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THE BRAND AS A TOOL OF MARKETING AND COMMUNICATION POWER

Abstract

Brand and brand development are central to any company given the principles of the market economy and emissions dynamics. In every market, where supply meets demand, there is also a competitive environment, and the brand is currently the main asset of every company, a representative and clear symbol of the image of the company and the products it offers in the target market. Demand in the free market has its limits, and excess supply over demand causes logical cannibalization in the market. The brand represents the company or the company's products and their characteristics, benefits, or, on the contrary, disadvantages and negative sides. Associations with a specific company or product can be the main, but not the only, incentive for the buyer's decision.

The role of the brand is irreplaceable for the company and has a direct impact on its functioning. Companies and their marketing teams are aware of the ever-increasing importance of the brand, but the professional community is even more aware of it, which has generated a huge amount of information about the brand and brand development. Several scientific disciplines, which themselves are still developing, deal with the issues related to branding. The dynamics of brand-related issues and brand development thus give companies the opportunity to find a new way and create a strong and popular brand on the target market in a competitive environment.

This paper aims to provide a comprehensive overview of the areas and information that are key to the brand and its proper management and development. Using selected positive and negative examples, we will show the power of the brand within the long-term success of the entire company.

Keywords: brand, brand marketing, brand elements, marketing, strategy

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Introduction

Brand has been used for centuries to distinguish products made by individual manufacturers (Keller, 2007, 32). According to Kotler and Keller (2013), a brand is one of the most valuable assets of a company. A strong brand combines art and science. The definition of a brand is the setting of a brand in terms of what cannot be seen: theoretical, symbolic or philosophical anchoring of the brand. Brand definition precedes visual representation. A brand is the link between the company and its customer, helping to remember and convey experiences and associations with the product or service that the brand represents. It is about the thoughts, feelings, and attitudes of customers towards a product or service (Podnikatel. cz, n.d.).

A brand plays several roles for both the customer and the company. Thanks to the brand, customers are able to identify the source of the product, the brand helps them determine the company's responsibility, reduces the risk associated with the product, and reduces the costs associated with product selection. At the same time, the brand represents a promise, commitment, or contract with the company, represents the symbol of the company and also gives a signal of quality to the customer (Keller, 2007, 39).

For a company, the brand represents a means of simplifying trading or searching for the company, and functions as a means of legal protection of product properties. The brand sends a signal of quality and represents unique associations that add value to the product. A brand can be one of competitive advantages and a source of financial return (Keller, 2007, 39).

According to Healey (2008), a brand is a promise of satisfaction. It is a sign, a metaphor, representing the contract between the producer and the customer, the seller and the buyer, the performer and the spectator. All consumers develop their own feelings about the content and meaning of a brand.

Literature review

The concepts of brand awareness and company image are also important in the study of brands (Keller, 2007, 98–101):

- **Brand awareness** consists of brand recognition and recall if a customer encounters and has been exposed to it.
- **Company image** is the public image of the company's identity, which defines what the company is or wants to be. Corporate identity combines the company's history, philosophy, mission, vision and people belonging to the company as well as its ethical values. The essence of the corporate identity, which is subsequently reflected in the image of the company, lies in the complexity of the image, and is formed by a number of tools that create this complexity and integrity (Vysekalová *et al.*, 2020).

Brand value

Customers tend to buy well-known brands because they trust them more than unknown brands. It has nothing to do with quality and utilitarian value, which is why brand value expresses the degree of influence on customers' purchasing decisions. Brand value is formed by the subjective perception of customers (a system of subjective associations that influence purchasing decisions). At the same time, the value of the brand has an effect on the value of the entire company, and for many companies it creates a significant part of their value (eg: Apple, McDonalds, Coca Cola) (ManagementMania.com, 2016).

Brand value corresponds to the extent to which customers perceive products or services bearing this brand as different and better, according to Clow and Baack (2008). Brand equity offers an interesting array of benefits. It allows the company to set a higher price for the product or service, and it also helps to maintain a larger market share compared to an indistinguishable product or service. Brand equity can be a source of better positioning within distribution channels and can deter consumers from seeking cheaper variants of a product or service, different promotions, discounts, and other incentives from other brands. Brand equity acts as a competitive advantage in a market with a large number of competitors.

Building brand equity

According to Kotler and Keller (2013), there are three groups of factors that influence brand value:

1. Brand elements or identities (names, web addresses, logos, symbols, brand representative, slogans, jingles, packaging (and labeling), or a combination thereof. The new and increasingly important element is the URL.

2. Product, service, and all accompanying marketing activities and supporting marketing programs.

3. Other associations indirectly transferred to the brand through its associations with other entities (person, place, or thing).

Elements are the means by which a brand can be identified and distinguished, and at the same time can be protected by a trademark. Marketers should focus on the brand elements that create the most value. Six criteria are used to select brand elements (Kotler and Keller, 2013, 288):

1. **Memorability** – ability to remember a brand element

2. **Meaningfulness** – the credibility of the brand element

3. **Likeability** – the aesthetic appeal of a brand element

4. **Transferability** – transferability of the brand element to other products

5. **Adaptability** – adaptability and degree of updating of the brand element

6. **Protectability** – legal protectability of the brand element.

Customers learn about a brand through a whole range of contacts and points: through personal observation and use, from other customers, interactions with company employees, online, over the phone and during payment transactions. Any experience that has an informational content, whether positive or negative, constitutes contact with the brand for an existing or potential customer. An integrated marketing program is used as a standard, which combines and coordinates marketing activities in such a way as to maximize individual and joint impact. These marketing activities should work individually as well as interlinked (Kotler and Keller, 2013, 289).

Secondary associations are the last of the group of factors of building brand equity. Secondary associations can link the brand to other sources of value, such as the company itself, countries or geographic regions, distribution channels, other brands, characters, advertising faces, sports, or cultural events (Kotler and Keller, 2013, 290-291).

One of the important activities of building brand equity is internal branding, i.e., making the brand promise a reality. It is an activity that the company educates and trains its employees in. When employees feel fully connected with and proud of the company they work for, they usually spread the word. Internal branding emphasizes the role of employees in the company's success. The results can be significant if a company can capture its mission and motivation for doing business and successfully communicate it to its employees (Netinbag.com, n.d.). Internal branding also increases employee loyalty and employee motivation, which can also bring secondary indirect benefits to the company.

The brand promise expresses the expectations that the brand offers to the customer, who expects the promise to be fulfilled. It is a summary of the benefits and values that the brand provides to the customer through the product or service (Podnikatel.cz, n.d.).

The digital age lends itself to brand communities, providing another opportunity to build brand equity and increase customer loyalty. The creation of a community can be initiated directly by customers, but the company should seize the opportunity. According to Kotler and Keller (2013), brand communities are identified by three characteristics:

1. A sense of belonging or a sense of perceived connection with a brand, company, product, or other community members.

2. Shared rituals, stories and traditions that give community meaning.

3. Shared moral responsibility or duty to the community and to individual members of the community.

The community can substitute, to some extent, the efforts of the company in the efficiency and effectiveness of marketing.

Brand positioning

STP – segmentation, targeting and positioning – is the basis for a marketing strategy. Positioning is a part of strategic brand management. The market offer must represent the right things. The goal is to choose the right place and thus imprint the brand on the minds of customers and potential customers. Properly executed brand positioning is a good starting position for marketing staff when developing the company's marketing strategy. Positioning reveals the essence of the brand and determines the goals to deliver to customers. Positioning must be present at all levels of the company and be understood by every employee (Kotler and Keller, 2013, 311–312).

Achieving a balance between the current state of the brand and the future state is a successful formulation of a customer-oriented value proposition. Marketers must identify and further communicate the similarities and differences between their brand and competing brands (Kotler and Keller, 2013, 312):

1. Determining the brand's frame of reference.

2. Delineation of optimal points of agreement and difference.

3. Creating a brand mantra.

All employees across the company should know the positioning of the brand, which is why marketing employees have to inform everyone about the brand setting through after it has been established.

In the communication of points of difference and agreement, it is possible to come across individual points that contradict each other. This can cause difficulty in brand positioning, for example promoting a brand as high-quality while claiming to be cheap. This is where compromises need to be found, and this is the job of marketing. Another possibility is to create a double campaign and promote each statement separately. Another entity can also be included in the campaigns that has the ability to convince the customer that the conflict between the characteristics is positive as a result (Kotler and Keller, 2013, 324).

Brand elements

Brand elements, also referred to as brand identifiers, are the signs that serve to identify and differentiate the brand (Keller, 2007, 204). The visual representation of the brand is absolutely necessary to identify and differentiate the brand in the target market. The portfolio of elements has grown widely over time with regard to new communication channels (websites, social networks). Nowadays, it is not enough to just create a company name, logo, and slogan, but it is also important to think about colors, font, brand representatives, url and more. For each company, these can be specific elements that it needs. The brand manual was therefore created for this purpose as the manual that combines all these visual elements into one document, comprising several pages. This manual is considered basic material for marketing personnel, which has to be followed not only by all employees in all departments of the company, but also by anyone who comes into contact with the company's brand in any way and wants to use it. The material explicitly tells how to visually present the brand externally.

Name of the brand

The name of the brand is a word designation of the brand, protected by a trademark by default. According to Healey (2008), a good brand name is synonymous with a good reputation. A logo or a promotion can be easily changed over time, but changing a brand name and getting customers to associate it with the old name is very difficult. The process of creating a brand name is called naming. The design must be based on STP and competitor analyses. Coming up with a brand name is a very creative process in which different procedures can be used (Podnikatel.cz, n.d.):

- testing combinations of existing words (AirBank),
- acronyms (Alza, Cedok),
- abbreviations (BUT, OVB),
- metaphors (Amazon),
- reference to the founder (Bata),
- institutional forms (Czech Railways),
- connection with the locality (Vodnanské kure),

- foreign words (Home Credit, Contigo).

The brand name should be memorable, stand out sufficiently from the competition in the market, be easy for customers to pronounce, and evoke the right associations. It must also be non-restrictive and free of trademarks. An available domain should also be checked.

According to Wheeler and Millman (2018), the right brand name is timeless, easy to pronounce and remember, concise in content and offers the opportunity to expand the brand. It must look good on paper, in email and in the logo. A correctly chosen name is the basic asset of a brand.

Keller (2007) argues that the brand name is the most important choice because it captures the main theme or key associations to the product or company. It should be taken into account that customers most often associate the brand name with the company's product or service.

Logo

Although the brand name has a major role in the image of the brand, the logo often plays a vital role in building brand equity. Above all, it is about brand awareness (Keller, 2007, 221). It is a distinctive feature that works in the context of the environment to observably evoke an image of the brand in the customer's mind. A logo is not a brand, but an abbreviation of a brand (Healey, 2008, 90). A logo must meet many requirements, but above all it must be unique, simple, and easy to remember. A logo is a symbol and acts as a visual shorthand. It represents an element of simple company identification, has a signaling function and is important for all communication activities. Creating a logo is a very demanding process that involves several members of the marketing staff. Specialists with an education in graphic design create a brand logo based on STP and set visual elements (colors) (Vysekalová *et al.*, 2020). Logos can be divided into purely text logos, or graphic logos with an abstract or real symbol. Adding a logo to all materials that go out is called branding (Podnikatel. cz, n.d.).

Two important elements associated with the logo influence the entire brand and its strength: the color and font of letters.

There is no universal guide to choosing colors. However, we know that the human brain is designed to remember colors, and marketers are aware of this and must consider the choice of colors in the visual representation of the brand. When choosing colors, physical aspects of color such as expressiveness, dynamic tension, or legibility must be taken into account. Furthermore, it is necessary to consider the effect of colors on people – the psychological side of colors (Healey, 2008, 92). Each color can be assigned a property that is created based on associations. The perception of colors varies geographically, but applies to western civilizations (Penčev, 2020):

- **Red** – energy, dominance, health, love, strength, timeliness, courage, protection
- **Orange** – comfort, fun, happiness, safety, warmth, abundance
- **Yellow** – creativity, self-confidence, joy, friendliness, sincerity, sharing
- **Green** – calm, balance, harmony, health, hope, nature, peace, rest, safety
- **Blue** – competence, efficiency, intelligence, rationality, safety, success, trust
- **Purple** – charm, authenticity, dignity, exclusivity, luxury, quality, sensuality, refinement, spirituality
- **Pink** – femininity, delicacy, charm, calmness
- **Brown** – nature, outdoors, reliability, raggedness, support, safety
- **Black** – elegance, dignity, grandeur, power, attractiveness, wealth, maturity
- **White** – calmness, purity, innocence, sincerity, gentleness, transparency.

There are many hints and tips on how to choose brand colors with a view to evoking a specific emotion. The truth is that color perception is very specific and cannot have a general effect. It is important to perceive the overall context of brand visualization and to choose a color or colors accordingly. While a certain range of colors can serve to unify the brand identity, other colors can, on the contrary, distinguish a product or a product line (Wheeler and Millman, 2018, 154).

The font is used to achieve faster recognition of the brand. It is also possible to obtain associations through a well-known font, typical of a given brand. A customer or potential customer can recognize a brand even

without a logo (Coca Cola, McDonald, KFC). The font must both support the positioning of the brand and fit into the visual framework of the brand. There are hundreds of thousands to millions of fonts, and some graphic designers even design new fonts specifically for a given brand. Above all, the font must be clear and easy to read on a variety of media. When choosing or creating a font, graphic designers must also take into account specific letters and symbols for the brand's location (Wheeler and Millman, 2018, 158). Consistency in the use of brand fonts strengthens brand identity, while chaos destroys it. The choice of font is important for the longevity of the products and therefore the brand.

Symbol

Thanks to symbols, we remember and like brands, and recall them in a shopping situation. Symbols work with awareness. It is true that strong brands also have strong symbols. The right symbol is contrasting, easily recognized by the brain, carries a good emotion and describes the customer's need. A symbol is a kind of sign, which is a fact perceptible by the senses that points to something that is not perceptible in this way. A word referring to a concept or idea is probably the most common symbol. Symbols and signs can be distinguished according to several criteria. There are three types of symbols, depending on how the relationship between the sign and its meaning is formed: index, icon, and symbol as tradition or convention.

Slogan

A slogan is a short phrase, a sentence, that strives to capture the essence of the brand and thereby differentiate it from the competition (Wheeler and Millman, 2018, 28). Such a slogan is not easy to create, and should describe the USP (Unique Selling Proposition, i.e., a unique selling argument that expresses a unique feature of the product or brand that differentiates the product from the competition). Finding a USP and transforming it into a slogan takes a lot of effort. This is a strategic decision, because the slogan should complete brand associations, and the assumption is that it

will be used long-term and without changes. Slogans can be divided into five basic categories (Banyár, 2017, 33–34):

1. **Corporate slogan** – it has a long-term character and is linked to the company as such.

2. **Brand slogan** – refers to a specific brand and should be original, imaginative and reflect the focus of the brand.

3. **Product slogan/service slogan** – refers to the product or service and describes the main attributes of the product or service.

4. **Advertising slogan** – has a short-term nature and is used only in a specific advertising campaign.

5. **Event slogan** – is associated with a specific event such as an event, fair, exhibition, festival.

Brand representative

Sometimes it is possible to meet a representative of the brand, who is supposed to introduce the brand to customers or potential customers. This person should embody the company's values and affect the emotions of customers, giving the brand a human face and certain characteristics. It is a well-known personality, a business owner or an animated mascot.

Jingle

The jingle is a musical brand message that is catchy and has a chorus that instantly sticks in listeners' minds. The jingle can be regarded as a musical slogan that is not as easily transferable as other branding elements. Rather, the associations attached to the jingle relate to feelings, personalities, and other intangible qualities. They are a highly valued element in building brand awareness (Keller, 2007, 238–239).

Packaging (and labeling)

Packaging includes designing and creating product packaging. From the point of view of the company and consumers, the packaging must fulfill several goals at once (Keller, 2007, 239):

- identify the brand,
- communicate descriptive and persuasive information,
- facilitate the transport and protection of the product,
- help with household storage,
- assist in the consumption of the product.

From the point of view of brand building, the most important thing is to identify the brand through the packaging. The packaging should contain other brand elements that facilitate identification and at the same time create new ones that become typical of the brand.

URL

URLs (Uniform Resource Locators) are used to specify the location of a company's website. Digitalization is the trend these days, and having a website is essential. The main URL of brands is typically a direct or literal transcription of the brand name (Keller, 2007, 220-221). It is also typical to purchase the same web address with different domains to ensure that the brand is not misused for other purposes.

Brand archetypes

Archetypes represent clear patterns and traits of behavior that are consistent over time. These patterns and traits are reflected in fables, rumors, fairy tales and also in marketing. In simpler terms, they are characters with whom we share similar values, attitudes, opinions, and motivations. Archetypes resonate with the inner desires of customers. Brands strive for customer loyalty, and the use of archetypes is easy in this respect. The customer will be more loyal to the brand if he can identify with it (Jǔn, 2020).

Archetypal branding promotes brand distinctiveness. The archetype itself will help marketers uncover how a brand works and what makes a brand unique. It helps to find the tone of communication, i.e., the basic setting of clear and consistent communication with customers or potential customers. In order not to merge with the competition, it is important to differentiate the brand through communication. The strongest advantage of archetypal branding is the connection between the customers' needs and the product. The more the brand adapts its archetype to the target customer, the stronger the bond it creates. The advantage is that archetypes will help reveal customer behavior patterns (Jůn, 2020).

There are a total of 12 archetypes that are used in marketing. Archetypes have a basis in analytical psychology and their roots go back to Greek mythology. Each archetype reflects a specific human desire (Jůn, 2020):

1. **Carer** – caring for others

2. **Discoverer** – freedom

3. **Lover** – intimacy

4. **Clown** – enjoying life

5. **Hero** – mastery

6. **Magician** – power

7. **Rebel** – liberation

8. **Innocent** – safety

9. **Creator** – innovation

10. **Sage** – research

11. **Ruler** – to rule

12. **One of Us** – belonging.

A caregiver is a helper, saint, or parent whose mission is to help others. Demonstrating care with actions rather than empty words is also an important element. Brands with this archetype include Volvo and Pampers.

The purpose of an explorer is to find freedom, enjoy adventure and discover new things, places, and yourself. For example, National Geographic and Starbucks are typical representatives of the archetype yearning for freedom without borders and guards.

A lover seeks intimacy, a sense of belonging and friendly bonds. The goal is to build relationships, romantic, platonic, and friendly. Attractiveness is extremely important to the archetype. Brands of this archetype are Alfa Romeo or Chanel.

The clown loves to have fun and live life to the fullest. He lives by himself and has no problem making fun of himself in front of others. However, he is petty and insidious by nature. The representatives of this archetype are the brands Skittles and Old Spice.

The hero archetype represents someone who pursues goals head on. His character traits can make him seem arrogant at times. Brands of the hero archetype are Nike and BMW.

The Disney or Tesla brands are magicians, they are visionary and brimming with charisma. The line between good and evil is very thin in their case.

Rebels break social myths and conventions, are straightforward and self-confident. They tend to be loners who live on the fringes of society. The representatives of the archetype are Harley Davidson or MTV.

It may not be obvious at first impression, but the representatives of the innocent archetype are brands like Coca Cola or McDonald's. They are great optimists who desire happiness above all.

The greatest desire of creators is to create something new and unique. Not surprisingly, brands like Apple or YouTube fall into this archetype. The biggest fear is mediocrity.

A sage is basically useless in practical everyday life, because of their pursuit of knowledge and study. It is an archetype for the Google or TED brands.

A king, a boss, an aristocrat, or a monarch, that is how a ruler can be defined. The main goal is to be a role model. Brands of this archetype are Rolex, Hugo Boss and Louis Vuitton.

The last of the archetypes is one of us, independent and humble. He craves belonging and wants to fit in. IKEA or Volkswagen represent brands of this archetype.

Branding is not a static element and evolves and is updated over time. We call this process rebranding.

Methodology

This paper offers an analysis of brands and brand development. The authors performed an analysis of sources obtained through secondary marketing research by examining brand development and branding elements as indicated in the initial research in the introduction. As a part of our investigation, we used data from resources available in printed and electronic versions. We used logical methods – analysis, synthesis, comparison and deduction, as well as methods of content analysis in the theoretical part of the paper.

Results

Examples of brand development and their power

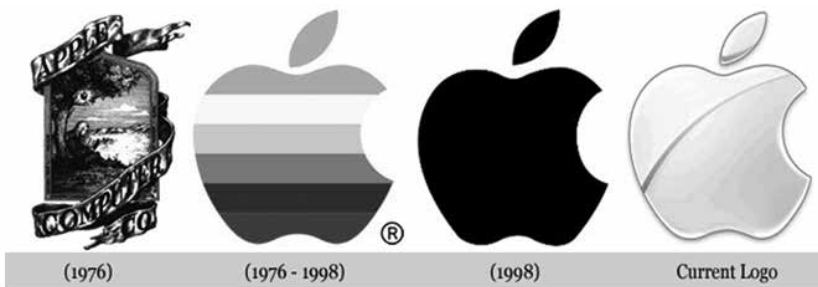*Positive examples where the value and power of the brand grows in the long term:*

Apple:

Figure 1.: Evolution of the Apple brand symbol
Source: http://www.instantshift.
com/2009/01/29/20-corporate-brand-logo-evolution/

One of the largest consumer electronics and software companies, Apple is best known for products such as the Macintosh, iPod, and iPhone. Steve Jobs, Steve Wozniak and Ronald Wayne co-founded Apple in 1976 to sell

their handmade Apple I computer. They first pitched their product to HP but were rejected. HP still regrets it today.

The road to success was not easy for Apple, and Wayne sold his stake in the company for just $800. After the launch of the Apple II in 1977, the power of the Apple brand began to grow, and the power and value the company has achieved since then are common knowledge.

The Apple II was successful mainly because it had color graphics. Great and simple design has always been Apple's USP (Unique Selling Proposition) and its logo is no exception. When Apple started, the logo was an elaborate picture of Isaac Newton sitting under a tree. This was designed by Jobs and Wayne with the inscription: "Newton… A mind forever wandering through strange seas of thought… Alone." It is one of the key factors why Apple had slow sales during this period.

The new logo was authored by Janoff, who stated in an interview that although he remembered the pun on "byte/bite" (Apple's slogan at the time: "Byte into an Apple"), he designed the logo as such to "prevent the apple from looking like a cherry tomato".

When Apple launched the new iMac in 1998, it changed its logo to a monochrome apple logo, almost identical to the rainbow logo. The current Apple logo is based on a nice gradient, chrome silver design. It is one of the most recognized brand symbols in the world today, and the shape is what identifies the company more than the color.

Airbnb:

Figure 2.: Development the Airbnb brand
Source: http://www.instantshift.
com/2009/01/29/20-corporate-brand-logo-evolution/

Airbnb "launched" in 2008 as an online marketplace where people can either rent or list properties they own.

Airbnb was not too happy with the results and development of the given brand, and decided to start the rebranding process by creating a new brand identity and position.

The old logo was replaced with a new one. The brand font was changed and a custom color called "Rausch" was created. This color was named after the street where the Airbnb story began, which is one of the branding attributes. The new symbol "The Bélo" highlights four principles – People, Places, Love and Airbnb – united in a single "A" shape.

For Airbnb, rebranding meant defining a clear brand that is understandable, accessible and appealing to customers.

Examples where brand value and power have declined:

British Petroleum:

Figure 3.: Rebranding of the BP brand
Source: https://www.canny-creative.com/
rebranding-failures-how-much-they-cost/

BP has had a very complicated time in recent decades.

In 2000, they replaced the strong logo that had been associated with their company for approximately 70 years with their current logo design, "Helios", the name of the Greek sun god. The only element of the original British Petroleum logo that the new design retains is the color palette.

BP used to have a simple logo with a small footprint, and when the brand changed, the footprint became larger and the logo lost its timeless appeal. Timelessness is essential to creating an effective logo design.

The floor plan refers to the size that the logo occupies in the space where it is placed. As you can see, the original shield design takes up less space and would be less inconvenient to use in context.

Adding the BP to the top right corner of the "Helios" design increases the footprint of the design, meaning it takes up more space.

The Helios logo is meant to symbolize and represent the company's green growth strategy by taking the form of the sun. But, looking at BP's business, there is nothing green about oil extraction, and it seems as if BP is trying to hide the reality from people and mystify them. It would be better to refrain from this kind of connotation altogether.

After the uproar over BP's strange choice of new logo really died down, the company caused global outrage with the Deepwater Horizon oil spill on April 20, 2010. BP is responsible for what is believed to be the largest offshore oil spill in the history of the oil industry. The Deepwater Horizon oil spill thrust BP back into the media spotlight for all the wrong reasons, even prompting Greenpeace to challenge people to come up with a "new logo design" for BP related to the spill.

BP is one of the world's biggest companies and will probably never go back to their original brand identity.

The estimated cost of the design and rollout of the Helios logo was said to be $211,000,000. The company spends up to $125 million annually to improve its brand and marketing. It also invests large amounts annually in the Deepwater Horizon cleanup operation.

GAP:

Figure 4.: Rebranding of the GAP brand
Source: https://www.canny-creative.com/
rebranding-failures-how-much-they-cost/

The original GAP logo, which served the brand for more than 20 years, disappeared without warning and was replaced by a new logo, consisting of the word GAP in bold and a square in the corner above the word, which was stretched from light blue to dark blue.

People did not welcome such changes at all, some even believing that another brand had copied the company to emulate the real GAP brand in the market.

Shortly after that, GAP had perhaps one of the fastest brand turnarounds of all time, when it reverted to its original design (just six days after unveiling the new logo).

This rebranding failure cost the company roughly $100 million.

Discussion and conclusion

In this paper, the authors discussed the basic concepts associated with the brand, its elements, branding, and rebranding. Using selected examples, we showed the power of a well-managed brand and, conversely, the possible significant effects of mistakes in brand management on the entire company.

Brand is a phenomenon of today. Every person is a brand, a company and a product are a brand. However, government bodies, ministries and countries are also brands.

A brand is a persona, which has its own physical and psychological characteristics, as well as its interests and preferences. Last but not least, a brand assumes an attitude towards the world and the reality, as the brand as a person has its own opinions.

If we approach and understand the brand in this way, we will have a tool to help us build our power.

A brand, just like a person, develops with age, as a living organism that also goes through its life cycle. Building a brand is a continuous process, and branding (and also rebranding) is a tool to properly lead a brand.

Power is one of the basic values of a person. We wish to be strong. Let us also have and build strong brands for our strength and stability.

The fragmentation of resources between specialized companies and agencies was the main limiting factor in our research. There is no comprehensive and comprehensive resource that could be used to examine the issue at hand in detail.

For further research, we recommend using direct sources from companies (not only agencies) that have implemented a rebranding strategy and carry out a detailed analysis, synthesis and comparison for precise results from which more specific conclusions can be detected.

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BREND KAO MARKETINŠKI ALAT
I KOMUNIKACIJSKI MOĆ

Sažetak

Brend i njegova izgradnja temeljna je zadaća svake tvrtke s obzirom na tržišnu ekonomiju i dinamiku emisije. Na svakom tržištu, gdje se ponuda susreće s potražnjom, postoji i konkurentsko okruženje, a brend je trenutno glavni adut svake tvrtke, reprezentativan i jasan simbol imidža tvrtke i proizvoda koje nudi na ciljnom tržištu. Potražnja na slobodnom tržištu ima svoje granice, a višak ponude nad potražnjom uzrokuje logičnu kanibalizaciju tržišta. Brend predstavlja poduzeće ili proizvode poduzeća te njihove karakteristike, prednosti ili, naprotiv, nedostatke i negativnosti. Upravo asocijacije vezane uz određenu tvrtku ili proizvod mogu biti glavni, ali ne i jedini poticaj za odluku kupca.

Uloga brenda je nezamjenjiva za poduzeće i ima direktan utjecaj na funkcioniranje poduzeća. Sve veće važnosti brenda nisu svjesne samo tvrtke i njihovi marketinški timovi, već prije svega stručna javnost iz koje proizlazi ogromna količina informacija o brendu i izgradnji brenda. U problematiku brendiranja ulazi nekoliko znanstvenih disciplina koje su same tek u razvoju. Dinamika problematike brenda i izgradnje brenda tako daje tvrtkama priliku da pronađu novi put i stvore snažan i popularan brend na ciljnom tržištu u konkurentskom okruženju.

Cilj našeg rada je pružiti cjelovit pregled područja i informacija koje su ključne za brend te njegovo pravilno upravljanje i izgradnju. Odabranim pozitivnim i negativnim primjerima pokazat ćemo snagu brenda u dugoročnom uspjehu cijele tvrtke.

Ključne riječi: brand, brand marketing, brand elementi, marketing, strategija