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DEVELOPMENT OF A CORPORATE STYLE FOR A TEA BRAND

With the intensification of market competition, brand building has become an important means for enterprises to gain a competitive advantage. The development of the corporate style of the brand is carried out taking into account the artistic and traditional culture [1]. It is gradually formed in a long-term development process, and embodies the values, culture, ideas and behavior of the brand. A successful corporate style can help brands stand out in the fierce competition market and win the trust and loyalty of consumers. Therefore, it is of great guiding significance to study the development of brand's corporate style for enterprises to formulate brand strategy and enhance brand competitiveness.

The development of the enterprise style of tea brands is a crucial issue in today's business environment. The corporate style of the tea brand is not only the presentation of the logo and visual image but also the embodiment of the corporate culture, values, and business philosophy. It involves brand positioning, communication, innovation, differentiation, and other aspects, and it has an important impact on enterprises' long-term development and market competitiveness. In the past few decades, the enterprise style development of tea brands has experienced a transformation from traditional to modern. Traditional brands mainly rely on product quality and functionality to attract consumers, while modern brands pay more attention to the shaping of brand image and cultural connotation. With the rise of the Internet and social media, the way of brand communication has changed greatly, and consumers' cognition and experience of brands have changed. Therefore, enterprises need to constantly innovate and adjust their brand style to adapt to the market changes and meet the needs of consumers.

Therefore, it is of great theoretical and practical significance to research the enterprise style development of tea brands. For the academic community, studying the development of brand enterprise style can enrich the brand theory and marketing theory, and promote the development of related disciplines. By using

advanced technologies such as artificial intelligence and big data, enterprises can gain a more accurate insight into consumer needs and create more personalized marketing content, thus interacting with consumers more effectively and enhancing brand loyalty [2].

Through research on the development of the tea brand's corporate style, this paper draws the following conclusions: the development of corporate style is an important part of brand building and is of great significance to shaping the brand image and enhancing brand value. The influence of corporate style development on a brand is mainly reflected in consumer identity, internal cohesion, and cooperative partnership. The successful development of corporate style requires the brand to be built and promoted in all aspects, such as positioning, culture, vision, products, marketing, and public welfare. In brand planning and design, it is pointed out that it is necessary to highlight the corporate culture, grasp the target audience, fully convey the association recognition between its own products and brand culture, and finally establish the brand image, improve the brand culture and realize the effective promotion of the brand.

References

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