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BUILDING BRANDS WITHOUT MASS MEDIA

The urgency of the problem that is investigated

The effectiveness of traditional methods of marketing greatly fell because of the rising costs, high market fragmentation and appearance of new communication channels. The time when a strong brand was created only with the help of advertising companies in mass media became a thing of the past.

The subject of the paper is to find out the alternative brand-building methods.

The aim of the paper is to show the necessity of using alternative brand-building methods.

Some companies have accepted a time challenge and developed alternative approaches to the brand creation. The Body Shop obtained the recognition of consumers by taking part in different actions of environmental protection and supporting social leads. Häagen-Dazs decided to sell their ice-cream in posh ice-cream parlors and achieved that the name of the company was in the menus of first-class restaurants. Hugo Boss and Swatch sponsored series of popular sport and cultural events. Cadbury financed the creation of theme park, telling the history of the company in the chocolate business. Nestlé developed brand Buitoni due to the practical training customs to cook the Italian dishes.

So different ways of looking united with some general features: understanding the necessity of accurate definition of the brand's identity and connection of all efforts to the movement of the brand with its identity.

Conclusion

The motion of strategy realization, using single and permanent measure of brand equity, will help to estimate the contribution of alternative-communication methods to develop a brand and to raise its efficiency.