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REGIONAL BRANDS AS A TOOL OF MARKETING COMMUNICATIONS

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ABSTRACT

The aim of the article is to define theoretical approaches to competitiveness on macro level and micro level and specify the possibilities of increasing of competitiveness of small companies through regional products labels. The article defines theoretical approaches to term as region, regional product's label and defines the using of regional labels on products and services in practice in the Slovak Republic. The regional brands are for some producers just one tool used for advertising and promoting their products on national level. The regional brands are used in tourism promotion and promotion of services. The projects of promoting the regional brands could be financed from EU funds under Program LEADER. The research has been provided by questionnaire for consumers in the Slovak republic. The knowledge of Slovak consumers about regional brands are not so high as the producers wished. The results of survey could be used for advertising campaign of the Association of the Regional Brands in Slovakia.

Keywords: region, regional brand, marketing, marketing communications, advertising