

Выполнили студенты СПб ГИК

Кафедра СКД

Огаркова А.

Сейсебаев А.

АННОТАЦИЯ к СТАТЬЕ

BRAND IMAGE

(статья приведена после аннотации)

Данная статья направлена на ознакомление читателей с самим понятием бренда и его внутреннем и внешнем устройстве. В статье были затронуты проблемы и подходы брендов. Так же предлагают ознакомиться со стандартизированными определениями бренда, раскрывается его понятие, идет анализ перехода управления бренда, который основывается на командной работе.

В тексте так же показана система того как клиент выбирает бренд. На данный момент это самая актуальная проблема завлечения клиентов. Несколько упрощая понятие бренда, можно сказать, что заинтересованным сторонам предлагается некое обещание, которое позволяет им быстро оценить, как данный бренд может обогатить их опыт. То есть идет некое внушение человеку о данном бренде, что он без него не обойдется, что его нужно приобрести. Таким образом, для того, чтобы бренд оказался успешным, не надо заикливаться только на его внешних характеристиках.

Таким образом, в статье были затронуты все задачи, цели, функции брендинга и были полностью раскрыты структуры данной деятельности. Бренды являются главными ценностями не только производителей, но и потребителей. По своей сути бренды являются комплексами функциональных и эмоциональных ценностей. Традиционное управление брендом было направлено за пределы организации, ставя своей целью

понимание поведения потребителей, чтобы предложить им уникальный набор ценностей и тем самым обогатить их опыт.

BRAND IMAGE

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision.

There are three types of benefits:

- Functional benefits - what do you do better (than others)
- emotional benefits - how do you make me feel better (than others)
- rational benefits/support - why do I believe you(more than others)

Brand attributes are consumers overall assessment of a brand.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing it's image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers expectations. Positive brand image enhances the goodwill and brand value of an organization.

Brand Identity vs Brand Identity

| | Brand Identity | Brand Identity |
|----------|--|--|
| 1 | Brand identity develops from the source or the company | Brand image is perceived by the receiver or the consumer |
| 2 | Brand message is tied together in terms of brand identity | Brand message is untied by the consumer in the form of brand image |
| 3 | The general meaning of brand identity is “who you really are?” | The general meaning of brand image is “How market perceives you?” |
| 4 | It's nature is that it is substance oriented or strategic | It's nature is that it is appearance oriented or tactical |
| | Brand identity symbolizes firms' | Brand image symbolizes perception of |

| | | |
|-----------|---|---|
| 5 | reality | consumers |
| 6 | Brand identity represents “your desire” | Brand image represents “others view” |
| 7 | It is enduring | It is superficial |
| 8 | Identity is looking ahead | Image is looking back |
| 9 | Identity is active | Image is passive |
| 10 | It signifies “where you want to be” | It signifies “what you have got” |
| 11 | It is total promise that a company makes to consumers | It is total consumers’ perception about the brand |