

Methodological Approaches to Assessing the Recognizability of Regional Brands on the Example of the Tambov Region

© R. R. Tolstyakov¹✉, D. A. Misyurev¹

¹ *Tambov State Technical University, Tambov, Russian Federation*

✉tolstyakoff@mail.ru

Keywords: branding; brand health; brand recognition; regional brands; Excel; SQL.

Abstract: The article presents methodological approaches to assessing the recognition of regional brands on the example of the Tambov region. Based on online questionnaires, an analysis of three categories of recognition was conducted: Top of Mind, spontaneous, and induced knowledge. Methods for calculating the categories using both Excel spreadsheets and SQL language are proposed and described. The article identifies the leaders of consumer perception (Tambov Potatoes, Kotovskaya Tumbler, Michurinsk Apples), as well as brands with high potential but insufficient representation in short-term memory (TAKF, Tambovchanka, Tambov Bacon). The article also highlights the critical gap between the lack of recognition of the official umbrella brand Tambov Mark and the high awareness of specific product brands. The article emphasizes the need for regular monitoring of brand recognition as a tool for strategic management and the focus of communication policies on leading brands to strengthen the region's economic potential.