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THE BRANDING ROLE IN MODERN MARKETING

The article discusses branding as the key tool to build powerful and fundamental corporation or company that has a business plan for decades. Considered a number of examples and ways to create a competitive enterprise brand that successful company has to have.

Keywords: branding, brand, marketing, corporation, logo.

РОЛЬ БРЕНДИНГУ У СУЧАСНОМУ МАРКЕТИНГУ

У статті розглядається термін брендинг, як ключовий інструмент створення потужної та фундаментальної корпорації або компанії, яка має бізнес-план, розрахований на десятиліття. Розглянуто низку прикладів і способів створення конкурентної корпоративної марки, яку повинна мати успішна компанія.

Ключові слова: брендинг, бренд, маркетинг, корпорація, логотип.

РОЛЬ БРЕНДИНГА В СОВРЕМЕННОМ МАРКЕТИНГЕ

В статье рассматривается понятие брендинга в качестве ключевого инструмента для создания мощной и фундаментальной корпорации или компании, которая имеет бизнес-план, рассчитанный на десятилетия. Рассмотрен ряд примеров и способов создания конкурентоспособного корпоративного бренда, который должна иметь успешная компания.

Ключевые слова: брендинг, бренд, маркетинг, корпорация, логотип.

Relevance of the problem. Corporate brands are strategic as well as essential for business success since they are sources of differentiation and competitive advantage. To raise corporate brand accessibility, equity, trust, and credibility levels, corporations design marketing communications that convey consistent messages across multiple channels. Historically, firms exerted strong control over corporate communications.

Analysis of recent research and publications the problems of branding in the context of modern marketing trends are presented in the works of scientists: John R. Rossiter, Torsten Bornemann, Eric R. Spangenberg, Tarnovskaya. V., Leeflang, P.

Problem definition. The task is considering the negative impact of ill-conceived concepts while creating a company brand.

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Researching results. Corporate brand impressions are more elaborated and confidently held than product and highly influence consumer product responses. Given the current crowded media and marketing environments, identifying effective communication channels to deliver corporate messages is critical for success in the marketplace.

Social media are gaining relevance as information outlets and have become a source of corporate brand information that coexists with corporate-initiated communications. Social media are easily accessible to a massive number of consumers and allow for many-to-many multidirectional communications of co-produced content that has changed the context for brand management. A current challenge is to understand how different communication channels influence the formation of consumer's attitudes, intentions and beliefs about corporations. Understanding the effectiveness of different media channels has become a priority.

Branding is a concept that extends far beyond the marketing of "brand name" designer jeans and other products. A company's brand represents their market identity—who they are, what they do, what kind of quality they provide, their reputation for trustworthiness, and more. Consequently, brand marketing is important to nearly every business, from those selling breakfast cereals, to those developing new technologies, to those providing logistic support to other businesses [1].

Meanwhile, major retailers such as Wal-Mart and Target sell a huge variety of their own products next to the "brand name" products on their shelves. Sam's Choice is just one of Wal-Mart's many brands, as Market Pantry is one of Target's. In both cases, customers who try Sam's Choice or Market Pantry products develop an expectation of other products sold under the same brand just as purchasers of Nabisco, Pepsi, Nestle, Heinz, or any of a million other brands do.

Brand marketing influences the decisions of a variety of customers, including both end consumers and businesses. It is most effective for developing repeat business, as any customer's perception of a brand is going to be largely informed by their previous experience with that brand. For customers, the company's brand represents instant knowledge of that company. For example:

- A traveler seeing a Comfort Inn immediately knows what kind of room he or she might get there (with minimum guarantees of service and cleanliness) and in what price range;
- A movie-going parent will assume that a Disney movie is going to be family-friendly;
- A growing business purchasing a new mainframe and system from IBM can be confident that the new hardware and software has been proven in many other businesses. Furthermore, IBM's continuing support will represent an experience base involving years of implementation, across hundreds of thousands of different businesses of varying scales;
- A coffee customer knows a new offering from Starbucks has gone through several levels of testing and quality control, and that it comes from coffee farms practicing sustainable agriculture.

In each instance, a customer's awareness of a company's brand saves them time and energy in investigating the company, making it easier for them to decide about purchasing that company's product and services [2].

Branding is a way of identifying your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo; it's reflected in everything from your customer service style, staff uniforms, business cards and premises to your marketing materials and advertising. Your brand should reflect what your business stands for and what sets it apart from your competitors - it expresses the qualities, strengths and 'personality' of your business. Creating a strong brand involves in-depth market research to work out why customers should be attracted to your business. A strong brand will help customers to remember your business and feel greater confidence that your products or services will suit their needs. Customers tend to be loyal to a brand they trust. Branding should be considered in the early

stages of starting a business - launching a business with a strong brand will give you a greater chance of success. This guide provides an overview of branding and how it can benefit your business [3].

Successful brands represent a promise to the consumer. They deliver on that promise by delivering emotion and functionality, reliably. Today's consumer is multi-faceted and cuts across every demographic group. Brands that can deliver on convenience, quality, reliability and format have the foundation for success. Vertical's brands will deliver on these with a scalable back of house platform. Wrapping these products into "lifestyle" brands with specific demographic targets gives us the tools to break through the clutter and establish our place in the consumers mind [4].

Any brand offerings are diverse and consist of a large portfolio of owned brands and partner brands. Each brand needs a reason to be, a specific target consumer, and a marketing and sales plan to break through the clutter. This is no different than the branded alcohol business other than there are no large established brands today. That will change and Vertical intends to create the next Grey Goose, Bacardi, Johnny Walker and Bud Light in the cannabis space. Vertical has offerings designed for all the demographic segments of consumers and many new brands in the pipeline for launch in 2018. We also strive to be a great partner to 3rd party brands. We have to understand that a brand is more than just a logo. A smart brand establishes a relationship with its consumers and trade customers [5].

The market environment keeps changing on a daily base. Mainly this is because of the changing economy, that has an impact on companies and consumers.

Companies can approach the market in two ways: "market driven" or "market driving". Market driven is when they react to the consumers needs and adapt their offer, while when a company is market driving, they conduct a more pro-reactive approach which implies leading customers and reshaping markets [6].

It is impossible to control all factors that affect the market, but a company must be aware that little changes can help to influence how the main public perceives a brand. When a company takes in a clear position, it can differentiate itself from the rest and will attract a certain part of the market.

When the market is changing, companies should also be thinking of rebranding their brand or company image. But lots of companies are afraid of changing their strategy. However when a change is well planned and is executed on the right moment, it can be an very effective tool to gain an advantage on the competition [7].

When a company is active on a world level, they also must keep in mind different factors such as the demography, cultural differences and economic differences [8].

Once a company has a clear view on the market and its player, they can adapt their products to the consumers' needs, in order to try and create a strong brand.

Brand experience are the feelings, cognitions and behavioural responses that consumers have towards a certain brand. It does not only occur when they consume the product, but also when they search it, when they go shopping and the service they receive [9].

A company has to keep in mind all those elements, in order to offer the customer the best experience possible. A good example of a brand that strongly believes in brand experience is Harley-Davidson. This American motorcycle-brand has users over the whole world and has a large group of followers who believe that when you drive a Harley-Davidson, it feels like a whole experience. This is why the Harley-bikers often form groups and go to meetings. There they want to share their experience with other users. A large social group called HOG (Harley-Davidson Owners Group) has more than one million global users. Membership comes only with the ownership of a Harley-Davidson (first year is for free, if you want to stay a member, you have to pay).

Through this huge community, and there are thousands more, the brand "Harley-Davidson" will never go away. This way the brand experience has become an important tool for the marketing decisions [10].

The Coca-Cola Company is a U.S. based beverage company that was incorporated on 5 September, 1919. The company manufactures and markets a wide variety of beverages with around 500 nonalcoholic brands of beverages including sparkling and still beverages. The still beverages include water, juices, enhanced waters, juice drinks, coffees, teas, sport drinks and energy drinks. The company is widely segmented in Africa and Eurasia, North America, Latin America, Europe, Pacific, Corporate and Bottling Investment.

The Sparkling beverages of Coca-Cola Company count in Coca-Cola, Fanta, Sprite, Coca-Cola Light/ Diet Coke, Coca-Cola Zero, Inca Kola, Barq's, Thums Up, Fresca and Schweppes. Nos, Burn and Real Gold come under the company's energy drink categories whereas the category of juices and juice drinks incorporate Minute Maid, Dell Valle, Minute Maid Pulppy, Hi-C, Simply, Dobriy and Cappy. Coca-cola has intensified its still beverages category by adding vitamin water, glaceau and Fuze. On the other hand, teas and coffees segment include a wide range of teas like Leao / Matte Leao teas, Georgia coffees, Nestea teas, Ayataka teas, Dogadan teas and Sokenbicha teas. Its sports drinks include Aquarius and Powerade are its sports drinks. The Company incorporates Dasani, Ciel, Kinley, Bonaqua or Bonaqa, and Ice Dew brands in the category of Coca-Cola's waters.

Coca-Cola Company operates at international level in more than 200 countries, due to which its competitors include wide range of strong competitors from around the world. Competitors include Nestle, PepsiCo, Inc., Groupe Danone, Unilever, Dr Pepper Snapple Group, Inc. and Kraft Foods Inc. The company's operations are growing day by day and currently serve 1.9 billion people daily across the world (The Coca-Cola Company a, 2014). Its operating revenues were totaled as $46.9 billion in 2013 [11].

Secondary brand association deals with connecting a brand with any other entity that may affect the development of new brand associations with the businesses but also influence existing associations. While introducing a new product 'Diet Coke', the Coca-Cola Company has used successful ways to develop secondary brand association. Country of origin, co-branding, brand extension, sponsorship, third party, channel of distribution are the successful implementations of Coca-Cola Company to build brand equity for its new product 'Diet Coke'. As a result, now consumers accept Diet Coke as a low-calorie brand and associate with the style, fashion, diet and health. However, despite impressive market strategies, it is recommended that the Coca-Cola Company must use people, ingredient branding and licensing technique as well to create productive secondary branding association.

It's important to spend time researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer. If you're billing yourself as the manufacturer of the longest-lasting light bulb, your brand has to live up to that. In developing a strategic marketing plan, your brand serves as a guide to understanding the purpose of your key business objectives. It enables you to align a marketing plan with those objectives and fulfill the overarching strategy. And remember, the effectiveness of a brand doesn't just happen before the purchase—the brand experience has to last to create brand loyalty. In other words, did the product or service perform as expected? Was the quality as good as promised or better? How was the service experienced? If you can get positive answers to these three questions, you've created a loyal customer.

The question is, how do you know if your brand is strong enough to give you the internal and external value that you need in your marketing efforts? Start by asking yourself the following:

Does my brand relate to my target audience? Will they instantly "get it" without too much thought?

Does my brand share the uniqueness of what I am offering and why it's important?

Does it reflect the brand promise made to my target audience and hold value for my internal audience?

Does my brand reflect the values that I want to represent to my customers?

Let these questions serve as a guideline in the development of your brand. If you're not sure about the answers you may want to revamp your branding effort. A brand should be an instant "ah-ha" moment—it should require very little thought [12].

We previously argued that the lack of corporate control over user-generated brandrelated messages distributed through social media makes them trustworthy and influential for consumer behavior. However, source trustworthiness effects may be mitigated by source expertise effects. Compared to non-expert sources, experts are perceived to deliver more compelling, and in turn, more persuasive messages.

Based on source expertise research, user-generated communications about corporate social media practices may cause skepticism. Social media users may be regarded as nonexperts as their ability to evaluate corporate societal engagements is likely to be limited.

As a result, the lack of source credibility effects will hinder persuasion. On the contrary, user-generated communications about corporate core competencies are likely to be trusted. In this context, consumers are generally regarded as experts since they are deemed capable to evaluate product-relevant features. As a result, source credibility effects will not be mitigated. This is consistent with literature on persuasion knowledge [13].

Conclusion. Due to the constant changes of the market and the consumer behavior, it is of major importance that companies keep in touch with the market. They must try and build up long term relations between their customers and try to increase the loyalty.

But companies have to keep in mind that, sometimes, it is better to reposition your brands as a reaction to the changing market. The environment, for example, has become a great public concern. That is why lots of companies try to position themselves as "green" companies. Even polluting petrochemical companies like "BP" try to change their image to a environmentally concerned company.

Once a good relation has been established with the consumers, a company must put a lot of effort into sustaining that relationship. Because consumers preferences can quickly change and their loyalty to a certain brand can disappear in no time.

The exclusive clothing brand "Abercrombie & Fitch" has experienced a negative impact because of not adapting their image during the financial crisis of 2009. The biggest part of their target public are teenagers. But due to the recession they have lost lots of customers, because they never changed their prices (while the competition dropped theirs) and people were not willing to pay that much for clothes [14].

However, Abercrombie & Fitch is also a good example of a company with a good brand image. They sell their clothes only in selected stores on exclusive places and at very high prices. But still they have a huge market.

For instance their store in London: they don't make that much publicity, the store is difficult to find and the prices in Europe are sometimes double of what you should pay in America. But yet, there is sometimes a queue to just enter the store. Once you enter the store, it is not just a store, but a real experience.

If a company wants to keep existing, it is essential that they try to build up a strong brand and maintain a good long term relationship with their customers. Because, due to the overload of products, the consumer can easily choose between several brands.

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AUTHOR'S ABSTRACT

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THE BRANDING ROLE IN MODERN MARKETING

Objective: branding as the key tool to build powerful and fundamental corporation or company that has a business plan for decades.

Methods: achieving the objective there have been used the next methods:comparison, analysis, deduction, measurement, statistics.

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Results: Branding is a way of identifying your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo; it's reflected in everything from your customer service style, staff uniforms, business cards and premises to your marketing materials and advertising. Your brand should reflect what your business stands for and what sets it apart from your competitors – it expresses the qualities, strengths and 'personality' of your business. Creating a strong brand involves in-depth market research to work out why customers should be attracted to your business. A strong brand will help customers to remember your business and feel greater confidence that your products or services will suit their needs.

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Meanwhile, major retailers such as Wal-Mart and Target sell a huge variety of their own products next to the "brand name" products on their shelves. Sam's Choice is just one of Wal-Mart's many brands, as Market Pantry is one of Target's. In both cases, customers who try Sam's Choice or Market Pantry products develop an expectation of other products sold under the same brand just as purchasers of Nabisco, Pepsi, Nestle, Heinz, or any of a million other brands do.

Scientific novelty: The question is, how do you know if your brand is strong enough to give you the internal and external value that you need in your marketing efforts? Start by asking yourself the following:

Does my brand relate to my target audience? Will they instantly "get it" without too much thought? Does my brand share the uniqueness of what I am offering and why it's important? Does it reflect the brand promise made to my target audience and hold value for my internal audience? Does my brand reflect the values that I want to represent to my customers?

Particular significance: Based on examples of world brands we show which opportunities companies have for building long-term relationships with customers and how to retain the sales market. If a company wants to keep existing, it is essential that they try to build up a strong brand and maintain a good long term relationship with their customers. Because, due to the overload of products, the consumer can easily choose between several brands.