BEST CITIES BRANDS FEATURES

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Abstract
Article analyze city brand theoretical aspect, best city brand features and best cities brand in the world. Building a city brand involves a huge process that includes research, insights, testing, customer consulting and many more. After all, the brand itself is not a value in itself - it must be thought about how it will be used, how it will be communicated. A city brand combines an entire city into one brand. The city needs to present itself in one style - this brings greater benefits: it increases the flow of tourists, creates opportunities for investing in the city, and the residents of the city give positive feedback about the city.

Key words: *city, city brand, best city brand*

JEL Classification: *31,37*

I. INTRODUCTION

It is good for the city to have a brand. Creating a city brand brings that local person closer together if the city brand is in line with their worldview and the way they imagine that city.The largest cities in the world are implementing big city branding projects. These branding projects give cities, residents and visitors a new image. The city brand is vital and a key component of successful cities around the world. City branding is a new approach to sustainable city development. The city brand is a new aspect of city communication, improves the marketing of the city image in many ways by transforming the visual image of the city into a brand image.

II. CITY BRAND THEORETICAL ASPECTS

In the 21st century, cities began to compete harder with each other. Cities compete with each other for tourists, investments, cultural events. Businesses benefit from the large number of tourists in the city. For the city, not only the views of the city residents about the city, but also the way tourists respond to it are important.

The ability of a city to compete with other cities is important. Proper branding of the city helps the city withstand the increasing competition. It is very important for the city to increase the brand awareness of the city. Awareness can be raised through various forms of advertising such as television advertising, internet advertising, social networking. The city brand is also heavily influenced by opinion formers. Opinion-makers on social networks can share their views on city events, museums, shops, cultural sites. It is not easy for a city brand to stand out from other city brands. Cities compete with each other. It is important for the city brand how it is valued by locals, businessmen, tourists. A city brand is an image that is formed in the eyes of city dwellers, tourists, businessmen and investors. The target audience of the city is very important when developing a city brand: what kind of companies are being created in the city, what are the residents of the city, what kind of investors are investing in the city. Awareness of the city brand is very important. Advertising helps raise the city's brand awareness. For example, in 2019, an advertisement "Vilnius - G spot" was created for the city of Vilnius, which attracted tourists from Germany and the United Kingdom.

This advertisement coincided with the Pope's visit and greatly increased the flow of tourists. Cai, L., A. (2002) state that city branding means consistent factor a combination that helps to create a positive image of the city to gain recognition and make the city more visitors direction. City brands consist of: names, signs, logos, designs, slogans. A city brand has to combine the whole city into one brand. The city needs to present itself one way. Table 1 present differentcity brand definition. Fan, Y. (2006) state that city brand combines political, economic, cultural, historical and other aspects. Herstein, R. (2011) define that city brand improving countries, cities and regions for different audiences. Kavaratzis, M. (2004) state that city brand is the right way to describe and implement urban marketing. Kavaratzis, M. (2007) define that city brand focuses on visuals branding, such as creating a new logo, a new slogan. Björner, E. (2013) state that city brand is a strategic approach to cities source of economic value as well as of political and cultural significance

Table 1. City brand deinition

Author	Definition	Highlight
Fan, Y. (2006)	A city brand is a city image that combines political, economic, cultural, historical and other aspects.	combines political, economic, cultural, historical and other aspects.
Herstein, R. (2011)	Local brand development involves many practitioners with tasks around the world improving countries, cities and regions for different audiences, e.g. tourists, citizens, investors, governments and the media.	improving countries, cities and regions for different audiences
Kasapi, I., Cela, A. (2017)	„The location needs to be differentiated through a unique brand identity, if it wants to be, first, recognized as existing, and second, perceived local customers are superior to competitors in their minds, and third, used in proportion to local goals. „	needs to be differentiated through a unique brand identity, first, recognized as existing, and second, perceived local customers are superior to competitors in their minds, and third, used in proportion to local goal.
Castillo-Villar, F., R. (2018)	The city brand provides principles that are important to management city image. The brand definition is well adapted into the concept of an image and adds other dimensions such as identify and differentiate the city image that would appeal investment, tourism and future residents; as well as an increase population satisfaction and pride at the local level.	that would appeal investment, tourism and future residents; as well as an increase population satisfaction and pride at the local level.
Kavaratzis, M. (2004)	Urban branding is offered as the right way to describe and implement urban marketing. The application of urban marketing is highly dependent on the development, communication and management of the city image, as it is accepted that meetings with the city take place through perception and image.	the right way to describe and implement urban marketing
Kavaratzis, M. (2007)	The local brand focuses on visuals branding, such as creating a new logo, a new slogan is added and at best planning the advertising campaigns around them visual elements	focuses on visuals branding, such as creating a new logo, a new slogan
Björner, E. (2013).	The city brand can also be used as a strategic approach to cities source of economic value as well as of political and cultural significance (Balakrishnan, 2009; Kavaratzis, 2004).	a strategic approach to cities source of economic value as well as of political and cultural significance

III.LITHUANIAN BEST CITIES BRAND FEATURES

Vilnius is the capital of Lithuania and the largest city in the country, the center of Vilnius county, district and city municipality. Located in the southeast of the country, at the confluence of the Neris and Vilnelė. Vilnius is the center of the archdiocese since 1579. - University City. There are the highest authorities in the capital - the Presidency, the Seimas, Government, Ministries, Supreme and Constitutional Courts, foreign embassies and diplomatic missions, diplomatic missions, and representative offices of international organizations.

Figure 1. Vilnius city brand

The basis of Vilnius city brand is Gediminas castle tower. It is well known to the people of Lithuania as a symbol of the establishment of the capital and city, the best visible structure. The castle was the residence of kings and Vilnius was the city of kings. The castle symbols are used in many European cities on the sign. The castle is a symbol of power, will and prosperity. It is a sign of self-defense and self-management. The shape of

the sign is a laconic, refined outline of Gediminas castle. The highlighted top echoes the architecture and highlights the crown.

Kaunas is the second largest city in Lithuania in the central part of the country, at the confluence of the Nemunas and the Neris. An important center of industry, transport, science and culture, Temporary Capital. Center of Kaunas City Municipality, Kaunas District Municipality, Archdiocese. Population (January 1, 2019) - 286.7 thousand.

Figure 2. Kaunas city brand

The idea of Kaunas city brand is in line with the spirit of the city, because Kaunas is a city that willingly shares culture, various events, music, sports, science and technology, etc. We hope that the new brand will be welcomed by both tourists and citizens, "said Kaunas Mayor Andrius Kupčinskas. According to the brand creators, Kaunas is a city that is distinguished by its strong, distinctive character both from a historical and present perspective. "Trying to objectively evaluate the face of Kaunas creates a modern and dynamic image: a well-developed infrastructure, a convenient transport and logistics center, and a cultural, scientific and sports center in the middle of the country. The city has a long tradition of academic education, a positive and distinctive environment, unique interwar architecture, a cozy Old Town, and green landscaping. All of this is the identity of Kaunas, intertwined with the brand of Kaunas city, "said the creators of the brand.

Figure 3. Klaipėda city brand

Klaipėda is the third largest city in Lithuania, at the confluence of the Curonian Lagoon and the Baltic Sea, in the seaside lowland at the mouth of the Danga. The city is the center of Klaipeda county, is Klaipeda city municipality (with 1 eldership), Curonian Spit national. Park and Coastal Regional Park Authority, 17 Post Offices (Central LT-91001). The main communication points are Klaipeda railway station, bus station, seaport.

Klaipeda has 23 hotels, 10 guest houses, 6 Catholic churches, 3 Orthodox churches, 2 Old Orthodox churches, 1 synagogue, 1 Evangelical Lutheran church, 5 museums, 4 theaters and 15 sports centers.

Klaipeda city logo consists of two elements - playful, dynamic, multi-faceted drawing and inscription.

The graphical part reveals the following meanings: stylized ship (directional sailing forward), anchor (stability), smiling face and blink (invitation to join, fun communication). Ship Association highlights the specifics of a seaside town (historicity, cultural diversity, business dynamics), gives you adventure, travel, entertainment shade. It enhances positive emotions a smiling face motif. Lines flexible, lightweight, quite dynamic – yes Creating benevolence (flexibility), impression of openness (no closed forms). Colors open, rich, quite natural. Their original composition, unobtrusive, appropriate seaside - nature in seaside towns is always far brighter than the mainland.

Druskininkai is a city-resort in the very south of Lithuania, in Dzūkija, Alytus county, 60 km south of Alytus. Druskininkai Municipal Center. Druskininkai is the oldest (since 1794) and the largest Lithuanian balneological, mud and climatic resort, operating all year round. The Old Town of Druskininkai is an urban monument.

The city has 3 temples, 8 sanatoriums, many recreation centers, hotels, a public library, Druskininkai Central Hospital (in Balainė forest), an outpatient clinic, a post office (the new post office was built in 1980, architect V. Banikovas), several parks.

Figure 4. Druskininkai city brand

The Druskininkai logo consists of the main symbols of the resort town: pines, mineral water streams and a water budget, symbolizing the natural and medicinal resources of Druskininkai and the tourist infrastructure, respectively. The main version of the mark is a green budget and name, as well as bluish torrents of water and pines. The logo can be used with the slogan "Druskininkai - health resort"

Šiauliai is a city in northern Lithuania, the fourth most populous city in the country; Administrative center of Šiauliai county and Šiauliai district municipality. Šiauliai is an important economic and communication center, it houses Šiauliai University and the city is the center of the Catholic Diocese. Openness to change, knowledge and ideas ensures rapid development of Šiauliai city. Urban growth is driven by a strong, active and creative community, formed by the principles of cultural traditions, respect and tolerance. Šiauliai is a city that attracts, educates and values people who increase and develop. Šiauliai is rapidly developing a logistics system that is effective on the international transport corridor utilization. Šiauliai is a development of high value-added industrial enterprise and increasing domestic and foreign investments, especially in technological progress.

Figure 5. Šiauliai city brand

IV. BEST CITIES BRAND IN THW WORLD

New York
New York is the largest city in the US, the second largest city in North America. One of the world's leading financial and communications centers. 2015 $ 8.55 million lives in New York. and over 22 million with the suburbs. New York is one of the largest cities in the world. This is the seat of the United Nations. The city lies in the northeastern United States, in the state of New York at the mouth of the Hudson River. It is the largest port in the United States (with an annual cargo turnover of about 180 million tons). Main industries: metalworking, machine building, printing, chemistry, oil processing, food, light industry.

Figure 6. New York city brand

New York is biggest USA city. New York is famous for finance and communication. I Love New York logo is very important whole world. NewYork city has about 8 million population. New York is growing repeadly. Every year about 40 million tourists attending New York city. This brand was created in order young people will come and see New York city. This logo was created designer Milton Glaser in 1977. I love NY consists capital letters „I" followed by the read heart and capital letters „N" and „Y".

Asmetrdam have a seaport (with a cargo turnover of over 20 million tonnes per year) and an international airport. The city has developed machinery industry (aerospace, ship, electronics), chemical, oil refining, printing, pharmaceutical industry. Amsterdam has long been known for its jewelry and diamond processing industry. The city has a metropolitan area. Amsterdam is one of the largest financial centers in Europe, followed by London, Paris, Frankfurt and Barcelona. It is home to numerous banks and multinational corporations such as ABN

AMRO, Akzo Nobel, Heineken, ING Groep, Ahold, TNT Express, TomTom, Delta Lloyd Group, VimpelCom Ltd and Philips. Some companies have offices in the city center, but most have moved to the southern edge of the city.

Figure 7. Amsterdam city brand

Amsterdam is the capital and largest city of the Netherlands. Amsterdam is located in the province of North Holland in the western part of the country at the mouth of the Amstel River. The city of Amsterdam did not have a single logo, but a logo system consisting of more than 40 different variants, so the goal was to create one logo for each. There are three vertical St. Andrew's Crosses. In Amsteradam you may notice the XXX symbol on buildings, flags or even local food stamps.

Melbourne is the second largest city in Australia (after Sydney), the capital of the state of Victoria. $ 3.73 million population (2007).

It is located in the southeast of the country. Large port at Port Phillip Bay (annual cargo turnover of about 20 million tonnes). There is an international airport. Developed machinery, metallurgy, chemical, petroleum, textile, paper, food industry. The city houses the National Museum of Victoria, the Museum of Contemporary Australian Art, and universities. The city airport is the second largest in the country.

Figure 8. Melbourne city brand

Melbourne is the second largest city in Australia, the capital of the state of Victoria. The city has about 4 million inhabitants. It is located in the southeast of the country. There is an international airport. Developed machinery, metallurgy, chemical, petroleum, textile, paper, food industry.Melbourne's diversity has become a central idea that celebrates identity through colors, shapes, features and structures. The Melbourne logo symbolizes a dynamic and progressive city open to thinking. The main logo is part of a wider set of form and color customization - a perfect example of a flexible identity.

V.CONCLUSIONS

City brands are currently competing against each other. Urban brands are being developed to maintain competition between cities. The positive image of the city brand helps to attract tourists and investors, and the people of the city live a full life. Rapid economic growth, ever-changing state of the art technology, and innovation in transport have a lot to do with that cities are increasingly competing with each other. Not only cities within the country compete but also outside the country. Cities in Lithuania and worldwide are competing for foreign tourists, investors, city dwellers. Cities need to adapt to the needs of the population, tourists and investors. The city authorities understand that if they do not have a successful brand in their city
strategies will simply be forgotten. The city brand needs to be known and attract tourists.

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