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МАРКЕТИНГ

## CORPORATE STYLE WITH MEDIA DESIGN TOOLS

### КОРПОРАТИВНИЙ СТИЛЬ ІНСТРУМЕНТАМИ МЕДІАДИЗАЙНУ

### КОРПОРАТИВНЫЙ СТИЛЬ ИНСТРУМЕНТАМИ МЕДИАДИЗАЙНА

**Summary.** *In the conditions of high competition of application of innovative approaches and marketing instruments of mediadesign it is laid in philosophy of market behavior as system of practical events that provide basic directions of positioning of company at the market, assist the increase of financial results of activity and selection of potential of competitiveness on the whole. Forming of corporate style in a mediasphere occupies a leading role at present, comes forward as a major intangible asset of enterprise, provides the favourable terms of development at the modern market, is the instrument of expansion of partner mutual relations and connections.*

*The relevance of the chosen topic is that within a single concept and overall plan to influence the minds of consumers, create a positive style of the product or service, the basis for the formation of the company's corporate style are advertising technologies. The article analyzes the main aspects of corporate style formation by advertising and justification of its need to form media design tools, highlights the main directions of development and use of innovative tools to adapt to the modern market.*

*The main aspects of formation of corporate style by advertising means and substantiation of its necessity of formation by tools of media design are analyzed, the basic directions of development and use of innovative tools on adaptation to the modern market are allocated.*

**Key words:** *mediadesign, corporate image, corporate style, advertising communications, consumer.*

**Анотація.** В умовах високої конкуренції застосовування інноваційних підходів та маркетингових інструментів медіа-дизайну покладених у філософію ринкової поведінки як систему практичних заходів, що забезпечують основні напрями позиціонування компанії на ринку, сприяють зростанню фінансових результатів діяльності підприємства та виокремленню потенціалу конкурентоспроможності загалом. Формування корпоративного стилю у медіасфері на сьогодні займає провідну роль, виступає найважливішим нематеріальним активом підприємства, забезпечує сприятливі умови розвитку на сучасному ринку, є інструментом розширення партнерських взаємовідносин та зв'язків.

Актуальність обраної теми полягає в тому, що в рамках єдиної концепції та загального плану впливу на свідомість споживача, створення позитивного образу продукту чи послуги базисом формування корпоративного стилю компанії є рекламні технології саме інструментами медіа-дизайну.

У статті проаналізовано основні аспекти формування корпоративного стилю рекламними засобами та обґрунтування його необхідності формування інструментами медіа-дизайну, виокремлено основні напрями розвитку та використання інноваційних інструментів щодо адаптації до сучасного ринку.

**Ключові слова:** медіа-дизайн, корпоративний імідж, корпоративний стиль, рекламні комунікації, споживач.

**Аннотация.** В условиях высокой конкуренции применения инновационных подходов и маркетинговых инструментов медиадизайна лежит в основе философии рыночного поведения как системы практических мероприятий, обеспечивающих основные направления позиционирования компании на рынке, способствующие росту финансовых результатов деятельности предприятия и росту потенциала конкурентоспособности в целом. Формирование корпоративного стиля в медиасфере сегодня занимает ведущую роль, выступает важнейшим нематериальным активом предприятия, обеспечивает благоприятные условия развития на современном рынке, является инструментом расширения партнерских взаимоотношений и связей.

Актуальность выбранной темы состоит в том, что в рамках единой концепции и общего плана воздействия на сознание потребителя, создание положительного образа продукта или услуги базисом формирования корпоративного стиля компании являются рекламные технологии.

В статье проанализированы основные аспекты формирования корпоративного имиджа рекламными средствами и обоснование его необходимости формирования инструментами медиадизайна, выделены основные направления развития и использования инновационных инструментов для адаптации к современному рынку.

**Ключевые слова:** медиадизайн, корпоративный имидж, корпоративный стиль, рекламные коммуникации, потребитель.

**Statement of the issue.** In conditions of high competition, the use of innovative approaches and marketing tools of media design is embedded in the philosophy of market behavior as a system of practical measures that provide the main directions of positioning in the market, increase financial performance and highlight the potential for competitiveness in general. The formation of corporate style in the media today plays a leading role, is the most important intangible asset of the enterprise, provides favorable conditions for development in today's market, is a tool for expanding partnerships and relationships.

The relevance of the chosen topic is that within a single concept and overall plan to influence the minds of consumers, creating a positive style of the product or service, the basis for the formation of corporate style of the enterprise are advertising technologies.

**The analysis of recent researches and publications.** The work of domestic and foreign scientists, such as: A. Aaker [1], J. Ballmer [2], D. Davidson

[3], G. Pochepstov [4], I. Phyllis [9] is devoted to the formation of the corporate style of the enterprise by advertising means and others.

The analysis of scientific works allows to thoroughly approach the study of the essence of the scientific question and to identify areas that remain unresolved regarding the formation and application of corporate style in modern conditions.

**The purpose of the article:** to analyze the main aspects of the formation of corporate style by advertising and justify its need for presence in media design, to identify the main areas of development and use of innovative tools to adapt to the modern market.

**Materials and methods.** Materials and methods of research are tendencies of formation of corporate style, statistical data, methods of generalization, comparative analysis, structural analysis and systematization of data, graphic analysis.

**The overview of the main material (the results of the researches).** The formation of the corporate style of the enterprise by advertising means, primarily

aimed at the formation of the style — a kind of image or representation, which is formed in the minds of the public [6]. It is an style created by customers, competitors, the public, stable associations and organizations, it is the ideas that arise in the consumer when in contact with the brand name / brand.

L. Orban-Lembrik substantiates the representation of the style as an impression that the company and its employees make on others, captures in the minds of consumers the forms and image of certain emotionally colored stereotypes (thoughts, judgments about them) [10].

Corporate style is a planned action for the enterprise, based on the characteristics of activities, internal and external patterns, properties, qualities that form the style in the minds of consumers, meet the needs and expectations of the target audience, being a hallmark of the enterprise [5].

In general, we can conclude that the corporate style is the style, embodiment, imagination and holistic perception of the enterprise, staff, product, manager, formed by certain means and tools in the minds of others, different groups of people. in the field of media design, a special environment created by advertising communications and innovative methods, adapted to different formats and different contexts.

Algorithm of corporate style formation by media design tools:

- formation of imitation style (intellectual analysis and work on style, preparation of information materials);
- creation of role style (actual development, acquisition of primary experience of “being” in the style, generalization, evaluation);
- formation of “life” style (standard of behavior, fixation, adjustment).

Each style corresponds to its stage of style formation and requires a professional approach in its creation [1].

One of the key components of a company’s competitiveness is the formation of a positive style and a positive reputation, which is formed on the basis of evaluative opinion in the long run.

When forming a communication policy with the consumer audience, first the corporate style of the company is formed by tools of advertising and PR, and then by means of promotion tools, participation in professional events, membership in professional organizations, participation in charity events, etc. a corporate reputation is built within the framework of strategic management in the long run [11].

Style formation by advertising tools, which represent a special tool for dissemination of information

of advertising content is repeated and complex use of advertising technologies within the limits of the uniform concept and the general plan of influence on opinion and attitude of various groups of the public for the purpose of formation, creation and popularization and external [6].

Today, the use of media design tools Tilda is becoming relevant:

Ready Mag, tools to automate the work of designers The Grid, is also a number of B2B-tools aimed at integration into editorial processes and have a certain amount of authority to create visual stories. For example, [verstka.io](http://verstka.io) and [setka.io](http://setka.io) <http://verstka.io/>.

Thus, the main directions of forming the corporate style of the company are to increase the prestige, separation and formation of competitive positions in the market through the tool of media design Medium as a promising platform for collecting media stories.

The main focus is on the formation and strengthening of the corporate style by increasing its efficiency, optimizing the feedback between management and staff at all levels of management. Ensuring the effectiveness of this process allows you to assess how employees perceive the company’s style, what efforts they make to improve it, to form their loyalty to the company and its product.

The corporate style is formed both by the company’s employees and staff, and by the public, where the leading role is assigned to the components of the corporate style by internal and external factors.

The main factors influencing the formation of external corporate style are the financial stability of the company, product quality and service, social policy (sponsorship and charity) advertising, appearance and comfort of the workplace, these components attract attention through the main visualization tools in the media space: infographics, animation, media project, photography, video, gamification [17].

Internal factors influencing the formation of the company’s corporate style are: staff training, training and courses to increase staff motivation, socio-psychological climate of the company, the appearance of staff teambuilding and corporate events.

Corporate style includes everything visible in the company (visual communications, product advertising), as well as corporate identity, in which it plays an important role.

The company speaks and communicates through its style and does so mainly through graphic design.

Thus, the company, Mailchimp — a well-known company in the field of electronic marketing to promote itself in the field of media design uses animations, GIFs, static illustrations [12].

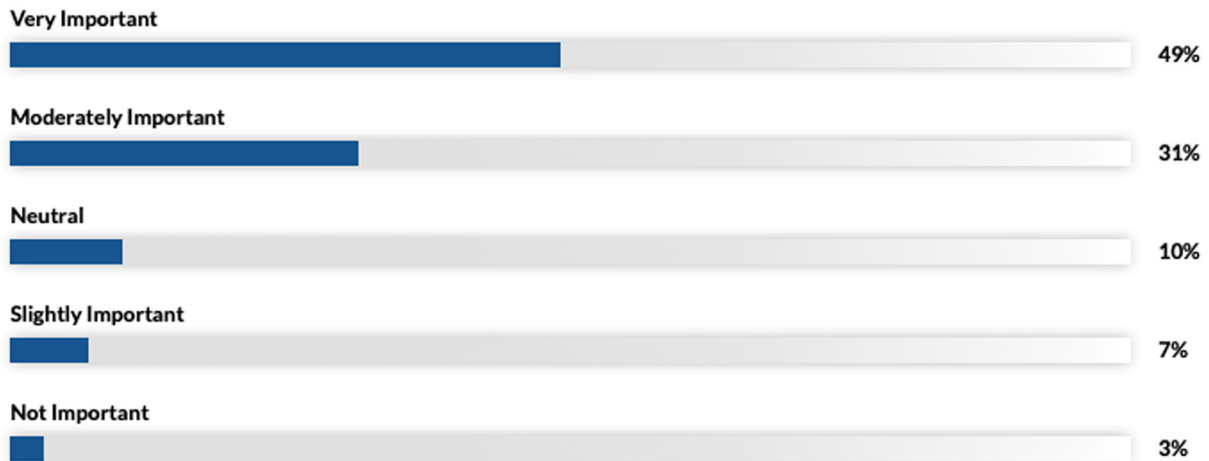


Fig. 1. Analysis of the importance of media design

Source: developed by authors based on [18]

To enhance the corporate style of the pharmaceutical giant Merck, Futurebrand uses colors to create organic design, complementary forms are being used in corporate style, flexible to adapt in the field of pharmaceuticals, adapted to digital formats. Extraordinary creative corporate style gives recommendations for advertising and product design [13].

The Milanese brand Mudec, or Museum of Cultures, is an example of a well-established corporate style organically linked to the external environment of the company, for which Studio FM has created a unique Italian corporate style that is modularly filled like the Merck brand. stories to the target audience, promotion in media channels [14].

The leading idea of corporate style formation with media design tools is that corporate style is a living, dynamic being, a developing system, a new concept based on graphic design adapted to the new reality [15].

The basis for the formation of a positive corporate style is the development and renewal of the company's corporate identity with media design tools, the formation of corporate culture (training and workshops, development of staff motivation program, development of flash mobs, challenges); involvement of the main channels of corporate style formation (site update, corporate blog, social networks Facebook, Instagram, LinkedIn, Tik-Tok, Youtube channel and social messengers Telegram, Viber), creation of separate pages on employment in the company and involvement of specialists on page management; organization of conferences, seminars and round tables, competitions to attract web resources). Statistical data prove the relevance of the use of media design

tools and increase the level of corporate style of the company. For 94% of consumers, media design plays a leading role and the duration of attention for web users is 6.8 seconds. It is the creation of visual content, enhancing the corporate style with media design tools that increases the duration of attention by 50 milliseconds, 46% of website visitors associate media design with brand / company reliability, 80% of small business owners believe that corporate style media design tools are important for a company's success in Fig. 1.

Corporate style should be formed by media design tools, modern software, visually be attractive, rich and interesting.

**Conclusions and perspectives of further exploration.** Thus, the formation of the corporate style of the company plays a leading role and determines the competitiveness of the enterprise as a whole. The process of forming the company's corporate style should begin with the formulation of vision and mission, identification and justification of style-forming advertising tools (advertising in the press, print advertising, audiovisual advertising, radio advertising, television advertising, Internet advertising); developing the concept of style, building a system of values and motivation.

Today, every company needs a well-formed style, visual identity with medical design tools, which is the key to the prestige and competitiveness of the enterprise, the effectiveness of advertising campaigns and programs for successful positioning of themselves and products, isolation and occupation of leading positions in the domestic and international market.

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