

BRANDING AND REBRANDING AS A MARKETING TOOL OF FORMATION OF THE BRAND AND COMPETITIVENESS

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The brand is the result of the consistent implementation of the company's strategy, aimed at creating and promoting the unique advantages of business. That is why in recent years, efforts to improve the brand and the implementation of the re-branding has become for many foreign and domestic companies an essential element of the development of a competitive strategy. The article reveals the essence of the rebranding, are justified reasons, the purpose and objectives of the meeting, we studied the algorithm for its implementation, and identifies the advantages and errors that occur during the rebranding.

Keywords. Brand, branding, rebranding, positioning, repositioning, restyling.

Relevance

The urgency of rebranding the Ukrainian market is very high, that is justified by the fact that many companies have applied to many of the world currently rebranding strategy for the last year, unable to deal with competitors and retain their target audience using the old methods. The fundamental work on the personality of the brand, market knowledge, competent repositioning of the company, an objective vision of its position and its competitors, the use of different types of communication, all this reflects an effective policy of brand management on the market of eco-products.

The object of study: the rebranding of «Polix groups»

Purpose: The purpose of the article is to identify the nature of the re-branding and developing a model of integrated assessment of its effectiveness.

Subject of study: branding and rebranding

Formulation of the problem

Phenomena brand, branding and re-branding are increasingly part of the modern life. The modern market is full of a wide range of competing products, which distinguish and provide specific competitive advantages which allows the brand, including through new technologies branding and re-branding. The development of these technologies is largely influenced the development of society. Firstly, it is evident that we are surrounded by a technically complex devices that we use every day, without having a clear idea of how this thing arranged inside. Even more, today's consumers are sometimes not able to understand all the choice of characteristics that are buying. Here comes to the aid of consumers

a brand that stands out from all those characteristics of the goods, which are important for the consumer and facilitates the understanding of the product. The second task, decides to brand – is to simplify the choice. Every day, the consumer is faced with a lot of similar products, and he was physically there to compare all of the annotations, the percentage composition, indications for use and specifications. In this situation, branding is simply a «savior»: for every product glued simple, understandable layman labels: «expensive, but prestigious», «cost», «young and emancipated», and the like. Alternatively, the user is guided by the knowledge of a particular brand name and provides the advantage of product, which was previously not used it, but it is well-known brand. We can say that brand – it is a point of intersection of the company's strengths and what customers value.

Branding – an activity on the formation and development of the brand. At the heart of the process of any activity on the technology. Category Technology is a system of knowledge about the ways and means of implementation of any sphere of activity. branding technology – a combination of knowledge about the methods and process controls the formation and development of the brand. Also, the brand is the result of the consistent implementation of the company's strategy, aimed at creating and promoting the unique advantages of business. That is why in recent years, efforts to improve the brand, technology and improvement of the branding of the new technology – rebranding has become for many foreign and domestic companies an essential element of the development of the competitiveness strategy.

The urgency of the use of rebranding is very high in the domestic market technology that is justified by the fact that over the last year, many companies have applied to many of the world's currently re-branding strategy, unable to deal with competitors in a «fierce» competition and retain their target audience using the old methods. While the fundamental work on the brand personality, knowledge of the market, including its environment, good re positioning of the company, an objective vision of its position and its competitors, the use of different types of communication, all reflect the brand effective policies – the management of the markets.

Analysis of recent research

Theoretical aspects of branding and re-branding is based on the fundamental principles of the methodology of brand branding techniques that have been developed and incorporated D. Aakerom in [1,2]. Also, the problem of brand management, branding doslidzhuvano technology in the works of foreign and domestic scientists, namely E. Ioahimitalera Together with D. Aakerom «Brend hitership» [3], G. Batra, Dzh. Mayersom, jointly with D. Aakerom «Advertising Management» [4], as well as By. Galy, J.A. Dzhulara. D. Trauta, and J. Dzh.M. Leyhiffa. M. Penrouza, A.G. Ovchinikovoy, S.By. Pashutina, D. Berneta and S. Moriafti, V.A. Spetaya, Est.V. Romata.

However, despite a significant number of scientific publications of the brand issues, branding, and also a choice of competitive strategy of re-branding and re-branding strategies of systematization of species have been neglected and require more detailed studies.

The aim of the study is to identify the essence of technology re-branding and the development model of comprehensive evaluation of its effectiveness.

Statement of the base material. In the current D. Aaker and Yoahimitalerom study [3] 40 global companies, it was concluded that an effective global brand management should solve four problems in the global economy, namely: to develop a system of communication for the exchange of knowledge and experience to create a global «planning trade mark system, fight the syndrome, «I-other business» and find ways to achieve the benefits in branding [5]. Fig. 1 is a conceptual diagram of an effective global brand management.

It is necessary to an understanding of the fact that very often the global branding strategy, branded communications planning and brand developing in the wrong direction and creates synergies in the global commodity markets. At the same time, as indicated by Mr. Batra, D. Trout, Moriati S., D. Burnett, the main effect is to be given to the creation of global brands (although they may be the result of the effort), and global leadership, it has strong brands in all

markets (for example, «Milka» Germany, «Cadbury» in Britain, «Lycra» – brand-ingredient with 40 years of experience, for each of the multiple brand strategy (several methods of application – Brazil – global branding swimsuits, in France – the global apparel branding with lycra and so on. d.) but for this brand-ingredient motto one for all countries «Nothing fits like lycra» [2].



Fig. 1. Conceptual diagram of an effective global brand management

An efficient, prudent global brand management (Fig. 1) uses the people, systems, culture and organization structure for the construction of a global brand, creating, synergies on a global scale and the development of a global strategy of branding, re-branding, which coordinates and enhances the competitiveness of branding strategies, with subject to the conditions of different countries.

It is advisable to consider in more detail four basic elements of the conceptual scheme of effective brand management (Fig. 1).

Global branded communications system

The main and most secure element of global brand management – communication system, which covers several countries and uses common knowledge, techniques, and best of existing developments. Knowledge buyers in one country are on the surface, the other in their identification may require long analysis. Most companies in the global communication system includes an employee or a small group who are responsible for the collection and dissemination of experience. They organize global meetings in which managers can share experiences (both in formal and in informal settings). As an active role in this process often plays online, there is a fundamental task of stimulating employees to share knowledge and to prevent information overload. Mobil solves this problem as follows: each local area network managed by one of the senior managers and assistant leader that provides the necessary energy, ideas and a continuous flow of information.

Global Positioning System brand planning

The strategy responsible for the development of the brand managers in each country should use the same terms and circuit layout. In the absence of such a community the possibility of synergies between the two countries are minimal, planning scheme (like the one presented in this book in the application, or

other) should include the basic elements of strategic analysis, self-analysis, business strategy, tactical plans, goal setting and evaluation.

The fight against the syndrome of «I – is another matter»

Creating a significant global branded synergy can often «local»: local managers believe that their environment is unique, so the knowledge of the consumers and the best practices in other markets for them are not applicable. Most often, this kind of thinking are supported by a stable decentralized structure and culture of the company. Nestle, Sony, Henkel and other organizations solve this problem as follows: adaptation «import» decision encourages regional leaders was none other than the head of the company. Brand manager of other companies, especially those that lack marketing professionals «above», assigned to the communication system planning, the logic of persuasion.

There is a team of so-called «logo custody» in most companies. Their task is to control in order to colors, fonts and layout elements of the logo and other symbols were absolutely identical worldwide. When you create a new brand, subbrand or joint venture, this team integrates the new characters into the existing system. In addition to the visual elements of a different degree of similarity should be provided in the product, packaging, in advertising, on the internet and sponsorship in all sorts of activities (one of the central problems of global brand management).

Excellence in the implementation of branding strategies

Global leadership, especially in today's information chaos requires a brilliant introduction skills, «good enough» skills is not enough. The question is how to achieve such an advantage in local markets, while maintaining the synergy and power of a global organization. Here are a few recommendations:

– Select a main path leading brands, such as advertising, sponsorship or promotion retail presence. Genius may not be enforceable as such, but the choice of what to perform.

– Reach to work on the brand of the best and most interested in the people. It may be useful to a close relationship with an advertising agency; Audi, for example, works with several agencies at once.

– Develop a number of approaches. In general, the more attempts you make, the higher the probability that you will succeed. Procter & Gamble is ideas like this: specific country teams have the opportunity to develop their own programs to promote the brand, and when among them there is a really good idea (such as a «healthy glow» for «Pantene Pro-V»), it also applies to other countries.

– Evaluate the results. Assessment – an incentive to improve, so the global brand evaluation system is of fundamental importance for achieving

the benefits.

The current state of both global and national economic space characterized by increasing volatility of the market and consumer needs. For lack of flexibility and inability to domestic producers to adapt quickly to changes in the opportunistic process conditions of the global economy, many companies are quickly losing market position, especially being in the business environment of instability and the presence of the global crisis. Also, in the conditions of growing competition in the Ukrainian market, a special role for the majority of domestic companies is the problem of the choice of competitive strategy for rebranding the technology.

In the example of domestic companies in this important area of activity is not given due attention as deeply studied the possible consequences for companies. Based on the experience of the majority of foreign companies, a failed re-branding can reduce the market value of the brand. Therefore, for many companies, practical way to hold existing positions or entering new implementation is such an effective strategic marketing tool, as part of brand management, as a re-branding.

Rebranding, that is update, revitalize and improve the company's brand, expanding its audience and, most importantly, improve its efficiency, is quite common in many companies. But due to lack of study of complex business conditions and the basic problems of its development is often the case the use of inappropriate or inefficient methods of rebranding of its holding. For many companies, changes in general is contraindicated brand, but for others – a necessary, which is why the study of the conditions of the re-branding of its species and tactical tools, features and feasibility of a topical issue in today's competitive environment. Work on the personality of the brand, market knowledge, competent repositioning of the company, an objective vision of its position and its competitors, the use of different types of communication, all this reflects an effective policy of brand management on the market of eco-products.

Based on the analysis of scientific sources, rebranding – it is not just a change of logo, new packaging and an aggressive campaign to promote the brand/product to market. Rebranding – a deep strategic process which requires a change in product positioning brand/company in order to create a new brand values and increasing interest and loyalty from consumers. Rebranding strategies – is the way in which an organization's resources will be used to create a new brand values. [6].

For a more complete understanding and analysis of the essence of the rebranding is necessary to elaborate on these same root word as «brand» and «branding». According to the definition of the American Marketing Association, «brand – a name,

term, sign, symbol or design, or a combination thereof, are intended to identify the goods or services of one seller or producer and to allocate them among the goods or services of competitors» [7]. It should be noted that the «brand» is a legal term for a brand that is regulated by the Law of Ukraine on trademarks [8]. Therefore, a set of strategic decisions on the management of trademarks is a key component of the branding strategy.

Branding strategy is a long term plan for the use of the brand within the company's marketing strategy, brand management determines the vector and provides a platform that allows managers to ensure consistency of all activities associated with the creation of the image of the trade mark [9]. Brand strategy – a program of actions, causes of brand positioning options, taking into account the strategy of competitors and consumers' needs in the future. This is – an element of the marketing strategy, which occupies the main place in the corporate strategy of the company. This strategy should be subjected to review not only as a problem of development of the brand, but also as a problem of the establishment of the financial flows established among different enterprise products.

At some point, the brand enters the maturity stage, and then – in the recession stage. In this case, if the brand has a chance of survival and the prospect of further development, it is necessary to resort to his recovery and improvement that includes rebranding. Rebranding – a comprehensive strategic process, which consists in the implementation of the conceptual changes in the brandy (both the company and its products produced) and investing in brand new concept benefits to consumers in order to separate it from the competition. In this case the main purpose of the re-branding is the impact on the perception of a product or service target audience by restoring, upgrading, modification and improvement of relevance to the needs of consumers. To determine the need for rebranding investigated its functional tasks and their connection with the rebranding goals (Table).

In order to understand whether the brand is able to change the company the following aspects should be analyzed:

- The reasons for the current problems of the brand;
- The existence of unused capacity in the current state of the brand;
- The state of the general perception of the brand's stakeholders (customers, staff, partners and other stakeholders);
- The ability to comply with the new trends of the brand;
- Barriers to the development of the brand.

Communicate the goals and objectives of the rebranding

A task	Objective
Strengthening brand	Increased customer loyalty and market positions
Elimination of negative or ineffective performance brand	Improving the company's reputation
Differentiation brand	Unique expression
Expansion of the target audience	Attracting new customers
Adapting to modern requirements	Increasing the relevance of the product/service

Rebranding and brand rehabilitation can pass on one or several levels: the actual product, the method of use, the perceived quality of the ego, hurt the consumer, manufacturer, relationship with the consumer, symbols and the like. There is a kind of re-branding as a «strategic re-branding», which is held if necessary repositioning of the company on the market. In this case it is necessary to agree on the perception of the brand with a new purpose. When rebranding caused by policy changes tend to change IDs associated with the sphere of activity of the enterprise.

Through the rebranding of the company it is important to take into account the fact that the elimination of the old brand does not happen, because the re-branding is a tool evolution of the brand. To reveal how radically to be rebranded, necessary to carry out complex research, which, on the one hand, allow to quantify the role of the positive factors of the existing ideology, on the other hand – to find positive qualities of the brand with the consumer's point of view. The rebranding also involves a thorough study of the niche market positioning – the motivation of the consumer, the competitive environment and product properties [10].

Based on these data are developed and tested versions of the new positioning determined by how deep you need to implement the rebranding. There is a clear algorithm for the use of different types of re-branding, as the analysis of internal and external performance of the company and brand perception by consumers requires the use of the situational approach. For this major rebranding strategy shown in Fig. 2.

Full rebranding involves changing brand values, due to the transition of the company to a new level. Development of a new brand identity has a number of features compared to the creation of a new brand:

- Is necessary to maintain the continuity of the updated brand, that is, to maintain the maximum number of brand characteristics that are perceived by consumers as the benefits and advantages as

compared to the performance of competing brands;

- It is necessary to eliminate the characteristics of the brand, which negatively perceived by consumers and reduce the perception of product quality [10].

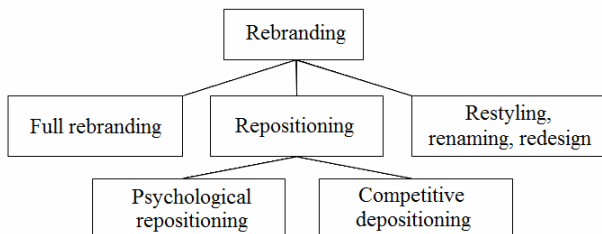


Fig. 2. Strategic directions rebranding

The more saturated the market, the more important it becomes a fashion element, the more important the brand in securing customer loyalty. When a fight takes place for each client, competing prices or consumer properties of goods is becoming increasingly difficult. There comes a place of marketing, communication technologies, begins «struggle for the minds», which is the main weapon of the brand. The brand has a unique and attractive to the consumer image of the brand. It reflects exactly the attitude of consumers, while trademarks, signs, packaging is only a brand attributes IDs, anchors for the psyche, causing the desired association with the object of consumption (goods and services). And if we are talking about rebranding, we mean change the image present in the minds of consumers. And as the right attitude is influenced by motivating values, rooted in the brand, it makes sense to talk about changing the motives of the target audience of the brand, and possibly switching to another brand audience in general [7].

Modern consumer market – it is a competition between trademarks, trademarks and advertising images for a place in the minds of consumers. Every year on the market there is a lot of new products. Over time, changing consumer attitudes to all products and services on the market. Largely due to the fact that the progress does not stand still, changing fashion and tastes, and if the company does not change anything, interest in products quickly extinguished. Therefore, companies need to re-brand, to change things for the better, it is necessary to sacrifice something. A sacrifice is necessary to old views and past achievements. And all this for the sake of a new and better life of the company [11].

The reasons for the update of the brand:

- Brand out of date;
- A competitor with a more interesting brand;
- Brand must fulfill the new tasks;
- Changes the company covers a new field of activity.

To carry out the rebranding is necessary to

perform the following tasks:

- Strengthening the brand to grow customer loyalty;
- Differentiation of the brand with the aim of strengthening its uniqueness;
- An increase in the target audience of the brand by attracting new customers [12].

With the help of internal and external communications can bring to different target audiences sense rebranding and talk about new and improved characteristics of the updated brand. In Ukraine, most often under the rebranding understand exactly restyling, that is, change only the external attributes of the brand.

High-quality brand created by professionals, do not need to be changed at the level of an image or impression of the consumer about it. I may be just the trappings. In the case of rebranding changes not only the visual component, but also a vector of the brand, which is a foundation, the personal value that reflects the brand. Also, when changing or rebranding is expanding the target audience, with restyling is not.

In any business it is important not to lose existing customers to adapt to the needs of the target audience, so rebranding primarily aims to increase customers' loyalty. In this situation, the brand upgrade will enhance the company's position in the market. As a consequence, increases the authority of the [9].

Market goods and services continues to increase its scale, respectively, the competitive environment is also growing. Companies that seek to strengthen its position in the market and increase the level of competitiveness is necessary to re-brand. This company was «Polix Group» TM «Doily». One of the brand is the production of eco-products made of spunbond, as it is a small part of the company, marketing team has put forward a proposal for the differentiation of eco-products from the main activity of the firm.

In order not to confuse the very different directions enterprises, experts, it was decided to establish a separate line of eco-friendly products from TM «Doily» and to implement the project with a new name «Artpack People». Also with the help of marketing programs has been tasked to conquer a new market and thus increase the level of competition.

The outcome of the rebranding of the company are:

- The emergence of a new name and a new logo brand;
- Through participation in exhibitions increased awareness level;
- Carrying out loyalty programs project covered a new market segment;
- By extending the product line, the company

has gained a new niche market, thus increasing the level of competitiveness.

Thus, a successful campaign for a new brand relay was held for 3 months, during which together used advertising and PR-tools. During this time, it has been completely redesigned corporate identity of all offices of the company «Polix Group» – from signage and interior design offices to change logos and business documents.

So, rebranding is an effective tool to support the development of companies in any industry and business with any size business, focused only on the growth of economic indicators. Successful rebranding allows the company to reach a new level of development, to attract the attention of new customers and increase the loyalty of existing ones. But like any other business decision, it should be strategic, effective, and timely.

The basis for the effective use of technology re-branding is a qualifying use of theoretical and methodological provisions of the brand product development, as well as the basic methods of branding technology. As part of the branding of the theory must be a concept that is most often estimated brand value are expressed in terms of money – like the monetary award, which is the brand holder receives from customers, brand loyalty and willing to pay for it. Otherwise, the cost of the brand can be defined as the financial value, calculated or determined for the brand separately from other assets.

Sometimes, in the context of the development of branding strategies and re-branding, there is a need to identify the brand power – measures the ability of a brand to dominate in certain product categories. The preparation of such changes (usually just a qualitative assessment or yes/no, or a scale) is required when deciding important marketing solutions for branding (for example, with a marked increase in the price of goods).

It is also important in preparation for the development of technology for the study of such rebranding branding methods: brand relevance determines the extent to which the image and character of the brand needs and desires of customers. It is necessary to carry out conformity assessment of the brand constantly, because any mismatch reduces the manageability and efficiency of the brand with him; brand loyalty – is a psychological factor associated with the perception of the brand by the consumer. The strength of the commitment to the brand, in the development of rebranding strategies – is the choice of the brand in the presence of other alternatives, and is often measured by the frequency of repeat purchases or price sensitivity.

In the context of preparations for the development and use of rebranding the technology, it is important to consider one of the most accessible methods for the study of the brand – is the degree

of brand awareness. Typically, it is defined as the percentage of the target audience, who can remember the brand. The degree of brand awareness – it is a widely used method for measuring the effectiveness of marketing communications. Knowledge is necessary that brand recognition is of two types:

- unaided awareness – the respondent remembers the brand itself;
- aided or prompted awareness – when the brand is recognized among others from the list.

So, within the framework of the use of the re-branding, to effectively build and brand management must take into account these properties and characteristics.

Creating a brand or the implementation of technologies for the purpose of re-branding of its development, increase, value, attractiveness and popularity is not a spontaneous process, even though it already has some support – quite a successful brand. One of the well-known researchers who summarized the laws of brand creation and allowed to form the basic principles for the development of branding and re-branding is Laura and Al Ries. Fig. 3 systematized overview of the basic laws [13].

In modern conditions of development of branding and rebranding in Ukraine, observance of the fundamental laws of brand creation and recording of many years of international experience in this policy may serve as an effective factor in the recognition and increase the competitiveness of national brands.

In addition, the Swedish specialist Thomas Gad has proposed a model of the four-branding that described in the book «4D-branding: breaking the corporate code of the network economy». In his opinion, a strong brand using technology re-branding can be supplied in the form of a mental field of the brand that exists in four dimensions. Fig. 4 shows, as an example of such a thought-field «IKEA» brand, well-known Swedish company.

A more detailed look at the measurement shown (Fig. 4). The functional dimension describes the unique characteristics of the goods or services, as well as their perception of the utility, which is associated with the brand; social dimension refers to the ability to identify with a particular social group. This measurement reflects the relationship between buyers and of the social group to which they want to belong; mental dimension reflects the self perception and self-identity of consumers, as well as their willingness to change and develop new ideas about himself; Dimension belongs to a larger system, which is part of the brand, the consumer and his social environment. This measurement reflects the perception of the global or local responsibilities [14,15].

The development of all four dimensions of brand, in the opinion of L. Rice [13], F.Dzh.LePla

[16], provides his unique place in the minds of consumers and the strength of consumer commitment.

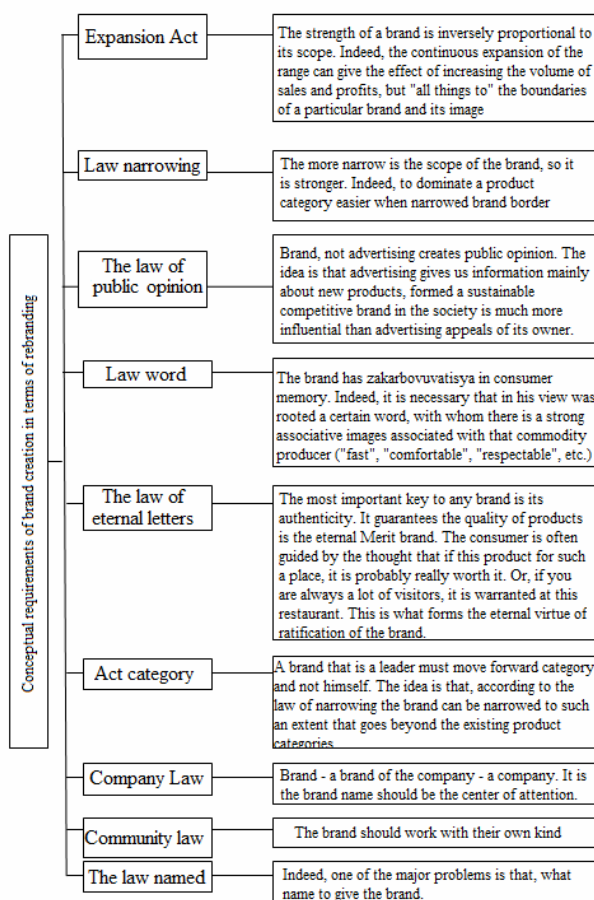


Fig. 3. Conceptual requirements of brand creation in terms of rebranding

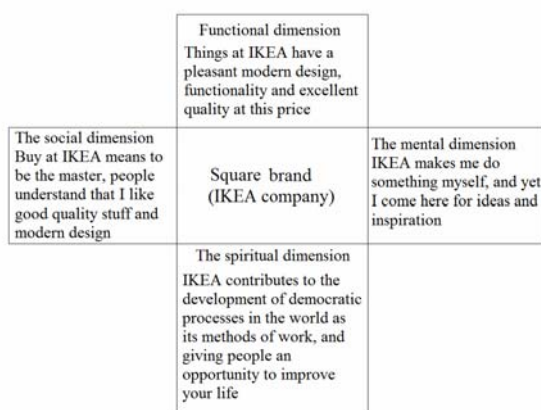


Fig. 4. Mind Space Brand «IKEA» company (Sweden) – within the framework of «4D-branding» concept

As part of the formation of branding or re-branding technologies occupies an important place problem management strategy «Millward Brown» brand assets. According to the procedure Brend Dynamics Company specialists in the design and

the ideology of the brand asset management have been investigated more than 350 brands in order to create conditions for the creation of re-branding strategy. The dynamics of the brands displayed in Fig. 5.

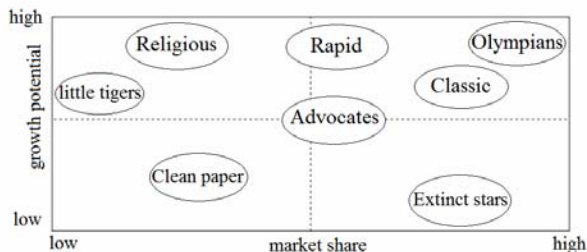


Fig. 5. Dynamics of brand development [16]

The dynamics of brands is reflected in the graph (Fig. 5), where the abscissa shows frequency market the brand, and the ordinate – brand growth potential. The new brand is in the lower left corner of the chart – it consumes little, and it grows very slowly. Consumers do not know much about this feature of its quality and benefits, for them this brand – a clean sheet. Those brands that develop a large growth potential, behave playfully and ambitious, like little tigers, brands are developing rapidly, actively gaining new customers currently classified as religious. When a brand has an average market share at the same time actively developing further, such a brand is called rapid. The brand has gained the maximum share of customers, while maintaining a high growth potential, can «rest on our laurels,» watching from the top of his position for the ups and downs of the struggle for consumer brands, as the Olympic gods. When a brand has traditionally has a large market share, but is developing more slowly, it becomes a classic branding [15].

Also, as part of the formation of brand development strategy, according to the ideology of re-branding is necessary to use the technique of the brand, which was called Brend Asset Valuator – BAV (Young & Rubicam). The company identified 32 parameters that affect the value of the brand, which, in turn, reduced to four basic parameters: the difference, relevance, respect and understanding. The difference measures the perception of the consumer to distinguish the brand. The key question is how to distinguish the brand? The difference – is the key to market potential. Urgency measure the individual consumption of the brand buyers and strongly related to the parameter of attraction to consume. Keyword: how the brand meets the needs of customers? Relevance – is the key to attracting to consume [16].

The difference between the form and the relevance of brand strength axis, an important indicator of future change and the potential of the

brand. This growth indicator of the potential of the brand and its assets. Esteem determines the quality of relationships, supported by the brand with consumers; it also determines how much consumers like the brand, the key issue: the brand supports a strong relationship with the customer? Respect – the key to customer loyalty to the brand.

Knowledge measures the brand recognition and understanding for what it is. The key question is: what is this brand? Understand – this is the key to brand maturity. Respect and understanding form the axis of the brand position. LED brand health. It reflects the status of the brand, its possibilities, as a consequence, consumer response to the brand.

The development of the brand, its market penetration and strengthen in the minds of consumers, the stages of development re-branding can be represented in the form of motion in two dimensions (Fig. 6), where the horizontal axis – the brand's position, and the ordinate – the power of the brand.

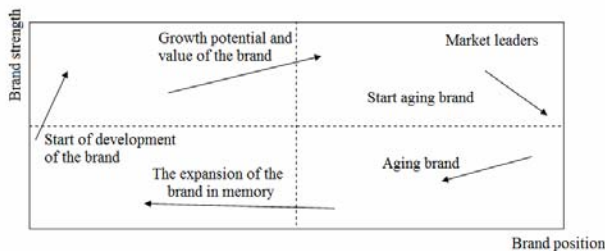


Fig. 6. Development of the brand in the form of motion in two dimensions [17]

Conclusions

In the article it was held re-branding «Polix Group» company, which has undergone radical change, namely the emergence of a new brand name «Artpack People» and a new logo.

Quality rebranding of the company in connection with the studied conditions should be seen as a significant boost of the company to a new level, because a modernized and relevant brand provides any organization with the ability to hire the best workers, charge higher prices for their own goods and services, increase sales and reach the level of growing demand, boost competitive advantage and differentiation, as well as increase the level of satisfaction of the needs of consumers and improve the organizational climate. The proposed approach allows us to consider in detail the components of branding and re-branding process, and to measure their effectiveness, thus opening up the possibility of evaluating the impact of the re-branding and other categories.

Launching a campaign of rebranding, it is important to bear in mind that the consumer reacts to the message about positive changes, based on a comprehensive assessment of changes that it fixes

[13]. Therefore, the rebranding should always be confirmed not only the favorable conditions of service and vibrant advertising campaign, but also dramatic positive changes have happened to the campaign staff. Necessarily, the visual aesthetics of the better, as an additional confirmation code should be changed.

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БРЕНДИНГ И РЕБРЕНДИНГ КАК МАРКЕТИНГОВЫЙ ИНСТРУМЕНТ ФОРМИРОВАНИЯ МАРКИ И КОНКУРЕНТОСПОСОБНОСТИ

Дубницкий В.И., Шевчук О.В.

Бренд является результатом последовательного осуществления стратегии компании, направленной на формирование и продвижение уникальных преимуществ бизнеса. Именно поэтому в последние годы проведение мероприятий по совершенствованию бренда и осуществлению ребрендинга стало для многих зарубежных и отечественных компаний важнейшим элементом разработки конкурентоспособной стратегии развития. В статье раскрывается сущность ребрендинга, обосновываются причины, цель и задачи его проведения, исследуется алгоритм его осуществления, а также выявляются преимущества и ошибки, возникающие при проведении ребрендинга.

Ключевые слова. Бренд, брендинг, ребрендинг, позиционирование, репозиционирование, рестайлинг.

БРЕНДИНГ ТА РЕБРЕНДИНГ ЯК МАРКЕТИНГОВИЙ ІНСТРУМЕНТ ФОРМУВАННЯ МАРКИ ТА КОНКУРЕНТОСПРОМОЖНОСТІ

Дубницький В.І., Шевчук О.В.

Бренд є результатом послідовного здійснення стратегії компанії, спрямованої на формування і просування унікальних переваг бізнесу. Саме тому в останні роки проведення заходів щодо вдосконалення бренду та здійснення ребрендингу стало для багатьох зарубіжних і вітчизняних компаній найважливішим елементом розробки конкурентоспроможної стратегії розвитку. У статті розкривається сутність ребрендингу, обґрунтовуються причини, мета і завдання його проведення, досліджується алгоритм його здійснення, а також виявляються переваги і помилки, що виникають при проведенні ребрендингу.

Ключові слова. Бренд, брендинг, ребрендинг, позиціонування, репозиціонування, рестайлинг.