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BRANDING OF TRANSPORT WITH NATIONAL SYMBOL

Abstract. *The essence of vehicle branding was considered, the market of advertising services in the format of outdoor advertising was considered, in particular, advertising on vehicles, the features and technologies of its placement were analyzed, the advantages of advertising on public transport were evaluated, the main directions of the development of national branding were determined.*

Keywords: *branding; national brand; advertising services; advertising; vehicles.*

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БРЕНДУВАННЯ ТРАНСПОРТНИХ ЗАСОБІВ НАЦІОНАЛЬНОЮ СИМВОЛІКОЮ

Анотація. *Розглянуто сутність брендування транспортних засобів, розглянуто ринок рекламних послуг у форматі зовнішньої реклами, зокрема, реклама на транспортних засобах, проаналізовані особливості та технології її розміщення, оцінені переваги реклами саме на громадському транспорті, визначені основні напрями розвитку національного брендингу.*

Ключові слова: *брендинг; національний бренд; рекламні послуги; реклама; транспортні засоби.*

Introduction. There is already a large flow of demand for different goods and services and it must be regulated by the offer. Yes, the country is at war, but the economy must move and function. Of course, many factors now complicate the business process: The complexity of logistics routes, supplies of raw materials, standard links and arrangements, and much more, but even new realities can be re-built working processes

Setting objectives. Despite the existing interest of scientists and practitioners, the problem of effective branding requires in-depth study in order to expand and improve the branding toolkit, in particular based on the effective use of the concept of integrated marketing communications. This will make it possible to translate research results into effective vehicle branding practices that can be used at the level of any type of transport.

Analysis of recent research and publications. Various aspects of branding were highlighted in their works by many authors. Among them are David Aaker, Kevin Keiler, Ian Ellwood, Jerzy Altkorn. However, these works did not take into account the specifics of marketing and branding on vehicles.

Among the first researchers to theorize branding are: Philip Kotler, who examines this phenomenon as a form of territory marketing, Simon Anholt, who considers the brand as a country's competitive identity, Kate Dinney, who studies national branding directly, Evan Potter, who analyzes the country brand from the perspectives of public diplomacy, Joseph Nye, who created the concept of soft power, which appears as a prerequisite for the development of country brands, and others.

Research results. Today, the development of the modern world economy is closely related to the relations of countries in the political and economic spheres, which is ensured by the constantly growing development of communications, the presence of global problems, and is also accompanied by the interpenetration of different cultures.

As a result, creating one's brand, understanding how people, products, assets and national achievements are reflected in image territories, by involving the principles of brand management, becomes an integral part of the progressive development of the country. Despite

the fact that studies of national identity problems and the effects of countries of origin have been conducted before, national branding remains a relatively new and still not thoroughly studied field.

In a broad sense, the country's marketing should be understood as a national idea, within which the country's brand is its intellectual property – a complex of thoughts, feelings, associations and ideas that arise in a person. So, if the country's marketing is the systematic promotion of the state's interests, then the country's branding is an integrated form of marketing. The brand of a place is not valuable in itself, but only to the extent that it helps in marketing the country - in promoting the interests of the state to solve specific tasks of its development. In the current processes of brand positioning, developing countries are able to compete with the unique offers and features of already developed territories. The desire of territories to ensure a unique position and a positive image on the world market is a critical element of strategic marketing, as Philip Kotler and Christer Asplund believe. Each territory should develop such a set of offers and benefits that would meet the requirements and needs of a greater number of investors, new businesses, visitors and tourists. One of the key tools for increasing the international competitiveness of the state is the formation of the country's national brand. The growing influence of the brand symbol on consumer behavior determines the formation of the symbolic brand capital of the territory, which reflects the growth of its attractiveness and recognition. In order to conceptualize this direction, it is advisable to comprehensively consider the relevant concepts of marketing and branding. A country brand – as a component of country marketing – is a set of characteristics (name, term, sign, symbol, picture, slogan, etc.) that unite perceptions of the country, contain its exclusive and positive characteristics, and distinguish the territory from other states of the world. Also, the country brand can be explained as the contribution of a certain nation to the assets of the global economic and political system. It is worth noting that when creating a national brand, the same principles are used as when branding goods or services, but in a more comprehensive approach. This is due, in particular, to the fact that territorial brands have a direct influence on the formation of local brands related to the territory and create important components of the socio-cultural environment. Thus, the branding of territories becomes as integral a component of state and territorial policy as the business strategy of any commercial enterprise. The goal of national branding is to create a clear and unique idea based on emotional qualities that symbolize a certain territory among target audiences and in different contexts. Therefore, the implementation of the concept requires organized political, cultural, business, economic and social activities. Among the important goals of creating a country's brand are not only attracting tourists, businessmen and improving the export of goods, but also increasing the stability of the national currency, developing international diplomatic relations, increasing political influence and strengthening investor confidence. In addition, brand technologies involved in countries allow them to create significant differentiation in a competitive environment.

Since every business that works now gives jobs, pays taxes, and enables people to touch their everyday lives. And to ensure the army, the economy must be supported. The next stage – is how to sell your product in military time. It would help if you had an ad to see you. Advertising will make everyone pay attention to you, your product, or your services. A wide variety of kinds represents the modern market of advertising services. The format of outdoor advertising, particularly on transport, is quite common among the whole spectrum. Every day millions of people use buses, trams, metro, taxis by trains and trains. Therefore, a mass influence on consumers and transport advertising is applied. The average duration of one trip on public transport is approximately 30 minutes, during which time the passenger may be interested in advertising advertisements. It has been established that the number of readers of advertising inside the salon exceeds the number of readers of the usual press. As any kind of

advertising, advertising in transport has its features in the technology of placement. Such technologies are several, and their choice should largely be based on the features of the advertising campaign – this depends on both the effectiveness of the future advertising campaign and the justification of the invested funds. First, advertising in transport is divided by the ownership of the vehicle by the State or a private company, for advertising on board public and corporate transport.

Public transport typically advertises a product or product that is ordered by an advertiser. The corporate transport bowl is all used as an advertising medium for its own company (it introduces or reminds of it, places its information, or promotes its product).

The initial data for advertising in transport is a vehicle with clean sides. The customer brings a sketch of the advertising image to be applied to the surface of a particular vehicle. And now an advertising agency employee can offer three major and most widely used technologies for advertising in transport. The simplest application is the self-adhesive film. The essence of the application is that with the help of fairly simple technologies, the self-adhesive film of the selected color is applied to the desired image and carried on board the vehicle. Now there are a lot of films, and making the application requires the simplest equipment. However, this technology allows only the simplest graphical images to be displayed on board, without smooth color transitions or any complex images. In this case, you can place only the most primitive information: logo, company information, products, and coordinates. Due to its low cost, compared to other ways of accommodation in transport this method of advertising in transport is the most...

Setting the task of designing transport with self-adhesive film, it is necessary to clearly understand what is the desired lifetime of this advertising. All films differ in their physical properties, thickness, color gamut, adhesive conditions, scope of application, and, accordingly, cost. All these parameters affect the durability of vehicle advertising. One of the most important parameters is the field of application: simple smooth surface or complex surface. A simple flat surface allows the use of both expensive and cheap films. Cheap films are designed for simple surfaces, and their life span from a year to three years. After this time, the film loses its quality and begins to peel, break and shrink under the influence of frost or heat.

For complex surfaces that have the criterion of rib stiffness (various irregularities, imaginary windows, rivets, seams) there are so-called cast films. Cast film has the property of repeating the surface, which allows it to «bypass» complexity and defects of transport, without prejudice to further operation.

Another way to apply an image with the self-adhesive film is a full-color printing on the self-adhesive film. This method makes it possible to transmit an image of the most different degree of complexity, which brings greater expressiveness and liveliness to the image and also allows you to depict an increased brand of goods. Currently, this method of application is most common in transport advertising.

Full-color printing is also divided into several main types, the most common and cheapest of which is the so-called inkjet printing. The equipment used for this method of advertising is a device similar to the usual office inkjet printer but only adapted to the large format. Inkjet printing is the cheapest of all kinds of full-color printing, but far from the most durable, even though the manufacturers say the opposite. Most often, when using inkjet printing, additional image protection is required, such as lamination. The middle price category includes electrostatic photocopying and thermal transfer printing. Technologically, they are different, but in the same price category. Electrostatic printing is characterized by its multi-layering – it requires first applying a separate adhesive layer, then the printing itself, and finally a protective layer.

Thermal transfer advertising is good because it does not require additional protection in the outdoor environment, but has its limitations in the print format. So, if the main types of printing have a minimum width of one meter, the thermal transfer – is 30 centimeters. However, this type of printing gives many opportunities to work on complex surface elements.

This type of printing, such as scotching, stands apart. This is a very high-quality printing, giving the possibility of long-term and wide use of the image in transport. However, it is one of the heaviest in terms of price category.

Scotching, as well as thermal transfer printing, are the most durable of the above types of advertising. Proof of their durability and durability is the fact that thermal transfer printing and dispersion are now certified for air transport.

Virtually all types of printing allow the use of so-called lamavigen technology. This is the printing of the image on the mesh film that is used to apply the image to the glass. Lamavigen is used when it is necessary to observe the integrity of the image on the entire surface of the side of the machine, including the glass. The film has a retinal structure with holes of 1.5–2 centimeters and a glue layer of black color. Externally, this image looks very effective: from the outside it is perceived as full color, and from the inside – the principle of mosquito net or tinted glass

The next way to apply the image to the surface of the transport is by painting. This method was prevalent in the first half of the 1990s when the advertising services market was not as developed as it is now, and application and full-color printing were still being used in advertising. This advertising technology has now been relegated to the background, but it can be used when it is necessary to make an image for the entire life of the machine. The image should be simple, without color overlays, because it is impossible to use full-color elements in advertising in this case. In addition, painting is quite expensive – time, technological and financial. Among the undoubted advantages of painting is its durability, however, it can be significantly reduced if the technology of advertising images will be at least a little disturbed.

There is also a kind of painting, as a supergraphics, that is, the application of a graphic image using aerographic painting.

Now devices for the direct application of full-color paint on board the vehicle have begun to be used, bypassing all medium technological processes. Roughly speaking, this is an inkjet printer that applies the image directly to the surface of the transport. This method of painting is also very expensive - it requires a complex technological base and equipment. All of the above methods are currently used for advertising transport. But, before ordering advertising in transport, you need to decide for what purposes the image is required, what time is allocated to this advertisement, and what transport would like to see the advertising image. Based on the desired lifetime of advertising, from which transport will be involved, from the state of the car, the complexity of the sketch, and the future image, and will be selected appropriate technology (or the optimal combination of several).

It takes much less time to apply advertising to the vehicle. Preparation for the application of advertising takes place during the execution of documents. In the case of the application, which is the simplest option, the minimum period of application is one day. Full-color printing also takes one day, but full-color printing takes several days to complete. Application and full-color printing – the most operative technologies of image application.

Conclusions. Therefore, the brand of the country can be considered as a «complex trade offer – an emotionally strong trademark», which is not a separate marketing decision, regarding the name, visualization or slogan, but built and communicated on the basis of identification aspects and association with the state. In our opinion, the essence of the concept of «national branding» should be interpreted as a purposeful and motivated process of organization, planning, implementation and monitoring of marketing, political-diplomatic, economic and

public activities for the strategic promotion and proper positioning of the country in the global economic system, the formation of new and effective using the available competitive advantages of the country and its business entities on world markets, creating a positive image of the state and maintaining its reputation for fuller and more effective realization of national interests in the global environment.

The obvious advantages of advertising are on public transport and inside it is wide coverage and a high level of attraction of attention. Advertising on transport attracts more viewers than static constructions, mainly because of their creativity. Windows, doors, and wheels are used as advertising media. Due to the low speed of public transport, the duration of contact between the consumer and the advertising is rather high. The popularity of this type of advertising is connected with the possibility to place advertising ads on a large number of vehicles working on different routes. Therefore, advertisers can choose one or another public transport, taking into account the peculiarities of the target audience. Efficiency. Several research carried out show a high level of knowledge and memorization of advertising on transport. The good return on investments and the growing audience of transit advertising is undoubtedly an indicator of its effectiveness.

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