DEVELOPMENT OF BRANDING IN MODERN CONDITIONS OF MANAGEMENT

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At present, there is a steady development of the information and globalization market as a complete system of economic, organizational and legal relations for the development, implementation, sale and purchase of information resources, technologies, goods and services. This is due to the formation of the information society and the development of the information economy as a whole. It should be noted that such changes in the economy and society make it possible to create new trends in the development of information and communication technologies. In such economic conditions, information becomes a special resource and occupies an important place in the system of ensuring the competitiveness of modern business. Such competitive trends in business have led to the need to promote your product through a specific media environment.

In this work, the problem is revealed in the need for domestic companies to integrate into the world consumer markets and promote the image of both their own brand and the image of Ukraine. One of the main barriers along this path is the lack of awareness of the quality of goods and services offered by Ukrainian companies to consumers in other countries. Free trade agreements with the European Union, Canada and other countries can be a powerful impetus for these processes. The experience of implementing advanced branding strategies should be transferred by domestic companies to foreign markets, taking into account all the peculiarities in order to achieve high socio-economic results.

Each brand has certain attributes - packaging, advertising, logos, titles and slogans, functional or emotional associations, assigned to the brand by buyers and potential customers. Brand attributes can be both positive and negative, can have different strengths and importance for different market segments. Any brand has a main, basic characteristic that defines its essence.

Personal value in branding is not just one of the parameters that should be taken into account when developing a brand, it is a basic part of the concept of brand, it is the foundation of the concept of brand, it is the only component that leads the brand to a cherished purpose - to enter the inner world human in the right quality in the right place. The value generated by the brand and the basis for its choice and consumption is created by the manufacturer by building and maintaining a consistent system of codes and symbols. A brand in the modern sense is a complex organism, a strategic tool of a sales promotion company. Fine-tuning the brand at every stage of its creation, focusing the whole system on the primary idea, actively using consumer research results are able to ensure the brand has a seamless existence for the foreseeable future.

Key words: definition, personnel, top-manager, enterprise, manager functions.

Introduction. Branding is the quintessence of marketing activity of a company. There is probably no company on a global scale that does not need or want to create its brand and its products in particular. This determines the relevance of the topic of the study of the features of brand management and the search for new patterns and ideas in branding. Drawing on the experience of world leaders in brand ratings and shifting the focus of the Ukrainian economy from the agrarian and metallurgical sectors to the high-tech sector will allow domestic companies to reach the level of competitiveness of brands on a global scale. This, in turn, will allow producers to earn more profit, develop the economy of Ukraine and strengthen its image among developed countries.

Analysis of basic research and publications. Theoretical, methodological, methodological and applied aspects of branding effectiveness were studied in the works of famous domestic and foreign scientists, in particular: D. Aaker, O. Azaryan, A. Bayler, L. Balabanova, S. Davis, A. Diligach, A. Elwood, Zh. Kapferer, O. Kendyukhova, S. Kovalchuk, T. Maksimova, O. Malinka, S. Makhnula, Y. Nestorova, T. Primak, H. Pring, L. Radkevich, L. Rice, O. Shubina, D. Schulz. and others. It should be noted that with the rapid development of economic thought and the acceleration of globalization processes, the very essence of the concept of the brand is constantly changing and supplemented, which allows a continuous process of research on the subject.

The peculiarities of formation and development of Ukrainian brands were researched and reflected in a number of works and publications of domestic authors, such as: O. Yastremska, E. Romat, O. Zozuliov, N.
Bezrukova, V. Lipchuk and others. In their works, they explored the most relevant topics on the formation and development of brands, the nature and role of the brand in modern conditions, ways to create strong brands, product branding of enterprises and methods of ensuring its effectiveness and more. At the same time, their theoretical generalization and in-depth analysis require trends in the formation and development of brands in Ukraine under current conditions and their influence on the formation of new Ukrainian brands.

Goal. The purpose of this work is the need to research the market of brands of the world and Ukraine, features of its structure and prospects of integration of domestic brands in global consumer markets.

Materials and research results. At the present stage of business development with the formation of a new commercial unit, its creators usually have a unique idea that begins its development and occupies a niche in the market at the same time as the emergence of a new legal entity. However, despite the supposed synchronicity of appearance on the market, any firm as a legal entity, is formed earlier and initially invests all its resources in the formation of the brand.

A brand is not a product or a service in itself, but an image that is unique and attractive to the consumer. It is an intangible asset whose value is in the knowledge of its consumers and the positive associations associated with it. Emotional relationships that consumers build with brands - the taste of childhood or pleasant memories - make a brand strong, successful and popular.

Personal value in branding is not just one of the parameters that should be taken into account when developing a brand, it is a basic part of the concept of brand, it is the foundation of the concept of brand, it is the only component that leads the brand to a cherished purpose - to enter the inner world human in the right quality in the right place [10].

There are many distinctive features of a brand personality, but it is this model that is of value as a tool to identify a set of characteristics that can increase brand value in the eyes of consumers.

Thus, it is possible to clearly formulate the concept of branding as a process of commercial objectification of significant personal values of a person. Only in this way, embodying the virtual in the real, the imaginary in the material and bringing it to the consumer, we can not just dream and even not just hope, but to experience a feeling close to the belief that our object will take the right place in the market, and will not perish in the fight against competitors.

The value generated by the brand and the basis for its choice and consumption is created by the manufacturer by building and maintaining a consistent system of codes and symbols. A brand in the modern sense is a complex organism, a strategic tool of a sales promotion company. Fine-tuning the brand at every stage of its creation, focusing the whole system on the primary idea, actively using consumer research results are able to ensure the brand has a seamless existence for the foreseeable future.

Global brands typically have a decade of existence, ups and downs. Having existed in the market for goods or services over the course of their existence, companies have made a number of mistakes that have become typical and informative guides for newcomer brands. An example is Nokia - numerous declines in stock prices, mergers, and company closures. After all, the brand of the company associated with high-tech devices has ceased to exist. But in 2017, Nokia's smartphone lineup with a whole new ideology is coming back.

In its current position, Ukraine is somewhat different in terms of company and brand market features from the global ones. And this explains the need to identify patterns of functioning of the domestic brand market. The transformation of the world and, in particular, the Ukrainian economy requires a broader study of Ukrainian brands and patterns of their development [2, p. 26].

The most influential list of global brands assessing their rankings and changes in their positions by many parameters is the list of "Best Global Brands 2018" by the international consulting company Interbrand. The company was founded in 1974 by John Murphy. The company network has 40 representative offices in 25 countries and makes it the largest brand consulting agency in the world. The agency provides a full range of services for creating, managing and evaluating brand branding [3].

In order to qualify for Interbrand's Top 100 Global Brands, companies must meet a number of requirements. In particular, the brand of the company should be recognizable beyond its basic consumer audience, financial and market documentation for each brand should be openly accessible. In addition, Interbrand insists on global branding - in order to be ranked, at least one-third of sales of branded products must be sold to foreign countries on at least three continents. Therefore, not always the most expensive brands in the local markets are ranked the best in the global.

Brands of Ukrainian companies can not boast of being in the top 100, but they have their own peculiarities of formation and competition in the domestic market.

In Ukraine, the most representative rating is the rating of national brands by MPP Consulting «UkrBrand 2018 - TOP-100 Ukrainian brands».

The rating gives an expert assessment of the potential market value of the 100 most expensive Ukrainian brands in 2016. The value of many brands is only potential because it is only confirmed when the company actually sells. However, MPP Consulting claims that the accuracy of the methodology for estimating potential value is repeatedly confirmed by actual sales of brands, and that the amounts of rights transfer agreements for such brands are slightly different from the estimate of their potential market value, previously conducted in the TOP 100.
The brand valuation methodology is based on the evaluation of the activities of the brand owners and also takes into account several factors that reflect the market conditions that may affect the brand, all possible threats and prospects for the development of industries [5].

As a rule, it is based on the analysis of factors that affect the market value of the brand: the position of the company in the market, the consumer value of the brand, as well as factors of current trends for the company and its industry. The value of the brand includes only the cost of the trademark (name), with the exception of production capacity, infrastructure, patents, inventions and other tangible assets or intellectual property.

The Ukrainian brand market is mostly represented by the food industry. ATB and Rozetka.ua are retailers, Kyivstar is a telecommunication service provider, PrivatBank (financial institution) - 4 companies in the top twenty, which are not related to the food industry.

This situation is quite expected given that the main sector of the Ukrainian economy is the agro-industrial complex. Powerful metallurgical or other industrial enterprises mostly operate in B2B format and usually do not even have their trademarks [7].

Although there are 2 manufacturers of high-tech devices (Pocketbook and Impression) on the domestic brand market, they are not ranked. The barrier along the way is the oversupply of both premium devices and cheap but high-quality competitors from China.

In general, given that the rating is fairly accurate, the actual confirmation of the value of the brands can only be estimated as a result of the sale of a particular brand owner. The presence of a developed stock market will allow to confirm this data without such significant changes in the market.

Conclusions. There is less and less room left for unnamed products on the shelves of supermarkets or online stores. Declining purchasing power has less and less influence on consumers' choice of a product, because brand means quality, and quality is increasingly the cornerstone of a person's lifestyle. This vicious circle of consumer commitment to the brand justifies the relevance of creating a company brand and using advanced branding strategies to promote it.

Ukrainian companies need to accelerate the launch of their brands into the world markets and intensify their promotion. Newly created or promising brands should not only get stuck in the domestic market and seek to build an expensive brand outside Ukraine. Global trends indicate that high-tech companies, software developers and automotive companies are gaining popularity. But already existing Ukrainian brands have every chance to develop in a competitive environment alongside the leading international ones. To do this, they have a long-standing experience of being on the Ukrainian market and valuable examples to follow from top brand rating leaders worldwide. Moreover, the integration of our country into the European political and, most importantly, the economic space is accelerating and these processes are becoming more relevant.

References


Салюк А.П. Розвиток брендингу в сучасних умовах господарювання

В даний роботі проблематика розглядається в необхідності вітчизняними компаніями інтегруватися в світові споживчі ринки та просуватися ім'ям як власного бренду, так і ім'ям України. Одним із основних бар'єрів на цьому шляху є недостатнє інформування споживачів інших країн щодо гідної якості товарів та послуг, що можуть бути запропоновані українськими компаніями. Потужним імпульсом для цих процесів можуть стати угоди про зону вільної торгівлі з країнами Європейського Союзу, Канади та інших країн. Досить впровадження передових бренд-стратегій має бути перердній
Ключевые слова: маркетинг, брендиング, рейтинги брендов, рынок, торговая марка.

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