

ISSUES AND TRENDS IN MODERN ECONOMY

BRANDING AS A PART OF BRAND MANAGEMENT

Bondarenko K.S., *kudryashka9999@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

It is not uncommon for company owners to ask marketing organizations to draw some logo, thinking that this is a full-fledged brand building. Not understanding the difference between definitions such as “branding” and “corporate identity”, a manager wastes his time and loses money.

The corporate identity reveals the meaning and conveys the value of the brand through the name, slogan, color, font, presented just as a trademark [1].

“In contrast, the brand is a name, term, design, symbol, and other features that differ one seller’s good or service as opposed to the goods and services of other sellers” [2]. In a deeper sense, brand is a collection of ideas, associations, and emotions of potential customers [3]. A brand is born in the mind. It is a world that people want to be a part of.

How does a company act to become a brand? Remember Nike, that sells not only shoes but also a lifestyle and motivation [1]. Its slogan says: “You can do more than you think”. The quality and such positioning of a product make us pay more. The brand-building includes the whole system of connecting the consumer with the product. The development and implementation of this system is called branding.

In short, the brand is an image in the mind of a consumer that helps to visualize your product. At the same time, branding is the process of designing that image. Its main task is to set up contact with a client through loyalty system, delivery service, product placement on the shelves system [1]. Having a brand provides the following benefits: 1) increasing awareness and customer loyalty to the product; 2) ensuring stable profits; 3) variability of prices; 4) attracting new customers; 5) confidence in the future.

Branding is realized in several directions. The first one is marketable. Coca-Cola is a prime example. More than 1.9 billion servings of this drink are consumed by people around the world every day. Although the company produces about 3,900 varieties of drinks, it is Cola that has gained particular popularity due to the correct branding. The second direction is service branding. Among domestic enterprises, I would single out the mobile operator “MTS”. The third is personal branding. In this case, one person is promoted. The fourth is HR-branding. It is aimed at attracting valuable employees to the company with extensive experience, fresh ideas, and great potential. To do this, the company opens vacancies, offering excellent working conditions. The representative of this branding is Google Corporation, which offers bonuses, a full benefits package, free dining and a gym. The fifth is the territorial branding that promotes a particular resort, city or even region to attract more tourists. [4]

Thus, the general trends of modern brands are simplicity, brevity, concentration, environmental friendliness. The future belongs to strong, bright, interesting brands that the audience wants to interact with. Building such a brand is not easy, but the effort is worth it - customers will trust, recommend and contact you again [3].

References

1. С брендингового на русский: вебсайт. URL: https://endylab.ru/blog/branding_and_identity (Last accessed 11.11.2020).
2. Иванов А. А. Брендинг: учеб. пособие – Комсомольск-на-Амуре: 2013. – 74 с.
3. Бренд и брендинг: зачем бизнесу и как использовать: вебсайт. URL: <https://rezart.agency/blog/brend-i-branding/> (Last accessed 12.11.2020).

4. Брендинг: вебсайт. URL: <https://postium.ru/brending-zachem-kompanii-sozdavat-brend> (Last accessed 09.11.2020).

Language adviser: *Gladkykh H.V., Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

CURRENT STATE OF THE RESORT AND TOURIST SPHERE OF ZAPORIZHZHA REGION

Chuhunova A.S., *chuhunovaalina17@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

Zaporizhia region, having great tourist potential, currently has a relatively underdeveloped tourist infrastructure, that does not increase the development of both domestic and foreign tourism significantly. [1]

The number of tourists in Zaporozhye is 73% of the total number in the region. The share of Zaporizhia in the number of served tourists is about 86%, in the number of tourists - 82%, in the volume of provided tourist services - 79%, in budget revenues - 94%.

In general, the leaders in terms of performance of tourism entities are the city of Zaporozhye, Berdyansk, Melitopol, Enerгодар, Primorsk, Vasylivka and Yakymivka districts. [1]

A survey was conducted through structural subdivisions of the city council and district administrations of Zaporizhia. 390 people took part in the survey, including 106 men (or 27%) and 284 women (or 73%) living in different parts of the city. [2]

In terms of scale, respondents believe that Zaporizhia over the next 10 years should focus on attracting tourists living in Ukraine (27% of respondents believe so). About 20% preferred Zaporizhia region as a priority area for attracting tourists, 12% believe that Zaporizhia can become a tourist center of the southeast and center of Ukraine. The same number (12%) indicate the ability to reach a pan-European or even global scale. Another 20% doubted that Zaporozhye could become a famous tourist center. [3]

According to the priority directions of development of domestic and inbound tourism on the territory of Zaporizhia, the preferences of the city residents are distributed as follows:

1. Cognitive historical and cultural tourism - 66%.
2. "Green", ecological and agritourism - 64%.
3. Event holiday and festival tourism - 44%.
4. Industrial (industrial) tourism - 26%.
5. Organization of mass sports events - 23%.
6. Business tourism and conference service - 20%. [3]

Thus, Zaporizhia region, having such a tourist and recreational potential, should enter the world tourism market, thereby attracting foreign tourists and investors. The development of the resort and tourism sector in the region will increase revenues to regional and local budgets and thus improve living standards. In addition, it will have a positive impact on the growth of demand for local industry products, increase in tourism facilities, the state of construction and infrastructure in the region, will solve the problems of employment and the environment.

References

1. Official site of the Zaporizhia Regional Tourist Information Center: вебсайт. URL: <http://www.zotic.zp.ua/uk/help/std/456707.html> (Last accessed 05.11.2020).

2. Туристский информационный сайт: вебсайт. URL: <http://www.turizmpomiru.ru/> (Last accessed 05.11.2020)