

## ПРИКЛАДНІ СОЦІАЛЬНО-КОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ

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### THE INFLUENCE OF VIDEO ADVERTISING ON THE PROMOTION OF TERRITORIAL BRANDING

*The article deals with the Ukrainian and foreign experience of using video commercials in promoting the brand of the territory as a tourist destination. It was found that video content has an impact on the emotional perception of the target audience, and, in addition to the desire to perform the target action (visiting the territory), forms an emotional connection between the brand and the consumer, which confirms the effectiveness of this tool for promoting territorial brands. It has been confirmed that imagery and associativeness (sounds, graphic or visual elements, video plots) serve as the main tools of persuasion. It has been found that the current trends in the creation of video content are the use of humor and regional music, and the use of non-standard storylines. It is also determined that the presence of a dynamic montage, a certain logical plot, and a high-quality visual and audio sequence can be attributed to the modern trends in the creation of promotional videos of tourist destinations. The effectiveness of promotional videos of territorial brands is influenced by the following factors: duration of the video, quality of video and audio sequence, emotionality and atmosphere, credibility, informativeness, and creativity of the plot. Promotional videos as a tool for promoting territorial brands, including domestic ones, demonstrate high efficiency and the ability to influence the decisions of the target audience, which indicates the need for their use during branding and promotion of any territorial destination. Promotional videos of foreign countries are more popular than domestic ones, which is related to the presence of strong tourist brands in the considered foreign territories and a high level of popularity and audience loyalty to them.*

**Key words:** commercial, video advertising, brand, territorial branding, tourist branding.

**Problem statement.** The use of branding technologies for the creating or repositioning of territories brands (cities, regions, and countries), as well as to increase their competitiveness both domestically and internationally, is a practice that has been widely used throughout the world for many years. In connection with the growth of the role of social networks and digital marketing, the use of media commercials, especially video content, has gained wide popularity. Promotional videos have become one of the most powerful tools for the promotion of tourism, as a person receives a significant amount of travel impressions through visual perception. It is the emotional (associative) component that plays

an important role in the promotion of a tourist brand. In such communication, imagery and associativeness (sounds, graphic or visual elements, video plots) serve as the main tools of persuasion. To determine trends in the field of creating modern videos of tourist destination brands, as well as their optimal criteria, to identify common mistakes, there is a need to study the peculiarities of domestic and foreign experiences in using video content to promote a territorial brand.

Analysis of recent studies and publications. The concept of territory branding arose from the field of marketing, in particular territory marketing and economic marketing. Such scientists as S. Anholt, D. Kinney, F. Kotler, W. Ollins, S. Ward, I. Rein,

D. Heider, P. Doyle, T. Moilanen, S. Reinisto, as well as domestic researchers T. Nagornyak, O. Korchagina, O. Kutsevskaya, O. Kuzmuk, O. Gabera, O. Zozulyov, V. Kuksa, and others. A wide range of issues related to our research was raised by researcher I. Bilyuk defines the advantage of a video commercial of the city in that while watching the video, the recipient gets the opportunity to “see the city, feel its atmosphere, hear or read the main information about its features and uniqueness” [1]. In her opinion, the use of promotional videos to promote the city brand contributes to the potential consumer’s decision to travel to the proposed region, as well as familiarizing the potential target audience with the features of the territory and its unique characteristics.

Researcher Ivanova L. emphasizes that commercials in tourism should involve targeting the target audience, taking into account their lifestyle and behavioral and personal characteristics, while preserving the features of the advertised brand (for example, ethnic ones) [2]. In his research on the analysis of the effectiveness of commercial in the tourism industry, the scientist Kazak O. states that “consumers of tourism services prefer a specific tourist destination or tour not because they have analyzed all the possible options offered by the market, but as a result of the influence of versatile and effective commercial, including with the use of visual aids and economic incentives” [3]. In general, the topic of promoting a territorial brand with the help of video commercials is understudied and promising in the scientific domestic discourse.

**The research goal** is to determine the effectiveness of using video commercials as a tool for promoting the touristic component of the brand of territories based on the analysis of a domestic and foreign experience of using video content.

#### **The results and discussion.**

The majority of promotional videos of cities, regions, or countries are cuts of beautiful panoramas of cities, nature, and historical and cultural monuments to instrumental music of the appropriate mood (major, solemn, sublime). This method of creating videos is traditional and quite popular, as potential tourists want to see and explore as many places as possible that they would like to visit. Shooting from favorable angles, aerial shots allow a potential tourist to appreciate the scale of the city, its integrated architectural ensemble, etc.

On the other hand, such videos are typical and rarely impress viewers. This is especially true for locations that do not have strong popular tourist locations, such as the Eiffel Tower, the Colosseum and

the Leaning Tower of Pisa in Rome, the Parliament in Budapest, the fortress in Kamianets-Podilskyi, the Residence of the Metropolitans of Bukovina and Dalmatia in Chernivtsi, etc. In such a case, the use of creative solutions is necessary to create a successful promotional video. It can be a non-standard storyline, the use of public figures (stars), humor, popular music that will accompany the video, etc.

To determine trends in the creation of promotional videos for territorial brands, identify their advantages and disadvantages, and creative solutions, we will conduct a market analysis of existing videos of popular tourist destinations. We defined the analysis criteria as follows: image quality, video duration, informativeness, emotional impact (a sense of the city’s atmosphere), the relevance of the format, creativity, and graphic design. Six popular tourist destinations were chosen for the analysis of foreign promotional videos: Budapest, Iceland, Moldova, Barcelona, and Sicily.

Consider a clip of the capital of Hungary – Budapest [4]. It is called “Budapest – Spice of Europe”. It was published on the YouTube channel “WOW Hungary” in November 2019. Since then, the video has received more than 165,000 views and more than 3,100 “likes”. The plot of the video tells about a couple of a man and a woman, aged approximately 25-40 years, who have a bohemian vacation in Budapest, namely, they visit the Szechenyi baths, theaters, museums, exhibitions, restaurants, ride a boat on the Danube at night against the background of the illuminated Parliament, arrange romantic walks through historical monuments the streets of the city, etc. The video is shot dynamically in a style that can be described as “elegant”, and “sophisticated”. The video is accompanied by instrumental music, which creates a certain feeling of tension and the approach to the climax, as well as a voice-over by a male voice.

The announcer on behalf of the main character tells that after arriving in Budapest, he began to discover the whole world in a new way, experience new emotions, and discoveries, enjoy the beauty and fill his life with valuable stories. The video appeals to feelings of aesthetic pleasure, a sense of romantic adventure, pleasant surprises, inspiration, etc. The video is aimed at a mature audience with a level of wealth above the average but remains attractive to other groups of the target audience because it was shot in the form of an aesthetic teaser of a romantic film. Its duration is two minutes. It is worth noting the visual style, which resembles the style of commercials of luxury brands, for example, Chanel. The slogan Spice of Europe became the name of the city’s tourism

website [67], where visitors to the country can find the necessary information for planning a trip to the capital of Hungary.

Iceland's promo video called "Inspired by Iceland" was viral on the Internet for some time [5]. The video consists of fragments in which representatives of different social groups of the country's population, against the background of unique natural landscapes and historical monuments, actively and unusually dance to the energetic song "Jungle Drum" by the Icelandic singer Emiliana Torrini. The clip lasts 2 minutes and 34 seconds and thanks to the dynamic editing and dancing, keeps the viewer's attention from the beginning to the end of the clip. The video shows the features of the country: climate, fishing, thermal geysers, and national costumes. The video was released in 2010 but is still attractive and relevant. As in the case of Budapest, under the slogan "Inspired by Iceland" you can go to a site that is filled with useful information for tourists, news, and other informative and entertaining content. The video was published on Daimler91's private YouTube channel, where it has more than 40,000 views.

The promo video of Moldova "Be Our Guest in Moldova" was published in 2017 on Moldova travel YouTube channel. In four years, he collected 323,802 views and almost 3,000 likes [6]. According to the plot, a European tourist, who is very similar to Brad Pitt (played by Dutch businessman Ronald Heisman), who came to Moldova, ordered a car to take him to his destination, but the car broke down on the way. The driver told the tourist that the repairs would take about one or two hours, after which the man decided to go for a walk. In the video, a tourist is walking, looking at the landscapes, flora, and fauna of a new country for him. Residents take him to the nearest village in a cart. All residents are friendly to the tourist, greet him and smile at him. In the village, one of the men invites the traveler to his home, introduces him to his family, treats the guest to grapes, homemade wine, and dishes of the national cuisine, and then teaches folk dances and cooking. At the end of the video, the driver enters the yard and reports that he could not find his tourist anywhere. He asks the owner of the house if he knows who his guest is, hinting that it is a Hollywood actor. The pensioner replies that the tourist is his welcome guest. The video focuses on the fact that the country, especially the countryside, is open to tourists and treats them all as the most welcome guests. At the end of the video, the country's logo and a link to Moldova travel website appears.

As another example of foreign commercials, consider the promotional video for the Christmas

celebration in Barcelona (a city in Spain, the capital of the autonomous republic of Catalonia) [7]. In the plot, a couple (man and woman) reminisce about how well they celebrated Christmas in this city and argue about the details of how their trip went. The video begins with the inscription "Christmas in Barcelona" (Christmas in Barcelona) against the background of the panorama of the city. The dialogue between the heroes of the video continues throughout the video, but their faces are deliberately not shown in the frame so that it is easier for the audience to imagine themselves in their place (using the method of personification). The video is accompanied by footage of the couple, taken from the back, visiting various locations in the city. After the discussion between the characters ends, the words "Treat yourself to new memories" appear on the screen, and a female voice begins to list the benefits of visiting the city during the holiday season. The video ends with a white call-out "Are you coming?" ("Will you come?") on a black background, accompanied by a female voiceover, affecting the viewer both visually and audibly. Below the question is a link to a site where tourists can get the necessary information, as well as the Barcelona Turisme logo. The duration of the video is one minute. It was published on the YouTube channel "Visit Barcelona" on November 15, 2021. During this time, it has collected about 2500 views.

The next promotional video, which was chosen for research, is from Sicily, the southern autonomous region of Italy, which is located on a separate island [8]. The development of tourism in the region is facilitated by a warm climate, sea beaches, a large number of historical and architectural monuments, as well as wine production, which is actively developing and flourishing (this is characteristic of Italy as a whole). The video called "Discover The Beautiful Sicily!" was published in 2016 on the YouTube channel "Sicily International". From the moment of publication until November 2021, the video collected 726,837 views and more than 6 thousand "likes". The video has a duration of 3 minutes and 7 seconds and is available for viewing in quality from 144p (minimum) to 2160p 4K (maximum). The video consists of dynamic cuts of the region's landscapes, cultural and historical monuments such as temples and palaces, panoramas of cities, footage from the life of people in the region, elements of flora and fauna, and footage demonstrating gastronomic features. There is a play of the light of the sun, stars, moon, water glitter, lanterns, and fireworks in it. The clip ends with the word Sicily painted in light against a beach at night, followed by the region's logo and social media links

for further information on exploring the destination. Even though the video was published five years ago, it is still relevant, typical for promotional videos of the regions, and attractive. In the comments, a large number of viewers noted positive emotions and expressed admiration for the beauty of the locations shown in the video and the culture of this region. The video has an image character, as it reminds potential visitors of the beauty of the place and the benefits of visiting it. There are no appeals or commercial messages in the video.

So, as we can see in the example of the foreign experience of using promotional videos, during their creation, shots are always used showing tourist locations, natural landscapes, and city panoramas, because, to provoke a potential tourist to want to visit the advertised territory, it is necessary to show its advantages from an attractive, profitable angle. The videos may contain calls to visit a tourist destination, but this is not a prerequisite for the creation of a video. For promotional videos, it is important to emotionally affect the target audience, to show them the atmosphere of the territory and the impressions it can give.

We will begin the analysis of the Ukrainian experience of using promotional videos to promote territorial brands with the promotional video of the Ukrainian brand “All About U”, which was presented in 2011 [9]. It was one of the first examples of country branding in Ukraine. As part of the PR campaign, which was designed to increase the number of tourists to Ukraine, four 30-second promo videos were created to present domestic business, economy, lifestyle, and tourism to the Western target audience. Since the video was released 10 years ago, it is worth considering its obsolescence, but we will consider it for comparison with modern trends in the creation of promotional videos. The video is shot dynamically, the frames are short, and change quickly, and the video is accompanied by background major music. The style of the video can be described as glossy, which was typical of the previous decade. The footage looks quite promotional, sometimes artificial. The plot tells about the advantages of Ukraine and shows illustrations of them. The video features such locations as an expensive hotel, a restaurant, a fashion show catwalk, a nightclub, a mountain top, a beach, a performance by a folk dance ensemble, etc. The insufficient quality of the video makes an unpleasant impression. Despite the outdatedness and inconsistency with modern trends, the video is dynamic and informative – it is easy to watch to the end and catch the main essence of the message.

Next, we will consider a tourist video of Kyiv, which was called “Kyiv city of weekends with dog #visitkyiv”. It was published by the Visit Ukraine channel on July 24, 2019 [10]. The plot of the video tells about the adventures of a corgi dog named Lloyd in the capital of Ukraine. He got lost while his host was showing the way to tourists, and visited popular tourist locations in Kyiv: the pedestrian bridge to Trukhaniv Island, Postal Square, Sofiyivska Square, Andriivskyi Spusk, Independence Square, and Park named after T. Shevchenko. The video was shot in the summer, which viewers subconsciously associate with time for travel and recreation. The frames are short, dynamic, and bright. The color correction of the video was carried out in bright, bright colors, emphasizing a positive mood. The captions in the background of the video appear in Comic Sans MS font. Also, at some moments, colorful animated stickers and decals appear on the screen. This indicates an orientation towards people under the age of 35, young people, and teenagers.

The clip is accompanied by a pleasant unobtrusive background melody, as well as the story of the main character (a dog) about a walk in the city. The dubbing of the video is recorded in English by a male voice, so it can be determined that the target audience of the video is tourists from other countries. The video ends with a shot against the background of Taras Shevchenko Kyiv University, which features the logo of Kyiv and the slogan “Everything starts in Kyiv”. The total duration of the video is 1 minute and 47 seconds. As of November 2021, the video has garnered 86,447 views and over 1,200 likes. In the comments, viewers of the video shared positive impressions and described the video as creative, cute, and uplifting. The key character of the video – the dog – played a significant role in this. The audience also noted that the video showed, in their opinion, the most popular and most beautiful locations in the city. The clip is dynamic, keeps the viewer’s attention throughout the video, and evokes positive emotions and associations.

For comparison, let’s analyze two promotional videos of Lviv. The first of them is called “Experience Lviv”, which was published on the YouTube channel “Lviv.Promotion” in February 2020 [11]. During this time, it has collected 153,652 views and more than 400 likes. The duration of the video is 3 minutes and 9 seconds. The video begins with the inscription “Feel Lviv” in white on a black background. Then begins cutting shots of the life of the city, its architectural monuments, and popular locations visited by tourists (station, Rynok Square, coffee shops, etc.). The video

is edited dynamically, it combines shots of the life of Lviv, both a popular tourist center and a large regional center, where people live their daily lives. Videos are characterized by non-standard transitions from one frame to another (for example, the page of a book flows into a drawing on a cup of cappuccino). The clip is accompanied by instrumental music that smoothly changes several times throughout the video. The video starts and ends with the same shot of the plane on the runway (framing reception). In the end, the logo of the city and the slogan – “Open to the world” appear. The video is saturated with bright shots and a lot of details. The duration of the video is a bit long, it could be shortened without losing the content load.

Another promotional video of the city of Lviv, also published on the YouTube channel “Lviv.Promotion”, was created in a radically different style – animated [12]. Thanks to the graphic characters, the announcer in a male voice in English briefly talks about the history of Lviv, its uniqueness, and the peculiarities of life there. Dynamics in the video are achieved both due to the movement of the characters and the movement of the frame itself. The characters are painted in the colors of the city logo – purple, red, yellow, blue, and green. At the end of the video, the logo of the city appears with the English-language slogan “Open to the world”. This video, like the Kyiv promo video above, is aimed at foreign tourists. The duration of the video is 56 seconds. Since its publication in 2019, the video has received 21,255 views and 70 likes.

The creators of the Lutsk promotional video used a creative approach in its creation, using the techniques of irony and juxtaposition [13]. The video begins with a shot of the panorama of the city, taken with the help of a quadcopter, in the background of which the inscription “Why you should not go to Lutsk” appears. Then there are shots of local universities, Lubart Castle, museums, and the Architect’s House (House

with chimeras), accompanied by the inscription “There is nothing to see in Lutsk.” Later, the caption changes to the phrase “In Lutsk banal tourist routes”, where the video sequence shows walking around the city on an open tourist bus, a walk through caves, and a boat ride on the local river Styr. The phrase “There is nothing to do in Lutsk” is illustrated by footage from city festivals and events, and the thesis “There are no gastronomic specialties in Lutsk” is illustrated by footage from food festivals. The phrase “Lutsk’s landscapes are unique” is accompanied by shots of the city panorama, and the thesis “They don’t know how to have fun in Lutsk” is a shot of the local zoo, recreation centers, and the “Bandershat” music festival. The video is accompanied by upbeat instrumental music. The 2-minute-5-second clip ends with the city’s white logo on a black background and the slogan “Pleasant opening.” Among the advantages of the video, it is worth noting its dynamism, bright shots, variety of locations, and creative approach. Among the shortcomings are the chosen banal and non-unified font, and the lack of a “substrate” that would make it more expressive against the colorful background of shots of the city.

In the table “Comparison of the effectiveness of foreign and domestic promotional videos,” we summarized the information that determines the main characteristics of the video. The effectiveness of the video will be determined by the number of views and likes. As can be seen from the table, the direct popularity of the video is primarily influenced by the object of commercial – foreign videos gain more views than domestic videos. This is because the territories chosen for research are well-known tourist destinations among tourists from all over the world. In addition, relatively long videos turned out to be more popular, although usually experts campaign to reduce the duration of commercial content.

Table

**Comparison of the effectiveness of foreign and domestic promo videos**

Destination	Placement channel	Publication date	Number of views	Number of “like” marks	Duration
Budapest	WOW Hungary	November 2019	165 405	3.100	2 min
Iceland	Daimler91 (not original)	October 2010	42 002	688	2 хв 34 sec
Moldova	Moldova.travel	2017	323 802	3.000	2 min 40 sec
Barcelona	Visit Barcelona	November 2021	2556	11	1 min
Sicily	Sicily International	November 2021	726 837	6.200.	3 min 7 sec
Kyiv	Visit Ukraine	July 2019	86 447	1.200	1 min 47 sec
Ukraine	MiddleStar Production (unoriginal)	February 2011	1700	9	30 sec
Lviv	Lviv. Promotion	February 2020	153 652	400	3 min 9 sec
Lviv	Lviv. Promotion	2019	21 255	70	56 sec
Lutsk	Volyn Post	September, 2018	9129	147	2 min 5 sec

Unlike commercials for products, which are often aimed exclusively at stimulating a potential consumer to action (purchase), promo videos of territorial brands are distinguished by the fact that they are of an image nature. They are intended to encourage a potential tourist to buy tickets and go on a trip, that is, to purchase a tourist service and, at the same time, to evoke positive emotions, impressions, and desires in him. Videos with appropriate content should stimulate a clear desire in the audience associated with visiting the specified territory: drink a glass of sparkling wine on a terrace in Barcelona or celebrate Christmas there, visit the Moldovan countryside and get to know the local people, their culture and traditions. To create a successful promotional video, it is necessary to demonstrate exactly what pleasure a tourist can get from staying in a city or region, to make his consciousness remember this associative series and formulate a desire.

In this regard, the duration of the video should not be too short, because the viewer should be interested while watching it. Despite this, when creating videos of three minutes or more, there is a need to create a dynamic plot and use high-quality footage and an appropriate visual style to keep the viewer from getting bored while watching and to prevent the possible turning off of the video.

**Conclusions and suggestions.** In conclusion, we note that we have researched, summarized, and classified information on trends, styles, advantages, disadvantages, and typical approaches to creating promotional videos for territorial brands. In the example of the researched clips, we found a correlation

between the audience's involvement and the use of such scripting tools as framing, storytelling, contrast, irony, etc. In the example of the video of Budapest, where the storytelling method is professionally applied, we can see that thanks to the integrated approach, the video received a significant number of views and "likes".

On the example of samples of domestic and foreign promotional videos of territorial brands, we determined that a low number of "likes" is not an indicator of a low-quality video, but indicates low audience engagement. The popularity of videos is influenced by their quality, video style, and compliance with current trends and tastes of the audience, as well as graphic elements, dynamic editing, and shooting style. Among the current trends in the creation of promotional videos for tourist destinations, it is worth noting the dynamism of editing, the presence of a certain logical plot, and a high visual and audio sequence. Among the trends, it is worth highlighting the presence of humor, the use of non-standard storylines, and the use of regional music (authentic, as in the video about Moldova, or local performers, as in the video from Ireland).

So, video content is an important tool for the promotion of a tourism brand starting from the stage of its presentation. Promotional videos of territorial brands have an image character, so they must meet not only high-quality technical characteristics but also have an emotional impact on the target audience due to the use of filmmaking techniques, filming and editing techniques, and the use of creative plot approaches, and beautiful pictures.

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### **Балюн О. О., Фісенко Т. В., Вітюк Л. С. ВПЛИВ ВІДЕОРЕКЛАМИ НА ПРОСУВАННЯ БРЕНДУ ТЕРИТОРІЇ**

*У статті проаналізовано український та зарубіжний досвід використання відеореклами у просуванні бренду території, як туристичної дестинації. З'ясовано, що відеоконтент чинить вплив на емоційне сприйняття цільової аудиторії, та, окрім бажання виконати цільову дію (відвідати територію), формує емоційний зв'язок між брендом та споживачем, що підтверджує ефективність цього інструменту для просування територіальних брендів. Підтверджено, що основними інструментами переконання слугують саме образність та асоціативність (звуки, графічні чи візуальні елементи, відеосюжети). З'ясовано, що актуальними трендами у створенні відеоконтенту є використання гумору та регіональної музики, застосування нестандартних сюжетних ліній. Також визначено, що до сучасних тенденцій у створенні промо-роликів туристичних дестинацій можна віднести наявність динамічного монтажу, певного логічного сюжету, високої якості візуального та аудіоряду. На ефективність промо-роликів територіальних брендів впливають наступні фактори: тривалість ролику, якість відео- та аудіоряду, емоційність та атмосферність, достовірність, інформативність, креативність сюжету. Промо-ролики як інструмент просування територіальних брендів, у тому числі вітчизняних, демонструють високу ефективність та здатність впливу на рішення цільової аудиторії, що свідчить про необхідність їх застосування під час брендингу та промоції будь-якої територіальної дестинації. Промо-ролики зарубіжних країн є більш популярними, аніж вітчизняні, що є пов'язаним з наявністю у розглянутих закордонних територіях сильних туристичних брендів та високого рівня популярності та лояльності аудиторії до них.*

**Ключові слова:** реклама, відеореклама, бренд, територіальний брендинг, туристичний брендинг.