

Place branding: from the practice to the theory. Russian context



BOGOTA
JANUARY 20-22
2011



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Place branding: recent achievements

- clear vision of place marketing – branding evolution
- deliverance from stereotypes and... illusions
- new concepts: thoughtful, but... different

Place branding theory development: problems

- Marketing ? Branding
- What is place brand ?
- Theory / Practice

Place branding: Russian context

- Country image getting worse
- Post-Soviet "imaginal desert"
- Depopulation
- ...

- 1100 cities and towns, 84 regions
- Growing place competition
- Resources
- Call of the glocalization
- Cities are leaders

Cities - pioneers

- Velikiy Ustug
- Myshkin
- Yekaterinburg
- Yelabuga
- Krasnokamsk

- Perm
- Sochi
- Magadan
- Sarov

Myshkin – Mouse City



International Conference
on Rodent Biology

Myshkin, Russia

24-28 July, 2008



Velikiy Ustug – Ded Moroz (Russian Santa) city



Perm – Cultural Capital

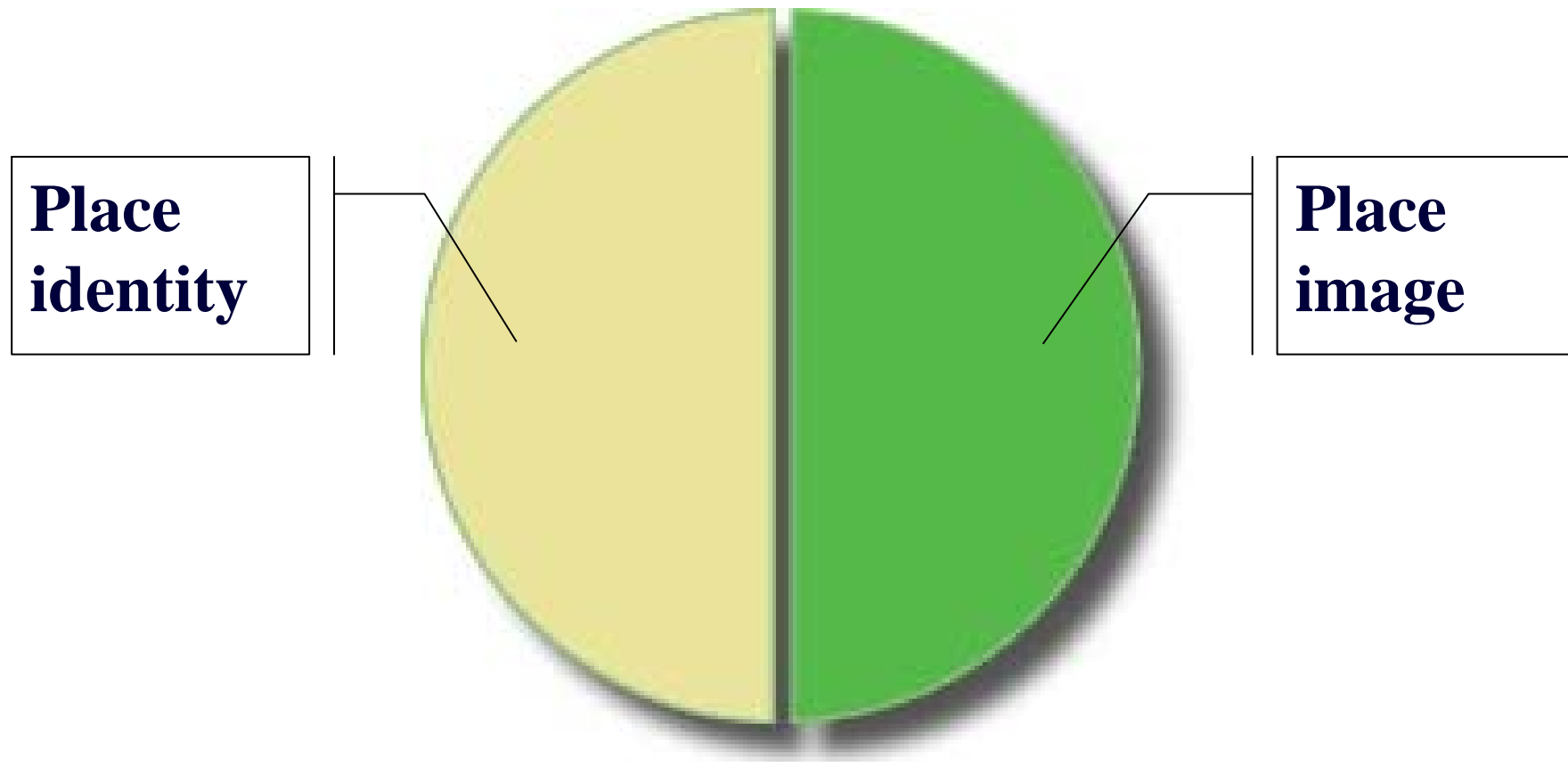


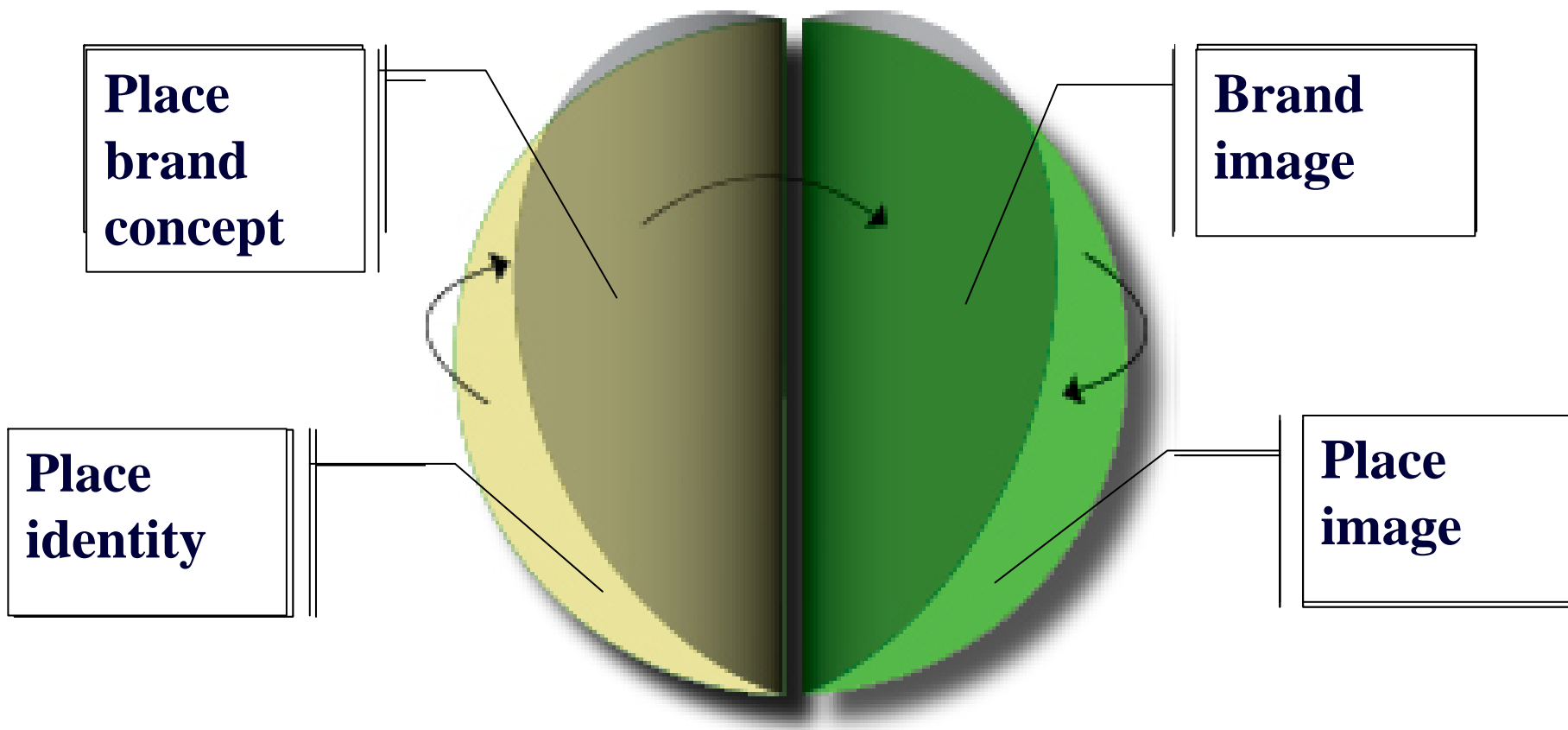
Idea | Идея

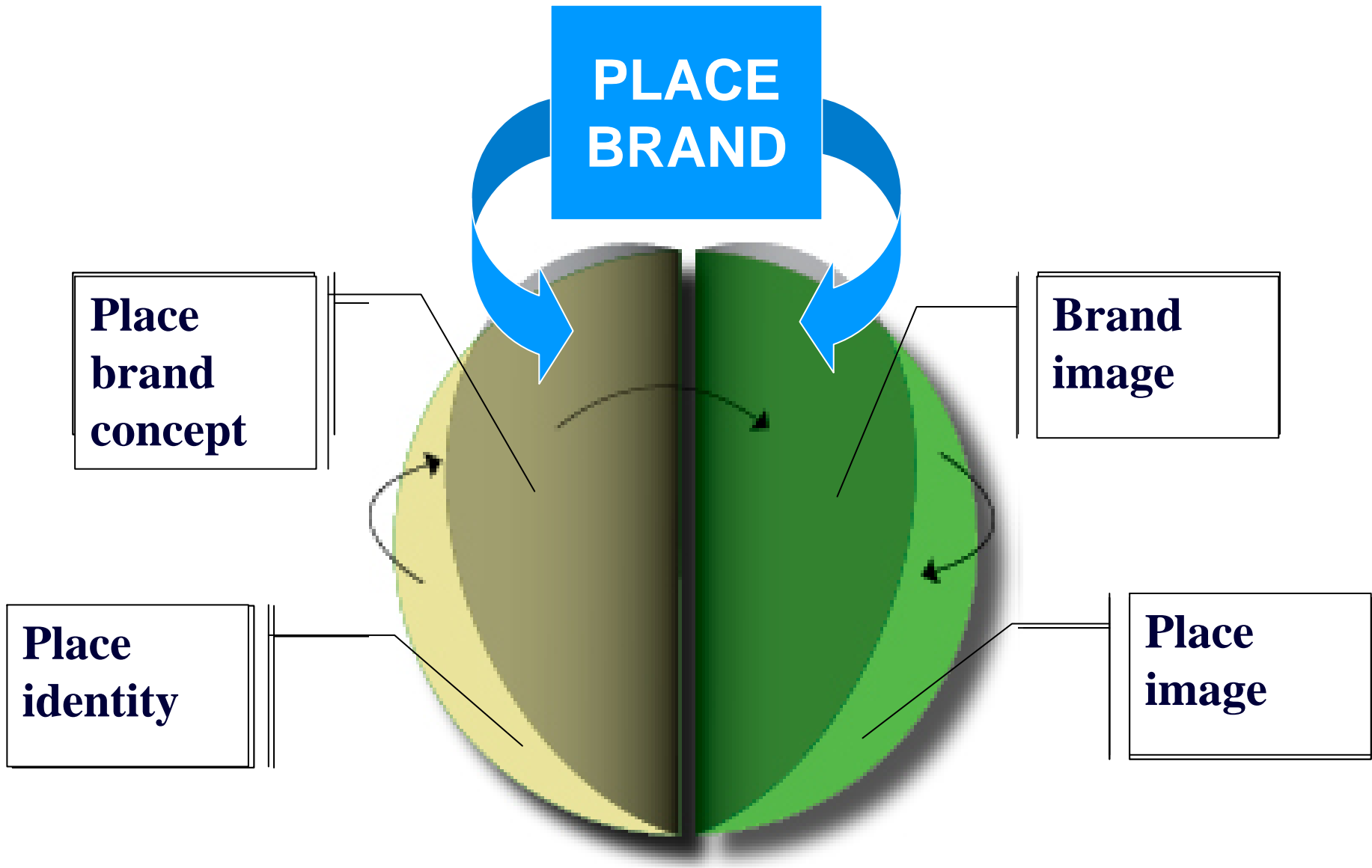
concept: humanistic type family with the memory of broad nib pen (sans & slab-serif & serif designs)
концепция: гуманистическое шрифтовое семейство с памятью о ширококонечном перо (антиква & брусковая антиква & гротеск)



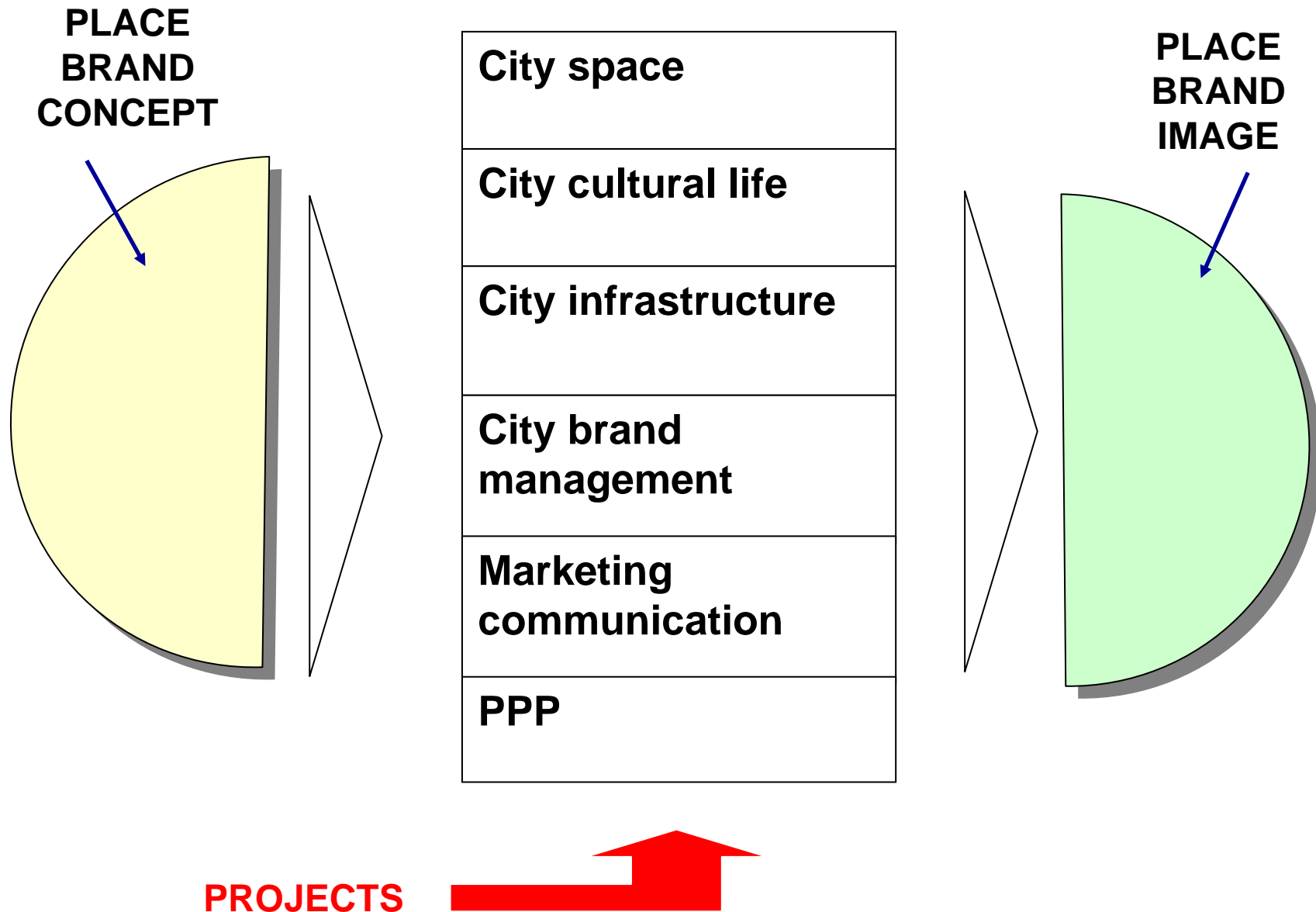
PLACE BRAND EFFECT







PLACE BRAND RAISING



THANK YOU!



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