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PROBLEMS OF REGIONAL POSITIONING (TOMSK AND THE TOMSK REGION CASE STUDY)

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Abstract. This article is devoted to the study of the Russian regions' positioning on the example of Tomsk and the Tomsk region. During economic sanctions and serious changes taking place in the structure of Russian market, a regional brand can become an important strategic tool to help reduce budget deficits, increase the attractiveness and improve the regional economy. Creating a strong regional brand is impossible without its competent positioning. The article analyzes the current state, priority areas and problems of Tomsk and the Tomsk region positioning. The results of the study concerning the perception of the region peculiarities by Russians are presented. A sociological study was conducted with the authors' participation by interviewing Russian residents about their attitude towards domestic goods and associations that they have with the Siberian region and the Tomsk region. The study showed a discrepancy between the associations of the region with the strategy for Tomsk positioning. The reasons are identified and the necessity of using design tools to increase the Tomsk region investment attractiveness and to promote the region in the

positioning context is substantiated. According to the authors, three areas of design tools application in the region promotion are relevant: the identity of the region, environmental design, and communication design.

Keywords: regional brand; import substitution; positioning; design, Tomsk region; brand communications.

JEL codes: R58; R11.

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