

Секция «Реклама в США и Великобритании: современное состояние и перспективы развития»

## **The specificity of promotion of the USA as a territorial brand**

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The sphere of recreation and tourism has become popular since the XVIII century. Gradually people get inspired by the idea of seeing the world and motivated by the fact that all they have one life to do that. Today tourism takes about 10 per cent of the Gross World Product and the sphere was determined as perspective by many governments of European, Asian and American countries in the next 20 years. It enables the development of national and international competition between cities and countries. The research of the theme has begun in the 90s of XX century. The conception of a territorial branding was firstly used by Simon Anholt in 2002. Territorial branding is a set of actions aimed at creating long-term goods or service preferences, which is based on intense effect of advertising messages united by certain idea and put under the same logo (which mark the goods out of competitors and build its image) on consumer of trademark [2]. Governments of many states are trying to stand out in this prosperous market. Some experts call the phenomenon as "the war of territories". Potential tourists can be attracted by many factors linked with the history, culture, natural resources and fashion. The United States of America has engaged into the idea since the 1950s. The first efforts were implemented by governmental structures to popularise the image of the US among European countries. The influence of politics can hardly be overestimated. The specialists had used a wide range of communication tools to achieve the reputation of successful and prosperous country. The campaigns has been implemented for a long period of time and this process wasn't easy. Many mistakes were due to differences in cultures, choice marketing tools and other facts. Nonetheless the United States of America is one of the most popular touristic products; it has the status of a power.

### **Источники и литература**

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