

Urgel E.
K.P.Pilova, research supervisor
O.D.Shvets, language adviser
National Mining University

BRAND AND ITS COMPONENTS

A brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer. A brand often includes an explicit logo, fonts, color schemes, symbols and sound which may be developed to represent implicit values, ideas, and even personality.

A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management.

One goal in brand recognition is the identification of a brand without the name of the company present.

Brand includes: brand name, brand identity, brand personality, brand promise, brand value, individual branding, small business brands, history.

Brand name - the brand name is often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services.

Brand identity: how the brand owner wants the consumer to perceive the brand - and by extension the branded company, organization, product or service. Brand identity may be defined as simply the outward expression of the brand, such as name and visual appearance. Brand personality is the attribution of human personality traits to a brand as a way to achieve differentiation.

Brand promise is a statement from the brand owner to customers, which identifies what consumers should expect from all interactions with the brand.

Brand equity or brand value measures the total value of the brand to the brand owner, and reflects the extent of brand franchise.

History: although connected with the history of trademarks and including earlier examples which could be deemed "protobrands" (such as the marketing puns of the "Vesuvium" wine jars found at Pompeii), brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods.