern regional brand

In the era of increasing competition between the regions it is important to differentiate the offer and gain customer's trust. Region brand is a competitive advantage, as it is a fighting tool in distinguishing it from other regions competing for different groups of buyers. We can talk about the brand of the country, region, municipality or of a particular village. Region brand is a combination of name, identity, and image and is used to convey information to specific groups of people. It is a collection of related visual and verbal elements identifying the region, the values and benefits that the recipient sees as attractive.

Brand-building process is complex and requires great care and regularity of those who intend to build the brand. Just at the beginning of this long road, it is crucial to note that the results of the brand are visible only after several

¹ Za: Altkorn J., *Strategia marki*, Polskie Wydawnictwo Ekonomiczne SA, W-wa 1999. s.38; Krall J., *Silna marka. Istota i kreowanie*, Polskie Wydawnictwo Ekonomiczne SA, W-wa 2001, s.24

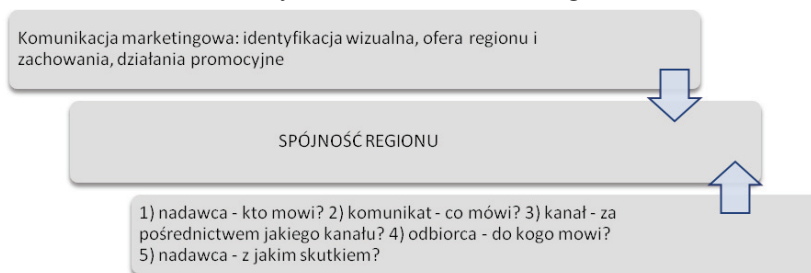
years. In development and promotion strategies of the regions lack of specific identity is often visible, which is a foundation of the brand.

It is impossible to build the image of the region without existing ideas. If the characteristics of the image varies around the issues related to the undeclared economic zone, smuggling, the peak of the naivety would be communicating to the world that it is an oasis of safety and tranquility. Customers are able to verify quickly information about the region and may feel cheated what they see with their own eyes.

The concept based on a distinctive, unique characteristics of the region, should be seen further in marketing communications outside and in the consistent building of capital, expressed not only in the form of loyal attitude of residents, tourists and investors, but also in pricing bonuses for products and services from the Łódzkie province. The model of the brand construction is based on three levels: diagnostic, explorative and strategic, in which individual tasks are accomplished, related to each other and determining the whole process. The whole project is divided into 5 key steps:

- stage I-analysis and research
- stage II-consultation of analysis results and tests
- stage III– creation and promotion of the brand
- stage IV-Consultation of the Program
- stage V– Program Promotion and trainings

Building a brand has to fulfil some current market processes, that is today's increasing market concentration and increasing importance of trade marks. Brand building process is very complicated and has several assumptions. The whole strategy of building a particular brand is targeted to boost the involvement of customers. Looking for similarities of the image of the region, we can see the diversity within the most important attributes, including: diversity of traditions and culture, national and religious consciousness, geographical diversity, the level of urbanisation of agricultural and urban centers and the diversity of the structures of the region.



DRAWING 10. REGIONAL BRAND COMMUNICATION

Source: the development of their own on the basis of the Stankiewicz J., *Komunikowanie się w organizacji*, Wyd. Astrum, Wrocław 1999, s. 68.

MaroldLasswell, perceived communication as linear process, whose structure corresponds to the five basic questions: Who says? -What says? -Through what channel? –To whom says? -With what effect?!. Communication is a persuasive process of forming, strengthening and changing new attitude of the recipient. This concept implies passivity, which reacts in a unified way, is isolated from other influences (limited informational noise), so is the easy target of propaganda. The process of communication has the persuasive character: has to trigger a specific effect.

Effective communication is made in the common experience area of the participants of the communication process– sender and recipient. Communication is sharing of meanings and its condition is establishment of experience community². Communication is ineffective when participants do not have the same experience. Differences between people impede communication. Effects of communication relate mainly to people and always have a personal character.

Adopted brand identity will be effective when the identity will be challenging, unforgettable and adequate, immediately recognizable, introduce a clear and consistent image of the public image of the Organization, communicate, protected, have permanent value, work well, regardless of the media and the scale and work well in black, white and in color. The identity of the Świętokrzyskie Voivodship is a reflection of the vision and the desired image of the region, on the market in the form of programmed and consistent marketing efforts. The primary aim of the identity is always getting a potential to build competitive advantage. Identity is a team of attributes that the Region constantly passes to environment³. The identity while creating the image, positions it in the awareness of the environment. The result of

¹ Por. Stankiewicz J., *Komunikowanie się w organizacji*, Wyd. Astrum, Wrocław 1999, s. 68.

² Stankiewicz J., *Komunikowanie się w organizacji*, Wyd. Astrum, Wrocław 1999, s. 63.

correct, consistent with the strategy and vision of the local activities that build the identity of the product should be addressing a specific position on the market.



DRAWING 11. BRAND IDENTITY CARPATHIAN (PYRAMID OF IDENTITY)

retrieved from: www.wrota.podkarpackie.pl/res/um/region/podkarpackie_rozwiazanie_strategiczne_.pdf (10.11.2012)

By building a sense of identity with the region people feel part of a larger entity. A clear, common policy will make it easier to connect the links between communication operators. Facing the problem of the need to compete with other regions brand will help the residents to unite. Will give them a sense of community. Will enable them to speak one language-deliver one common password. The common brand give the benefit of scale. This will create a new image of the region and will become the primary factor of the competitiveness of the region. The effect of the brand will increase the sense of unity and common desire of residents to development of the region. New brand in Lubuskie province has allowed residents to strengthen interpersonal ties, because it is not rooted in the majority of the inhabitants of Lubuskie who are differentiated culturally as they came from different parts of Poland. Brand enabled them to build a sense of belonging and unity. The common brand allowed the unification of residents. People will become aware of how great power is in the implementation of the joint action of common interests.

CECHA TOŻSAMOŚCI	ROZWIĄZANIA DLA WOJEWÓDZTWA ŚWIĘTOKRZYSKIEGO
Powinna być łatwo czytelna dla otoczenia.	Wykorzystano bezpośrednie skojarzenia z ogromną różnorodnością walorów województwa, która stanowi jego największy atut. Odwołano się do Gór Świętokrzyskich, zestawu unikalnych i znanych atrakcji, takich jak: dąb "Bartek", ciekawe muzea, zabytki techniki, walory naturalne, w tym uzdrowiskowe.
Powinna być medium informacji o istotnych dla otoczenia korzyściach.	Informuje o głównych benefitach województwa świętokrzyskiego: możliwości poznania, aktywności, czerpania z siły uzdrowisk.
Konieczna jest unikalność oferowanych wartości.	Jedyné województwo, które swoją nazwę wzięło od Świętego Krzyża.
Można prezentować korzyści już znane, ale w odmienny sposób.	Wykreowana oferta uwypukla i wzmacnia turystyczny charakter województwa świętokrzyskiego; wskazuje na szereg możliwości spędzania czasu w sposób ciekawy, atrakcyjny i unikalny.
Wyróżniki tożsamości winny wykazywać odporność na naśladowanie działania i kopiowanie przez konkurentów.	Opracowane rozwiązania markowe mogą być chronione prawnie za pomocą praw autorskich oraz patentowych. Bycie pierwszym na rynku w zakresie wprowadzenia konkretnego produktu turystycznego daje przewagę konkurencyjną i medialną.

DRAWING 12. IDENTITY ATTRIBUTES FOR ŚWIĘTOKRZYSKIE PROVINCE

retrieved from: http://www.rpo-swietokrzyskie.pl/data/Pliki/94_Strategia_rozwoju_turystyki_w_wojew_d_ztwie_wi_tokrzyskim_na_lata_2006-2014.pdf (20.11.2012)

A key element of brand management is its visual identity, all by name and character that appear along with the product. The name and mark of the product are its differentiators— should remind of the product and its main

characteristics. Both the name and the sign must be a constant element in the operation of the marketing. Facilitate communication between market participants distinguish the offer from the deals.

The concept of brand-building determines also its culture of the future, so the principles and values to which the Canon brand will be the most common target, with which they will be issuing its ideas on the implementation of the objectives, actions, commitment and attitude. Therefore the element of building a brand become in the region. For example:

1. Gdańsk-freedom, sea, amber,
2. Warsaw-heroism of inhabitants, culture and art, power and the Supreme Court,
3. Krakow-the royal insignia, University, industry and culture
4. Katowice-mining, the Orchestra of the PRiTV, Silesian agglomeration,
5. Torun-Copernicus, Gothic, bourgeois traditions,
6. Zabrze-sport, postindustrial culture, cardiology.

Another case that may support the construction of brand are: events, parties, directly resulting from the concept of the brand, participation of both internal and external audiences. The action, which decide about the reliability of the brand affect building her reputation, create new values. In the area of events can be distinguished:

1. Wrocław-Era new horizons Festival, the record guitar Hey Joe,
2. Gdynia Design Days – In Creation,
3. Bydgoszcz-event LA, for example. Pedros Cup involving celebrities,
4. Goleniów– Hanseatic Festival
5. Pelplin-Cistercian Fairway,
6. Świętokrzyskieczaruje– ŚwiętokrzyskieVoievodship (colors in logo -red is life, vitality and beauty; green freshness, youth, fertility; gold (yellow) symbolizes perfection, wealth, power, invincibility, the Sun; the blue is the color of the sky, navy also means the capacity),
7. Silesian positive energy,
8. March ... the Malbork-Development Program for the city and Brand Creation forMalbork
9. the resort Islands-tourist product development Program and the creation of the brand for the city of Świnoujście,
- 10.-Suwalszczyzna– the region as a fairy tale
11. In 4 Elements-in Łeba,



DRAWING 13. TERRITORIAL BRAND

Source: uses documents, www individual events

In the area of the entities we can mention:

1. European post-industrial Centre for tourism-Zabrze,
2. Young town and the Museum of World War II– Gdańsk
3. Gugenheima Museum – Bilbao,
4. The Center Design-Copenhagen,
5. Golden Eye, the Tate Modern Gallery, the Millennium Bridge-London-brand of modern metropolis.

In the Świętokrzyskie development strategy among the priority objectives are: increasing competitiveness and attractiveness, improving the level and quality of life and poverty, while completely not mentioned are regional integration and identity. In this respect, only three regions of the country do not consider it to be appropriate to take action in this area, apart from Świętokrzyskiethose are: Kuyavian-Pomeranian Voivodeship and Warmian-Masurian.

Among the worthy mentioned actions enrolling in regional identity should be mentioned the finding and the promotion of universally recognized symbols of the region. The main of them was Baba Jaga and Pocket knife. Both are quite systematically shown both within the region and in its external promotion. The Symbol of the Baba Jaga is from the legend of sabatach witches on Łysa mountain-the mythical site of the Świętokrzyskie region. One of the

spectacular manifestations of promotional action of this symbol is the initiative of building in the Centre of Kielce the Baby Jaga statue.

Promotion events of the region initiated and coordinated by regional and local authorities should also be mentioned. Amongst them it is worth to indicate: projects that promote food and regional products and those forming a regional brand: “Świętokrzyskie – jakie dobre!”, “Marka Świętokrzyska”, “Jabłko Sandomierskie”, “Cudze chwalicie – swego nie znacie”, Komiks “Poszukiwacze Zaginionego Kwiatu Paproci”, Świętokrzyskie czaruje – poleć na weekend, Czarujące Czarownice (Amfiteatr Kadzielnia, 04.09.2010), Ojciec Mateusz, Musical – Niech mówią, że to nie jest miłość, Świętokrzyskie czaruje – poleć na narty (serwis specjalny w onet.pl – 2009), Świętokrzyskie Miejsca Mocy – filmy promujące (2009), Zima w Świętokrzyskim (luty 2010, akcja zimowa organizowana wspólnie z TVN Turbo i ITVN.PL), spot reklamowy przed “Ojcem Mateuszem” (marzec 2010), Świętokrzyskie Miejsca Mocy.

Świętokrzyskie – Power Place advertising slogan is a basic promotion action of the region, its basic differentiator. Must be associated with the offer, its main features, and what is more important with added value. The slogan must include the basic characteristics of the product. The objective for the brand is to get both to tourists and the youngest (children and youth), as well as to target groups – among others, those who want to take advantage of all the natural and anthropogenic effects. It also refers to the plurality and diversity of equalization. The symbolic space under this outbreak, that give the remarkable strength of the people who visit them. National power stems from three elements: spiritual, physical and intellectual power.

Elements of creating a brand identity in Świętokrzyskie are:

1. the name – Świętokrzyskie – the power city
2. symbols – Świętokrzyskie mountains with Gołoborza and Paradise Cave, beautiful landscapes, monuments, Silica paleontology, technical monuments, interesting flora and fauna, the striped uniforms, traditions and folklore, places of religious worship, Bałtów, Wiślica (City Museum),
3. atmosphere – friendly active leisure, accommodation, place, with rich offer of high quality services, open to tourists, full of secrets, an extremely diverse and rich,
4. events – “Dymarki Świętokrzyskie”, “Festyn w Tokarni – Wytopki Ołowiu”, “Żelazne Korzenie”, “Kuznice Koneckie”, “Jarmark u Starzecha”



DRAWING 14. THE LOGO IS THE SYMBOL OF KIELCE

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DRAWING 15. ŚWIĘTOKRZYSKIE CHARMS (A)

Retrieved From: <http://swietokrzyskie.travel> (20.11.2012)



DRAWING 16. ŚWIĘTOKRZYSKIE CHARMS (B)

Retrieved From: <http://swietokrzyskie.travel> (20.11.2012)

The weakness of regional identity (in Świętokrzyskie), much greater cultural homogeneity, simpler and less relevant regional issues cause, that is much easier to come to an agreement in this regard. There are no disputes regarding the shape of a clear regional education, and at the same time the actions mentioned above can be adopted without major objections¹.

6. Summary

Marketing communications combines different ways of communication in order to achieve coherence and maximize effects through the integration of clear, homogenous messages. It assumes also the use of a wide range of available channels, while maintaining close coordination and consistency of messages in terms of formality and time. Marketing communication informs society about the brand's overall activities, in terms of territorial exists to change the reality for a better quality of life for residents and dynamically compete with other regions.

Brand image is the most important determining factor about changes that are happening in the city. Professionally created and controlled the image is positive and is the most important element of success, both in the field of image, internal and external communication.

Brand of the region to arise and be efficiently managed has to be built on the logical basis, using the most important, classic tools and techniques used in the art of communication. To make it strong, positive, effective it has to be solid and have simple foundations. On the basis of the results of the analysis, balancing the strengths and weaknesses of the region, opportunities and threats for the brand in the context of development creates a marketing communications strategy, which consists mainly of positioning benefits and arguments (rational and emotional).

Awareness of the brand is the level of familiarity with the brand, built on the basis of the detailed information of it. Awareness of the brand is not enough, because does not reflect the power or consumers' conviction. The secret of the brand lies in the fact that it must be strong and properly seen by potential consumers. A strong brand is a recognizable product, service, person or place, tailored to the buyer or user in such a way that it mentions the brand as a value which the most fulfills his needs and requests.

¹ <http://www.iss.uw.edu.pl/zarycki/pdf/swietokrzyskie.pdf> (20.11.2012).