

Viktoriia Vertegel
Dmytro Motorny Tavria State
Agrotechnological University
Scientific supervisor: PhD in Economics
Hanna Maiboroda
Language adviser: Candidate of Pedagogical Sciences,
Associate Professor Viktoriia Vertegel

PR COMMUNICATIONS TOOLS IN BRAND IMAGE AND AWARENESS BUILDING

Brand management is an effective management system for protecting intellectual property through the creation and maintenance of a company's brand using a set of interrelated marketing elements aimed at creating long-term competitive advantages [1, 48]. PR communication tools in brand management are essential for building reputation, credibility and market presence. They are tools that brands use to reach their target audience and promote their product or service, often earned through media pitches and press releases.

It is a critical tool for managing how the public perceives a brand. Since reputation often dictates market success, understanding PR's multifaceted strategies is essential. Professional PR practices enhance brand awareness and elevate corporate image.

Defined as a strategic process of building mutually beneficial connections, PR plays a crucial role in the development of a brand's reputation. This involves the deliberate management of communication flows to ensure a positive and coherent brand presence. PR facilitates the alignment of organizational messaging with public awareness through the multifaceted use of media platforms. The synthesis of storytelling and emotional engagement, which transforms abstract corporate values into a tangible and favorable brand identity, is important to this process.

If compare with advertising, PR as a tool seems more productive, especially where the omnipresence exists. The bigger the better does not work anymore. The paradox of familiarity arises, and it explains, why in a world flooded with information

noise, it is not the volume that matters. Rather, it is “strategic rarity” and the shift from push to pull communication that create genuine trust [3]. That is where PR communication tools start to work. The secret to genuine credibility in the digital noise is “being found instead of imposing”.

Public relations are immensely effective in establishing strong and lasting relationships between consumers and brands, primarily through consistent and transparent communication, social responsibility, and engagement in socially important initiatives. PR strategies and tools, such as involving influencers, crisis communication management, and active participation in social projects, significantly influence consumer perceptions and trust in brands.

REFERENCES

1. Майборода, Г., & Сокіл, Я. (2021). Особливості бренд-менеджменту на підприємствах хлібопекарської галузі. *Грааль науки*, (5), 47-49. <https://doi.org/10.36074/grail-of-science.04.06.2021.007>
2. Стамат, В., & Сич, А. (2025). Роль Public Relations у формуванні довіри до бренду. *Економічний простір*, (201), 188-194. <https://economic-prostir.com.ua/wp-content/uploads/2025/06/201-188-194-stamat.pdf>
3. Wolfenstein, K. (2026). Omnipresence: Why constant visibility ruins your reputation. *Xpert Digital*. <https://xpert.digital/en/omnipraesenz/>