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## BRAND FORMATION OF THE CITY OF UKRAINE AS THE NECESSARY COMPOSITION OF THEIR DEVELOPMENT

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**Annotation.** *The essence and features of the territory brand formation are researched in the article. The world ranking of the most successful brands of cities, as well as cities according to different indicators, is analyzed. The obstacles were identified and directions for the formation of successful branding of the territories were proposed.*

**Keywords:** *brand, branding, city brand.*

The purpose of the article is to study the specificity of forming a brand of cities as a necessary component of their development and prosperity.

The essence and features of the territory brand formation is researched in the article. In particular, the essence of categories like brand, branding and brand of the city is considered. The brand of the city is a graphic representation (logo, picture), which is formed on the basis of dissemination of information about it, real arguments about its functioning and opportunities for visitors. To create a strong brand of the city and effective branding, you need to use modern tools that are based on the latest technology and communications tools.

The foreign experience of introduction and use of brands of cities is researched in the article. The analysis of the rating of the most expensive brands of cities has been carried out and the most successful cities like New York, Amsterdam, Copenhagen, Hong Kong and Lyon have been determined. The rating of cities in the world for 2017 according to various criteria is considered and it is determined that the leaders are Lisbon according to the "place", Paris — "product", London — "programming" and "promotion", Dubai — "people" and Singapore — "prosperity". The top ten cities in 2017 include London, Singapore, New York, Paris, Sydney, Amsterdam, Los Angeles, Tokyo, San Francisco, Toronto.

The leadership of London in the overall ranking of brands of cities is associated with its world-class recognition of the center of tourism, luxury,

education and restaurant business. In 2015, the city was visited by 31.5 million tourists, in 2016 the number of tourists increased by 20%. The city ranked first in the ranking thanks to its exclusive and consistent marketing, as well as the quality of the infrastructure (airports) and unique architectural monuments. As for the Ukrainian cities, the rating included only the city of Kiev taking 85th place.

The article identifies obstacles to the effective promotion of the brand territory: lack of system financing and lack of funds for promotion and promotion of the brand; weak brand promotion strategy; untimely and inadequate logistics of goods; not effective management and corruption in local authorities; not the interest of the responsible persons in the established effective work to promote the brand of the city and improve its infrastructure and the welfare of citizens.

In order to solve these problems and further develop and promote the brand of cities, one must focus on six components: location, promotion, security, goods and services, financial resources, recreation and training. Each city is unique, special and not repeated, at the same time it is oriented towards the people who live in it. Creating the city's own brand, improving its infrastructure and promoting its development is the main task of the city's authorities. In the country, it is necessary to develop and create both local, territorial and global brands, to form the brand image of Ukraine in the world.

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