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MARKETING TOOLS FOR BRAND DEVELOPMENT AND CREATION

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МАРКЕТИНГОВІ ІНСТРУМЕНТИ РОЗВИТКУ ТА СТВОРЕННЯ БРЕНДУ

The article defines the main aspects of branding development and analyses the main directions of development of branding policy, which reflects the current level of

marketing development. In general, brand development is based on the study of a set of behavioral characteristics of consumers, as well as their preferences and motivations, which is understandable from the point of view of representatives of the marketing research community.

Brand building is closely related to positioning and is a powerful link between the consumer community and the brand. This relationship is mostly dichotomous and influences consumer decision-making. Brand positioning usually uses several attributes that are taken into account when creating a market expansion strategy; developing promising segments; finding niches; developing competitive advantages; planning brand knowledge research; planning research on the perception of brand image characteristics and identifying strong brand associations; and building positioning maps.

The study of brand perception is based on associations formed by the brand image and reputation of organizations. This reputation is a competitive factor and is transmitted mainly through marketing communication channels. The article outlines the prospects of using artificial intelligence to better predict the needs, desires and preferences of customers and personalize the supply of goods and services.

The methods used to evaluate brand equity indicators, including brand awareness, brand image, acceptable brand quality and brand loyalty, are analyzed. The correlation between these indicators at the time of consumer decision-making is also determined. It is found that brand perception depends on brand image and brand awareness, which reflect the brand image and positioning on market.

In recent years, measuring brand performance has become an important aspect of marketing research. It is important to understand the prospects for its development and analyze which areas of research can be used in the context of digital marketing and the rapid spread of content marketing.

Стаття окреслює ключові аспекти розвитку брендингу та аналізує напрями брендингової політики, відображаючи сучасний стан теорії маркетингу. Розробка та створення бренду ґрунтується на поведінкових характеристиках споживачів, їхніх перевагах та мотиваціях, що зрозуміло для

спільноти маркетологів, що працюють у сфері маркетингових досліджень. Останні роки важливим напрямом маркетингових досліджень стає оцінка результативності та ефективності брендингової політики.

Створення бренду тісно пов'язане з його позиціонуванням та є міцним зв'язком між споживачами та брендом. Цей зв'язок, який здебільшого є дихотомічним, впливає на рішення споживачів. Позиціонування бренду включає в себе декілька атрибутів, які враховуються при розробці стратегії ринкового розширення, визначенні перспективних сегментів, пошуку ніш, створенні конкурентних переваг, плануванні маркетингових досліджень, аналізі сприйняття іміджу бренду, виявленні стійких асоціацій з брендом та створенні карт позиціонування.

Дослідження сприйняття бренду ґрунтується на асоціаціях, які формують імідж бренду та репутацію організації, що є ключовим елементом конкурентоспроможності. Важливо також зрозуміти перспективи розвитку брендингу та проаналізувати можливі напрямки досліджень у контексті розвитку цифрового маркетингу та контент-маркетингу.

Побудова бренду тісно пов'язана з позиціонуванням і є потужним зв'язком між спільнотою споживачів і брендом. Цей зв'язок є переважно дихотомічним і впливає на прийняття рішень споживачами. Позиціонування бренду зазвичай використовує кілька атрибутів, які враховуються при створенні стратегії розширення ринку; розробці перспективних сегментів; пошуку ніш; розробці конкурентних переваг; плануванні досліджень, щодо оцінки знання бренду та його сприйняття; плануванні досліджень оцінки характеристик іміджу бренду та виявленні стійких асоціацій, пов'язаних з брендом; побудові карт позиціонування.

Іміджеві характеристики, це стійкі асоціації, сформовані позиціонуванням та рекламою бренду, що підкріплені репутацією організації. Ця репутація є конкурентним фактором і формується переважно через канали маркетингових комунікацій. В статті також окреслено перспективи використання штучного інтелекту для кращого прогнозування потреб,

бажань і вподобань клієнтів та персоналізації пропозицій товарів та послуг у зв'язку з розвитком контент-маркетингу та інших маркетингових стратегій.

Keywords: *marketing, marketing tools, brand, brand positioning, brand awareness.*

Ключові слова: *маркетинг, маркетингові інструменти, бренд, позиціонування бренду, знання бренду.*

Formulation of the problem in general terms and its connection with important scientific or practical tasks. With demand saturation in the consumer and industrial markets, the issue of brand identification of goods and services is becoming increasingly acute. The development of content marketing and the growing use of Internet marketing techniques in business activities leads to the need to identify brands and distinguish them in order to increase the possibility of quick consumer choice.

Modern publications on branding and brand positioning, as well as approaches to determining the effectiveness of marketing policy, define brand awareness as the study of behavioural characteristics and reactions to brand attributes understood from the perspective of the marketing research community.

The consideration of brand marketing policy related to the study of brand perception, the study of brand associations in different markets is mostly considered as a brand tool in the business environment, mainly in consumer markets and is associated with financial and market indicators, without taking into account the interaction of various indicators that form the level of consumer interaction with brands.

Analysis of recent research and publications. Marketing as a tool for building competitive advantage accelerates the identification of goods and services by the consumer, and is also a tool for building brand commitment and loyalty, which leads to increased brand profitability. In this context, brand loyalty is also one of the ways to study the interaction between the consumer, the brand and the brand

community (Muniz and O'Guin, 2001), which defines the brand community as the interaction between: consumer-brand-consumer [1].

Some researchers understand that the integration of the consumer and the consumer community is the main function of the brand, which integrates consumers not only with the brand, but also with other members of the consumer community, as well as with the product and the company [2]. In this way, the company can create brand advocates by creating unique customer experiences, building strong brand communities, and giving real facts about the brand and community [3].

Building customer loyalty is one of the most important tasks of marketing policy, because loyal customers are brand promoters and bring the brand philosophy to life, which strengthens ties with the target audience and increases profits. Brand advocates are loyal customers who seek to influence others to love the brand as much as they do [4].

It should also be noted that brand loyalty increases when other customers respond to negative reviews than when marketers respond, which is consistent with the need to build a community around a brand, which is also supported by social identity theory (Tajfel & Turner, 1986), meaning that customers trust communication that they believe comes from someone similar to themselves. Thus, the most effective response to minimise the harmful effects of online complaints is likely to come from another consumer [5].

To determine the strength of the consumer's relationship with the brand community, which can be characterised through brand identification, whereby a person perceives himself as a member of the community and identifies with the brand as belonging to the brand community, which will allow us to study the community and its trigger associations and brand perceptions. Unlike other identities that can make a person unique and separate, this is a shared or collective identity that has cognitive and emotional components [6].

The author analyses publications which cover a wide range of approaches and directions covering the issues of modern marketing and, in particular, the tasks of forming a branding policy and its effectiveness in accordance with the tasks of practical marketing activities.

First of all, the issues of interaction of different elements of branding policy, determination of their significance, depending on the market and market segments, peculiarities of consumer demand, and the nature of decision-making by representatives of the target audience remain unresolved.

Formulation of objectives of the article (statement of task). In this article, we will try to combine research approaches and outline practical intersections and meanings that will help determine the significance of various elements of branding policy for consumers, and thus identify effective approaches to brand management.

Presentation of the main research material. Marketing plays a significant role in creating and developing a company's brand. This is because marketing strategies and tools enable the company to attract and retain customers, enhance brand and product recognition, and differentiate its offerings from those of competitors. In many market sectors, the saturation of companies offering similar products and services is continuously increasing. In such circumstances, the brand emerges as one of the primary means to distinguish oneself from competitors. During periods of economic instability, a strong brand can ensure the company's stability. Successful utilization of marketing tools for brand creation and development is critical for gaining competitive advantages and achieving long-term market success. Companies that invest in brand development and employ modern marketing strategies can significantly enhance their market position and cultivate greater consumer loyalty.

Given the worsening business conditions for domestic enterprises, such as war, inflation growth, and increased competition in the global market, there is a necessity to implement measures to update the marketing toolkit for brand creation and development. Modern marketing tools, during brand development, provide the opportunity to make timely management decisions, invest in improving the company's resilience to negative competitor influences, achieve target market positions, and enhance consumer loyalty. To explore the peculiarities of brand formation, let's consider the definitions of the concept "brand" by Ukrainian researchers in Table 1.

Thus, there are various approaches to defining a brand. In our opinion, a brand is a comprehensive concept that includes name, symbols, meanings, perceptions, and

impressions that consumers associate with a particular company, product, or service. The brand reflects the unique identity and values of the business, its offerings to consumers, and mirrors its reputation in the market.

Table 1. Author's approaches to the concept of "brand"

Authors	Definition	Approach
1	2	3
Bunyak N.M.	"combination of functional utility with promised benefits" [7]	benefits
Burmyska A.S.	"a brand is to some extent a collection of not just functional characteristics, but also meaning and value" [8]	meaning, value
Denysenko M.P., Melnyk A.O., Zinoruk .	"a brand is a resource of an enterprise, on the basis of which the function of influencing the holistic perception of the product is implemented to increase the competitiveness of the enterprise" [10]	resource
Smolych D.V.	"The brand is an intangible asset of the organization, the value of which lies not only in its recognition by consumers, but primarily in the formation of positive emotions and associations associated with it" [14]	assets

Source: compiled by the author based on data [7;8;10;14]

A brand serves as a crucial instrument for engaging with the target audience, fostering trust, distinguishing from competitors, and fostering consumer loyalty. It has the ability to embody values that are significant to consumers, such as quality, reliability, innovation, style, or social responsibility. A brand establishes and sustains a distinct position in the market, drives sales growth, and shapes consumer perceptions of the company [9].

In addition to its business significance, branding also offers benefits for society at large and customers. Well-developed brands confer undeniable competitive advantages to companies, as illustrated in Figure 1.

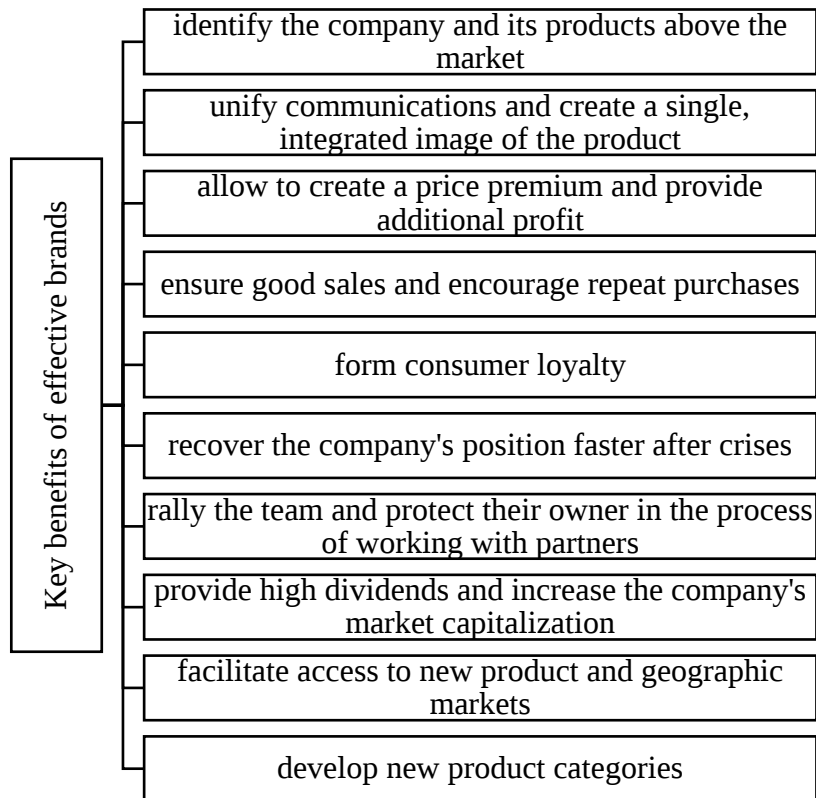


Fig. 1. Key advantages of developed brands

Source: compiled by the author based on data [11]

The most significant advantages of branding for business lie in the fact that a company's brand can stand out amidst competitors. It serves as a reminder to the target market and customers that their brand serves them and plans to continue doing so consistently in the future. Through this marketing strategy, a company's brand can increase its market share and existing sales.

Quality, price, and product availability are key criteria for customers when making purchases, as they have a wide range of choices. The role of branding lies in informing the consumer about the company's product or service long before the purchase is made. Considering the specifics of marketing tools, we can illustrate in Figure 2 the concept of branding using marketing instruments.

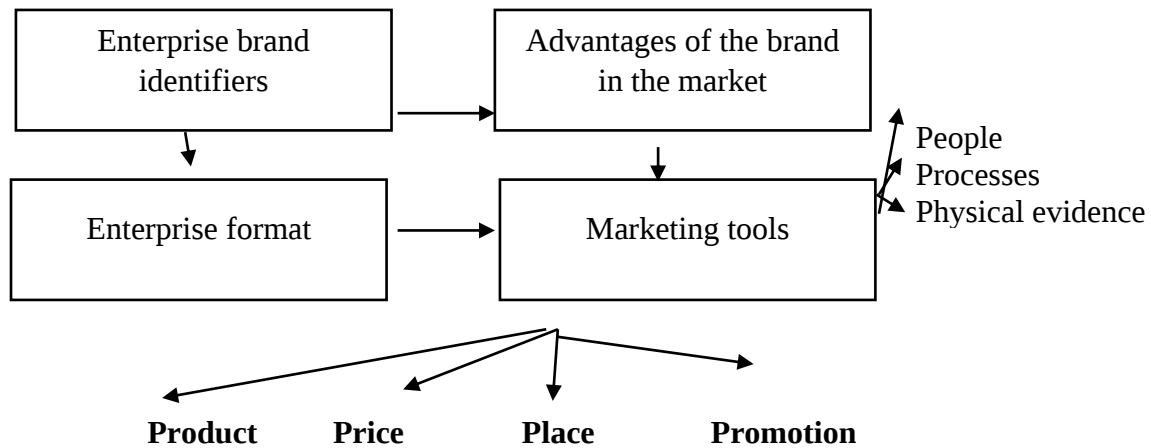


Fig. 2. Brand concept using marketing tools at enterprises

Source: compiled by the author based on data [12]

The branding of enterprises using marketing tools takes much longer to establish, and any significant changes in the brand-building strategy often result not only in image but also in reputational losses, subsequently leading to economic losses. Let us present the model of building the enterprise brand in Figure 3.

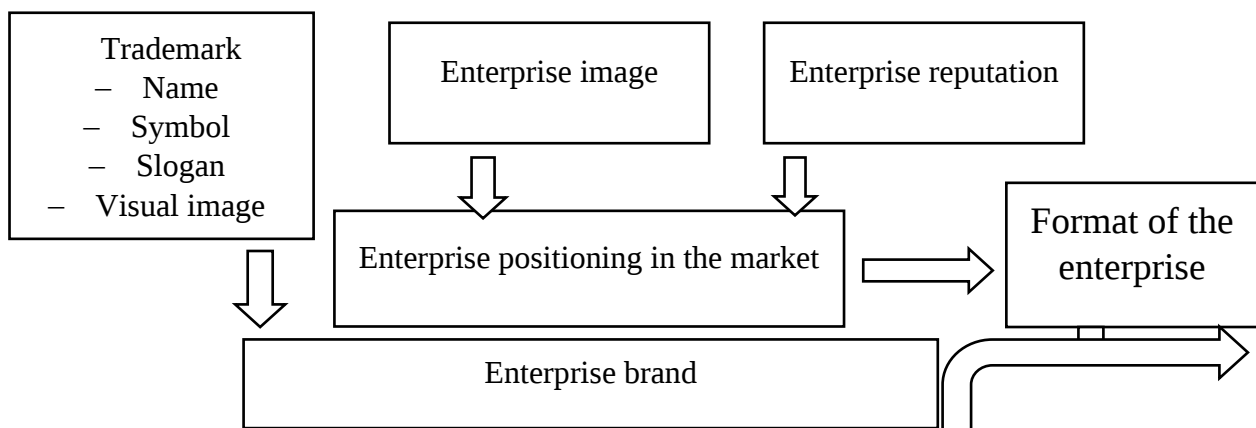


Fig. 3. The model of building a brand of enterprises

Source: compiled by the author based on data [13]

Let's consider the functions of branding during its establishment and development according to the provided model: 1) Identification (recognition, recall) of the company; 2) Differentiation (distinctiveness, highlighting) of the company among competitors; 3) Positioning (influencing consumer behavior, fostering loyalty) of the company; 4) The development of a brand through these functions can lead not

only to sales growth but also to endowing it with the power to attract and retain consumers.

In a simplified form, the brand capital model can be presented as follows: brand knowledge, brand associations, expected quality, brand loyalty, and other brand propositions. The most common indicators include various brand knowledge metrics (top-of-mind awareness, spontaneous recall, aided recall). Based on these data, conclusions can be drawn about how quickly consumers become aware of the brand when their needs are activated and demand for the product or service arises. This is also a fundamental metric for understanding the value and popularity of the brand. Brand knowledge metrics can be used, if necessary, to study the recognition of corporate identity and brand slogans. These are typically quantitative surveys of consumers and often have a continuous (tracking) nature.

Brand knowledge is a fundamental metric for evaluating the communication effectiveness of advertising and researching mentions of advertising message sources. The following indicators are used for such research: 1) Awareness: the percentage of consumers who have previously seen the advertisement; 2) Recognition rate: the percentage who recognize the message during exposure; 3) Recall rate: the percentage of consumers who correctly named the advertised product or advertiser; 4) Message recall rate: the percentage of readers who can correctly describe the control message; 5) Read rate: the percentage of consumers who claim to have read more than half of the text of the advertising message; 6) "Beta-coefficient": the percentage of people who, after the first visual contact with the message, remembered the manufacturer, service, and at least one visual or text element of the advertisement.

Thus, brand perception depends on brand knowledge and brand identity recognition, and then is characterized by a set of image characteristics that reflect the brand's positioning. The concept of building enterprise branding using marketing tools is formed from certain stages, which we will outline in Figure 4.

Let's delve into these stages in details. Understanding Consumer Needs: To create a relevant brand, it's essential to understand and know what consumers live and are interested in. A company aiming to create a relevant brand needs to have certain information about potential consumers. Examples of marketing tools may include

age, gender, location, income, and current issues that concern or do not concern them, and what displeases them. Conducting this research can lead to conclusions about what products are necessary for consumers in the market.

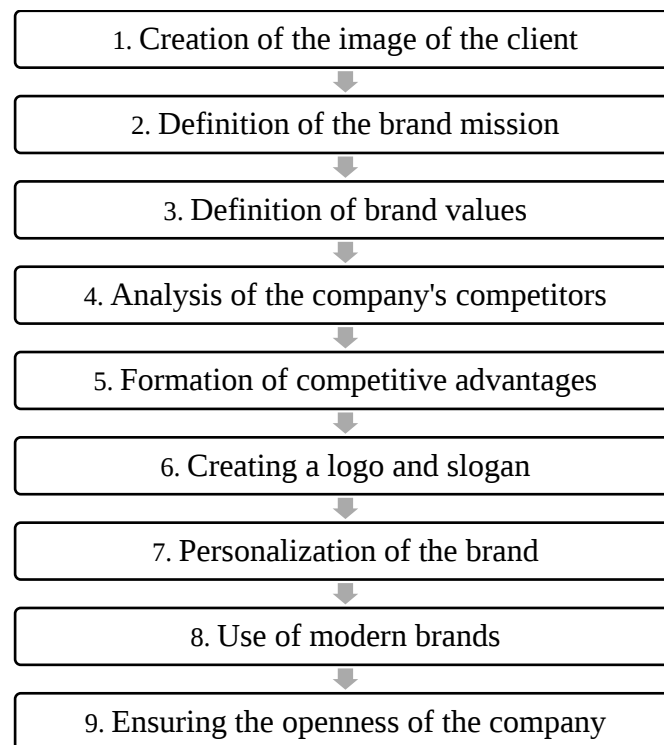


Fig. 4. The concept of creating a brand using marketing tools

Source: compiled by the author based on data [15]

Mission Definition: Every top brand has its mission. An example is Nike's mission to bring inspiration and innovation to every athlete in the world. **Corporate Marketing Style:** The corporate marketing style is a combination of elements that definitively determine a company's affiliation and set it apart from competitors. It includes the company's logo, design of advertising materials, color and font usage, typography, trademarks, advertising slogans, and more.

At the core of the corporate style lies the consumer's ability, based on graphical, textual, and other visual elements of business communications, to identify the company's brand and distinguish its retail network from others.

Defining Brand Values: Brand values reflect the functionality, quality, intangible aspects of the product, and its positive characteristics that differentiate the brand from other similar competitors. The company's culture, strategy, and positioning will be built on marketing values. If the company that created the brand

transmits its values, and they align with the values of potential customers, it can strengthen or create trust in the product and establish a necessary connection between the company and the customer. This involves analyzing similar products from competitors, identifying their advantages and disadvantages.

When creating and developing a brand using marketing tools, visual perception is essential, which is a combination of processes for building a visual image. The corporate style includes a logo, fonts, photographs, and colors. All of this helps to form an image of the retail network in the consumer's mind.

There should be an emotional connection between consumers and the company, which is created between people. In the world, people buy from people, not companies. Attention can be drawn to examples like Tesla - Elon Musk, and so on. The face of the company can be either the author themselves or a well-known personality (often more than one).

When promoting a brand, modern trends should be utilized. For example, environmentally friendly products, where the company does not pollute the environment, and employees wear masks and gloves. The company should be transparent, showing its inner workings, maintaining an online presence with a company page and product descriptions, and highlighting network operations. Additionally, the following marketing tools can be used to create a brand:

- 1) Analysis of their marketing strategies and positioning;
- 2) Conducting surveys, focus groups, interviews to gather data on consumer needs and preferences;
- 3) Formulating a unique selling proposition (USP);
- 4) Developing a content strategy and regularly publishing interesting and useful content;
- 5) Tracking marketing campaigns using analytical tools (Google Analytics, social networks, etc.);
- 6) PPC (pay-per-click) advertising, advertising on social networks, banner advertising.

Utilizing these additional tools in combination allows for the creation of a strong and recognizable brand that will be attractive to the target audience and capable of withstanding competition in the market.

Lastly, let's consider the peculiarities of developing corporate brands. The most important thing that attracts people to a corporate brand is the emotion evoked by the products or service acquisition process. Another characteristic of corporate brand development is the constant reevaluation of branding. A vivid example is the store STORY. Every six to eight weeks, STORY reinvents its entire space - from store design to the products themselves - around specific themes. One of the reasons why the store works so well is because it constantly reinvents itself. Walking into a store and seeing all the same old things is one of the biggest disappointments a shopper can experience. STORY doesn't allow that, refreshing its space every few weeks. Implementation of such strategies may not be suitable for every business, but it should be taken into account. For a brand, it is important to do everything possible so that people encounter something new with each visit.

Interesting branding options using marketing tools are often used by the large retail chain Walmart. Walmart (WMT) is one of the most successful companies in the world and one of the most well-known and profitable retailers in history. The company, founded in the USA, dates back to 1962 when it was established by a local businessman named Sam Walton. For example, in 2016, Walmart stores in Little Rock, Arkansas, engaged professional bullfighters to sign autographs in the store. This trick not only attracted a crowd of passersby but also received significant coverage in the local press.

Additionally, stores often use certain performances to develop their brand using marketing tools. The New York & Co clothing store in 2015 used real people instead of mannequins in its shop windows. This garnered significant publicity and made the brand name very well-known. The attraction made passersby stop, and many people specifically came to the store to check out the rumors about the "living" mannequins [20].

An important aspect of brand development is the creation of so-called communities or buyer clubs. Physical spaces can bring people together in ways that

websites or mobile apps cannot. Therefore, when creating and developing a corporate brand, it is advisable to take into account the specific features of this type of business, use various modern trends and the experience of successful companies, and pay attention to forming key competitive advantages.

Conclusions and perspectives for further research in this area. Usually, proper brand building helps increase marketing and advertising metrics, economic indicators, and ensures consumer loyalty at the highest level. By leveraging consumer emotions, a quality brand has a competitive edge in the market and can compete more effectively. Branding allows a company to thrive in the market and pose strong competition. The visual identity of a company is a crucial aspect of introducing a product to the market and ensuring its existence. By creating a positive emotional connection with the brand, a company guarantees its continued existence and gains an advantage in launching new products/services into market segments under a well-established brand. Ensuring brand stability makes it easy to achieve positive economic indicators such as increased profits, increased production/sales volumes, and ensures the long-term viability of the company.

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