

BRANDING AS A FORM OF PR-ACTIVITIES

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The article discusses the concept of "branding as a form of PR-activities". It also considers related concepts such as "branding", "advertising", "PR-activities". The paper studies the impact of branding on economic and social activity.

Introduction. Nowadays, when competition on the market is constantly increasing, particularly the issues of branding activities management organization are important. Branding activities management organization is one of the major aspects in promoting business.

One should understand, that a large number of similar goods and services are present on the market, and that the consumer can only absorb a small part of them to survive. So displacing competitors is possible only through an effective branding process of the organization. This process plays a significant role in achieving the goals of the organization, because it ultimately helps to increase sales of products (goods, services or ideas).

The main objective of branding organization process is to provide effective communication between the seller (the producer) and the buyer. This goal is organization-specific branding and depends on marketing and corporate goals of the company.

The decision of theoretical and methodological issues associated with the development of technology organization's branding will ensure a scientifically sound approach to the formation of the state policy on development of the economy, taking into account current trends and the goals of economic development of industrial enterprises.

The objective of the research is to identify branding as a form of PR-activities.

The tasks are:

- to find out the essence and purpose of advertising;
- to familiarize with different types of advertising tools and criteria for their selection;
- to examine the concept of the brand;
- to understand what is the role of brand in modern economy.

The object of study is branding that can make its role as a tool of PR-activities.

First of all we need to consider and understand the essence and functions of advertising in general in order to perform tasks.

Nowadays, an accurate and universal definition of advertising is not known. In Belarussian and foreign literature one can find many different interpretations.

A fundamental definition of advertising is given by Philip Kotler, a distinguished theorist and practitioner of modern marketing: "advertising is a non-personal form of communication conducted through paid means of disseminating information, with a clearly specified source of funding".

One of the most comprehensive definitions is given by I.Y. Rozhkov: "advertising is a type of activity or products that are results of this activity, the purpose of which is to implement marketing or other problems of industrial, service and public enterprises through the distribution paid their information generated in such a way as to provide increased exposure to mass or individual consciousness, causing predetermined reaction selected consumer audience. "

However, these definitions can be applied only to traditional advertisements: placed by the advertiser, they are not distributed directly (in person) and through the media, the means of outdoor advertising, Internet. But nowadays many other forms are considered to be advertisements too. This techniques often involve personal communication with the customer, sometimes use free methods of dissemination of advertising in which the advertiser is not explicitly indicated. Such advertisements are called unconventional today.

By many authors today advertising is defined as a means of communicating information about products, services, firms from advertisers to some specific audience [6, p. 4]

Advertising can be seen as a special kind of social communication.

Being a type of social communication, advertising solves many important social tasks. The major functions of advertising are economic (marketing), politic and social.

So advertising is as a unique social communication is an important tool, without which modern conditions is impossible.

Advertising is a creative activity. It often uses the genres and techniques of art. In the creation of advertising products the specialists of many creative professions are involved.

The basis of the advertising activity is computer design. It designs ads, packaging, paper advertising materials, advertising souvenirs, corporate identity, web-design. Modern advertising includes production and many other activities.

So, specialists of various profiles - marketers, psychologists, sociologists, statisticians, artists, designers, writers, directors, musicians - are involved in the sphere of advertising. This makes the advertising business unique [8, p. 4].

Classification and purpose of advertising. Advertising can be classified in different ways, depending on the target consumer and the target territory. Advertising has always focused on a certain part of the population. When you see an advertisement that you do not like very much, it simply means that you do not belong to the target group to which the ad is aimed. For example, a television commercial that advertises a new washing powder is unattractive for a teenager. In the same way the mother with three small children will be not got interested by the commercials of the paste for artificial teeth. The target audience is usually defined as a group of people to which the advertising message is addressed. There is a significant number of target audiences. However, there are two main things such as the consumers and entrepreneurs [8, p. 4].

Secondly, we need to know the meaning of the concept "branding" and "brand" in order to perform tasks.

Branding is an integrated technology, which combines the tools of marketing and management, focused on brand building and management.

To accurately define what a is "brand" seems to be quite difficult. In the Russian media "brand" is often the same as a "promoted" trademark and well-known goods. But such an understanding of the brand is too narrow.

Brand is created in the minds of consumers as a unique image of the brand (company or product), formed under the influence of all that is associated with this brand. This is a collection of thoughts, feelings and associations, experiences associated with the brand in the minds of consumers, the perception of the company or the product.

Consequently, branding is the technology of creating unique images.

The concept of the brand is not identical to the concept of a trademark. Brand can't be identified with the trademark, although, of course, without using it not a brand can be formed. The trademark is only one of the elements of the brand, is the brand name. Not every brand ultimately becomes a brand in the meaning that is used in Belarus and Russia.

Classic the theory and practice of advertising David Ogilvy gave the following interpretation of the concept "brand": "the intangible sum of the properties of the product: its name, packaging, price, its history, reputation and way of advertising". [1, p. 4]

The concept of "brand" can't be identified with the concept of "product". This "mental shortcut" which is pasted on a product or company consumer. A brand is something that exists only in the mind of the consumer.

The inner content of the brand is the idea of the brand, embodying the important and valuable human qualities, encourage them to select the product. The ability of the product to meet the specific needs of people, lifestyle, values, opinions, feelings of the consumer.

The idea of the brand may not even have a direct relation to the real properties of the product.

Among all the components of the brand's most important is the brand name that is most often associated with the name of the manufacturer or, more rarely, an intermediary company. Search a brand name, its title is a lengthy process that requires justification.

Brand Management is the process of creation of the individual features of the brand, change them to achieve maximum performance, check that individual traits are not adjusted for the sake of a tactical advantage, as well as drawing up plans for crisis brand management, if necessary, with a view to strategically increase brand value .

In the formation of a brand the company must determine if it wants to make its brand leading or prefers to put it, "in a number of others." [10, p. 4]

So, the brand it is a complex sum of external and internal features that make the brand unique in representing consumers. All items must be brand: to create a complete image; provide maximum. Unlike competitive brands; promote rapid and accurate recognition of the brand; express its content. In this case, the main problem will be solved branding is create and maintain representation from consumers about the product as a branded product, creating a unique brand image. This problem is solved, as has been said, by a variety of marketing and management techniques. [7, p. 4]

The most important component of PR-activity and promoting is branding that is a marketing section, dealing with the creation of the image and promotion of the trademark that is in fact the decision of PR-tasks. Promotion, positioning, branding (product management) - all of these marketing activities are so closely interconnected that it is often impossible to draw a line of demarcation between them. Branding is generally defined as a process of brand creation and management. It can include the creation, enhancement, positioning, updating and changing the stage of development of the brand. Branding, which is considered to be a component

of promotion, using techniques for creating special experiences that contributes to the overall image and the target market segment relevant to the brand and the company in general. Sometimes the following definition of branding is given: "Branding is efforts to establish a long-term preference for the product, based on a joint of increased impact on consumers of packaging, trademark, advertising messages, materials, sales-promotion and other advertising elements, combined certain idea and the same type of decoration that distinguish goods from the competition and create its image." [3, p. 4]

Using PR branding is a powerful tool for managing brand reputation and public opinion conducive to the promotion of the brand and strengthen its position in the market.

In the strategy of brand promotion the following steps can be distinguished by means of PR:

1. Analysis and statement of the problem, definition of brand competition.
2. Developing a program of PR-activities.
3. Implementation of PR-program, interaction with the media.
4. PR is slower than, for example, advertising, which acts instantaneously. So to start a PR-program is necessary for a certain amount of time before the start of a branding campaign. This stage is also called the "build-up speed."

5. Involvement of accomplices, positive-minded individuals who can help in the formation of a new brand perception friendly.

6. Since the PR-campaign begins before the appearance of the brand on the market, thanks to the feedback possible improvement of product before it is released to the market. On the other hand, it is no longer possible to make product improvements at an advertising company, since it entails high costs and a negative impact on brand image.

7. Analysis and evaluation of results of PR-programs.

8. The final stage following the end of the PR-program, this is the conclusion of the brand on the market. Here an important role is played by the advertising campaign. This stage is called "soft start".

In marketing this brand promotion strategy with the help of PR is called RACE (Research, Action, Communication, Evaluation) system.

Branding is now used everywhere in the practice of PR, as a key marketing tool in the promotion of the brand.

PR-agency are used by companies on an equal basis with advertising agencies as a permanent and effective part of their marketing team.

The approach to the PR-program brand has to be competent and professional, because even a small mistake in PR gains a kind of resonance among people very fast and damages the reputation much sooner than improves it. [11, p. 4]

Currently, according to Western experts, goods competition turned into brand competition. The main purpose of branding is the creation of its own identity and brand companies. Its mission is communication with the customer and product management, which influences many aspects of business life, starting with a unique business idea of the company, continuing the business plan and ending with the image of the company and its corporate culture.

Enhancing the impact of brand image is achieved using PR metaphors, symbols, causing unambiguous positive associations. Think of the enormous PR-efforts of Mr. Dovgan. Numerous public speeches, interviews, participation in popular television programs, a number of articles devoted to discussion of the problem food quality - all this created the myth of the "quality mark Dovgan". In total domination on the food shelves of imported products by the consumer at the time of captured the general idea of preferences "Russian quality" labeled a portrait of the author's ideas. We must pay tribute to Mr. Dovgan, which is one of the first on the Russian consumer market has demonstrated the effectiveness of economic strictly counted professional efforts in the field of PR for the pro-Russian movement pioneer for local ideas. Unfortunately, a number of reasons created with such difficulty myth has held in public opinion long. And, nevertheless, a well-known brands on the market becomes a particular economic value.[9, p. 4]

Conclusion. Branding is art. In order to create a brand of high quality, one needs time, effort and money, and even talent. After all, many timeless brands outlive their products, and now are perceived differently. But these brands have survived and continue to exist and bring profit the companies who own them. But all the efforts of branding marketing will come to naught if the words will not remain words. It is not so much important to launch a brand and an advertising campaign, to develop the marketing and positioning of the program, but what is really important is to make people believe that this is something that really is worthy, that is what they really need.

Brand is a process. Brand strategy should be built based on this fundamental idea. That is, initially creating a brand, you need to figure exactly how it will work in the long run, not only here and now. Work on branding involves the use of all types of marketing communications, using the author's procedures for each type.

No brand can be created only through PR or advertising. The basis of the work is a total marketing concept involving a private concept for PR, advertising, sales promotion, direct mails, exhibitions, product placement.

The overall marketing concept requires market research, evaluation of potential target audiences. The word "potential" is of particular importance, as it is necessary not to follow the demand and to actively shape it, covering all large groups of the population. The same active (aggressive) style will work in all the sections.

PR-concept is necessarily created closely with managers and PR-company service. It will be necessary to determine the expected image of the company in the eyes of the public and key groups brand. It is clear that all PR-product (text, visual, electronic) will meet PR-concept.

Program development and promotion of the image of the company consists of some steps (six months, one year) with intermediate results. As it is known, PR-concept is interconnected with the image of the company in general, and in this case, the brand name of the company becomes. As for the individual product groups, then for each of them a separate advertising program should be developed. All methods are used in the overall program in sequence or simultaneously.

it is possible to achieve the goal of creating a brand only with having a full marketing concept, which defines public and private programs. The preparation of a full marketing concept is the first stage of creating brands

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