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67. Re-branding as the need for business success

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Introduction: Sooner or later there comes a time when brand popularity began to play against it. Excessive fame turns into a stereotype and becomes boring and bored. Marketers called it as “re-branding”.

The term “re-branding” is a 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 [3].

Rebranding, on the other hand, is the process by which a product or service developed with one brand, company or product line affiliation is marketed or distributed with a different identity. This may involve radical changes to the brand's logo, brand name, image, marketing strategy, and advertising themes. These changes are typically aimed at the repositioning of the brand/company, usually in an attempt to distance itself from certain negative connotations of the previous branding, or to move the brand up market. Re-branding can be applied to new products, mature products, or even products still in development.

Resources and methods: This is a very common thing in developed countries today. Therefore, most of the theoretical knowledge and examples we can take from these countries. The problem was studied by such foreign and domestic theorists and practitioners as Jack Trout, Roger Sinclair, O. Ovchinnikova, T. Myzhicka.

According to Sinclair, business the world over acknowledges the value of brands. “Brands, it seems, alongside ownership of copyright and trademarks, computer software and specialist know-how, are now at the heart of the intangible value investors place on companies.” As such, companies in the 21st century may find it necessary to relook their brand in terms of its relevancy to consumers and the changing marketplace. Successful rebranding projects can yield a brand better off than before [2].

Jack Trout, head of the marketing firm Trout & Partners, digs for details about the major reasons big brands run into trouble and situations in which it would be appropriate to use the rebranding [1].

Results: Researching this topic, we can say that there are several basic types of rebranding. There are corporate rebranding (company's rebranding) and rebranding product (rebranding goods and services).

If you recall examples from world history advertisement on successful and unsuccessful examples of re-branding, the first thing that comes to mind is the legendary cowboy Marlboro. Initially, Marlboro cigarettes were created for the female audience, but they were not in great demand. And in the 1950s, the manufacturer decided that it was time to take drastic measures. The result is known to all, one of the greatest American advertisers Leo Burnett came up with the image of a brave cowboy. This not only led to a complete repositioning and brand cigarette unthinkable to increase market share, but also opened up further profitable advertising opportunities: as cowboys, in theory, terse, later it

was enough to portray the mountain rivers, mustangs, canyons and limited to a single phrase: «Come to Marlboro Country ».

A typical case of re-branding - modernizing the brand. Have gone through this " with its traditional drinks. About once every 10 years such brands as Coca-Cola and PepsiCo make non-radical changes in their logos, updating the brand.

The most striking example of re-branding in Ukraine was a change of brand mobile operator UMC to MTS. Ukrainian telecommunications giant "Ukrtelecom" abandoned trademark Utel and switched to using the brand "Wow! Mobile».

Conclusions: As known, sooner or later, there comes a time when brand popularity begins to play against it. Excessive fame turns into a stereotype and becomes boring and bored. It was at this point companies need to add the brand creativity that can be done by re-branding. Re-branding is performed by many large companies.

In the case of re-branding the company is committed to ensure the attention of potential customers, as opposed to what, to show that it has entered a new phase of activity, correcting all previous errors.

The process of rebranding requires caution. Same scale re-branding, with the change of corporate identity, replacing the name of the company overall reset trademark is relatively safe only for little-known firms. For robust and stable brands every change can be extremely risk.

A change of image in a large corporation can have costly, while small businesses can enjoy more mobility and implement change more quickly. If the previous brand was successful, before replacing it there is the need for careful screening of all new elements through a series of focus groups, in-depth interviews with representatives of the target audience, consultants.

References

1. Jack Trout , John Wiley & Sons, Inc., 2001, “Big Brands, Big Trouble”
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3. Re-branding [Electronic source] // Mode of access:
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