

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL ECONOMIC UNIVERSITY NAMED AFTER VADYM
HETMAN

Faculty of Economics and Management

Management Department

EDUCATIONAL PROGRAM

**Management of Business
Organization**

FIELD OF STUDY

07 Management and Administration

SUBJECT AREA

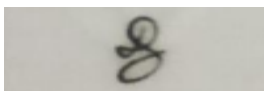
073 Management

Form of study: full-time

QUALIFICATION BACHELOR'S WORK

On the topic: « BRAND MANAGEMENT IN THE BUSINESS
ORGANIZATION»

Applicant: Stanislav Dunaevskiy



Scientific adviser: PhD, associate professor Oleksii Dibrova



**The work was allowed to be defended before the examination committee for
the certification of applicants for higher education (EC)**

Head of the Department: Doctor of Economics, Professor, Sahaydak M.P.


Kyiv 2023

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KYIV NATIONAL ECONOMIC UNIVERSITY named after VADYM HETMAN
Faculty of Economics and Management
Management Department

EDUCATIONAL PROFESSIONAL PROGRAM	Management of business organizations
FIELD OF STUDY	07 Management and administration
SUBJECT AREA	073 Management


AGREED:

Head of the project team (guarantor) of the educational program

 Olena SHATILOVA
«14» February 2023

APPROVED:

Head of Department

 Mykhailo SAHAIDAK
«14» February 2023

INDIVIDUAL ASSIGNMENT

student Stanislav Dunaievskiy

full-time education

for the preparation of qualifying bachelor's work

Topic: « **BRAND MANAGEMENT IN THE BUSINESS ORGANIZATION** »

The topic was approved by the order of the Rector of the University « 21 » February 2023 № №352-CT

Qualifying bachelor's work is performed on materials of “Miratech”
LLC _____

Bachelor's qualification work plan

Chapter 1	THEORETICAL APPROACHES TO BRAND MANAGEMENT
Chapter 2	ANALYSIS AND RECOMMENDATIONS FOR BRAND MANAGEMENT DEVELOPMENT IN MIRATECH
Object of study:	Processes of managing business organizations
Subject of study:	Brand management in a business organization
The purpose of study:	Based on the generalization of theoretical approaches and diagnostics of the current state of brand management of business organizations, justify the directions of its improvement.

Specific tasks that the student must perform to achieve this purpose:

In Chapter 1

- Conceptualize brand definitions and it's types
- Generalize brand management purposes and functions
- Investigate modern approaches to brand management

In Chapter 2

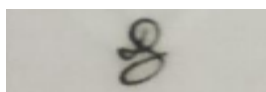
- To provide general characteristic of Miratech
- To explore current brand management practice in Miratech
- To suggest substantiation of ways for improving brand management in Miratech

Prepared the task

supervisor

**Oleksii Dibrova**

« _____ » February 2023

**The task was received by
the student****Stanislav Dunaevskiy**

« _____ » February 2023

Abstract

The work is devoted to the study of such a concept as brand management.

The study provides the history of this concept and methods of brand building on the example of different companies in different periods of time.

The definition of the concept of brand, research of its functions and purposes is given. The topic of brand promotion for contributing to the firm's strength in the marketplace is discussed.

The relationship and dependence between branding strategy and response from customers is established, the impact of a successfully built brand on recognition among the target audience of the company is evaluated.

The purpose of the study is based on the generalization of theoretical approaches and diagnostics of the current state of brand management of business organizations, justify the directions of its improvement.

Object of the study are processes of managing business organizations

The object of research is a brand management as a process of application of marketing technologies to a specific product, product line or brand.

The subject of the study is Brand management in a business organization.

Research methods.

Method of secondary analysis of Saatchi & Saatchi research for understanding company profile. Marketing plan of the Miratech for the next 5 years that gave an understanding about priorities in the company's approach to brand management. Company's Brand Book, where the described guidelines for strengthening Miratech brand.

Theoretical and practical value of the work. The paper conducts a theoretical analysis of the interpretation of the brand, identifies the peculiarities of coverage of the views of scholars on the interpretation of the concept of "brand management" in the historical and sociological aspect.

The practical significance of the results obtained lies in a comprehensive interpretation of the brand, identification of the factors influencing the formation of the brand management, and analysis of existing advertising strategies for brand promotion in social networks of IT companies and providing practical recommendations for the Miratech company.

Structure of the thesis. The thesis consists of an introduction, two sections, a conclusion, and a list of references.

Review
for qualification bachelor's work
of the student of the Faculty of Economics and Management in the field of study 07
"Management and Administration" subject area 073 "Management"
educational and professional program "Management of business organizations"
Stanislav Dunaevskiy
on the topic « BRAND MANAGEMENT IN THE BUSINESS ORGANIZATION»

Logical-structural level of the research: the relevance of the research is substantiated; formulations of the topic, object, subject, goal and tasks of the research mutually agreed; the titles of the sections are consistent and correspond to the topic; the conclusions correspond to the tasks.

Search depth level: author has used classic, polemical foreign bibliographic sources with a total number of more than 30 sources published in professional and analytical publications, own empirical studies were conducted

Theoretical and methodical level of the research: the main concepts of brand management were investigated, it's purposes and functions were defined, modern approaches to brand management were identified.

Diagnostic and constructive level of the research: the brand of Miratech company was defined based on Brand Onion approach, a thorough diagnosis of the brand management in the company was carried out, content plan for optimizing LinkedIn utilization in internal and external brand management was developed and author comments were provided to confirm the research results. The proposals were justified based on competitors analyses and correspond to the identified problems. Unfortunately, a calendar plan and responsibility matrix for the implementation of the proposal were not developed.

The level of scientific ethics: the text meets the requirements in general, there are correct references, the style of presentation of the material is scientific, the list of references are not designed in accordance with the established requirements.

Organizational level of the research: the research was conducted according to the timetable, deficiencies were corrected in a timely manner, but not a fully completed work that did not require revision was presented to the scientific supervisor for feedback.

Number of points for CBW quality: 52 points.

The competencies obtained by the student in accordance with the EPP "Management of Business Organizations": the ability to communicate in English and Ukrainian both orally and in writing, the ability to conduct research at the appropriate level, the ability to generate new ideas (creativity), the ability to analyze the results of the organization's activities, compare them with the factors influencing the external and internal environment, the ability to determine the prospects for the organization's development, the ability choose and use modern management tools, the ability to analyze and structure the problems of the organization, form reasonable solutions.

Conclusion on the possibility of awarding the student the qualification of Bachelor of Management: the presented study meets the requirements for the CBW and certifies that Stanislav Dunaevskiy deserves to be awarded the qualification of Bachelor in Management

Supervisor



PhD, Associate professor Oleksii Dibrova

"_30_" May 2023

Рецензія
на кваліфікаційну бакалаврську роботу

здобувача вищої освіти

Дунаєвського Станіслава Сергійовича

(прізвище, ім'я, по батькові)

Тема _____ БРЕНД-МЕНЕДЖМЕНТ У БІЗНЕС-ОРГАНІЗАЦІЇ

Актуальність теми _____ Актуальність бренд-менеджменту для нашої компанії зумовлена його специфічними функціями: ідентифікаційна функція спрощує вибір клієнта, виокремлюючи марку Міратеху з усього розмаїття конкурентів, представлених на ринку.

Позитивні риси роботи _____ проаналізував маркетингові стратегії компанії Miratech, включаючи конкурентів. Студент провів опитування потенційних клієнтів, щоб виявити їхні потреби та переваги, і використав цю інформацію для розробки індивідуальної маркетингової стратегії для компанії. Він також описав план реалізації стратегії та навів приклади успішних маркетингових кампаній, які можуть бути використані в майбутньому.

Зауваження до

роботи _____ немає

Практичне значення одержаних результатів _____ Розроблений план для підвищення маркетингової активності однозначно буде розглянутий та імplementований у роботу команди маркетингу у третьому кварталі 2023 року. Ми маємо припущення, що значення його у нашому плані та оцінці результатів за рік буде вагомим, так як Міратех намагається вибудувати свій бренд саме в діджиталі перш за все, тому нарощення бази підписників та формування позитивного образу компанії в очах онлайн користувачів є вирішальним.

Місце роботи та посада рецензента

Науковий ступінь, учене звання (за наявності)

Директор з Маркетингу

_____ Марина Нарожняк -

(підпис, ПІБ)

Підпис засвідчую:

(посада, підпис)

Місце печатки організації, де працює рецензент

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INTRODUCTION

The transformation and proliferation of brands as symbols of consumer culture today is driven by such phenomena as globalization and the active spread of symbolic models of consumer products, which expands the market's richness and diversity.

With the development of the Internet and technology, companies are increasingly using it to promote their brands and ideas to consumers. The online environment creates positive images and a new perception of well-known and unknown brands, creates new value orientations and reflects customer preferences.

Society today is becoming more and more accustomed to the integration of brands as a member of this society with all its inherent features and characteristics. A brand forms the basis of the consumer's worldview, shaping his or her living space, reflecting the sign and symbolic and consumer culture of the country and society. Thus, the brand becomes an integral part of the information space and forms the communicative basis of society and organization.

Brand is the main category for modern consumption and the entire sphere of advertising communications. The choice between branded and unbranded goods is obvious: the former is in greater demand, provided that the brand properly builds and develops communication with the consumer. The reason is simple: the former always has its own unique, very specific image that influences the consumer's mind, attracts his attention and keeps him in its space.

By involving the consumer in its image, information and symbolic space, the brand "creates" a new special world of the consumer, a world of unique images and fantasies, which an unbranded product lacks. It is important for a modern consumer not only to see and read information, but also to understand that in case of any mistakes, he or she will not be deceived: the goods he or she purchases will be of proper quality, and his or her money will be spent as intended.

The purpose of the study is based on the generalization of theoretical approaches and diagnostics of the current state of brand management of business organizations, justify the directions of its improvement.

Object of the study - processes of managing business organizations

The subject of the study is Brand management in a business organization.

Research methods.

Method of secondary analysis of Saatchi & Saatchi research for understanding company profile. Marketing plan of the Miratech for the next 5 years that gave an understanding about priorities in the company's approach to brand management. Company's Brand Book, where the described guidelines for strengthening Miratech brand.

Theoretical and practical value of the work. The paper conducts a theoretical analysis of the interpretation of the brand, identifies the peculiarities of coverage of the views of scholars on the interpretation of the concept of "brand" in the historical and sociological aspect.

The practical significance of the results obtained lies in a comprehensive interpretation of the brand, identification of the factors influencing the formation of the brand as a socio-cultural phenomenon, and analysis of existing advertising strategies for brand promotion in social networks. Today, there are not enough scientific sources covering the issues of creating a brand and its promotion strategy on social media, and ways to integrate a branded product on the Internet. It is in this aspect that the novelty of this work lies.

Aprobation

The company has agreed to implement suggested content plan for optimizing LinkedIn utilization in internal and external brand management for the Q3 2023, as it is going to be full of events that Miratech reps will visit and it needs to be highlighted in social medias, so the Marketing department will have an opportunity to measure its outcomes.

Information base of the study

Internal marketing materials of company Miratech: competitor research, social medias statistics, marketing plan of the enterprise. Were used such scientific materials and books:

- B2B Brand Management by Philip Kotler;
- Branding: A Short Course by Randall Johns;
- Dan S. Kennedy. Tough Brand Building;
- Aaker D. Brand leadership: the new concept of branding. Textbook;
- Gary Armstrong, Philip Kotler. Principles of Marketing;
- Keller K.L. Strategic brand - management: creation, evaluation, management of brand capital;

- Kotler F., Keller K.L. Marketing-management.

Structure of the thesis.

The thesis consists of an introduction, two sections, a conclusion, list of references and 54 pages.

CHAPTER 1. THEORETICAL APPROACHES TO BRAND MANAGEMENT

1.1 Conceptualization of brand definitions and its types

A brand concept is the ideas and values that a company seeks to communicate to its target audience. These marketing characteristics determine the methods and techniques of positioning.

Why do we need a brand concept?

A brand concept implies the definition of the main goals of a company and its mission, the construction of the right image in the minds of consumers, and the creation of a style of communication. It allows to form the basis for business promotion, and also to emphasize the uniqueness of goods and services.

The positioning of the company and its implementation begins with the brand concept. It is also responsible for communication strategy, the choice of relevant channels for interaction with the target audience and the development of a media plan. The brand concept aims at creating a memorable image of the company. This is essential for building strong relationships with customers, gaining their loyalty and promoting products in the market. [1]

Elements of a brand concept

The foundation of a brand concept consists of several elements. These define the main message as well as the images with which the company and its products should be associated.

Mission

Reflects the philosophy of the brand, tells how it can improve the world and what is useful for consumers. The difficulty in creating a mission is that it must remain relevant after the short- and long-term goals are achieved. It is a kind of brand course that it follows.

Brand name

It is important that the name be original, easy to remember and pronounce. This is important for promotion in the marketplace.

Voice

Communication with the target audience should be in the same style. The language of the brand is extremely important for communication with customers, positioning the company and building a positive image.

Slogan

It helps to create the right image in the customers' mind, to form the associative range and to reflect the brand essence in few words.

Visual style

When a company has a mission, a name and a slogan, it has the features and characteristics it wants to broadcast to the target audience. Visual style is the logo, fonts, coloring and other elements necessary for use in social media, media, messengers and other advertising channels.

How to develop a brand concept?

- Working on a brand concept allows to shape the character of the company, create its visual component and think of ways to promote it. All ideas, values, and goals need to be integrated into a cohesive whole. Let's look at the steps involved in creating a brand concept.
- Analyze the market. At this stage, study the demand and the competitive environment, determine the most appropriate market segments.
- Analyze the target audience. Study in more detail the groups of potential consumers. To do this, use different methods of market research, conduct in-depth interviews, surveys, questionnaires and so on.
- Describe the visual and verbal elements. Create a name, slogan and other brand attributes. Spell out the rules for their use. This will set the framework for developing a communications strategy and creating future advertising campaigns.
- Choose a positioning strategy. Develop a brand legend, decide on advertising channels, prepare a communication strategy and do other actions to create a certain image and image. Positioning will help you build the right associations in the minds of consumers and highlight your competitive advantages.
- Elaborate a development strategy. Establish short- and long-term goals, describe the process of brand promotion through advertising and media platforms as well as ways to increase competitiveness.

A brand concept helps shape the company's image, think through its attributes and organize work on promotion in the marketplace. Therefore, it is not limited to the creation of naming and visual elements. Brand concept is a time-consuming process that requires market research, analysis of collected information, creation of an identity, and strategic planning. [2]

Types of brands

Nowadays the following basic types of brand are distinguished:

1. **Brand with expansion.** When a well-known company with a strong brand launches new products under an existing brand, its goal is to expand the range and increase market share by attracting new customers. This policy is called "brand building followed by brand expansion." An example of such a strategy is the Samsonite brand, which has gained a strong position in the market through the sale of travel bags and suitcases.

The use of this type of brand seems justified when the company's specialization is narrow, i.e. if the firm knows in advance that it will enter the market under a brand with the same name as the product. The level of legal protection of the brand is the same as that of the company name, i.e. low. And meanwhile it is already proven that the successful entry into the international market depends on the company name.

2. **Line-brand.** The specifications of a line-brand is the addition of a new product variety or a slightly different novelty. This method allows to strengthen the brand image without spending practically any efforts: the volume of sales increases and the needs of consumers are satisfied. A striking example of line-branding is the release of Hersheys mini-chocolates, which came out as mini-hersheys and hersheys-kisses. They were bought at the expense of the name of the base brand. The advantage of this type of brand is in attracting the attention of consumers, which does not require additional promotional materials. It should be noted that the line-brand has always been perceived as one. In this case, excessive line extension makes no sense, because the offer loses the unity that was originally an advantage.

3. Product or stand-alone brands. In this case, the brand coincides with one particular product or service. Mars bars, for example. Many leading companies use this approach. For example, there is no Procter & Gamble brand. All brands of this company have their own names: "Ariel", "Fairy", "Crest", "Pampers". Although, of course, one brand may have several sub-products, such as different types of toothpaste.

The essence of the commodity brand is the exclusivity of each product. He occupies a special position on the market. An important requirement for a brand is its superiority in quality over other products. The weakness of such a brand is the special approach to each item. If it does not pay off, the firm will incur considerable losses.

4. Linear brands. This is a group of products that are given one name. An example would be "L'Oreal Studio Line". All products of the same line should belong to the same direction and should be at the same price quality level.
5. Series brands. This is a broader concept, although in this case it is necessary to note the subjectivity of the definition. For example, "Weighh Watchers" by "Heinz" is a series, while the question of whether a line or a series of "Vidal Sassoon" (from "Procter & Gamble"), remains open.
6. Umbrella and supporting brands. An umbrella brand protects the interests of several sub-brands. This type of brand is quite common, its meaning is to release a diverse product under one name. It is productive when launching a new kind of product or when developing a new brand. It is very tempting and promising, because it is easier to take advantage of an already popular brand than to create something new, and success is predetermined. In the early stages, the base brand supports the umbrella brand to assure the customer of the quality of the product. Later it gains its own customers.

Perhaps the base brand is preserved in the form of an address and company name, which is often enough for buyers who are aware of the brand. In some cases, the base brand is retained as part of an overall branding campaign and may even form part of a new branding name. However, when talking about an umbrella brand look, you have to be wary of confusing this look with the notion of brand extension. Of course, this is a moot point; each marketer will answer it differently. Some believe that the release of dairy products, for example kefir, ryazhenka, milk, under one brand would not be an umbrella brand, as they belong to the same group (dairy products). Others argue that it is called a classic "umbrella". There is no unequivocal opinion that the Ariel brand launch, which is owned by Procter & Gamble, is an umbrella brand for laundry detergent and gel. It is thought to depend largely on market position. It is noted that the umbrella strategy leads to success financially and marketing-wise, but can also lead to failure. Using this approach allows brands to be separated when necessary. In doing so, the new product appears in the market under the more appropriate brand that the target audience expects. If we talk about the advantage of the umbrella brand, we should say that the main thing about it is that the firm will spend less money to create it than to create a new brand. An umbrella brand extends a certain mark and reputation to all the goods produced under it. In other words, it helps any new product. Marketers consider the ease of establishing distribution to be an advantage. In this case, the retail chain will take on the sales of new products released under an all-known brand rather than under one that is not known to anyone. Therefore, brand expansion can be very successful not only financially.

Figure 1 gives an example of Birds Eye Foods' reference brands.

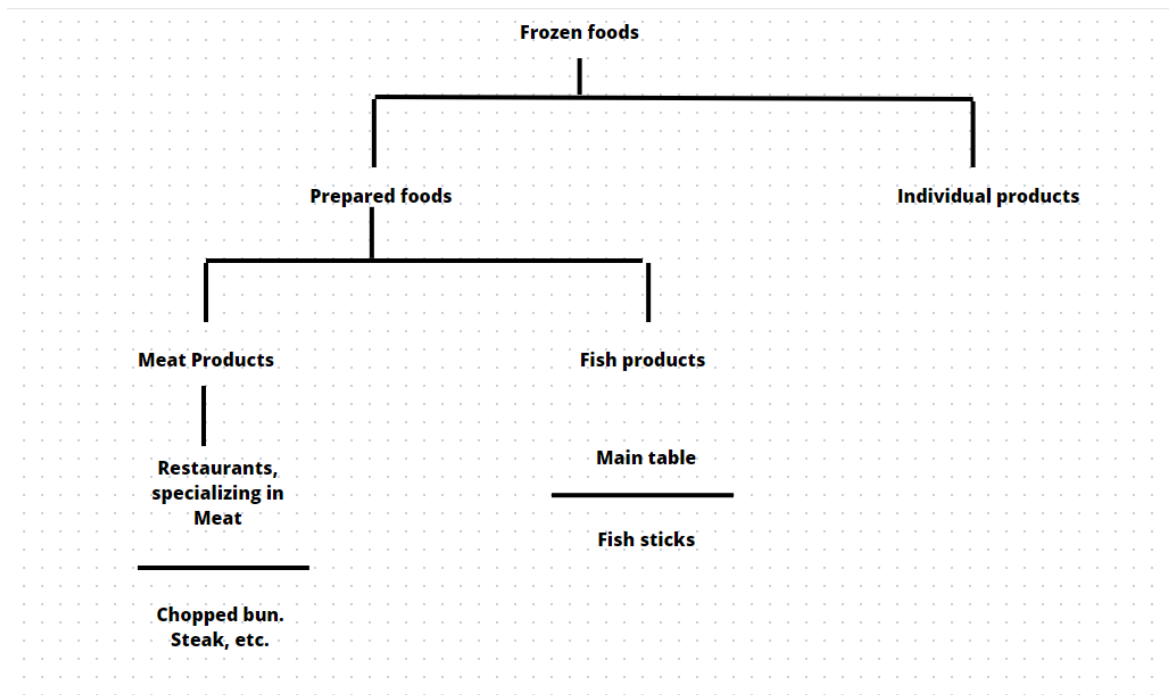


Figure 1. Brand of Birds Eye Foods [14]

Sometimes the concept of "umbrella branding" is similar to linear and serial brands or coincides with the brand name.

7. Endorsement company, corporate or banner brands. In this case, the company name already appears, but it is less prominent against the main brand. It looks like an endorsement or guarantee. Example: the "KitKat" brand with "Nestle" as the endorsing company (although previously the endorsing company was "Rowntree"). [3]

In conclusion, it should be noted that the question of choosing a brand methodology is not an easy one. American experts talk about a "mixed" strategy in this area. Thus, in different states it will be possible to use both umbrella and lane product promotion. In our country, it is more popular to promote a brand that corresponds to the type of product. No one knows for sure if the situation on the domestic market will change in the near future, if our marketers will take into account the new concept of brand promotion. One thing is sure: the brand should be constantly updated and improved. Based on the experience gained, Ukraine can create strong brands to improve marketing achievements.

1.2 Brand management purposes and functions

Brand management includes the development of corporate identity, press releases, customer service, events and management of any touch points throughout the user's interaction with the company.

In a corporate environment, brand is an intangible asset. A sustained relationship with consumers can increase a company's revenue. The main goal of brand management is to strengthen the brand to increase its value as an asset.

Brand management is not a subspecies of marketing. Marketing is the set of actions, strategies and channels that companies use to place ads that motivate audiences to engage with the brand or make a purchase. Marketing campaign messages are constructed according to brand strategy.

A company's brand management begins as early as the development of a unique selling proposition and brand identity. Marketing begins after the brand is built.

It is difficult to separate marketing and brand reputation management because of the commonality of goals. The task of marketing and brand management is to attract customers so that the business develops.

According to “father” of brand management P. Kotler: brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand. [25]

According to Thomas J. Barratt – first brand manager in history, brand management is an art of creating a brand and maintaining it. It is nothing but developing a promise to the consumer, materializing that promise, and maintaining the same for a product, a group of products, or services. [26]

I would agree that brand management is more about the art rather something that could be limited and calculated functionally, but I agree that it changes the perception of the customers, making the company stand out on the market due to its strong brand.

Why would a company want to manage brand reputation?

Brand reputation doesn't add up instantly. It takes time and effort to build the right company image. Brand reputation management addresses several strategic objectives:

1. Increase brand loyalty. Customers continue to buy a product or service from a brand they know and trust. Consistent reputation management gives the company the opportunity to create an emotional connection with the audience, to show concern for the needs of users. Creating a connection with consumers is considered a key task of branding. It leads to repeat sales and a positive attitude toward the company.
2. Protect brand reputation. Competitors can resort to black PR tools and spread denigrating rumors about the company. But the stronger the brand, the more the audience trusts it.
3. Increase brand value. Brand value is the value a company adds to a product. A strong brand wins when comparing a product to an unknown counterpart. For example, Chanel perfume can cost more than 10,000 UAH, but they won't buy a perfume from an unknown company for that kind of money. A positive brand image makes customers willingly pay more for a similar product.
4. Control brand awareness. It's important to have an idea of how quickly consumers can distinguish a company's brand from its competitors. Products from brands with high brand recognition are purchased more often than products from unknown manufacturers. The brand helps to differentiate the company from its competitors and to promote the company to the next level.

Brand management involves the use of an enterprise's organizational system, including relevant departments, personnel and functions performed by them.

An enterprise that is focused on a functional management structure has a separate brand management unit (department, division), which is staffed by brand managers

and a manager who regulates the main processes within it, for which he should report directly to the company's marketing director. But brand management involves not only this department, but also representatives of other structural units, such as the advertising department, finance department, legal department, sales department, and others. In order to perform his/her job effectively, a brand manager must strictly adhere to his/her responsibilities, including: shaping the brand image, creating its individual characteristics and adjusting them if necessary; creating and implementing operational and financial goals of the company to promote the brand, appointing those responsible for their implementation; market analysis, determining ways to position the brand; interaction with all necessary departments of the company to achieve maximum brand efficiency. [28]

The head of the brand management service has a much wider range of job responsibilities, which include: answering questions related to brands; developing brand management strategies and their implementation; detailed marketing analysis of all issues necessary for making management decisions on the creation, promotion and development of a brand portfolio; systematic monitoring of brands; identifying factors that negatively affect the brand portfolio and making decisions to eliminate them; control over the activities of personnel. [4]

Brand management is an important part of effective marketing for several reasons, including:

Creates brand awareness

For customers to recognize and remember a brand when making purchasing decisions, it helps to give them a clear image or logo to remember. Fostering an effective brand management strategy can help create and maintain brand awareness and increase the likelihood that customers consider your brand first when contemplating their buying options.

Fosters consistency

Developing a clear brand management strategy can help your company create and maintain consistency throughout its marketing, advertising and development efforts. Consistency allows your organization to make choices that align with your values, identity and mission. Brand management may also help prevent confusion within your customer base by allowing your organization to tailor its marketing efforts toward a certain set of brand-specific guidelines.

Builds an identity

In order to manage a brand, it's important to understand the identity and values of your organization. Creating a brand management strategy can help you prioritize the aspects of your brand you want to explore, nurture and promote. Fully understanding your brand's identity can help you make informed decisions about current and prospective products and the general direction of your organization's business plan.

Brand management forms a subset of marketing management. It deals with the overall brand development right from the birth of the brand until the time it ceases to exist. The functions of brand management include:

- Identifying the ideal target market, understanding what motivates them to choose one product over others and positioning the brand in the same domain.
 - Developing an ideal brand message which resonates both with the needs of the target market and with the value proposition of the offering.
 - Communicating the brand promise to the customers by making use of almost every possible touchpoint.
 - Making efforts to build brand equity and measure it from time to time.
 - Managing the brand architecture and making sure sub-brands structure and communication align with the master brand structure and communication policies.
 - Building the brand identity and making sure that it aligns with the brand image in the market.
 - Handling brand communication in the market
 - Anticipating and accommodating new brand identity needs
1. Identifying the ideal target market, understanding what motivates them to choose one product over others and positioning the brand in the same domain.

To determine target market, business goes through the following steps.

- Analyze company's products.
- Analyze company's existing customers.

- Find out the capacity of the market.
- Analyze company's competitors.
- Familiarize with research and trends.

2. Developing an ideal brand message which resonates both with the needs of the target market and with the value proposition of the offering.
Verbal branding helps not only customers perceive company, but also employee team; and brand building and starts from within. It's the corporate culture, values, and mission that lay the foundation for how potential customers see the brand and place of the enterprise in the marketplace.

Internal brand message

The brand message starts with how owner and marketing team characterizes brand. Mission, strategy and values affect employees as much as they do the general public. Corporate culture develops directly as a result of internal brand messages (e.g., Google's engaging work environment), so it's important to develop them early in the company's development.

It is important for company's executive team to define the company's core mission, strategy and values. This will help shape the right brand message and will be important to the business as a whole.

External brand message

Communicating to a wide audience to find customers is what most people think of when they think of a brand message. These outward-facing messages, in most cases, are more informative and impactful (whereas inward-facing messages focus on ideas).

The external brand message includes:

- positioning concept,
- competitive advantages,
- value propositions,
- slogan.

It is from these key components that a successful marketing and consistent brand communication is formed. [5]

3. Communicating the brand promise to the customers by making use of almost every possible touchpoint.

Human memory retains and reconstructs memories of all interactions with the company. And it doesn't matter whether the interaction is direct (through

the company's own employees) or indirectly (through employees of other companies or other consumers).

Every encounter tends to change the impressions of previous meetings - sometimes not noticeably, and sometimes - very significantly. And so with any contact there is either an improvement in attitude to the brand, or deterioration.

It is especially important to understand this for those companies that specialize in the manufacture and sale of high-tech and very expensive products. Such products don't usually sell them in such huge quantities like Coca-Cola. Every customer is precious because their contribution to the company's sales is significant. One must never forget the connection of the brand with the customers and the communication of its values to the intermediaries and consumers through intermediaries. Of course, this requires a lot of effort.

4. Making efforts to build brand equity and measure it from time to time. Intuitively, the KPI that guarantees the growth of brand should be about tracking how often it is mentioned. But not everything that matters can be measured, and not everything that can be measured matters. But brand equity does matter, and it needs to be measured. Dom Boyd called it "brand magic"-the ability to encourage people to want something more, pay a significant premium for it, and advocate for it.

Price can be put on measuring brand value, which is fundamental to ensuring that marketing is aligned into a future business growth strategy. And in practical application, it's a tracking process that allows marketers to quantify and celebrate audience interest, and predict future business results. Many companies measure the financial value of a brand. However, it is in the minds of consumers that brand value is a critical factor in calculating brand value. Kantar, for example, has a Brand measurement methodology that takes into account consumers' intangible perceptions of a brand beyond the tangible assets on a company's balance sheet. [6]

The more brand is getting strengthened, the better it copes with market storms and the emergence of competitors.

To measure brand value, it's important to understand the extent to which the brand itself contributes to enterprise value. And this is accomplished with the Brand Strength Index

Brand strength = relevance + distinctiveness + prominence

Brand strength is a simple set of brand equity metrics that explain and predict a brand's market reality. The top 100 most valuable global brands have remained indifferent to the downturn in the global economy (2019-2020: -3.3%) and have continued to thrive, showing a 5.8% increase in brand equity in 2020. That means they continue to sell strongly in turbulent conditions.

Mark Ritson (brand consultant and former marketing professor) says in his article that there are three components of brand value and it's more than the sum of its parts.

So, $1 + 1 + 1 > 3$, where

Significance: the brand meets people's needs and they feel emotionally connected to it

Distinctiveness: the brand is perceived as a trendsetter in its category, as unique

Recognizability: the brand quickly comes to mind when buying [7]

Brands that are meaningful, distinctive and recognizable have the ability to

- Capture significantly higher volumes
- Require a premium in price
- Greater potential to increase share of value in the future

But these 3 components must work together to maximize success. Kodak, Blackberry, Nokia and IBM - these are some examples of brands that have soared high and fallen. Although deciphering their demise, a complex and subtle undertaking, they all had in common a strong legacy and a high level of recognition, but they disappeared because fame alone was not enough to grow.

The perception of a brand as meaningful is also directly related to profit. Whether consumers are brand-driven (choose the brand first, then look for the best price) or price-driven (can't resist a bargain), they are willing to pay more for those brands that they identify as significantly distinctive.

Diesel CEO Massimo Piombini says: "When you think a brand is expensive, it's because your perception of the brand is wrong. When your perception is right, there is no resistance to price. Suddenly paying 250 euros for jeans, you think you have a good deal". [24]

5. Managing the brand architecture and making sure sub-brands structure and communication align with the master brand structure and communication policies.

When a company's portfolio grows, brands tend to evolve. It is critical to determine the structure of the brands in the portfolio to maintain brand health.

Brand managers must make various decisions, such as considering the right time to expand an existing brand, choosing the right brand, having or not having different websites for multiple brands, and so on. Since each of these decisions directly affects the future, a brand plan is developed to provide clarity to consumers.

Brand architecture comes into play by representing the brand effectively.

What is brand architecture?

It is the brand architecture in the organizational structure that determines how the various brands and sub-brands in a company's portfolio relate to each other or differ from each other.

Brand architecture provides a hierarchy that maps the roles and relationships in the products and services that make up a company's portfolio and ensures that external stakeholders understand the value of what the brands offer. [8]

Types of brand architectures

These can range from pure to hybrid. In general, however, brand architecture can be divided into two categories - Brand House and Brand Home.

Table 1. Types of branded architectures

Brand House	Brand Home
Product brand	Original brand
Lineage Brand	Master brand
Brand Approval	
Umbrella Brand	
Multiple brands or activities are combined under one name. There is complete freedom to manage divisions, activities and brands.	This is a family of brands with a high degree of unity. Here, the master brand structures the subsidiary brands so that they can

	express the value of the parent brand. The master brand is a single brand that acts as a driving force.
For example, Mitsubishi Motors division and Mitsubishi Electricals division are completely unrelated, except that they are part of the Mitsubishi business. Both divisions manage their own advertising, brand values and earn separate profits.	For example, Google. Google Books, Google Maps, Google Translate, Google Mail, etc. etc. They all fall under Google's master brand and differ only in their descriptions.

Product brand architecture

A brand is a kind of product brand if the name of the corporate brand is hidden and each product is given a different name and one positioning. Each new product is a new brand.

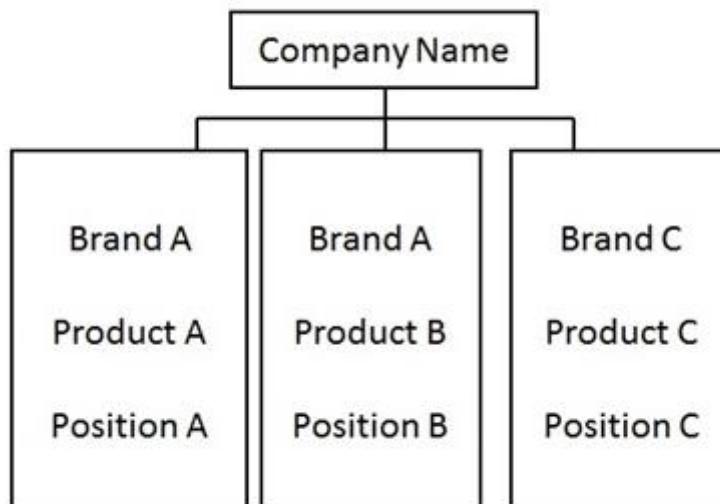


Fig 2. Product brand architecture

Initial brand architecture

In this type, the company name is well known and guarantees the quality of the products. For the initial brand, the products are at the forefront and the company name remains in the background.

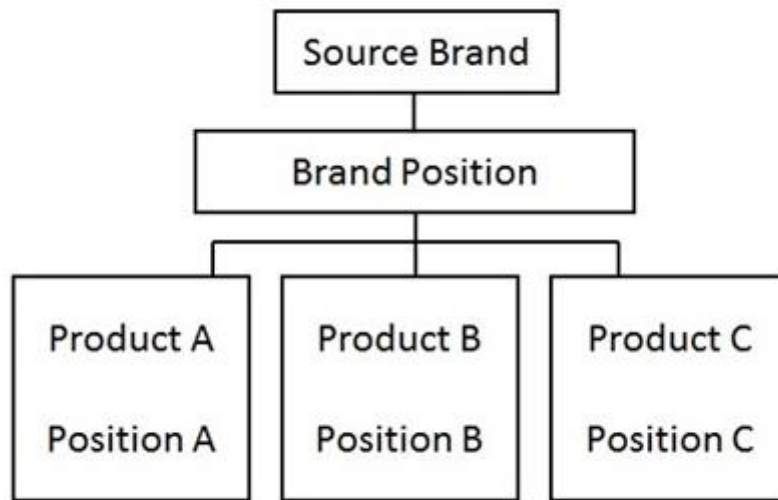


Fig 3. Initial Brand Architecture
Line Brand Architecture.

When a variant is added to an existing brand, it is called a line extension. An option can be any of color, packaging, adding nutritional value, or a new shape. A brand line focuses on a subset of consumers.

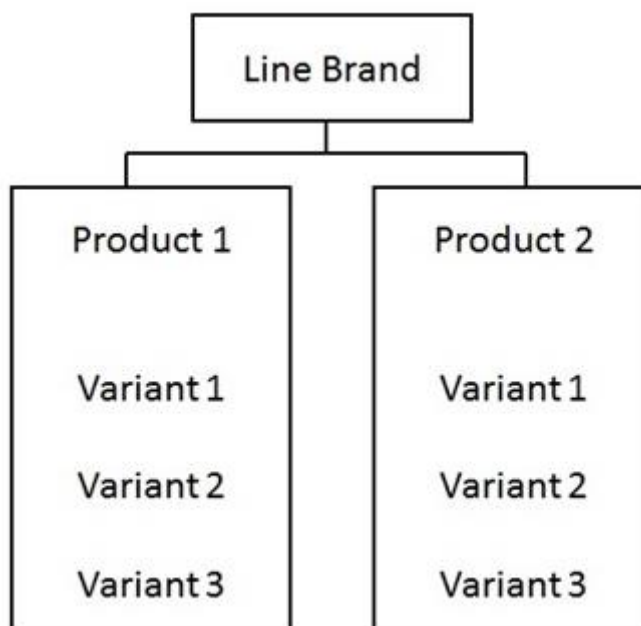


Fig 4. Line Brand Architecture.

For example, Cadbury Bournville comes in three variations - raisin and walnut, cocoa-rich and cranberry. In addition, Milk Milk Silk is available in orange peel, roasted almond and fruit and nut variants.

Masterbrand or monolithic or umbrella architecture

This is the simplest type, where all departments and divisions of the business share the same brand name. The brand name is used for different but related products. This involves creating a brand name for a single brand. This is also referred to as a corporate, umbrella or parent brand. In this type, the benefits of the product or service are less important than the brand promise. It drives purchasing decisions and defines the consumer experience.



Fig 5. Masterbrand or monolithic or umbrella architecture [27]

Endorser Brand Architecture

Here, the parent brand consists of various operating units that are defined by their own brands. The parent endorses products or services under itself and

has a clear presence in the marketplace. There is a synergy between the product name and the parent name. This architecture provides trust, endorsement and assurance to another brand.

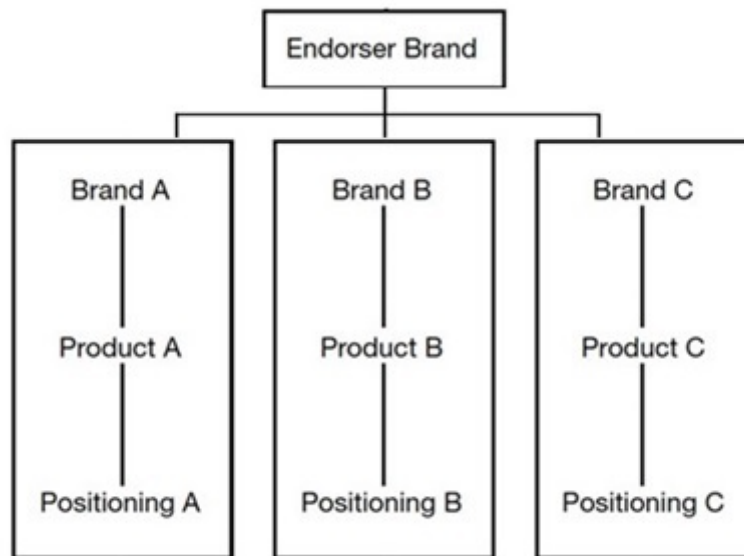


Fig 6. Endorser Brand Architecture

For example, Marriot Residence Inn, Courtyard and Fairfield Inn.

Portfolio Brand Architecture

In this type, all or many brands are kept with separate names, names and their own lifecycles. They often compete with each other. The parent does not provide any brand to benefit the sub-brands. This structure is found in FMCG companies.



Fig 7. Portfolio Brand Architecture [14]

Ingredient Brand Architecture.

In this architecture, the core brand supports the qualifications of the other brands. The idea is that if an ingredient is good, it enhances the brands better than they would independently without the ingredient. Thus, ingredient brands turn out to be energizers.



Fig 8. Ingredient Brand Architecture [14]

For example, Intel Inc. Any computer brand's advertisement says "Intel Inside," which depicts an Intel processor-enabled motherboard that is powerful and fast.

Hybrid brand architecture.

This is a combination of monolithic, endorsement and portfolio architectures. These are the most common solutions.

Brand architecture must be reviewed when companies change their strategies or important features are added to the business beyond the existing brand structure. [9]

6. Building the brand identity and making sure that it aligns with the brand image in the market.

Brand identity-especially the core identity and essence of a brand-is often expressed in a single word or a short succinct phrase. After concretizing the identity, it becomes more defined, so it can be used to guide brand-building programs more successfully. An audit of identity support programs will help determine the real content behind the desired brand identity parameters. Role models of identity are the actions and programs that carry out brand communications. Finally, prioritizing brand identity determines which parameter brand positioning and branding activities should focus on.

It can be called the "Presentation of a Concretized Identity" and can take the form of a book, a video, a collection of visual materials and/or a handbook. [10]

Revision of identity support programs. A brand identity must necessarily be consistent with the company's image and mission and carry specific content. It must give the consumer a clear picture of the brand that differentiates it, but that's not all. The organization must be willing to support the identity with a solid investment in specific programs. By determining what content is behind the brand identity and what programs support it, you can concretize that identity, making it alive and real.

Two types of programs and investments can support a brand: planned and ongoing. The first type includes strategic imperatives - future programs that should be developed to realize the brand identity. The second type are so-called affirming points, that is, a set of already existing programs, initiatives and assets that support the brand identity.

Strategic imperatives. Formulating a brand identity involves the promise made to consumers and the commitment the organization makes. A strategic imperative is an investment in an asset or program that will become meaningful when the time comes to fulfill its promise.

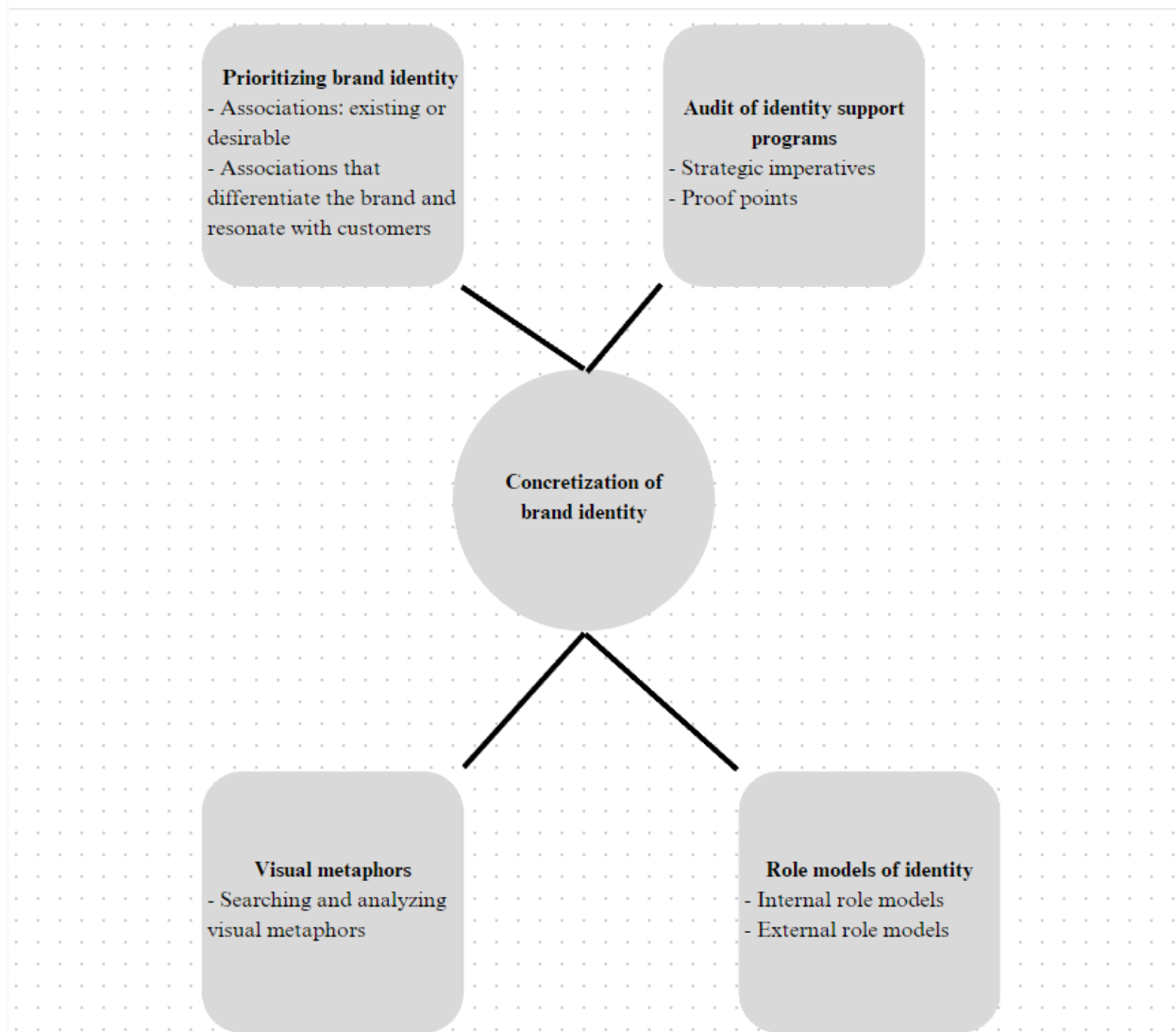


Fig 9. Concretization of brand identity

7. Handling brand communication in the market

The strategic approach to brand communications involves the need to fully take into account the general corporate strategy of economic, primarily marketing First of all marketing activities of the organization and the fundamental properties of any brand communication as a part of the system as well as peculiarities of its application with account of conditions and purposes of a concrete business. Brand communications should have a clear objective of its development for a relatively long period. Only under this condition can we expect from them a stable and high

effect. Consequently, the strategies brand communications strategy of a company is based on the need to build reliable, free from internal contradictions, clearly functioning communication system. [29]

In order to make marketing activities more effective, it is necessary to consider brand-communication as management information flow process at all stages - before the sale, during the sale and after sale, i.e. to manage not only the process of development, but also but also the process of brand-communication realization. The purpose of brand communication strategy is to create the most favorable communication prerequisites for realization of strategic aims and tasks of company's marketing of the company. It is principally important to take into account the peculiarities of the market where the company operates. where the company works. Developed brand communication strategy Developed brand communication strategy should be thought through over the long term so that when the emergence in the future of new directions of activity of the organization. Only tactical activities will change, not strategic objectives. [11]

At the present time in the vast majority of companies the urgent of the management of the whole complex of measures to promote brand promotion are the issues of establishing cause and effect relationships, determining the basic mechanisms that determine the reaction of consumers to communicative messages, reasonable forecasting of the results, reached at alternative variants of actions of actions. To select the combination of means of promotion, to the greatest extent situation for a particular product/market, it is necessary to many factors should be considered. These factors can be classified as follows: factors related to the product itself, the market, consumers, budget, marketing mix. The stage of the brand life cycle also affects the choice of of promotional instruments. The positioning of a new brand in one of the positioning of a new brand at the stage of launching to the market requires a lot of efforts in the field of advertising. in the field of advertising. When moving into the growth stage, advertising has to be This will have to be backed up by a personal sales effort. At the same time in the growth stage a relative reduction in promotional costs is possible.

When existing brand reaches the maturity stage, three alternatives are possible. alternatives: apply a brand life continuation strategy; cease promotional efforts and "harvest" what past expenditures can costs of past periods; shift efforts to promote a new brand, which may be aimed at narrower market segments.

1.3. Modern approaches to brand management

In the world practice two alternative approaches to the management of the corporate brand portfolio (portfolio management) - western (Euro-American) and the Asian (Japanese) model.

The Asian model of brand management

Asian model of brand-management implies a focus of marketing activities on the corporate brand. All the products and services produced by the firm, have one name, one identity, one set of values. In Japan after the active development of the market in the 50-60s of the XX century the correlation of price and quality became the defining factor of consumer preferences. During this period Japanese customers began to pay special attention to the quality which could be guaranteed only by quality could be guaranteed only by large producers able to actively develop innovative technologies. That is why the majority of Japanese associated quality with large firms, which laid the foundation for the development of corporate branding. The Asian brand management model has many advantages over Compared to other approaches to brand portfolio management. First, a strong corporate brand unites the full potential of "goodwill," it unites employees, employees, shareholders and business partners of a company, it helps to establish It also helps to establish long-lasting relationships with suppliers and guarantees investments in the long term. in the long term. Strong corporate brands create public support and trust for the firm in times of crisis. The development of a corporate brand has a strategic focus and enhances a company's image, thereby creating a in the long term, it creates a significant competitive advantage. [12]

Western model of brand management

Western model of brand management is based on the concept of differentiation of a product, in accordance with which a product is endowed with functional or emotional distinctive features. From the beginning of the 20th century development of branding in the markets of the USA and Europe was based on the the use of individual brands. All company produced goods and product lines were positioned independently from each other. firm and product lines were positioned independently from each other and from the company-manufacturer. The name of firm-producer often was not used at all in marketing marketing activities. According to the Western model, the corporate brand played a secondary role in image, and in the foreground appear independent brands, in the foreground are independent brands belonging to the company. More often than not, such a decision of the producers is conditioned by unwillingness to transfer the company's

image to all product categories or vice versa, the desire to avoid the transfer of the image of separate brands to the corporate one. [13]

Mixed forms of brand management

The objective difficulties associated with the use of both Western and Asian approaches to brand management, are forcing firms to adapt traditional brand management mechanisms to the specifics of their brands. As a result, recently, mixed forms of brand management have recently become more and more popular, combining some elements of both models. In today's competitive environment, when the communication space is oversaturated, in the real situation the boundaries between approaches to brand management are becoming more and more blurred.

Today there are no universal models of brand management, as well as there are no unambiguous arguments in favor of the choice of one or another approaches to brand asset management. In each specific case such decision is determined by many objective and subjective factors depending on the the individuality of the company and its brands. We can only conclude with certainty with certainty can be concluded only one thing - the more complex is the structure of company's brands, the more complicated is its brand management model. [14]

Role and Benefits of social media for business

Increasing the level of trust in the company. When a potential client sees a live profile of a company on Facebook or Instagram, he understands that the company has been working for a long time and values its reputation. Increasing the level of trust in the brand increases the level of sales. Fewer and fewer users spend time on calls and more and more leave their questions, complaints and thanks online. Social networks allow you to do this publicly, the user can count on a faster response, as well as receive additional information from other buyers.

A large audience of users. Advertising through social networks allows you to draw attention to the brand every moment, quickly inform about new promotions, events and products in the assortment. There is no need to wait for users to go to the site and read the news, you can notify all interested parties through social networks.

Thanks to the targeted advertising provided on social networks, it is possible to very accurately determine the target audience, which will probably be interested in the offered product or service. Constant expansion of the circle of the target audience due to the increase in the number of potential customers who cannot be attracted by other types of Internet advertising.

Increase in traffic to the site due to the referral of subscribers from communities in social networks.

Growth in the number of regular customers. Attracting a new customer is much more difficult than selling something to an old one. Social networks work with an already loyal audience that once "liked" the company's page, and therefore they are more willing to contact you again.

Conducting interactive online events. Contests, promotions, raffles in social networks are much more effective. It is easier to notify an interested audience about them. Networks provide a number of convenient tools for their implementation (subscriptions, "likes", "reposts", "retweets"), and also include a social element of the contest. Users can see who else is participating next to them, what other people's results and chances are. So, once again, confidence in the results of various actions increases.

CHAPTER 2. ANALYSIS AND RECOMMENDATIONS FOR BRAND MANAGEMENT DEVELOPMENT IN MIRATECH

2.1 General characteristic of the business organization

The study was conducted on the materials of Miratech - consulting, a limited liability company located at 41 Nauky Ave. in Kyiv.

Miratech is a Ukrainian software development and business process automation company. It was founded in 1989 in Ukraine and is headquartered in New York. It has development centers in Ukraine, Poland, India, Spain, Canada, and Slovakia.

Miratech is one of the 50 largest IT companies in Ukraine and is one of the oldest companies in the Ukrainian market. Offices in Ukraine: Kyiv, Kharkiv, Vinnytsia.

The size of the authorized capital is UAH 500,000.00.

The main type of activity: 62.02 Consulting on informatization.

The company provides the following services:

- SMART ENTERPRISE
- TEAM EXTENSION
- STRATEGIC INNOVATION
- CYBER SECURITY
- USER SUPPORT IN THE FIELD OF IT INFRASTRUCTURE
OUTSOURCING

Industries in which the company provides its services:

- BANKING AND FINANCE
- TELECOMMUNICATIONS
- INSURANCE
- HEALTHCARE
- PUBLIC SECTOR

The company employ over 800 people from more than 30 countries. In 2022, Forbes estimated Miratech's revenue at \$25 million per year and ranked it among the country's ten largest outsourcers.

Miratech is known primarily for its expertise in database management. Miratech needed to implement a high-level influencer strategy to protect its position as an emerging cloud infrastructure and solutions provider. Faced with fierce competition in the market, Miratech wanted to be recognized as a leading player in data security as digital sovereignty was emphasized.

To achieve this, the company began to actively develop its brand and faced some challenges, which became the subject of this research.

The company's mission is to provide high-tech services of exceptional quality to organizations around the world.

Segmentation helps us understand different customer profiles, their needs and wants. Miratech uses demographic and geographic segmentation strategies.

Since Miratech's customers come from different industries and have different sizes, the company uses a differentiated targeting strategy.

The company positions itself as an IT innovator offering its customers a range of interconnected IT products and services. Miratech uses a positioning strategy based on user preferences.

	Public	Finance	Telecom	ICT	other
Ukraine	B	A	B	D	C
USA & Canada	E	D	D	B	D
Western Europe	E	B	B	A	C
Nordic	D	D	D	B	C
CEE & CIS	C	C	C	E	C
EDB				A	

Fig. 10 Territories and verticals of Miratech

A - highest priority (significant investments in marketing and product development, active sales)

B - high priority (moderate investment in marketing, active sales)

C - medium priority (can be active in some territories, considers most of the leads)

D - low priority (only leads that lead to sales, only reliable and profitable class A customers)

E - the lowest priority: ignore (ignore the market, usually ignore leads)

Competitive advantages in Miratech's marketing strategy

Database management system: Miratech is a pioneer in the field of database management systems and integrates them with its cloud services to help customers secure, search and manipulate data.

Research and development: The company is constantly increasing its research and development expenditures from year to year. In 2022, Miratech invested \$14 million, compared to \$10.5 million in 2021 and \$5 million in 2020, in research and development to expand its existing portfolio of offerings and develop new technologies.

Miratech's products and services are promoted and sold through direct and indirect channels to companies of various sizes, diversified industries, educational institutions, and government organizations. Miratech's geographical reach helps it leverage the business and technical expertise of its global team; it provides insight into economic trends in the industry, the stability of the company's operations and revenues.

Miratech serves its customers globally, covering 560 locations and has operations in Finland, Israel, Norway, Poland, Philippines, Slovakia, Spain, Switzerland, UK, and Ukraine.

Today, Miratech is Software CMM Level 3, ISO 9001:2008, ISO 27001:2005, and ISO 22301 certified. Recognitions include the Global Services 100; the Software 500®; the NOA's Outsourcing Professional Award; the EOA's Award, The Global Outsourcing 100® and Best Five Companies in Eastern Europe, by IAOP®. CIO Review Magazine special edition on Banking Technology recognized Miratech among 20 Most Promising Banking Technology Solution providers.

Miratech's Relentless Performance is derived from these Core Values:

- Know our Client, and Listen;
- Thrive in Complexity;
- Earn Trust Through Reliability;
- Strive for Versatility

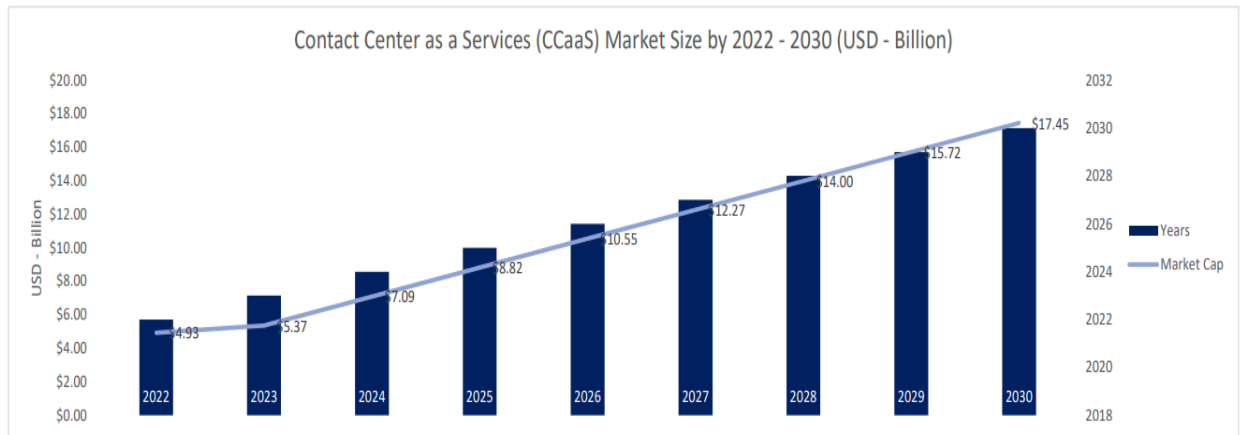
For better understanding of the peculiarities of market where company operates the most (CCaaS Contact Center as a Solution market) I performed research in order to develop and incorporate brand management strategy for organization.

CCaaS Software Market Overview

Contact Center as a Service (CCaaS) is a cloud-based customer experience solution that allows companies to utilize a contact center provider's software. A Contact Center as a Service (CCaaS) model allows businesses to purchase only the technology they need, which reduces the need for internal IT support.



Fig 11. Number of companies on the market of Contact Center Solutions



Report generated by - IRCOIT Research

Fig 12. Expected growth of the market of CCaaS

The CCaaS market was valued at USD 35.3 billion in 2022. It is projected to reach USD 93.7 billion over the next 5 years, registering a CAGR of 21.6%. The rising adoption of advanced contact center technologies is one of the primary factors driving market growth. Moreover, the increasing adoption of virtual and cloud-based contact center solutions during and post-COVID -19 are driving the adoption of Contact Center Software solutions. [15]

The CCaaS market is set to grow by USD 2.26 billion at a CAGR of 12.07% from 2021 to 2026, according to the latest research report from Technavio. The CCaaS market is fragmented, and the vendors are deploying various organic and inorganic growth strategies to compete in the market. [16]



Fig 13. CCaaS Software Market Size And Forecast

CCaaS Software Market Dynamics and Forecast Assumptions

Growth Factors:

- Rising popularity of cloud-based software as a service and ai-powered chatbots to augment market growth
- By Enterprise Size, there is a growing number of SMEs in the IT and Telecommunication Sector. The market will be dominated by small and medium-sized businesses. This is due to an increase in the number of start-ups and increased investment in cloud-based software solutions by leading corporations. IT & Telecommunications is expected to be the primary contributor to market expansion, based on industry.

Regional Analysis:

- North America is expected to dominate the global contact center services market. Asia Pacific is expected to grow at the fastest rate. China and Japan are expected to dominate the Asia Pacific region and are among the fastest-growing regions in the market. Europe is expected to have the second-largest Contact Center as a Service (CCaaS) market share.

Limit Factors:

- Associated Security concerns and data breaches are expected to hamper the contact center as a service market. The increasing adoption of digital technologies, such as AI, and cloud computing has resulted in increasing data breaches and cyberattacks in contact centers. The need for security, compliance, and data protection has increased with rising internet connectivity. As per statistics provided by NICE, the contact center handles more than 100 billion calls every month, with one out of 1700 calls being fraudulent.

Opportunities:

- Increasing demand for real-time services and growing expenditure on marketing and advertising activities, for automated engagement with customers and providing seamless customer experience, growing demand for AI-powered software across digital technologies

So after conducting research and based on understanding its potential and peculiarities it's easy for marketing team to develop or optimize current brand management strategy of organization using the data above.

2.2 Current brand management practice in Miratech

To determine current brand management practice it was important to define the brand characterization.

To define the brand, we chose the Brand Onion approach (recommended by Saatchi & Saatchi)

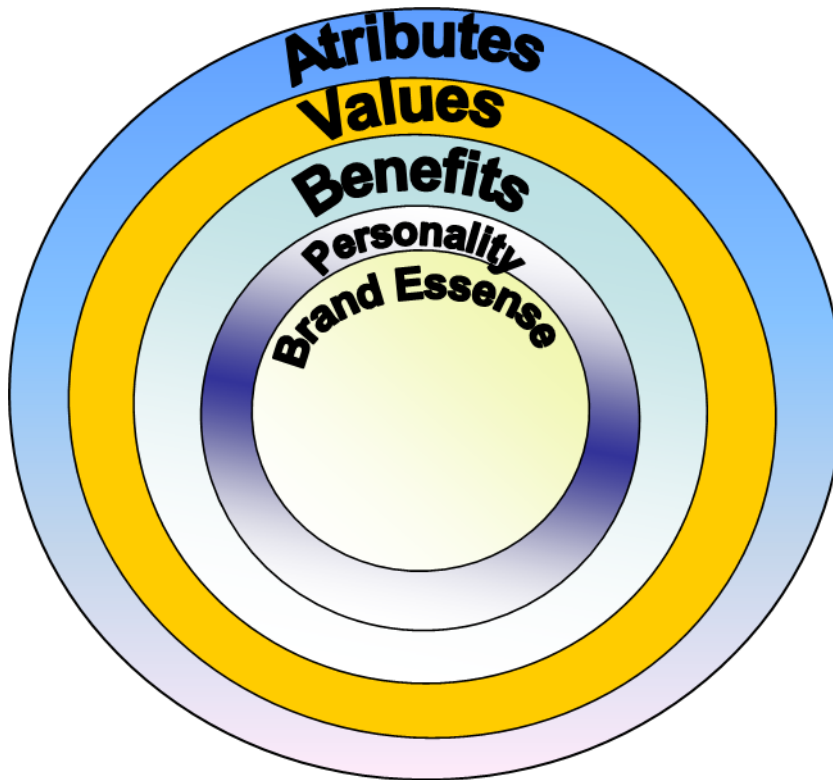


Fig 14. Brand Onion approach (recommended by Saatchi & Saatchi [made by Blue Marlin branding agency by order of the company])

Brand Attributes

- 30 years on the market
- 800 employees
- 40 professional services consultants
- 30 project managers
- 30 sales and marketing specialists
- 5 offices in 3 major cities of Ukraine
- 30 geographical locations
- 50+ clients
- 10 clients from the Fortune top 100 list
- 16 Ukrainian B&F and telecommunication clients
- 25 types of IT services offered

- 50 recommendations from clients
- 50 ongoing projects
- 1000+ completed consulting projects
- 7 partnerships with global software vendors (Microsoft, IBM, Alcatel-Lucent, Genesys, EDB, McAfee, ABBYY)
- Member of 5 associations and communities (ACC, EBA, IT Ukraine, Ukrainian Telecom Club)
- Registered and protected trademark
- 3 certificates of information and physical security (Alcatel, Philips, Security Service of Ukraine)
- 2 quality certificates: ISO, CMMI L3
- 12 ongoing organizational development projects
- 350 skills, domains, frameworks in the skills database
- 100 000+ links in the English-language segment of the Internet
- 5,000,000+ links in the Ukrainian-language segment of the Internet

Values for customers

- Meeting goals and deadlines
- Treating trade secrets as the highest value in business relations
- Broad expertise in various business areas and vertical solutions
- Win-Win approach to relationships

Benefits for customers

- Effective sourcing - supply of global technologies, mastery of international service standards, staffing of projects with the best experts from Ukraine, Europe and the world

- Highest quality - over 30 years of experience in the international environment
- Savings on working with suppliers - a variety of products from Miratech, which perfectly knows the customer's business drivers ("one stop shop")
- Unique set of expertise - service delivery methodology, business domain and technology mix
- Benchmarking capabilities and access to knowledge of advanced solutions and technologies in the business field

Brand Personality

A middle-aged man (30-45 years old), European, with higher education and certificates, in a business suit, glasses, with a laptop

Brand Essence

Experience Leads to Quality

The main challenges facing the marketing team in the field of brand management are building a brand story that influences the emotions and feelings of potential consumers and buyers, and why they prefer a particular company. These emotions are encoded in the history of the brand, its philosophy and values, and certain symbols associated with it. The brand legend is the basis on which communication with consumers and product positioning are based.

Social media extension for building healthy brand

Miratech brand positioning is designed to better reflect the company's expertise in digital technologies and accelerating digital business.

Mostly company applies this brand strategy using social medias such as LinkedIn, Facebook and Instagram.

This tools allow to reach several essential goals for the company:

- Efficiently reach high quality audiences

- Grow community through organic and paid
- Proven success

Efficiently reach high quality audiences

LinkedIn audiences are unique because our members are purposeful when they visit the platform. They invest time to be more productive and successful, to learn and grow. As a result, they're more interested in learning about brands on LinkedIn compared to other platforms. And with over 774M active members, and 58M registered companies, your brand campaigns have broad B2B audiences to reach. LinkedIn is a great place to efficiently reach everyone in a B2B category—and even in B2B buyer groups.

Grow community through organic and paid

LinkedIn's combination of high-quality data, and organic and paid products, offers the ability to connect brand spend to business outcomes in a way that helps you reach your customers across their workflows and buying cycles.

Proven success

In recent testing, advertisers using the brand awareness objective saw an average +22% improvement in reach and +13% improvement in CTR after they adopted Reach Optimization (compared to optimizing for impressions).

Company is also interested in learning more about activities of the competitors on the social media and create cohesive approach for running its own media.

2.3 Substantiation of ways for improving brand management in Miratech

Initially was conducted analysis of Miratech activity online and activity of the competitors for previous year for better understanding of competitive advantages and the areas for improvement.

Table 2. LinkedIn activity of the company and its competitors on CCaaS market

Miratech	Followers					Engagement				Publication		Employees
	Total	New (APR23)		New (Apr22-APR23)		November		Apr22-Apr23		Total (Apr)	Total (Apr22-Apr23)	
		Total	%	Total	%	Total	%	Total	% month			
	33 475	822	2,46%	20 336	61%	915	2,73%	8402	2,09%	18	182	792 employees
TOP Ukraine												
GlobalLogic	692 971	12 498	1,80%	249 060	36%	17 629	2,54%	140 615	1,69%	91	500	22,507 employees
SoftServe	208 974	7 107	3,40%	71 146	34%	8 044	3,85%	57 713	2,30%	65	500	12,342 employees
Intellias	62 759	10 240	16,32%	34 329	55%	1 723	2,75%	25 040	3,32%	37	482	2,514 followers
Horizon Capital	6 054	110	1,82%	2 060	34%	459	7,58%	6 614	9,10%	10	92	73 employees

TOP USA												
Ness Digital Engineering	143 544	2 954	2,06%	36 557	25%	1 064	0,74%	12 377	0,72%	8	144	5,446 employees
EPAM	799 570	17 484	2,19%	248 339	31%	19 395	2,43%	198 409	2,07%	106	500	60,674 employees
DXC Technology	1 712 014	24 984	1,46%	339 452	20%	13 734	0,80%	209 664	1,02%	53	500	87,129 employees
TOP EU												
Ciklum	113 233	1 632	1,44%	19 221	17%	1 771	1,56%	14 635	1,08%	17	158	3,435 employees
Luxoft	898 043	41 166	4,58%	433 494	48%	8 289	0,92%	55 907	0,52%	39	500	16,050 employees
Deloitte	11 592 624			2 422 972	21%			2 374 852	1,71%		500	425,792 employees
India												
Wipro	6 465 241	121 187	1,87%	1 713	27%	59 993	0,93%	628 918	0,81%	72	499	292,632 employees















Page	Total followers	New followers	% grow per Year	Total engagements	Total posts	% ER per month
 Cognizant	6,138,000	1,437,803	23%	607,952	286	0.8%
 EPAM Systems	858,454	249,820	29%	226,463	500	2.2%
 Servion Global Solutions	126,987	64,988	51%	30,346	455	2%
 TTEC	210,048	41,812	20%	10,433	241	1.2%
 Miratech	35,484	20,081	56%	9,722	188	2.3%
 Sabio	9,695	2,177	23%	5,150	130	9%
 InflowCX	3,063	1,568	51%	4,161	76	14%
 Connect	6,327	1,270	20%	3,852	67	5.1%
 Avtex Solutions	9,410	1,097	12%	3,072	276	2.7%
 Pointtel	1,734	395	23%	368	16	1.8%
 New Era Technology, US	9,434	3,697	39%	19,825	500	5.3%
 ConvergeOne	30,546	3,629	12%	6,384	500	5.4%
 Waterfield Tech	2,621	1,003	38%	5,984	121	20.3%
 Voxai Solutions	1,505	291	19%	1,076	42	6%

Fig 15. Growth per year on LinkedIn of Market leaders

After conducting the research and understanding the numbers of the company that are quite competitive as company runs as one of the leaders in growth rate of subscriber's activity per employee and numbers of competitor was decided to take the closest competitor to highlight their main advantages and disadvantages.

Competitors advantages

- Business-oriented content – share their success using win stories and case study (Voxai, Connect, Epam)
- People in the company – share information about CEO, TOP management, employees (Epam, Connect)
- User-oriented content – life in the company, networking, events, webinars, etc.

- Company achievement – win awards, certifications, etc. (New Era, Epam, Voxai)

Competitors disadvantages

- Low content quality - the same templates are repeatedly used without updating them to match the latest trends in social media. Furthermore, there is a lack of video and photo content, and the latest trends are not incorporated
- Only business-oriented content
- Low frequency of publications
- Low engagement rate due to the lack of content variety, which is solely focused on business-related topics.

Based on this analysis, the following table was created with content plan proposed to optimize performance in the competitive race.

Table 3. Suggested content plan for optimizing LinkedIn utilization in internal and external brand management

What?	How?	Impact
Increase the number of live posts	more information about the life of the company	Increase brand awareness, Brand loyalty
	participate in various events, webinars, summits	
	personal content on social media (#Miratech People)	

	Volunteer projects - organizing a large project on social media	
	More engineering content - for example, a blog; posts about engineering challenges	
Add video content	Videos about the company/product	Increase in engagement, brand awareness
	Welcome videos	
	Webinars/podcasts	
Start a Live section on LinkedIn	Showing the offices	Increase employee loyalty
	Presentation of people and management	
	Feedback from employees	
	Add photos from company events	

Increasing the number of live posts will allow followers feel that company is updated and cares about their opinion, giving them content that want to see I n their feed.

Adding video content will help to attract people who want to see more of the interaction and insides of the company life, also it will make content more likely to be consumed as nowadays users of social medias prefer watching rather than reading.

Starting a Live section on LinkedIn will show the offices of the company and how work flow is arranged worldwide. This step is focused mainly on employees rather than followers and meant to increase their loyalty to company and force them share their experience and opinion about working at the company.

So, as we see all of these steps are focused on the improving brand image and increasing brand loyalty.

Content plan means that all of the activities and posts of the company have to be connected with one theme and be published regularly.

Publishing regularly is a great ally if you want to cultivate your audience and force to get use to consuming your content.

As opposed to competitors disadvantages our content plan is focused on the quality of content, its frequency and high engagement rate, achieved by interactive content, where followers can vote or somehow decide how this content is going to look in the following posts.

Suggested content plan will be applied in Q3 2023 and after its finishing, in the beginning of Q4, company will measure the results.

It is planned to gain 1000 new subscribers on LinkedIn page organically, so this are people that just will enjoy our posting and will fell the way to keep following us by subscribing.

It will boost our expected subscribers growth rate in equivalent subscriber/employee to the level of 5,2, that will put us in leader position on every 4 markets company operates among competitors.

Also if company's activity in LinkedIn goes viral, we can expect for significant boost of the economical results. The company already hired the SMM manager, working on creating appealing and popular content.

The idea is focused on the Getty: The Getty Museum Challenge, when the Los Angeles-based Museum took to Twitter and other social media platforms, challenging people to recreate famous artworks with just objects from their homes.

The initial tweet saw more than 10,000 retweets, close to 3,500 quote tweets, and over 25,000 likes.

Thousands of recreations were submitted, including some recreating renaissance art with lasagna noodles and a vacuum serving in place of a harp.

It worked because it was the pandemic's beginning, and people were bored and looking for a creative outlet.

Getty's Challenge allowed them to demonstrate their sense of humor while creating a positive diversion. [33]

So creating positive content, stimulating people to share it is the key focus for Miratech in social media marketing. If the current plan will get company close to same numbers for 10,000 retweets, close to 3,500 quote tweets, and over 25,000 likes the campaign would be considered as successful.

Current expenses for the plan implementation are limited only to SMM manager salary, as she produces all of the content and uses organic sources for page to grow without using paid ads.

The expected profit is hard to calculate as in the end we will have only new subscribers, and only after ending of the Q4 2023 we can calculate how many of this newcomers have bought from the company. But certainly after Q4 we can operate with clear numbers.

As the audience who follows our page are mostly people who operate in Contact Center market, certainly by increasing subscribers we can guarantee that the brand awareness will grow as well, that will ease sales work approaching prospects. They will no more need to introduce the company, knowing that the person follow our page and know who we are. Certainly this content plan will allow company to wide its target audience and get the most interested in company's services leads basically for free, as this marketing tool is not to be charged.

CONCLUSIONS

In the first section of work there was described brand as phenomenon. There also was reviewed its complex and compound definition, along with the history of brand and current approaches to this term.

We have seen that the brand is a phenomenon connected with all branches of marketing of the company and that for its successful development and application the company should involve all marketing tools available to it.

We also found out the most widespread approaches to brand management today, based on the goals and objectives of companies, we saw that different organizations use different approaches to brand management, based, for example, on their trade range or location.

We also examined and analyzed current trends in branding concepts and functions and how they are used and applied in different markets. In particular, we looked at the Western and Asian models of brand management.

In the second section, we have analyzed a case study of branding directly in a specific Miratech company where the author was an intern in the marketing department.

The brand management model used by the company was defined and established, the goals and objectives of this strategy were identified.

After analyzing the market in which the company is operating and its competitors, their strengths and weaknesses have been identified, their criticality to the company's activity has been determined and the company has been analyzed on the basis of these results.

As a result, a competitive strategy for promoting and strengthening the brand of the company in social networks, namely LinkedIn, has been developed. This strategy includes a list of steps aimed at strengthening brand awareness, its sustainability and strengthening the commitment of consumers and employees to the company.

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Форма короткого звіту подібності з антиплагіатною інтернет-системою Unicheck



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10.7% Схожість

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Назва роботи: Brand management of a business organization

Науковий керівник: доцент Діброва О.Ю.

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