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## **ACTIVISATION OF BRAND'S PROMOTION ON THE BASIS OF COMMUNICATIONAL RESOURCES**

The article considers the main communicational instruments that provide activation of brand's promotion and improve the effectiveness of that process.

**Keywords:** *brand, marketing, communications, brand, image, effectiveness, activation.*

Creation of a brand is particularly important for market penetration . Modern tendencies of market economics development show that the fact of creation of a brand is not enough for reaching the competitive advantages. Nowadays the difficult question is not only how to create a strong, really unique brand, but its promotion and support. The brand helps to increase the owner's reputation, and reputation means the strong positions at the market, the guarantee of attraction the new and retention the constant clients, profitable contracts and credit conditions. It shows the great relevance of works devoted to the questions of a brand and it's development like instrument of the enterprise's marketing activity.

**The analysis of the recent researches and publications.** A lot of works of foreign and native scientists, such as: D.Aker, J.-N.Kanferer, F.Kotler, G.L.Bagieva, L.V.Balabanova, E.P.Golubkov, S.S.Garkavenko, etc. are devoted to the questions of brand and branding. But this works discover the questions of brand fragmentarily and all of them need the further researching of the questions of brand's promotion and support in modern market's conditions.

### **Unsolved problems, that are the part of the general problem.**

The foreign literature uses the term "brand", that was mistakenly translated in the literature of CIS countries till the end of 90-s as "trade mark". That fact has become the main reason of disorder of that terms and scientific discussions between native marketologists.

There are a lot of brand's definitions nowadays. The most exact definition is: brand – means the firm's or the good's attributes, that show it's individuality, attract the concentrative customer's attention and create the firm's image and helps to reach the reputation and promote the goods at the market. The most overall and at the same time the shortest brand's definition, that is based on classificational evidences of impression and association, belongs to the representative of the English scientific school Paul Feldvick: "Brand – is the collection of associations in the customer's imagination" [6].

At the beginning of appearance of the market economics in Ukraine, some foreign brands appeared in the country. Nowadays the development and promotion of national brands is expanded. All of that questions are super important for many of national enterprises, especially after Ukraine's entrance to WTO. But national brands are promoted with the help of advertising without using the various effective communicational instruments.

Considering this, **the purpose of this article** is the presentation of results of research for brand's promotion, the improvement of effectiveness of that process through the use of communication instruments.

**The main information.** Brand is full of marketing meaning and means the promoted to such level trade mark, that becomes well-known for the great part of the customers. As a result, even memory about it's name or symbol cause the positive emotions and a wish to buy it's goods. The main factors, that influence the demand's formation: the unique accomplishments of the goods and quality in wide meaning. That qualities are in consumer properties, price, agency at sales network.

The brand's promotion and trade mark's development are possible due to the complex of measures. The special conditions are needed for the brand's promotion or trade mark's development: the new (unique) quality of the goods, that differs from the competitor's quality; the good's novelty or the new consumer qualities, that are attractive for the customers; speed and rush in the questions of formation and promotion in combination with unchangeable high quality of the goods. All of that must be combined with the advertisement promotion and the further advertisement

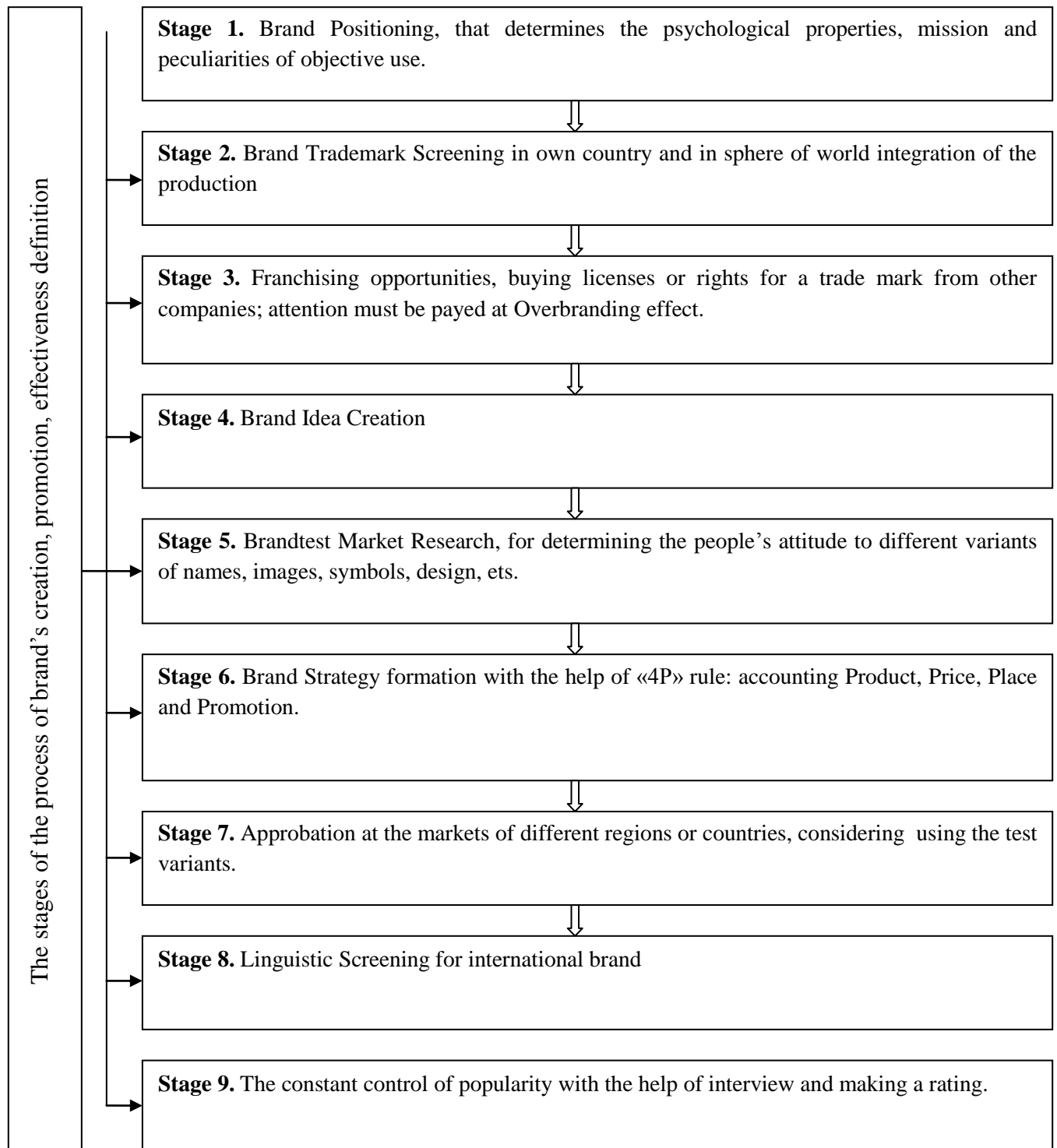
support. For the successful work in that direction it is necessary to form the personnel with high qualification, that combine knowledge in management, marketing, economics, patent business, good's specification, psychology elements, new technologies in business organization, nonstandard decisions, inventiveness, creative search. This question needs financial interest very much, perspective in all points, and protection at all stages: production – from fake, production process – from the new technologies theft; the sale process at all stages.

Skills of work with state officials are needed at the stage of enterprises registration. The special skills are needed for registration of certificates, trade mark, patents, formation of associative image, that arouses positive emotions and helps to understand the brand's content and form.

It's helpful to use all the opportunities for brand's demonstration: at the exhibitions and necessarily in representative form, in periodic journals and information handbooks, preferably in the most prominent and convenient location. The best way to perceive the information is to place it on the covers and color frameworks. Recently, presentations organized by PR departments, with invited public people and media are very popular.

The first investments in the brand's promotion are always high. Usually advertisement's part is 4%, but at the stage of brand's promotion it may be increased in several times – up to 10-15% of the turnover. But the brand's promotion is very expensive process not only because great amounts of money are needed, for it's creation and advertisement. Customers are ready to pay big money not for a nice logo, but for it's guarantee of a certain quality standard. Brand can't become popular only with the help of a powerful advertisement. All of the rest kinds of the enterprise's information mustn't be forgotten. The complete trade mark must be present at all the materials, such as: catalogs, price-lists, any announcements. Advertisement mediums that are not suitable for reading of all the advertisement, but able for visual perception of the trade mark's image are also may be used. For example: plastic bags, balls, stationery, external side of transport etc.

While analyzing the importance of different questions in business and the market itself, we can make the conclusion about the brand's priority. Considering the importance of this question for the brand's process of creation, promotion and effectiveness definition, we can recommend to act in accordance with the algorithm that is shown on pic.1.



Pic. 1 – Algorithm of the process of brand's creation, promotion and effectiveness definition

Branding is developing with outrunning tempo, like no other marketing activity. The revolution changes may be stated in that direction. The reason - is the fast filling the vacuum or emptiness in branding, that appeared after the Ukrainian market had begun to develop. The fast riddance of disharmony of development's level of national production and sales with speed of transnational companies' with well-known brands penetration at our market and strengthened development of our markets of goods and services is taking away.

Another factors, that significantly influence the process of brand's promotion, may be such as:

- 1) means and measures that accompany the promotion, creation of various maintenance service;
- 2) reaching the criteria of high quality, it's constant confirmation and protection from penetration of bad-quality components;
- 3) strategy of expansion of offer, that is directed to the good's promotion in the new regions;
- 4) creativity, or elements of art in trade mark's symbols creation and in advertisement;
- 5) price policy, that is directed to inculcation of taste to the new production.

As a result of underestimating in necessity of determination of effectiveness may be loss of control of situation and the possible fall of brand's effectiveness or leading time of it's promotion.

Brand's creation and it's promotion at the market often may be comfortable with the help of communications, but not advertising means, all depends on specific conditions.

Communicational means of brand's promotion may contain:

- sampling, or giving the free samples;
- degustation of products (sampling);

- organization of activities with the brand 's name (parks opening, concerts, children's play-grounds);
- organization of presentations and parties;
- opening of cafe and other places for sales with the brand's name;
- organization and taking part in exhibitions, conferences, seminars with the brand's name;
- organization of ratings of advantages and survey;
- taking part in tenders;
- creation of distribution network and partners with the similar name;
- organization of PR events;
- monitoring of trade mark's effectiveness;
- events that are related with identification and protection of trade marks.

Communication events are sometimes alternative to advertisement. There are a lot of examples, when they were more successful and cheap and were made for the specific customers. For example, organization of the objects with the similar with brand name, that gives an opportunity to attract a great segment of consumers much more effective than advertisement does. Such events give stable and close contact with the consumers. As a result, the trust to trade mark becomes stronger.

Managers of big companies make the process of brand's formation the part of their strategic plans. As a result, the companies integrate the alternative approaches to brand's creation and promotion into their general conception of development.

**Conclusions.** As a result of research, it should be stated that the today's state of the process of national brand promotion needs active use of different communicational instruments. In the heart of this direction must be involved instruments of activization of brand promotion, alternative to advertisement.

**Further researches needs** the development of methodical ensuring of evaluation and analysis of effectiveness of use of separate communicational instruments for brands promotion and their integral communication.

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