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ТРЕНДИ ФОРМУВАННЯ Й РОЗВИТКУ БРЕНД-МЕНЕДЖМЕНТУ В УМОВАХ ВОЄННОГО СТАНУ

APPROACHES TO UNDERSTANDING THE BRAND DEVELOPMENT MANAGEMENT SYSTEM

Kumar A.,
Managing Director of AKG Global Support Services,
(OPC) Private limited, India
Yahelska K.,
Doctor of Economic Sciences, professor,
Professor of the Department of Marketing,
State University of Trade and Economics

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In a narrow sense, brand development is an increase in total brand capital through reaching wider groups of consumers, expansion into new products, spreading influence to new markets and / or categories. In view of strengthening the status and individuality of brands, expansion of the target audience, expansion into new markets, etc. may look quite limited at the moment. Therefore, in a broad sense, we should consider the development of the brand from the standpoint of its maturation. Therefore, the purpose of strategic development of the brand is the formation of its identity, systematic improvement of attributes and improvement of assets.

The brand development management system is understood as a set of subjects, objects, tools and management methods that, in the process of interaction, are aimed at the formation and development of a strong brand [1, p. 156]. Colleagues talk about the following basic approaches to the concept of a brand development management system: functional approach; entity-object approach; tiered approach; and territorial approach.

From our point of view and review [2, 3], the modern variety of methods for establishing the parameters and structure of the brand as an object of research requires detailing the outlined issues. So, we propose to

systematize the main approaches to the concept of a brand development management system into a block of general (which are inherent in other objects of research) and special (inherent only in the brand management system). Then the main approaches to the concept of a brand development management system can be divided as follows:

1) general:

- directly general approach (organization of activities in accordance with the requirements of objective laws, organization and coordination of activities using resources to achieve the desired result; a mechanism that ensures coordination of interests of all elements of the management system);
- functional (implementation of management functions);
- procedural (consideration of management as a process of activity, making and implementing management decisions; a process or form of activity that involves leading a certain group of people while orienting it towards achieving a goal);

2) special:

- structural (development by grouping of brands (portfolio) (by D. Aaker);
- level (hierarchy of brands) (by D. Aaker) [4-5];
- brand-building (by M. Hryhorash, O. *Zozulyov*) [6].

Regarding the structural approach, brand architecture is mostly formed spontaneously and sometimes leads to problems in its management, so the development of the architecture is a requirement for successful functioning. Here we are talking about the strategy of partnership, consolidation, purchase of the brand co-branding.

The level approach involves the strategic development of a corporate brand, which defines the corporation behind the product or service; assortment brand covering several classes of goods; a product line brand that is associated with certain products of the company and a sub-brand that is associated with the main brand and strengthens associations with it. For example, an assortment brand strategy focuses on a single brand, which contributes to the formation of brand equity that is evenly distributed among other products (e.g. Nivea).

The third approach examines the brand system from the standpoint of the development of a corporate or product brand and, depending on the methods of their combination, includes the product-corporate brand, product-brand, corporate-brand approach, and the «no name» approach [6].

Thus, brand management operates with different approaches to brand development; the brand has a wide variety of strategic orientations; the choice of strategic direction and tools is determined by a wide group of factors; brand development needs to be systematic, based on the results of marketing research, and must meet the dynamic requirements of markets.

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BRAND-MANAGEMENT AS A SUCCESS FACTOR

Grimberger V.,
PhD Student of Bratislava University
of Economics and Management, Slovakia

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Ключові слова*: бренд, маркетинг, менеджмент, компанія, компетентності.*

Every day, we are offered countless products and services. But we only consciously perceive a few of them. An even smaller proportion arouses our interest and remains positively in our memory. Companies that want to hold their own in the globalized, digital world should therefore not underestimate the power of strong brand management.

The term brand management means brand management. It encompasses the development of a brand, its introduction and the long-term, strategic expansion of its market position. A high level of recognition and a good brand image are the competitive advantages sought. The purpose of this paper is to demonstrate the importance of successful brand management.