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Кафедра маркетингу та УІД  
Сумський регіональний центр  
інтелектуального розвитку  
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According to Figure 1, Brand Identity Model consists of a core identity and an extended identity, which ensure the competitiveness of the brand over the long term.

Based on findings in this research, the role and value of brand management for the enterprise are identified, as well as Unified Brand Identity Model is developed in the work.

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Sowier-Kasprzyk Izabella, Ujma Adam  
*Czestochowa University of Technology*

## **SOCIAL MARKETING IN PROMOTION OF ENERGY-EFFICIENT BUILDING**

Energy-efficient buildings or passive in the coming years should become a standard in Poland and Europe. Energy-efficient buildings are generally more expensive than traditional, so there are some psychological barriers before making a decision on their implementation. Despite a significant increase in awareness of investors in this area it is essential to disseminate knowledge about the need and benefits coming from the use of such solutions. Changing standards for buildings results from changes in building regulations, the use of various forms of financial support and educational activities.

Different types of promotional and educational activities increase the public awareness about the positive effects of the construction of buildings with high energy efficiency. Nowadays in Poland there is a growing interest in certificates confirming that the building is energy efficient and uses a minimal amount of media other than traditional buildings. On the Polish market there are mainly used two systems of multi-criteria environmental certification: the British BREEAM and LEED American. So far, about 200 certified facilities.

In the following article the social marketing in the form of promoting energy-efficient building has been presented. Many popular social-oriented

strategy, although widely spread, has not received not only a single definition, but often the idea of them. These include the increasingly popular tool of influence on public consciousness in the form of social marketing. It seems that using tools of social marketing creates positive reactions in the society towards energy-efficient building.

Social marketing involves the use of methods of commercial marketing for the analysis, planning, implementation and evaluation of programmes that affect intentional behavior of selected groups of consumers, in order to enhance human wellbeing and the state of society. Social marketing uses planning process and applies the principles and methods of traditional marketing focuses on behavior change, and designed to benefit society. The concept of «social marketing» includes public service announcements, and other advertising modalities. Mission of social advertising is to convince or discourage the audience to a particular idea or behavior. Other activities aimed at facilitating the implementation of new approaches and behavior of the message recipient. Public campaign is scheduled during the work using the tools of marketing, in particular advertising and Public relations affecting the changing attitudes and way of thinking. This, in turn, leads to the solution of social problems that block the achievement of the common good, defined as marketing goals.

Promotion of energy-efficient construction is to disseminate and popularize the idea of saving energy and the ratio is the impact on local and global scale and also to show benefits not only connected with energy but also economical, environmental and social. One of the promotional campaigns conducted in 2014 in Poland was a campaign under the title «The house, which saves me», whose aim was to promote the construction of passive, energy-saving and renewable energy sources. This campaign was based on the creative idea of showing that a passive or energy-saving and using renewable energy sources building can reduce expenses of the owner, who can allocate funds for a variety of different consumer goods. It was assumed that this way of promotion will convince many investors to build their own home with the possibility of taking out a loan and its repayment of savings due to minimized maintenance fees.

The proposed action including a wide range of tools which impact on the recipients belong to the activity in the context of social marketing.

A key element of the campaign was [www.oszczedzam-energie.pl](http://www.oszczedzam-energie.pl) the page containing base of articles, guides and infographics. To get acquainted the audience with the campaign it has been conducted in the Internet and the press and based on 2 KV campaign and 2 spots. The application AR (Augmented Reality) has also been founded the on mobile devices, where the user can go through virtual design process and construction of the

energy efficient or passive building to find out what is important when choosing a technology of construction and installation, as well as find out how much a year he or she can save on energy heating and ventilation. The campaign is supported by PR activities (including training for journalists and bloggers). The ambient action has also been carried out – coffee sampling taken from the special food truck. On the website there has also been placed a special calculator which allowed to estimate the savings gained by energy-saving or passive building.

The following communication tools in the Internet have been used: web page, application for mobile devices (iOS, Android), AdWords, banners (GDN, affiliate networks, horizontal portals), video insert, mobile (campaign in mobile applications + advertising in the electronic editions of the weeklies and magazines, ePR (sponsored articles, media patronage).

In the press (PRINT + sponsored articles), the most opinion-forming (full page), the most influential magazines (full page), construction and interior design magazines, Inserts in Architecture Murator: a cardboard house dedicated as a piggy bank functions.

The PR activities which have been used: media relations, press releases, workshops for journalists and bloggers.

The campaign «A house that saves for me» received the Grand Prize in the Social Campaign of the Year 2014 in the «Campaign of ecological» category. In support of the jury selection the unconventional approach to motivate the environmental activities, witty symbolism of transfer and adjusting forms of communication to the public have been appreciated.

The project «the House that saves me» won the main prize at the Competition of the Public campaign of the year 2014 in the category «Campaign for environmental issues». The main arguments underlying justification of the verdict of the jury was: interesting, unusual approach in creating positive motivation for environmental activities, witty symbolism and the choice of forms of communication and information transfer social circles.

Process of introduction of energy-saving and passive construction is very complicated. The fact that the change in energy consumption in the building had grown very slow show statistics. The poll also shows relatively low level of knowledge in the field of energy efficiency in construction. Enough the creation of appropriate building regulations. It is necessary to conduct multilateral educational action to prepare for the realization of the different groups of the investment process for the construction and further operation of the standard buildings. An example of using social marketing for promotion of this idea is very interesting and should be developed similar type of projects.