

REBRANDING AS AN EFFECTIVE MARKETING STRATEGY

Rebranding- is an active marketing strategy in which a new name, term, symbol, design, or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers, investors, and competitors. Rebranding is conducted within the framework of conceptual changing of brand ideology.

Thanks rebranding brand brought into line with the current state of business and the company's plans. Rebranding involves changes in all brand communications, from packaging to promotional materials. Usually as a result of rebranding the complete elimination of the brand does not happen. With this marketing strategy brand evolves. After updating, the brand can become significantly fresher and more emotionally. It receives new force, acquires new qualities and becomes more attractive to existing customers and gains new ones.

The changes which are not very significant in the visual elements or advertising policy will not be rebranding. Rebranding is not a process of changing the appearance, but the reflection of the qualitative changes in the positioning and strategy of the company. Rebranding is the fact of a total revision of almost all of the attributes of the brand.

Rebranding makes sense to conduct in situations when:

- the brand was originally incorrectly positioned;
- market conditions changes, and the adaptation of existing brand is not possible in them;
- brand awareness becomes very low;
- brand becomes less competitive and thus begins to lose out to competitors;
- brand's objectives become more ambitious.

The tasks before the rebranding are the following:

- - increasing brand uniqueness;
- - brand strengthening (the growth of consumer loyalty);
- - increasing of the brand target audience (attracting new customers).

The following stages of rebranding can be distinguished:

- 1) Audit of the brand (the study of its condition, the evaluation audience attitude to it, knowledge and the level of loyalty of target audience, identifying its strengths and weaknesses, understanding the depth of the rebranding, analysis of the company's financial resources);
- 2) Rebranding strategy and tactics development (defining elements of the brand which will be changed);
- 3) Updating the basic elements of brand identity (new positioning, new elements of the visual and verbal identification; new brand communication strategy);
- 4) Presenting the meaning of rebranding to the audience.

An excellent example of rebranding is the updating of the Mozilla Firefox brand.

Originally the company name was Phoenix, and its logo depicted a phoenix with unfold wings. Then, the company changed its name to Firefox, and on the new logo the fiery fox embracing the globe was depicted. The uniqueness of the logo is not questioned. Also a pretty good example is the logo of the world famous company, which develops software Microsoft. Since 1978, with the first logo, Microsoft moved towards simplifying its corporate identity. Nowadays the logo is ridden of unnecessary elements.

As a result, we can conclude that, to re-brand means not only to change the corporate identity, logo, and other components of the brand, but to save the elements that audience perceived as strengths of the company and make the brand unique.

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CHARACTERISTICS OF THE MARKET B2B MARKETING

To improve the efficiency of work in the current economic environment some companies are the structural subdivisions of supply chains and value chains. These relations develop on the B2B market. The main objective of market mechanisms and marketing tools on the represented marketplace is to provide a more flexible and efficient development of value chains. If marketing copes poorly, competitiveness of individual companies, their for med chains and the whole economy will decline.

B2B sphere includes both products and services such as machine tools, tankers, audit, consulting, hardware servers and software. A special feature of this market is that the end consumer of products, both goods and services, is not a private customer who meets his own needs as an individual but an organization, company, enterprise that solve industrial, administrative, information or other problems of their workflow.

To describe and characterize B2B sphere there is the term "B2B - the market" in the modern literature. It is defined as a system of economic relations, the subjects of which are legal entities. It is a society where commercial organizations of different ownership forms can be found. B2B is the market or the industrial market that is generally opposed to the consumer market, although the same manufacturers often can work on both markets and use the same brands for each of them.

B2B sphere supposes communication of one business with another, technology of automated cooperation between the two sides, and whole sale sales and purchases. This mechanisms focused on the interaction not with the end consumers of goods and services but with another company that buys goods and services in order to produce its own products or provide its services.

By B2B – communications in the broad marketing sense we can understand the communication necessary for the promotion of the offer, the contents of which are the means of production as well as accompanying goods and services that directly or indirectly serve the production process at some stage of the product life cycle.