

**Міністерство освіти і науки України
Сумський державний університет
Кафедра маркетингу та УІД
Сумський регіональний центр
інтелектуального розвитку
Українська асоціація маркетингу
Всеукраїнська спілка вчених-економістів**

**Збірник тез доповідей
X Міжнародної
науково-практичної конференції**

**«МАРКЕТИНГ ІННОВАЦІЙ
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

29 вересня – 1 жовтня 2016 року

Суми 2016

culture and recreation is closely linked with a trend growth rate of labor minimum wage and living wage. The dependence of these parameters on the average cost of one household in dollar terms are less evident. The growth of the studied parameters provide simultaneous and sustained at two years increase in the minimum wage with some ahead of inflation. The rapid growth of a jumping minimum does not provide the growth of deposits and (or) expenditures to meet the cultural needs of citizens. At the same time, even a small slowdown least one of the minimum causing the rapid decline of total deposits and the cost of education and culture.

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Natorina A.O.

*Donetsk National University of Economics and Trade
named after Mykhayilo Tugan-Baranovsky*

BRAND MANAGEMENT COGNITION

Today, the commodity marketplace is flooded with various brands. The requirement of the seller's brand to stand out among other parallel brands is crucial. Hence, there is a fierce competition among the sellers to make their products or services stand out in the market, thereby winning new consumers and retaining the existing ones. At times, it even leads to diverting the consumers following other brands to the seller's brand. To remain competitive in the marketplace, strong brand management is required [1].

Theoretical and practical aspects of brand management were considered by many scientists among whom: Kapferer J. [4], Keller K. [3], Ries A., Ries L., Sabri E. [2], Trout J., Van R., Ward K. However, these causes continue detailed study. Therefore, the aim of this study is to research and define the features of brand management for the enterprise and to develop a unified model of brand identity.

In order for brand image to become a source of competitive advantage for the firm, managers must carry out their strategic management on the basis of a series of fundamental elements: the development of a

marketing strategy coherent with the desired brand image; the planning of the brand management over the medium to long term; the evaluation of the evolution in the brand image and value in the market; and the allocation of the economic and human resources necessary for the brand management [2].

The models that describe brand-building activities recommend designing actions in several marketing related areas such as product design, product positioning and packaging, communications campaigns in traditional and online media, and brand extensions. Consequently, the strategic brand management has to include a careful fit between the firm's global marketing strategy and the desired brand image, together with a planning of the brand's medium and long-term goals to facilitate the strategic marketing planning process [3].

The evolution of a brand needs a direction. Considering the brand as a vision about its product category, it is important to know in which direction it is looking. The brand being a genetic memory to help manage the future. Brand as product can be a single product, or set of products, which will affect the type of associations of the brand that customers experience. For customers, the attributes directly related to the purchase or use of a product can be both functional benefits and emotional benefits. Brand as an organization focuses on organizational attributes such as, for example, innovation, quality, and safety that are created by people, culture, values, and programs within the company [4].

The key role in brand management of company is its brand identity. The identity of the company is kept coherent, which in turn, allows the brand as a whole, to be recognizable. The purpose of the brand identity planning system is to use the different brand elements and patterns that can help enrich and differentiate a brand identity [5]. Therefore, in the work the Brand Identity Model is developed, unified and presented (Figure 1).

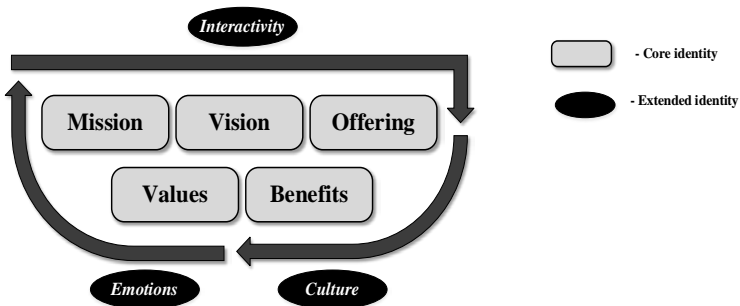


Figure 1. – Unified Brand Identity Model

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