

IMPORTANCE OF THE ENTERPRISE'S BRAND AND IMAGE FOR IMPLEMENTATION OF ITS ACTIVITY

Olena Iastremska

*Simon Kuznets Kharkiv National
University of Economics
Ukraine
Iastremska_om@hneu.net*

Olesia Iastremska

*Simon Kuznets Kharkiv National
University of Economics
Ukraine
Iastremska.o@gmail.com*

Tetiana Sigaieva

*Simon Kuznets Kharkiv National
University of Economics
Ukraine
Tetiana.sigaieva@gmail.com*

The article considers the necessity of the formation of an effective image and brand for the successful work of the enterprise. The conditions of their formation, main actions, and characteristics were introduced. It is recommended to conduct the budget of expenses of the marketing department for the formation and maintenance of the effective image and brand. The main tools for forming the image and brand of the enterprise are the integrated marketing communications. It was suggested, for the successful formation of the image and brand, to determine the information that may be of the interest to the representatives of the external and internal environment of the enterprise, to develop the measures for forming the positive image of the enterprise, to integrate the program of stereotyping the positive image of the enterprise with the aim to achieve the positive image and effective brand. They influence affirmatively the inflow of the financial resources of the enterprise and its competitiveness. In this case, the enterprise will be able to realize the accepted strategies of its development.

Key words: image, brand, enterprise, success, effectiveness

Classification of JEL: M310, M390, L140.

METHODOLOGY OF RESEARCH. The generalized indicator of the success of the general economic activity of the enterprise implementation of the measures of the integrated communications of the enterprise with the external environment is the level of its image. As each audience of the external market (broad segments of the population, consumers of the products, business partners, government structures) is aimed at obtaining specific information about the enterprise and thus forms its image and brand in its imagination, it is expedient to transfer information for each of them by various means, using effective methods of influence taking into account the active motivational needs of the audience. One of the important conditions for success in the process of working with the audience is the defining the organizations, institutions and specific individuals who are able to influence the process of forming the public opinion about the company and the establishment of direct or indirect business contacts with them. A lot of scientists [1 - 8] paid attention to studying problems of

forming an image and brand of the enterprise, and, in their works, the general theoretical questions about its formation and quantitative estimation were highlighted. However, the analysis of the conditions for its formation and the complex significance of the image is considered insufficiently complete, therefore, there is a need for additional research on this problem.

The purpose of the research is to present the results of the study on the main conditions for the formation of a positive image and a well-known brand of the enterprise. As research methodology, the following methods were used: analysis and synthesis, logical generalization, monographic, which allowed to make theoretical summaries and check the obtained results on the example of the work of enterprises.

RESULTS. The value of a positive image of the enterprise is to create its additional value, brand, that is, the image and brand is to be considered as intangible assets that should provide cognitive and emotional advantages in the process of cooperation with the partners' enterprise and the use of manufactured products by consumers. In the process of working on creating and maintaining an image and brand, an enterprise needs: identify its separate specific features that may be of interest to certain potential partners, for example, such features as profitability, liquidity, business activity, property status, labor and innovative potential, social security of business activities); to develop measures for the formation of a general positive image of the subject of economy as an innovator, successful simulator, social defender or partner with a well-established economic situation; introduce a program of stereotyping of the acquired image with the purpose of generalization and transformation into an image and a successful brand.

Summarizing the suggestions of scientists and practitioners in relation to the formation of image and brand, it is possible to create conditions for their success: creation in advance, that is before the offers for foreign economic activity; taking into account the expectations of market participants, that is, partners and consumers; getting the attention of the market participants according to the schedule of communicative activity and its maintenance; provision of social and economic attractive features to the owner and top managers of the enterprise; taking part in professional events, during which there may be a high probability of receiving positive feedback on the work of the company; originality (expressed competence) in the formulation of notifications about opportunities and achievements of the enterprise, that is, in submitting information, carrying out a certain number of socio-economic measures, and giving them a vivid advertising character; taking into account the international orientation of the operation of the enterprise; formation and active support of the enterprise brand.

In order for the image to be efficient, and for the brand to be effective, they should have the following features: integrity and consistency with both the mission of the enterprise and the network image space of the business partners; objectivity; relative stability to the influence of negative relevant factors for external environment; reflexivity to sensitive events; certain simplicity of presentation according to the level of readiness of the audience; personalization according to the opportunities and achievements of the enterprise and expectations of the audience.

The main documents that must accompany and substantiate the work of forming a brand are estimates (one-time - for a certain event or multiple, that is, escorting) and a schedule of communication activity that may be common for all communication tools or for each individually, in which it is advisable to focus information about time, place, content of the corresponding message. It is important to emphasize that information messages must be built on the basis of a rational correlation between positive and negative information about the company. Then the representatives of the external environment will have a real impression about the company and their level of trust in its activities will be quite high. In addition, it is important to emphasize that in the reports on the formation of the image it is necessary to: balance the interests of the company and partners, the possibility of the first and the expectations of others; show the company's care about the need for change in society and its position in these processes.

CONCLUSIONS. Thus, the image and brand of the enterprise are essential for the success of the enterprise. The main tools for their formation and support are integrated marketing communications. Directions of further scientific research are the generation of suggestions for quantitative determination of the level of image of an industrial enterprise.

REFERENCES

1. Aacker, D. (1996). Building Strong Brands. *N.–Y. : The Free Press*, 546.
2. Arnold, D. (1992) The Handbook of Brand Management. *London : Economist Books Ltd*, 432.
3. Bruce, B. (1992). Images of Power. *London*, 224.
4. Chuck, P. TechnoBrands. How to Create & Use Brand Identity to Market, Advertise & Sell Technology Products. <http://www.brend.com/frame1.htm>
5. Cutlip, S.M., Center, A. H., & Broom. G. M. (1994). Effective Public Relations: *7th Edition. N.J.: Englewood Cliffs*, 320.
6. Feldwick, P. (1996)/ What is brand equity anyway, and how do you measure it? *Journal of market research society*, № 38(2). 85 – 104.
7. Sampson, E. (1994) The Image Factor. *London*, 312.