

УДК 399.1

BRAND AS A STIMULUS FOR EFFECTIVE COMMUNICATION

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The article deals with the problems of creating new effective communication. The main idea is to find the stimulus for effective communication. To discover these stimuli for effective communication one should use brand. Such tasks should be solved; to position effective communication in business; to present the structure of brand focusing on the significance of the brand name; to analyze different brand strategies; to suggest the main brand strategy for effective communication. Brand structure suggests new ideas. The needs of consumers orient at approaches to new tendencies in contemporary communication. These approaches can be identified as brand strategies. The main brand strategy is the coordination of business and brand mission.

Keywords: brand, effective communication, brand strategy, brand name, business mission, brand mission.

В статті аналізуються проблеми створення ефективної комунікації. Підкреслюється, що для виявлення стимулів ефективної комунікації необхідно використовувати бренд. Для досягнення мети даної публікації – виявлення стимулів ефективної комунікації, – пропонується вирішення таких завдань: позиціонувати ефективну комунікацію в бізнесі; презентувати структуру бренду на засадах фокусування на імені бренду; проаналізувати різні бренд-стратегії; запропонувати основну бренд-стратегію для ефективної комунікації. Доводиться, що структура бренду обов'язково передбачає наявність нових ідей. Акцентується увага на тому, що саме потреби споживачів орієнтують на нові підходи до досягнення ефективної сучасної комунікації. Підкреслюється, що ці підходи можуть бути ідентифіковані в бренд-стратегіях. Робиться висновок про те, що основна, найбільш ефективна бренд-стратегія – це збіг місії бізнесу та місії бренду.

Ключевые слова: бренд, эффективная коммуникация, бренд-стратегия, бренд-имя, миссия бизнеса, миссия бренда.

У статті аналізуються проблеми створення ефективної комунікації. Підкреслюється, що для виявлення стимулів ефективної комунікації необхідно використовувати бренд. Для досягнення мети даної публікації – виявлення стимулів ефективної комунікації, – пропонується вирішення таких завдань: позиціонувати ефективну комунікацію в бізнесі; презентувати структуру бренду на засадах фокусування на імені бренду; проаналізувати різні бренд-стратегії; запропонувати основну бренд-стратегію для ефективної комунікації. Доводиться, що структура бренду обов'язково передбачає наявність нових ідей. Акцентується увага на тому, що саме потреби споживачів орієнтують на нові підходи до досягнення ефективної сучасної комунікації. Підкреслюється, що ці підходи можуть бути ідентифіковані в бренд-стратегіях. Робиться висновок про те, що основна, найбільш ефективна бренд-стратегія – це збіг місії бізнесу та місії бренду.

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Nowadays communication is increasingly becoming not only the process of sending messages to the people who are able to interpret it, making the final decision whether it is interesting or not. It is worth paying attention to whether communication is a part of business.

Business is a system characterized by its specific features. According to B. Adrian and M. Gilbert, society with all its layers of organization is a flow system, which makes up a «live» and the most complex and puzzling system ever known. This system is too difficult to be made sense of, because we are inside this flow system [1, p. 1]. B. Adrian and M. Gilbert compare the individuals with an alveolus in the lung, an eddy in a turbulent river, or a leaf on a tree branch. From such a position of singularity (the individual's point of view of the world), which is identical in rank to the positions of enormous numbers of individuals, it is a formidable task to see and describe

the big picture – the lung, the river basin, and the forest. «Nature impresses us with shape, structure, configuration, pattern, rhythm, and similarity. This was our stroke of luck. From it, science was born and developed to the present day, where it is responsible for our physical and intellectual well-being» [ibid].

Above all, there exists a long intellectual tradition dating back to Kant based on the conception that there are two different realms of human knowledge – natural sciences and studies of culture and social behavior. The most famous expression of this perspective is found in the German sociologist Max Weber's concept of «verstehen» [2, p.87]. In other words it may be interpreted as «sympathetic understanding,» as the notion that «the behavior of social actors is motivated by thought and culture, allowing an understanding of the reasons for that behavior that is very different in character from explanations that describe changes in inanimate or physical units» [1, p.36].

The aim of the article is to present stimuli to effective communication. To achieve this aim it is suggested to solve the following tasks: 1) to position effective communication in business; 2) to present the structure of brand, focusing on the significance of brand name; 3) to analyze different brand strategies; 4) to define the main brand strategy for effective communication.

Most companies make decisions to brand products by using a name to be able to differentiate it from the competitors'. A brand name is the name given to a product of a similar type. It is known that a trademark is the legal protection for the brand. That is why trademarks – words, symbols that differentiate a company – can serve as legal protection for the brand.

The process of creating, maintaining and building a brand is called branding and is not so easy. One should pay attention to these most important aspects of any brand: the brand image, the brand essence, the brand promise, the brand vision. The brand image should be constructed on the data which are the result of monitoring consumers' values and associations. The most prominent method tends to be mapping which can help to draw associations with consumers' values when they think about this or that product. This process usually connects associations of consumers with their needs, which typically combine consumers' demands of different levels: physical, social, security, self-realization.

Marketing research and review of questionnaires demonstrate that when the brand name focuses on more than one level of demands – e.g. physical + social or physical + social + self-realization, etc. – consumers both trust and buy more, recommending their referent groups to do the same.

Not so long ago there was a café in Ukraine (Kharkov), where they sold ice cream «Buskin Robbins,» which was not very popular among citizens because of its high price but had the reputation of prestige and fashion.

The brand essence may be compared with the core concept. To influence consumers' reaction, the brand managers should be in the know of events about the most important expectations of consumers when they buy the branded product. For example, a well known brand essence of Volvo is «Volvo equals safety» [4, p. 38]. When the brand promise is perceived, consumers might want guarantee of quality.

One should care about the main characteristics of brand to be able to attract consumers and rate their needs.

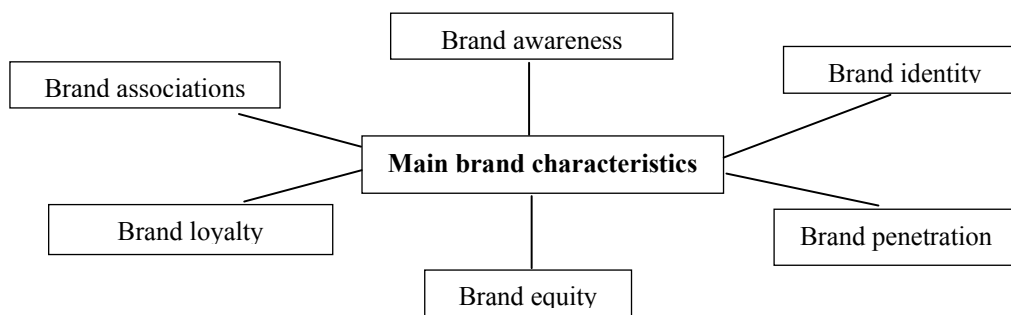


Fig.1. Elements of integrated brand characteristics

The brand vision should represent the tactics and strategies of the brand to assure consumers that the branded product is stable, competitive, and perspective.

It is high time to suggest some conclusions about rating of brand strategies which can be flexible, which means their capability of being used in a different order. The latter is closely connected with the context, competitors, demands in the market and loyalty of consumers, and understanding the necessity to satisfy these or those concrete needs.

Brand strategies identify directions of influencing consumers and can be applied to different elements of brand. The first and the most important element is the brand name. Companies use the company name; in this way they guarantee recognition of the product by consumers. On the one hand, they attract attention, focusing on the reputation (for example, the head of the company, demonstrating loyalty of consumers, underlining stability of the

producer in the market, design or picture), which refers to the main idea of the product. On the other hand, they save the money which has been invested into branding and is necessary for developing other brands. The consumers have already been habituated to the name and have got accustomed to it. That is why they trust immediately (for example Kraft Barbecue Sauce, Kraft Salad Dressing) [3, p.43]. They evaluate and accept the quality of the product and the reputation of the company.

The second strategy is more popular among companies with several diverse product lines. They combine brand name and product identification, for example, Procter and Gamble. According to this strategy, a brand name should:

1. Be original, distinctive and demonstrate those attributes which the consumers are looking for.
2. Be easy to recognize, learn.
3. Support product features and advantages.
4. Be good to advertisements.
5. Avoid connotations which may be unpleasant and offensive [3].

Brand extension strategy is usually used to cover new products and to expand the market, as well as to increase segments of consumers. This strategy «works» when the company is known for its excellent reputation. One of the conditions for realization of this strategy is the demand that both old and new product concepts should be similar.

Selecting a name for the effective communication and creating pleasant connotation constitute one more strategy, which might seem simple, but in reality should be connected with sociological research of the group of consumers whom it is oriented at. Some names state the actual product benefit. What and why is beneficial for consumers can be discovered in the process of sociological research. Choosing the correct (as they think) answer in the questionnaire, consumers explain the arguments for their choice. Ignoring other answers, they show what they do not like. Monitoring the process of dissatisfaction of consumers, sociologists have the chance of discovering not only latent needs of consumers, but recommend specialists in marketing the ways of transforming latent needs into real ones.

The other strategy is to find the word that sounds forceful and to apply that meaning to the product. It is interesting to note that the word changes its meaning because of the context. For example «Want a tough stain out? Shout it out». It defines the idea of a powerful laundry detergent [3, p. 43].

To be a stimulus for effective communication the brand strategy should: 1) correspond to the business strategy; 2) choose the adequate form of marketing communication and appeal to the brand itself. Any brand must be based on the concept associated with strategic social, economic benefits, such as expanding segments of consumers, focusing on the elite, distribution according to demographic or psycho-graphic characteristics of consumers, receiving immediate profit, providing good reputation, forming trust and loyalty of consumers; 3) combine brand values and emotions; 4) reach the proper segment of consumers (globalists, moderators, individuals), 5) suggest guarantee.

Effective communication means successful business, based on understanding and forecasting consumers' needs and receiving profit by the company.

In conclusion it should be mentioned that analysis of the structure of any brand and evaluation of these elements by consumers are the stimuli for new ideas and creation of effective communication, which will be satisfactory for consumers and producers of the branded products and can serve as the basis for contemporary successful business.

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