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## THE FORMATION AND DEVELOPMENT OF SUCCESSFUL BRANDS IN THE NATIONAL ECONOMY OF UKRAINE

## ФОРМУВАННЯ ТА РОЗВИТОК УСПІШНИХ БРЕНДІВ У НАЦІОНАЛЬНІЙ ЕКОНОМІЦІ УКРАЇНИ

**Summary.** The article deals with the possible ways of developing successful brands in Ukraine. The features of the brand as a marketing tool and the features of the formation and development of brands in the crisis are considered.

**Keywords:** brand, a global brand, marketing, technology, branding, brand management, Ukrainian brand, successful brand, brand policy, competition, national economy.

**The problem's formulation.** In the conditions of global competition the markets of different sectors of Ukraine significantly are increased. As a result, producers find the latest technology competition, which covers both price and non-price factors of competition. So manufacturers develop branding technology. Modern market is not characterized by competitive products, and competitive brands. If we consider branding in terms of marketing, it is one of the types of marketing techniques, which is aimed at creating brand and management. The branding creates competitive advantages to the company because it provides worldwide recognition, favourable conditions for the promotion of new products. New products for consumers are a part of the company brand. The domestic companies should keep their market segments. The foreign companies have powerful tools of modern branding technology. So we need to intensify scientific and applied research.

**Analysis of recent research and publications.** The research of domestic and foreign scientists, including: J. Aaker [1-3], J. Booyett [7] E. Yohimshtayler [3] J. Trout [13] V. Belov [5], Biloshapka, G. Zagora, V. Usenko [6], N. Bezrukov [4] A. Kendyukhov, K. Posternikova [9] B. Pertiya [11] B. Pustotyn [12] A. Shtovba [14] and others. The studies deals with urgent problems of formation and development of the brand, essence and role of the brand in modern terms by creating strong brands, product branding companies and ways to ensure its effectiveness, the development of a new concept of branding, prescribe the nature of positioning of the trade mark, brand and global communication. However, a theoretical generalization and require in-depth analysis and tendencies of development of the brand in Ukraine in crisis and their impact on the formation of new Ukrainian brands.

**The aspects of unsold problems.** Ukrainian companies do not have enough experience in the competitive environment. The global market is fierce competition among themselves as global brands, and between global and national brands. The experience of Western countries shows that in today's competitive market there is a battle of brands for a place in the minds of consumers. The goods and services haven't brands

then they loss their positions in the market. The actual adaptation of international experience gained in the creation and development of brands. In national economy in the context of deepening globalization, there are global brands, which largely determine the environment of formation and development of Ukrainian brands. The Ukrainian producers should be responsible quality, competitive products, and services and compete for customer loyalty. However, most Ukrainian companies make branding without a clear strategy that inevitably negative impact on their brands. So we should consider features of application methodological concepts of branding in the practice of domestic enterprises. Ukrainian enterprises develop successful brands and new ones. It is important to identify possible ways of successful brands of Ukrainian companies. The features of formation and development of brands in the global financial crisis is considered.

**The main goal of article.** The author systematizes different approaches to determining promising areas of formation and development of successful brands in national economy of Ukraine.

**The result of research.** The success of the brand as a marketing tool and brand management in Ukraine depends on the organization in the direction of brand management. The most Ukrainian brands are at the initial stage of the life cycle. Their cost of Ukrainian brands is growing every year. The main factor of the brand growth is the dynamics of the market. The brand allows any company to have a competitive advantage. Managers of companies today pays special attention to branding. The brand is an essential part of the companies' market capitalization, especially in the case of sale of businesses, and even determine the future prospects of its development. The commercial banks and insurance companies build most effective strategies for brand positioning. There are new tools and branding philosophy of foreign owners.

Ukrainian consumers perceive the brand as a successful system of values, which allows selecting products from competitors' products and in some cases preferring Ukrainian brands over global. The success of the brand in the market depends on the brand portfolio and the number of brands.

The enterprises solve complicated problem: how to keep its market position and maintain efficiency. The company management carried out a series of measures to increase market share, reduce costs for the purpose of price competition and many others. But often this is not enough to survive. Most experts are increasingly inclined to conclude that a major factor in the success of most businesses is customer loyalty. This concept has recently appeared in Ukraine, but has gained the interest of many. The high degree of loyal of consumers is almost fanatical reverence brand. Any product with the advent of itself creates a certain impression - positive or negative, it appears inevitable once the consumer learns about the product. These associations and consumer perception of the product called brand. Robust platform for the brand defines a system of coordinates in which it is difficult to compare with competitors. In other words, you need to find the right angle representation of brand values that were its best features. Creating a new image, it is important to find not only a strong emotional foundation, but also strong arguments for the perception of the consumer. Physical changes in the product can be a rational argument in shaping a new image [9].

The domestic producers own successful brands. They need great effort and funds to «seize the initiative» in the foreign competitors who have long engaged in advertising pressure on the population of Ukraine. The use of Western technology and branding proposed methodology implies a constant market research buying habits, motivations shopping. The Ukrainian consumer behaviour defines the features of the concept of branding in the domestic market. Developing this concept is aware that:

- at the minds of domestic consumer concept of «brand» involves three factors: the country of manufacture, attractive packaging and brand, so brand name must be supplemented by data on producer countries
- a increase in consumer distrust in the quality of foreign goods, especially food, and unequivocal commitment to domestic brands of food;
- the overall brand recognition to Ukrainian consumers is low, but it is growing because Ukraine - a country where you can quickly create and promote a new brand;
- at the domestic market, consumers do not have time to form loyalty to a particular brand due to the continuous development of new products, previously known;
- taking into account national traditions and peculiarities of perception of advertising messages Ukrainian consumers and form them so that they are more pleasant than advertisements foreign competitors, calculated on the perception of the population, accustomed to the specific language of advertising, including for Ukrainian consumers important «personified character «brand, that use celebrities to promote it;
- to create a brand in Ukraine requires a strong advertising campaign in the media and the use of active outdoor advertising, but the future opportunities of the advertising will be reduced due to increased distrust of her customers.

So branding problem for Ukrainian companies includes:

- 1) aggressive growth brand to align to key competitors;
- 2) a steady increase knowledge of the brand;
- 3) development of existing platforms;
- 4) improving the visualization of brand, use creative approaches communication;
- 5) expanding base of loyal and regular customers.

We need to highlight features of brands in a crisis, because in this period, consumers subconsciously or deliberately choose only the most needed at this time for these commodities, the consumption of many products or services simply refuse to better times. That brand products bring not only meet the primary needs, and psycho-emotional satisfaction, as cus-

tomers from them refuse, first, forced by a critical shortage of funds, and secondly, at the time when no cheaper alternative goods under a favourite brand.

The demands of the market is in a state of stagnation, and trying not only to keep sales at pre-crisis levels, but still develop, implement anti-crisis program of the company. These programs are implemented in the field of branded policy, which is the main principle of marketing adjustments according to market demands. The strategy brand is using the crisis as a reason for improvement. The adjustment costs, production, distribution or promotion of a company that cares about preserving the successful brands must consider a number of possible reactions of consumers to change any of the elements of the marketing mix.

At first, price is fixed at pre-crisis levels, most notably premium products, the amount pledged pricing margin which allows it to or reduced. Brands category of «luxury» is usually extremely careful with a decrease in prices, given the long-term strategy. The sharp drop in prices for a short period may increase the consumption of their products, however, cause significant losses in the future when the prestigious and expensive brand (for selected products) is transformed into a public and common. Better to offer consumers a hidden discount, for example, an additional free service. Also, the price may rise, given the increasing cost of resources, according to a new exchange rate.

The transforming policy positioning product on the market. Cheap brands benefit compared to other commodities, as in the limited working capital distributors and retail outlets are more willing to purchase checked-known and familiar consumer products, given that the latter still have a competitive price. Category «luxury» are relatively safe because their consumers are mostly retain their revenues without reducing spending on consumption.

The production of goods, which have cheaper counterparts, declining due to a decrease in demand. Manufacturers try to minimize the costs of production and willing to settle for a minimum rate of return.

Fourth, promotion must undergo correction. In a crisis, consumers are rational consideration to spending its budget because of emotional, at first glance, is losing its weight. However, people continue to love, raise children, sick, friends, listen to music, eat, that will continue to make purchases. Strong brand that engages firmly in the minds of consumers, carry lighter crisis. Weak brands - disappear. Because the brand is, above all, promise new opportunities to strengthen the brand in a crisis is to perform its obligations and, according to new conditions promise to help consumers survive the crisis significantly less for its mood and wallet. When everything is unstable and fragile, the consumer must be confident that buying a brand, it is guaranteed to receive all that brand gave him the crisis.

Thus, we can identify possible ways of successful brands Ukrainian companies by:

- linear expansion that will consider new short-term market trends and improve visualization of the brand;
- transformation of distribution to make the brand more accessible to customers, wherever they may be;
- repositioning, updated advertising or communication aimed at adapting existing brand values to competitive conditions.

An important factor in the development of the economy is domestic brands manufacturers. Developing successful Ukrainian brand is closely linked with the image of the country. Ensuring a positive international image of Ukraine is an important means of protecting and promoting its national interests, as well as improving the country's suc-

cess in the competition in international markets and investments. The positive perception of Ukraine by different target audiences is a factor that directly affects the socio-economic development of our country. This perception contributes to the solution of political and economic problems and internal socio-economic problems.

In recent years, the role of the media in shaping the country's brand is important. Due to the global marketing of the media of the country the opportunity to get to know yourself, your image, reputation and relationship to itself, that is your brand. On the other hand, modern international marketing communications not only provide an opportunity to assess the country's image, but also open new possibilities of positioning and distribution of the required image. The development of the media through which passed the main message of the existence of trademarks and professionalization of distribution and development of methods of sale networks. And, of course, the development of ways to measure the progress and status of the trade mark [13].

Conclusions. Developing of successful brands in Ukraine is impossible without processes of globalization of the world economy. Globalization has identified the development of a global economy, which comes amid a sharp deterioration of the international competition for goods and services markets. Ukraine is currently active subject of global trade and international investment object. The domestic market is the direct environment of global companies, users, global

brands and therefore the adapter of the latest global branding programs directly to domestic consumers and indirectly - on domestic producers.

If we consider branding in terms of marketing, it is one of the types of marketing techniques aimed at brand building and management. That branding can be defined as a marketing technology to create special consumer impressions of a particular product (company), including brand image, its name (brand), the history of the brand, which is communicated to the buyer (brand) and forms an integral ratio target market segment for the brand. The main marketing objectives that are resolved through technology branding include: brand building, strengthening the brand positioning and brand repositioning, renewal and change in the stage of development of the brand, expanding and deepening brand. When creating successful brands, branding is seen as a management technology that includes elements of both marketing and management.

The main tasks for Ukraine are preserving Ukrainian brands that successfully developed; creation and development of new brands; formation of a global brand of country «Ukraine» with a positive image. The vast majority of existing brands created spontaneously. Now you need to implement an effective strategy for building local and global brands in Ukraine. You must bring your own experts on brand management, given the experience of international companies that have managed to achieve significant progress in this area. This will allow Ukraine to become a full part of Europe.

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**Анотація.** У статті визначено можливі шляхи розвитку успішних брендів в Україні. Розглянуто особливості розвитку бренду як маркетингового інструменту та досліджено особливості розробки та формування брендів в умовах кризи.

**Ключові слова:** бренд, глобальний бренд, маркетингові технології, брендинг, бренд-менеджмент, позиціонування українських брендів, успішний бренд, брендова політика, конкуренція, національна економіка.

**Аннотация.** В статье определены возможные пути развития успешных брендов в Украине. Рассмотрены особенности развития бренда как маркетингового инструмента и исследованы особенности разработки и формирования брендов в условиях кризиса.

**Ключевые слова:** бренд, глобальный бренд, маркетинговые технологии, брендинг, бренд-менеджмент, позиционирование украинских брендов, успешный бренд, брендова політика, конкуренция, национальная економіка.