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DURING WARTIME, ALL BRANDS MUST BE UNITED

Abstract. *The concepts of «brand thinking» and «approaches to communication» are considered, the main goals for brand development are summarized, the conditions for creating a brand during military operations are characterized, the methods of product branding are described, and the global experience of brand creation is analyzed.*

Keywords: *brand; branding philosophy; brand attributes; communication.*

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У ВОЄННИЙ ЧАС ВСІ БРЕНДИ МАЮТЬ БУТИ ОБ'ЄДНАНІ МЕТОЮ

Анотація. *Розглянуто поняття «мислення бренду» та «підходи до комунікації», узагальнено основні цілі для розвитку бренду, охарактеризовано умови для створення бренду під час військових дій, описано методи брендування продуктів, проаналізовано світовий досвід створення брендів.*

Ключові слова: *бренд; філософія бренденгу; атрибути бренду; комунікація.*

Introduction. Today we can only assume how brands will develop during and after the war – in Ukraine and beyond. However, we already see how the overall context is changing. Not so long ago, businesses had to work in a critical situation. This happened with the onset of the coronavirus pandemic. And although the current situation is not comparable to branding in a pandemic, the main models of action in a crisis have not changed, namely:

- to change brand thinking and communication approaches in silver;
- put other important goals for brand development in the first place.

Now the whole world is talking about Ukraine, and we are trying to show the visual and emotional features of Ukraine and Ukrainians, our historical context, our valuable base, and ideas of the nation. All these things together create an emotional image, which causes certain feelings in the audience. This is what is called the brand.

Research results. The brand is the same irrationality train of the audience, which is provided by unique characteristics of the company.

Three points are the sort of theoretical visa, a brand is a trademark, backed by a stable legend, or a personalized trademark. The term «brand» is quite broad, and it includes the following components:

Brand Essence – the main feature of the brand, the essence of the brand, and the basis of the legend.

Brand Attributes/Brand Identify – brand attributes – a set of associations (sound, visual, emotional), positive and negative. These associations are assigned to the brand by consumers and potential customers.

Brand Image – this is the current, momentary characteristic, the set of associations that are currently in the minds of consumers (as opposed to the brand identity, which is a long-term concept). The image is formed and can be changed through an advertising campaign, while the identity of the brand is maintained unchanged for a long time.

The brand concept also reflects the product itself or service with its characteristics, information about the consumer, and, most importantly, the consumer's attitude to the product, the brand – the product is mass: as soon as the product becomes a brand, it begins to be often mentioned in folk jokes, Anecdotes, toasts, KVN, etc. That is, it is impossible to separate the concept of a brand from the attitude of consumers. Whether they like it or not, the brand implies

a high level of fame and memorable associations. There are several branding philosophies. For example, branding products can be:

Table 1

Product branding methods	
Branding method characteristic	Will adopt companies
When a company assigns a brand to a product, the name of the manufacturer hides in the shadows. This concept is relevant for dynamic corporations with a wide range of products. This technique allows you to often bring new products to the market. In case of failure, the name of the manufacturer remains untainted, and you can bring the next product to the market, compensating for the loss from the previous failure.	Procter&Gamble
When the company promotes the name of the manufacturer as a guarantee of constant quality, together with the brand of the product	Palmolive Colgate
When companies give priority to the name of the manufacturer. The corporate brand is considered an engine, or locomotive for the next model. That is why the strategy of «umbrella» brands, the withdrawal of sub-brands under the branded manufacturer is so common. This is the situation when a new product receives the strength of the corporate brand and benefits from its sub-brand.	SONY Ford Taurus

Source: summarized by the author.

The main benefits for companies using the umbrella brand structure are savings on marketing resources for the withdrawal of new individual products: after all, the consumer already knows the basic umbrella brand and has a positive relationship to its reputation and quality.

But there are two limitations to the withdrawal of stamps under «umbrella»: all products should have a single target group of consumers; product groups should be related. To create a brand, you need to know:

Table 2

Conditions for brand building	
Condition 1	Know the target group for the new product
Condition 2	Know the consumer value of the product: what will the buyer get if he buys this?
Condition 3	Know the essence of a product: what is it used for, how is it used?
Condition 4	Know competitors - from whom should I build» brand?

Source: summarized by the author.

Once the answers to these questions are found, the audience should be carefully examined again. You need to figure out who your consumers are, and to do that, you need to know:

- The reasons for the purchase of this product.
- What a promise that will appeal to them.
- What arguments are effective, what words and images are clear, what impression one should create in their consciousness.
- The promise of advantage is the basic idea that lies in the formation of the brand.
- It should be one, leading, brilliant creative idea:
 - which promises the consumer something that will change his life for the better;
 - will give him what he long dreamed of;
 - offer some significant consumer value.

Once the brand is developed, it must be tested.

The testing will show the consumer reaction to the brand image, it will avoid serious mistakes, brand creators can not always look at the product from the independent point of view of the consumer. After all, this is better than developing a brand that is not liked by buyers when the product is already on the market.

Brand development – formation of a certain image in customers, with all values and consequent associations. Enhancing the value of the product in the eyes of potential customers is the main goal of branding. You also need to consider the following brand features:

- Brand brings additional income, as it allows you to penetrate adjacent markets, expand the assortment width and depth, to develop new segments.
- So, by launching a new brand, companies can aim to expand the definition of their own business. Finally, with the help of the «umbrella» structure, some companies are trying to expand the position of their brands in general.

The emergence of new products under a well-known brand name undoubtedly has a direct impact on consumer loyalty and perceived value. A good practical rule is offered by foreign companies, namely, increasing consumer loyalty often contributes to increasing their lifetime profit to 100%. Thus, with the right strategic approach, expanding the family can achieve a significant increase in both the loyalty and overall value of your brand.

Before you decide to expand the brand, you need to answer four questions:

- Whether the extension is consistent with the brand's vision;
- Whether the extension protects and strengthens the composition of the portrait;
- whether the extension matches
- If the expansion fails, as the fiasco will affect the position of the stamp.
- Expanding brands helps close the financial growth gap. When planning for the future, it is necessary to have a clear idea of where the brand is today and where the manufacturer would like to see it tomorrow.

An analysis of how the financial gap can be bridged identifies the contribution that new products and services under the old brand, new distribution channels, higher prices, mergers and acquisitions, and a net appreciation of the brand will make.

Expectations for the expansion of the brand family can range from a small incremental growth of the family size to the rapid development of both the brand and the company as a whole.

Today, the presence of a positive international reputation of any state and an attractive brand of the country is an integral part of the image component both inside the country and abroad.

As mentioned above, the formation of a country's reputation in the international arena and in the global economic system is influenced by several groups of factors, in particular, such factors as natural wealth, resource potential, cultural heritage, historical events, geographical location, area, length of borders and neighboring countries, access to the seas and other waterways, the evolution of the formation of the state, the presence of famous scientists, actors, athletes, political figures, the system of public administration and the judiciary, etc. Socio-psychological moods in society, forms of socio-political integration and moral aspects of society's development, observance of basic rights and freedoms, compliance of the legal framework with international standards are also important.

In addition, financial and economic stability and the level of key economic indicators play an important role.

However, it is necessary to take into account the multi-vector influence of all these factors on the image of different countries at different times.

Therefore, it is important for each national government to clearly understand which of the above-mentioned factors will contribute to improving the perception of this state, creating its positive image in the minds of the international public.

The experience of some countries proves that under certain conditions measures to advertise and promote a country in the international arena can be harmful if they do not correspond to reality and are not supported by real internal changes in the country.

The formation of the brand of the state is a comprehensive, global task consisting of many different measures and stages, the implementation of which cannot do without problems of both an internal and external nature. In addition, there is not a single country in the world that does not have internal problems in the development of its national brand.

The development of the national brand is a nationwide task and must unite the efforts of all stakeholders, the state, corporations, and public associations. Effective representation of the state's brand in the global economic system is possible only if the actions of all stakeholders are coordinated at all levels: regional, national, in the field of international economic relations at the level of corporations, at the level of individuals - the behavior of citizens as carriers of their state's brand abroad. In the process of creating an appropriate information environment for the purpose of promoting the country's brand, the problem of using information and communication tools arises.

Conclusions. Thus, the activity in the process of formation of national branding of any country needs an honest and legal basis that ensures maximum transparency and involvement of all interested parties and stakeholders of the country's brand. In addition, emphasis should be placed on the non-commercial and charitable purposes of such activities that it reflects and protects interests, expectations and wishes of residents and citizens of a certain country.

It is necessary to emphasize the key role of the state in the development process national branding of the country. The state must control monitor and stimulate the implementation of national interests, as well as commercial purposes of various structures and organizations in international ones economic relations.

Speaking about the brand as a whole, in the simplest sense and perceivers in the brand see only its visual image, but the brand of the state is not simple trademark or territorial symbol, it is the people who represent territory, procedures of interaction between business and government, goods produced on this territory and reproduce its identity, and that is social infrastructure that ensures the normal existence of individuals that live in the territory, this is the investment attractiveness of the region, culture work and life, authentic events that attract tourists, etc.

Before expanding the brand, the company should know what it represents to consumers and what it is not associated with. If approached correctly, the chances of success increase from simple luck to a high probability. With the right approach, it is necessary to identify and reject ideas of expansion, which, while satisfying some market needs, go too far from the original brand.

Today, business needs concentration and mutual support. This is real communication that helps you focus on your goal and achieve it. Communication should provide support or tools for people to support each other, simplify life and save time.

People need to remind themselves to take care of themselves, even with household trifles or pleasant rituals. It is necessary to spread a positive, constructive, and determined attitude, full of trust and love to the country and its people.

You need to specify ways and provide tools to connect and collaborate. Brands should show examples of behavior, ideas of useful activity, and examples for follow-up. Now, as always, there is ethical communication that is deeply respected and respected.

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