

BRANDING AS AN INSTRUMENT OF NON-PRICE COMPETITION

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Branding is the process involved in creating a unique name and image for a product in the consumer's mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish as a significant and differentiated presence in the market that attracts and retains loyal customers.

Branding is one of the most important non-price instruments that allow the company to compete effectively in both domestic and foreign markets. Competition is the critical driver of performance and innovation. It benefits everyone by enabling us to choose from an array of excellent products at affordable prices. Competition also encourages the adoption of innovation as companies evolve and new ideas flourish in the marketplace.

Competition in the market allows to solve the following problems:

1. Innovative Thinking

Competition makes you think more innovatively which is necessary for the growth of your business. Suppose, yours is the only business in a particular industry and of course you have complete control of the market. Then, you do not have to think on how to satisfy your customers more than your competitor as there is no such competitor. You are the only option for your customers and they have to be satisfied with what you provide whether it is service or product. Thus innovative thinking does not become a necessity which makes you inactive in thinking. But, competition necessitates innovative thinking as you cannot survive without it. You might have to adopt new technologies or business strategies to stand out from competition.

2. Quality Service

You might not focus much on quality of service you deliver if there is no competition. As there is no other go for your customers, your products might get a boost in the market though customers are not actually satisfied with your service. Quality of service is a key to customer satisfaction. When competitors are around you, you would be forced to provide better quality service. This will lead to more customer satisfaction which of course benefits you in long term.

3. Better Knowledge about Customer Preferences

As far as there is high competition, you get better information about customer preferences or requirements. When your competitors make more profit than you, it means that they have adopted some great techniques to attract customers. It could be better service, low prices etc. So, you can study strategies that your competitors adopted which makes them successful. Thus, you can easily know the pulse of your customers and this can be utilized to make your business successful. In short, you get better ideas that you can make use of.

It should be noted that working with brands is impossible without design. Design is about progress. Design is a work process which has a user perspective and drives development based on your specific customers needs. It is the conceptualization and creation of new things, ideas, interactions, information, objects, typefaces, books, posters, products, places, signs, systems, services, furniture, websites, and more. Designers imagine and make. They also research and think.

Brands need to create an emotional relationship with people. We all have emotional relationship with the brands we trust. Designs need to make that happen. A design must take the values and asserts of a company and transform them in a special way that connects with people emotionally.

Designs need to get the essence of the brand. For design to build a great brand, it has to suite the company. The design has to explain its history, its values, and what it means to people. Can you imagine designing the latent jeep without understanding the brand archetype of what it means for a product to be a jeep?

Design is use to make a difference. Design can make a difference in how we live. Take sustainability. A lot of what is done in that area is making bad, better. Taking wasteful things and seeing how the design can make the company not bad to consumers. The design has to be able to encourage consumers too.

The main visual element that helps customers find, identify, and remember the company's brand is the logo. When branding with a logo, focus on your message, decide what you think to communicate about your company or products. Does it have a distinct personality-serious or lighthearted? What makes it unique in relation to your competition? What's the nature of your current target audience? These elements should play in important role in the overall design.

Look at the logos of other business in your industry. Do your competitors use solid, conservative images, or flashy graphics and type? Think about how you want to differentiate your logo those of your competition. Make it clean and functional, your logo should work a well on a business card as on the side of a truck. A good logo should be scalable, easy to reproduce memorable and distinctive.

For a design to improve a logo quality research is required, this should not only be comprised of the audience and their gender type. In fact, a lot more should be considered, such as the device your prospects will be using to browse the internet, the type of colors that will be attractive and like to see about the logo. Be analytical and observe every move likes and dislikes of your audience broadly.

Make it a meaningful depiction. A logo that looks stunning but doesn't connect with the company's core values is of no use at all. Instead, it has to be epitomize the core beliefs of your business in a distinguished way to stand out. For instance, if you had to describe your business to someone in images, what would you tell.

Accentuate a certain element of your logo. This strategy works because it gives your audience a significant clue to remember your logo. Also, you get a slight edge over competitors by going all unique in terms of visual consistency.

Thus, logos are a critical aspect of business marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy. Brand identity, logos are the chief visual components of a company's overall brand identity. The logo appears on stationery, websites, business cards and advertising. For that reason, a well-designed logo can contribute to business success, while a substandard logo can imply amateurishness and turn off potential customers. As consumers grow to know, like and trust a specific brand, they are more likely to respond positively to successive encounters with a logo-potentially leading to increased sales or improved mind share within the target market.

What should be the logo in modern realities?

1. Simple, every moment of the day, consumers are bombarded with thousands of brands. How can you stand out? The answer is simple. Complicated logos with too many elements can be distracting and confusing to your audience. Nike is a great example of how simplicity can get you further than you'd imagine.

2. Memorable, a few seconds is all it takes to make a first impression, but you need to make sure your logo makes a lasting impression as well. Sharp colors and unique graphics are just a couple of ways you can stand out. Twitter is one of the best examples of a memorable logo design. Once you see that small flying blue bird icon, you know it's linked to an action-tweeting.

3. Timeless, just like the classic little black dress, your logo has to be timeless. Following trends, such as popular fonts and styles, will potentially become a burden when the trend peters out. You want your logo to be able to stand the test of time. Focus on your brand rather than what the latest trends are. Needless to say, coca-colas logo is classic and timeless. Created over a century ago, the logo is still appealing and relevant to the current business.

We see them every day-in our homes, out in the street. They are famous logos of the brands we have come to know and love. These logos not only accurately represent the famous brands they attached to, they've become part our shared pop culture. Logos are practically enshrined by our society, and yet they were designed by people just like any other piece of graphic art.

Example, Apple. An apple is just an apple. Even though the original logo Apple featured an image of Sir Isaac Newton, the father of gravity is not actually the reason why they were picked to represent the computer company. The name Apple all comes down to a simple Explanation-Steve Jobs liked the sound of it.

BMW, the accidental propeller. The German car company BMW was once known for creating more than automobiles-they created aircraft engines, too. This has led many to believe that the white and blue checkered logo is designed to signify a planes white propeller with a blue sky behind it.

FedEx. The colors used in the FedEx logo actually vary for the different parts of the company. Every logo features a purple Fed, but the logo Ex comes in different shades – gray for FedEx Corporate, orange for Express, green for Ground, red for Freight, blue for Critical and yellow for Trade Networks. The brand essentially has enough color variations in its logo design to create its own team of Power Rangers.