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BRANDING AND CHANGING OF FOCUS GROUP'S BEHAVIOUR

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Branding was subsequently used in business, marketing, and advertising. Proper branding can result in higher sales of not only one product, but on other products associated with that brand. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

Brands typically are made up of various elements, such as:

- Name: The word or words used to identify a company, product, service, or concept.
- Logo: The visual trademark that identifies the brand.
- Tagline or Catchphrase: "The Quicker Picker Upper" is associated with Bounty paper towels.
- Graphics: The dynamic ribbon is a trademarked part of Coca-Cola's brand.
 - Shapes: The distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.
- Colors: Owens-Corning is the only brand of fiberglass insulation that can be pink.
- Sounds: A unique tune or set of notes can denote a brand. NBC's chimes are a famous example.
- Scents: The rose-jasmine-musk scent of Chanel No. 5 is trademarked.
- Tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken.
- Movements: Lamborghini has trademarked the upward motion of its car doors.
- Customer relationship management

In the world of marketing, focus groups are seen as an important tool for acquiring feedback regarding new products, as well as various topics. In marketing, focus groups are usually used in the early stages of product or concept development, when organizations are trying to create an overall direction for marketing initiative.

Rebranding is the term used to describe taking an existing brand and changing or altering its message and design elements. This involves changes to a brand's logo, name, image, marketing strategy, and advertising themes. Such changes typically aim to reposition the brand/company, occasionally to distance itself from negative connotations of the previous branding, or to move the brand upmarket.

Some successful examples of rebranding:

1. The changing the logo «Sturbucks», one of the most popular coffee shops in the world, is a great confirmation of the trend of minimalism in design.
2. Lego is an incredibly overlooked brand when considering marketing achievements. Constant updating of their brand, as well as continually branching into new product categories. Lego stays up to date by keeping their toy themes relevant with popular culture and themes, often making partnerships with other brands such as movies, TV-shows and even video-games.
3. Combining the essence of its first two logos, the new Intel image makes a statement about the company's directions and promises to "leap ahead" in every aspect of technology, in order to make its costumers' life better.

This shows that the rebranding is an important step for the further development of the marketing organization, increasing demand and improving the emotional connection the focus group with goods or services.