

The bulk of the consumers consist of the so-called Generation Y. Generation Y are a demographic cohort of people who travel through life together and experience similar events at a similar age. Generation Y can be described as population in age 16-36 years. This generation has been growing up with TV and Internet, and they more receptive to branding, sports stars and cultural celebrities.

Companies like Apple, Old Spice, Mountain Dew, and Red bull have been very succesful in reaching the youth market. Their success appealing this segments stems from the fact that they don't talk down them or push their brands in their faces. They allow their simple, high quality brands as well as their passionate customers do the job for them by smart brand emotionalizing, relationship building, product placement and viral marketing.

A global study by the Economist Intelligence Unit (EIU) found that, according to executives worldwide, the four best techniques for tapping into the digital native market were:

- 1) Participating in viral marketing and peer-to-peer recommendation sites;
- 2) Sponsoring or advertising in areas populated by Millennials, such as extreme sports, music venues, and social network sites;
- 3) Delivering great products at a great price;
- 4) Focusing not only on Millennials but also on their key influencers (e.g. parents, peers).

In many cases, the objectives of action sports sponsors are quite similar to those of mainstream sport sponsors as documented by a variety of researchers: Creating awarenes; generating sales; enhancing brand image.

To sum up, we can claim that viral marketing and sponsoring events like action sports are the most effective techniques for action sports goods consumers.

**Lut Y.
Shynkarenko N., research supervisor
Shvets O., language adviser
National Mining University**

BRANDING

Branding is the process of creating and developing the brand as the main way to promote a product on the market. In other words, branding is a set of successive events aimed at improving the image of the product or service. As a rule a brand includes a name, term, design, symbol, or any other feature that identifies one seller products from other vendors.

The word "brand" is derived from the Old Norse «brandr». In the distant past this world meant "burning fire". Brands are used in business, marketing and advertising. Brands are important to their respective owners.

The purpose of branding is creating a clear brand identity and clear direction of the formation of communications. The main role of branding is to inform people about the company products, so that they could recognize them among the products of other companies. Effective branding can lead to an increase in sales not only a product, but also other products associated with this brand. In today's world, branding is very popular and it continually proves its value.

Famous brands are renowned for their individuality and uniqueness. All people know such industrial leaders such Coca-Cola, Microsoft, Google. A strong brand is invaluable as the battle for customers is intensified day by day.

If a company applies a robot branding, it should be divided into several stages:

- Analysing the market and competitors
- Planning and brand strategy
- Developing and "constructing" the brand
- Promoting the brand.

Successful branding is directly dependent on the title of the so-associative network. Associative network of the brand is all the links that exist between the brand and other information stored in the memory. Marketers differentiate two types of brand associations: primary and secondary. Primary association is directly related to the brand: the packaging, the color of the product, the price and all the things that the user can perceive quickly and without any additional effort on their part and on the part of the company. Secondary association independently arises as derived from primary. Examples of primary association are participating in the promotion of celebrities, special distribution channels, the place of production of the goods.

As a result, branding takes a certain part of our lives. The usual trip to the store breaks the essence of branding. Branding enables products to "break" on the shelves and hold a leadership position.

Lyashenko P.
Kotzko T., research supervisor
National Technical University of Ukraine "Kyiv Polytechnic Institute"

RELATIONSHIP MARKETING AS THE CREATOR OF ECONOMIC SECURITY OF ENTERPRISES

Today the world is very dangerous, so the economic security of enterprises are very relevant. The basis of this research is to understand the concept of "economic security" as a result of controlled processes of the triad achieving management purposes of economic security enterprise (coordination of interests, counter-threats, the formation of resource support), which provides entry into certain degree of economic freedom of establishment within the existing objective and subjective restrictions [1]. This understanding is based on institutional approach which basis is