

Brand platforming of the enterprise

Andrii Chuzhykov*

Kyiv National Economic University named Vadym Hetman, 54/1 Peremohy Avenue, Kyiv, Ukraine 03057

*Corresponding author's e-mail: no.dsgn@gmail.com



Abstract

Nowadays enterprise needs to understand that it's enough to be present in the market only by the fact. Branding is the platform from which every successful marketing campaign is launched. Any marketing effort that hopes to be on target needs a well-designed brand strategy behind it. When you devise your brand strategy, you're actually making a business case for why your business, product, service, event, campaign or project – whatever it is – should be positioned in a particular way. So next in the abstract author tries to explain main connections between enterprise and final costumer. The main connection form will be called “The brand platform”.

Keywords: Brand platform, brand values, enterprise benefits

1 Introduction

A brand platform, or corporate image, is the set of associations that customers make with your company. Some of these associations may be quite obvious and strong, like the brand Volvo is associated with safety. In other cases, the associations can be weak; BMW, for instance, may be associated with safety but only in a very weak manner.

The possible associations that a brand may want to have actually comes from many sources. For example, it may come from the benefits the customers in a target market may care the most about. But it can also come from various descriptors or the self-image of the target audience. It can also come from a company's history or core competency. So now we are trying to build a schematic strategy board for basic brand platform of business that goes digital (Figure 1):



FIGURE 1 The brand platform structure

Stage 1. Brand essence. Other words you need to find the emotional sense of your brand. Most part of the strong brands can be summed up in few simple words or memorable phrases. Also, in passage the market recall for the enterprise should be more definable. Your market is more than just your customers. It is more than just your clients. Your market is composed of every group whose perceptions of your brand is important to its future success. So yes, that means customers, employees, vendors, etc. But

it also means financiers, boards of directors, competitors and more. Some businesses even have to concern themselves with how they appear to regulatory agencies.

Stage 2. Brand values. Usually strong brands have a clear mission in life that they fight for. By the values also comes the purpose statement of the brand. Every viable business is born to meet an existing need within the market. To get to your deeper, true purpose, conduct some one-on-one interviews with sample members of each group that forms your market. They'll give you the insights you need. For instance, FedEx learned their purpose was not to deliver packages at all, but to *remove the anxiety* their customers experienced when sending or waiting for packages.

Stage 3. Personality. Strong brands have clear and appealing personality that differentiate them from the competition. Also, the personality of your brand can form the step called *brand promise*. Your competitive advantage has to be concrete – something you can point to and demonstrate as real. Many businesses actually balk at contemplating their brand promise, afraid it may turn out to be unneeded by a big chunk of their market. But that's actually marketing focus. If 90% of your market turns away from your offering, it's a safe bet the remaining 10% will be dedicated, repeat customers.

Stage 4. Benefits. Strong brands usually provide a clear customer benefit. A strong brand offers many advantages for marketers including: Enhances Product Recognition – Brands provide multiple sensory stimuli to enhance customer recognition.

Stage 5. Attributes. Strong brands are credible with unique attributes that supports their positioning (that could be both current behavior of relevant details from the past). The attributes define how you want your brand to be perceived by the market. More to the point, the Positioning Statement defines how you want your market to *feel* about you. When people are asked to describe what they like or dislike about a brand, they often begin their sentences with, “I feel ...”. Think about how you feel about the brands that matter to you.

Stage 6. Target audience and brand strategy. Strong

brands don't try to be all things to all people. They have a clear idea of who their target audience is, how they leave their lives and what make them tick. The above are the six must-have planks in any brand platform. It's conceivable that, depending on some unusual business model and/or competitive environment, a few brands might require an additional plank or two.

2 Conclusions

To sum the abstract Some business owners overlook the

importance of a brand. They think that because they don't manufacture a unique, ground breaking product, they can't be considered a "brand". Any business out there can be a brand though – right through from massive names like Coca Cola and Nike, to Wholefoods and Tesco. To put this in perspective, the majority of the items sold by Wholefoods and Tesco are purchased from other companies and brands, but those two supermarkets are still brands within their own right. Your business can be its very own brand too with a carefully constructed brand platform behind it.

References

[1] Best Branding Reads – Week of May 22, 2017 **E-source:**
<https://www.boardwalkhq.com>

[2] Allen Weiss 2001 *What Do I Stand For?: Determining Your Brand Platform* K: Marketing profs