

CONCEPT OF "BRANDING" IN THE TEACHING OF SUBJECTS CYCLE TRAINING FUTURE DESIGNERS

The article is dedicated to the problem of branding as a major element of marketing advancement. Creating a positive and recognizable designer brand-image - is what makes a mediocre brands turn into a successful brand under which goods will cause a significant interest of the consumer.

Key words: *branding, design, design-education, training of designers*

The modern consumer market is a battleground of goods and services in the first place that provides advertising brands and branding. This problem should occupy a worthy place in the preparation of computer graphic designers and advertising. In the minds of the consumer advertising trademarks and brands creates sustainable consumption stereotypes that are associated with notions of status, lifestyle, figure income. Advertising is the driving force of marketing, but one advertising is not enough to succeed in a market where many competitors, and consumers are put forward higher requirements.

Therefore, it becomes the core of the brand campaign every market participant. With brand established relationships with customers and potential customers. The brand embodies the value of the goods or services to the consumer. This brand is a market driver for the XXI century. Irina Syrotkina notes that: "Half-which brand represents a structure, the base of which is a material object or, in other words, the product itself, which is characterized by some as" [3, 35].

- The concept of "brand" has many interpretations:
- • a marketing term that means a symbolic embodiment of the complex information associated with a particular product or service. Usually includes the name, logo and other visual elements (fonts, color schemes, symbols). The world-famous brand, is surrounded by a set of expectations associated with a product or service that typically occur in people;

- • brand with the image that has emerged;
- • distinguishing name and / or symbol (logo, brand name, package design) intended to identify the goods or services offered by the individual seller or group of sellers. With their help it is possible to distinguish the goods or services from the goods and services of competitors;

- • No product itself and its essence, the value finally purposes. The consumer identifies it in space and time;

- • no thing and no product and no campaign organization. Brands do not exist in the real world - a mental construct. Brands - rather the sum total of human experience and its perception of certain things, product, company or organization. Brands exist in the minds of certain people or society;

- • brand name, which in the eyes of the consumer incorporates a clear and meaningful set of values and attributes. Products manufactured at the factory. But the product is brand only when it acquires many tangible, intangible and psychological factors. The main thing to remember - brands are not created by the manufacturer. They exist in the mind of the consumer;

- • a list of perceptions in the mind of the consumer;
- • a number of functional, emotional and promises samovyraznyh target consumers who are important to him, and best suited to his needs;
- this is what the consumer buys. Products can copy the competitor brand is unique.

In general, the concept of brand includes all the features listed above, so offer a generic definition.

Brands can survive and thrive even if the products and services they represent, vary considerably or even disappear. Brands have value that we consider critical for modern companies in the marketing sense and that will become even more important in the market twenty-first century. The value of different brands, but that it stabilizes the brand in the market.

There are six kinds of brands, each of which plays a role in the market. This commodity, service, personal, organizational, brand events and geographical indications.

Product brands (food consumption). This type is best associated with what most people understand by brand. Examples of such brands can be: car Mercedes, chocolate bar Nuts, drink Coca-Cola, Tea Lipton, coffee Nescafe, supermarket Foxtrot.

Considering the features of a commercial brand, was chosen as an example of "Foxtrot".

As you know, the problem of advertising in the store - to ensure meeting customer with the product, so look any message should accordingly. To do this - just meet the objectives - namely to force the buyer to spend as much time in the store to focus on the features of commercial proposals and to encourage a greater number of purchases.

General store - to deliver simple and clear messages that urge to buy it then and there. Some manufacturers advertising at points of sale becomes the basis of self-promotion, especially if the product has hakterystyky similar characteristics-known brand or at least well-advertised goods. Cleverly using advertisements competitors can catch their purchase immediately directly to the store.

Since the majority of the consumer decides to buy impulsively, advertising Point of sale is the most effective way to promote products. Not all buyers like to chat with vendors when choosing a purchase. According to American scientists scientists such consumers - at least 25%. Among the reasons for this reluctance is noted a number of factors:

- Often the person likes to choose the product safely, so no one was near;
- The consumer feels for her or authoritative person more competent than the seller;
- The buyer is afraid that will not be enough polite persistence to refuse intrusive purchase;
- A person does not inspire confidence in the seller;

- There is simply no mood to communicate.

Here are effective perfectly placed emphasis on certain products with a variety of POS-materials.

Of course, the most effective is the combination of different methods of advertising. Thus, the most effective "lead" with POSM materials buyer to the product of the entrance to the store shelves on which it is located, you place baits only. And if you analyze a comprehensive advertising, it is clear that in the middle of stores can be used not only possible POS-materials, but also, for example, audio ads, job promoters aromareklamu.

Typically, supermarkets and hypermarkets set their own standards for advertising in their stores. This is due primarily to the fact that the store can not be drawn unrelated advertisements. Any store should help the buyer make a choice.

Making media advertising shop in the same style creates a "zone of dominance" of goods being promoted, and in combination with floor stickers will send the customer directly to the product. For services Berlou Dzhanel said, "If service providers to give freedom to demonstrate clear brand that they support with all my heart, clients will feel pleasant and interesting people, and not bothersome visitor" [1,73].

If the main goal - the allocation of goods directly to poltsi, the most effective it can be done using special "gates" - flag-banners and stoppers, placed near the product. They separate the products from similar products and increase the likelihood of purchase.

Service brands (those that are not perceived by touch, ie services). Less common than trademarks, service brands associated with services rather than with something tangible. Airline Virgin Airlines - typical service brand. You buy a service style of air travel Virgin.FedEx, Visa, Citibank, Kodak, "Kyivstar" - all service brands.

Consider the features of commercial brand "Kyivstar".

The strategy is to ensure service to establish interaction between a company and its customers, resulting in superior last worked. This strategy is very profitable

and involves the use of both directions. On the one hand, it is necessary to make the service meet customers' expectations, on the other - to give particular attention to the manner in which it is provided. Krystofer Lovelock said: "Although the process often includes maintenance and material elements - for example, removing a hotel room, the visitor is asleep in bed at the gym customer uses a variety of equipment, the repair of damaged equipment by replacing its individual parts - providing services on its itself is intangible in nature "[3, 44].

Experience shows that most companies are trying to put in place the first direction and forget that the quality of relationships with clients - an essential element to meet its needs. To focus on the most critical aspect of strategy services, namely, the relationship between customers and employees should be aware that interaction "client company" is beyond the control of relations "employees of clients." Some companies succeed in other types of interactions, such as:

- - "Man-machine". Cash registers for Ticket - an example of this interaction. Most financial institutions observed a high level of service: multiple access points, non-stop operation, to obtain advice on the situation in the bank, a check book, etc.;

- - "Machine-to-machine." Set in many places automatic system for sales centers (and shops including) products from producer.

In this connection it is necessary to identify factors that affect the quality of customer relationships for different types of interaction, and to create a so-called closed-loop strategy services. It goes like this: the customer satisfaction inevitably goes satisfaction of employees, which in turn increases the degree of satisfaction of customers. Result - increased popularity (demand).

To 100% superior customer needed an organization can perform three tasks:

постійно вести діалог з клієнтами ;

- Understanding customers;

- Timely resolution of problems.

In order to analyze both types of brand, was chosen two examples, supermarkets appliances "Foxtrot" and the mobile operator "Kyivstar".

"Foxtrot".

This brand is a type of "product brand". His idea is that the network "Foxtrot" is trying to provide maximum comfort at all stages of interaction with the brand, starting with the purchase and after it, due to the experience, capabilities and guarantees leader.

Positioning:

- According to the goods;
- In accordance with the consumer.

According to the product. Functional characteristics of the brand is usability. In terms of price positioning it takes place at low prices. Situation - Trimble life. The main among competitors is the brand "Eldorado".

According to the consumer. Generally, potential customers network home appliances "Foxtrot" is the middle class. The main emotional characteristics are the buyer receives - is comfortable conditions of purchase and use.

The strategy of product brands is that "Foxtrot" is becoming the standard of living of their respective cultures and the use of technology and helping each zrovna get pleasure from life.

Means of a potential customer, which allows embedded image in advertising consumer value system, is a cognitive type influence. Namely, the transmission of information that describes the product: its purpose, quality, properties, especially its use, means of distribution, service guarantee.

Model advertising concept:

The attraction of the + interest + desire + tune + action.

This concept serves as a motive utilitarian motive - consumers primarily interested in durable goods, the warranty period, long duration. Its elected practical people who value long term operation.

Network name - a common word general use.

Visual reinforcement of brand image is as follows: a stylized image of a fox and a combination of white and red colors.

"Kyivstar".

This type of brand "service." His idea is to provide opportunities for quality, reliable and affordable mobile services to the greatest number of people in Ukraine.

Positioning:

- According to the goods;
- In accordance with the consumer.

According to the product. Functional characteristics of the brand is the user. In terms of price positioning it takes place in middle and high prices. The situation of Use - communication. The main among competitors is the brand "MTS".

According to the consumer. In general, potential customers of mobile operator "Kyivstar" is the middle and high class. The main emotional characteristics are the buyer receives - a better life.

The strategy of product brands is that "Kyivstar" focuses on continuous improvement and the highest quality. Every action is aimed at customer satisfaction.

Means of a potential customer, which allows embedded image in advertising consumer value system is kind of affective influence. Namely, the formation of the desired relation to the product due to the characteristics of emotional advertising appeals.

Model advertising concept:

The attraction of the + interest + desire + tune + action.

This concept serves as a motive prestige - the brand used for the elevation of man in the eyes of society.

The name "Kyivstar" refers to a type of "hybrid". It consists of two words: "Kyiv" and "Star". Visual reinforcement of brand image is as follows: the image stars and sky blue color with white.

So, whatever the brand, product or service, achievement methods respect customers and increasing awareness are practically identical. The only difference in the specificity of information and services.

People establish relationships with other people. Brands exist to ensure that the same thing could do and the organization.

So thus increasing the attractiveness of the brand? Because increases the attractiveness of a person. This reliability, honesty, integrity (ie coincidence thoughts, words and deeds), charisma, warmth, credibility, enterprise, passion, reliability, originality, etc. That is the secret of what makes people and brands interesting and attractive. Each individual has a combination of qualities and characteristics that attract different people at different times.

The best brands challenge us, soothe and inspire us to find our best and help us grow, that is doing the same thing as the people make better relationship.

Branding is the creation and implementation of image products in the market at its best transforms organizations so that they develop the ability to create, develop and maintain mutually beneficial relationships with people.