

FEATURES OF BRANDING IN RUSSIA AND AROUND THE WORLD

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Branding is the creation, development and ongoing support of a voluntary link with a strategically important consumer group with a help of stable and reliable set of differences, implying consistent quality and satisfaction.

Obvious fact in our country is that consumers of most goods and services buy the product, not being guided by practical considerations. Very often, emotions prevail over common sense. To use this feature of the modern buyer in the strategy of the company the marketing program must be well-designed to view its brand in the consumer market.

Brand is the company name, product, service, which has a number of features, namely the mass popularity and deeply rooted in the minds of the consumer. The presence of the brand says that even with equal consumer and other properties of the product it will be more frequently bought.

Branding is a system which is the most effective way to trading success. It includes information about how to achieve a particular brand of consumer preferences in the market with a variety of products and services. To have brand is one of the victories in the history of the company, its executives and brand makers. Not every company name may be referred to the brand, not everyone is destined to become one, and not everyone will be able to maintain a high level of brand.

At the present stage of development of the market in Russia it is difficult to answer the following questions. "What is a Russian branding?" "What are its features and development directions?" The situation is complicated by the fact that the majority of Russian and foreign marketers can't find the only way out in this situation. Some specialists believe that branding in Russia has successfully developed, as evidenced by the widespread popularity of the majority of large enterprises, such as Sberbank, MegaFon, LUKOIL, etc. Others think that brands of Russian origin are a loud advertising statements by domestic companies that do not have strong positive associations and long-term loyalty from consumers.

All "Russian brands" can be divided into 4 groups. (It should be noted that this classification is considered from the point of view of commerce):

- 1. Foreign products / company.** This is the largest group. It includes the world-famous brands international companies, that have a solid position in the minds of consumers around the world. Among these companies there is Coca-Cola, Nokia, McDonald's, BMW, etc.
- 2. "Adapted" foreign products / company.** These are companies that deliver products of foreign companies, but adapted for the Russian market. The manufacturer is able to enter the market and offer to consumers products under the mark of quality well-known brand, but with a certain name or a set of physical characteristics (Rastishka from the company Danone).
- 3. Historical brands.** This group was mentioned above, i.e., brands that belong to it with wide fame since the days of the Soviet Union. Brands such as chocolate "Alenka", sweets "Grilyazh" and cookies "Jubileiny" really cause persistent positive associations with consumers, but the development of this group of brands is associated with a number of difficulties. First, the major part of the audience enjoying these products is the older generation whose childhood and youth were in the period of the Soviet Union. Therefore, most of the positive associations are

connected with this fact. However, for many young people today, these brands do not have any added value. Second, in the Soviet Union there were high demands for quality to the production of goods. A big part of consumers are committed to the "Soviet brands" just basing their choices on quality criteria. While today the qualitative component of production must be specifically justified to obtain trust and loyalty of today's consumers. And third, many of the goods, especially belonging to the sweets industry, not assigned to a specific vendor, which hinders their development as a brand and building a sound brand strategy.

- 4. Russian companies / products** that claim to the status of the brand. This group includes all of the products, services, or companies, rightly or not, but declare themselves as brands on the market of certain products.

In terms of the development of branding Russia goes behind many other countries. The local market is filled with products of foreign manufacturers that have appeared much earlier, as the advertising of these products. This gives rise to some of the features of branding. The whole experience, which is needed to create a successful brand, has been gained by other companies. You can use the same methods that are used Western-known manufacturers, and success in this case is virtually guaranteed. That is, the Russian marketers do not need to reinvent the wheel. Features branding in Russia is that it is not the area pioneers.

On the other hand, on the Russian market a large number of foreign brands that Russian companies need to compete. A branding features are such that if the product does not match the standards of quality, the strategy of promotion of a product or trade name may have the opposite effect. Since the initiative in this competition is owned by foreign brands, domestic manufacturers need to invest some money to try to intercept it.

The advantage of the financial problem will be the fact that in Russia there is not too many brands. Therefore the funds necessary for the promotion of the brand to the domestic consumers will be significantly lower than, for example, to the west, evolving in a more rigid control is untwisted brands.

Now features of branding in the country are such that you can quickly promote trade name. But the competition is great, a lot of brands, there are new, and the consumer just does not have time to keep track of them and remember them all. The market is flooded with products, little known to the buyer. The quality is extremely important here. If people can always get a good product from a certain brand, then this brand is much more likely, especially given the growing distrust among consumers for foreign products.

Now for the promotion of the brand in Russia used the media: newspapers, television, and outdoor advertising. However, the features of branding in the country are that people are less trusted weight mass advertising, including television. Special attention should be given to promotion of products on the Internet. At present, consumer confidence in the independent network sources at times greater than for television in general.

Building brand - for the Russian market, this means that you need to make it more 'human', that is, you need to invite celebrities to advertise, or to make such advertising words, which would be reflected positively opposed to slogans Western competitors. People are used to a specific language of advertising, but branding features are such that if you try to make it closer to the domestic consumers, the result can shift expectations.

The concept of a "brand" in Russia differs from universal. For most consumers, and the worst - of producers, the term "brand" is a favorite product that is "national brand." Hence the first error of firm managers: skepticism about the development of their brand through branding. But in the West, most of the companies are paying great attention to the development of the brand and it is converted to economic efficiency of the firm, and, therefore, is of great profit. Just developing the brand concept, the experts do not consider that

brand - it is not the name of the company, its logo, products or commercial. Brand - a synthesis of all these components into a single marketing tool.

The social aspect of the development of the brand concept is to overcome the distrust of buyers to the new brand in the market of goods and services. You must have already formed an image in order to attract potential buyers to your product, service, etc. Imagine standing in front of a shelf in the supermarket, you select the product that has repeatedly acquired, or buy a product, but an unknown brand.

Market in our country is full of goods that are unknown or little-known buyers. And here comes to the fore the quality of purchased goods and services. If a particular brand is always associated with the buyer with quality products, then it is much more likely to extend their economic existence in the market. This should be considered in a growing distrust of foreign goods, especially food, from the buyers.

As it has often been noted, the development of branding in our country lags behind many countries in Europe and the West. Of course it is a minus. The whole experience of the practical application of the concepts of branding has been accumulated in foreign companies. Therefore, in order to seize the initiative in the competition, which is owned by foreign brands, domestic manufacturers need to invest some money. It should also be noted that the local market is sufficiently representative brands of foreign manufacturers that have appeared much earlier than the domestic ones. But so, it is possible to identify a number of positive points. Methods that apply well-known western manufacturers can be used in our companies for promotion of its brand, and the success is virtually guaranteed. Just huge advantage is the financial issue. As in Russia is not so many brands, the amounts for promotion are not so great. Often they are lower than foreign in 1.5-2 times. In the USA, the cost of branding is 5-6\$ million. In Russia, this figure is 3-3.5\$ million. This is due to not enough stringent conditions of competition among brands.

There are not enough specialists in the field of marketing. Not every company has a holistic approach to the implementation of branding, as well as able to use the full range of different marketing techniques. The part of the problem is that most marketers are economists by training. And temperament of thinking does not always consider the creative side of the brand. Therefore, if a manager has the intention to create a brand that meets all the modern features, it is necessary to develop the concept of a team of specialists in different fields: economists, sociologists, psychologists, designers, semiotics, etc.

In order to create your brand and make it not look like other, and perhaps in some ways unique, it is necessary in the process of developing a brand to use different types of marketing communications. The new brand can't be created only in the PR or advertising. For Russian companies is a new case, which requires concerted action of specialists in different areas. Foundation work should be a common marketing concept and its elements - private concept: for PR, sales promotion, advertising, product placement, exhibitions, etc.

In order to develop high-quality and effective marketing concept it's necessary to assess potential target audience, as well as do market research. The word "potential" is of particular importance because, in order to be successful it is necessary not just to follow the demand and engage in active its formation, covering new populations.

Branding is the phenomenon that is not new in Russia. Unfortunately, most brands that appear on the Russian market can't be considered to be brands. Generally speaking, the main causes of failure to create a successful brand in Russia are the following:

- Mistakes made in the development of the brand;
- Distrust of consumers to new brands;
- "Brand" isn't always equal to "quality";
- Lack of experienced staff;
- Lack of financial investment in the promotion.