

The Meaning and Role of the Positioning Process in Brand Management

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Abstract. The article deals with positioning as an effective branding tool. The classification of positioning, approaches and types to the formation of the image and image of the brand are considered. The main stages of brand creation, the key and most used types of strategies in brand management are considered. Examples of positioning of world brands - leaders in their industries are given. The importance of developing a competent slogan as an important element in the development of a strong brand is considered separately. Brand positioning is a special marketing strategy, the main task of which is to distinguish the company from competitors and to build special trusting relationships with consumers. When developing a brand strategy, leading brands pay special attention to brand positioning, since a competent development and approach to positioning improves brand perception by consumers, directly affects the recognition of a product or product line, and provides feedback to consumers.

1 Introduction

When interacting with a product, the consumer wants to have a clear idea about this product, what is its mission and essence, how a particular brand differs from its competitors. Brand positioning contributes to the solution of many significant tasks, among which are: Increasing sales; Improvement of positions in the market; Highlighting a product or service against the background of other competitors; Improving brand awareness, improving marketing communications; Increased loyalty of potential consumers; Attraction of new clients; Creation of new brand attributes.

Every strong brand that strives to be more successful and competitive must have its own clear development and promotion strategy. A well-built brand strategy will determine its viability in the market. The brand strategy prescribes a long-term brand management plan, which includes tools and mechanisms for promoting the brand, creating its image and developing reputation, advertising, marketing, etc. When developing such a strategy, the main features and brand essence are taken into account.

Positioning is, first of all, the development of a special brand marketing strategy, which includes all the main characteristics of a product or service, values and competitive advantages that a potential consumer needs to know. Positioning involves the company's marketing activities to fix the brand in the minds of consumers as special and different from its competitors in a number of advantages and virtues. The concept of positioning involves

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the creation of a unique strategy that contributes to the formation of a positive image in the minds of the target audience, it helps to improve consumer loyalty and create their trust, the formation of an emotional commitment to the brand, the transmission of the key idea and core values of the brand to potential customers.

In relation to its consumers, a brand, in addition to a physical service or product, can carry a special value that is different from the goods of other manufacturers, the benefits and benefits that the target audience needs, brand value, and much more. A brand begins with the creation of a quality product that meets the expectations and needs of consumers. The brand strategy includes the following main elements:

- Audit
- Market research
- Target groups
- Expectations
- Position
- Brand communications
- Marketing strategy
- Brand Model

2 Research Methodology

When creating a brand, which includes a step-by-step algorithm of step-by-step processes necessary for the successful formation and development of a brand, the positioning stage occupies a special place. The step-by-step brand building mechanism includes the following main elements:

- Carrying out marketing research as an initial and one of the most important elements of brand building. The main question that needs to be answered in such studies is “What does the consumer want?” After all, it is the consumer of the product and service that is the key link, without taking into account the opinion of which the effective formation and functioning of the brand is not possible. Marketing research includes: competitor brand research, target audience, brand essence definition, brand platform, brand metaphor. Also, within the framework of this stage, various tests are carried out among focus groups to determine the opinion about the product being released. These studies can be conducted among small groups of potential consumers of goods and services to identify their initial opinion about the new product, negative or positive reaction to the product. The analysis of the above studies is the basis for the development of brand positioning.

- The second stage involves the formation of a brand concept, which is formed on the basis of the unique features and benefits of the brand. Such advantages that are able to distinguish a product or service against the background of similar products or products of similar categories. The brand concept is a clear and memorable image that comes to mind when a company is mentioned. Such an image should be pleasant and understandable for the target audience, influencing the minds of consumers and their consumer behavior. The brand concept should be based on the main idea, which is the locomotive of identity formation and positioning. The brand concept includes a set of core characteristics and values that ensure effective positioning of the company.

- The brand platform is a document that describes all the competitive advantages of the brand, its personality - the main distinguishing features, including emotional and rational advantages.

3 Results and Discussions

The brand platform is the basis that forms a special image of the company, how the brand is perceived by the target audience and determines its positioning in the market. The brand platform includes all the value orientations, mission, goals and objectives of the brand, how the brand should develop and what semantic message it carries, what is its purpose, what is the brand legend, what is included in the symbols and attributes of the brand, and much more.

Naming is the most important element that directly affects brand performance. A competent and suitable name ultimately determines how consumers will accept this or that product / service. The success of the brand depends on the choice of the right name and slogan, because it is with the name of the brand that the first verbal communications of consumers with the brand begin. There are many approaches to developing a competent brand name and the task of the manufacturer is to form the most appropriate name for his brand.

The choice of options for developing a name will largely depend on the field of activity.

Visual attributes and identity. The creation of brand attributes such as corporate identity, design and logo are essential in brand positioning, as the very first consumer associations begin with the visual components of the brand. A good logo and name are exactly the key components that ultimately remain in the memory of buyers. Such attributes can communicate their position through a well-designed design, a well-thought-out name, and corporate identity that matches the position of a particular brand. Identity involves creating a special brand image with the help of visual attributes. It helps to stand out from its competitors, because in today's market realities, with high competition for the attention of consumers, this is of decisive importance. It is important to create such features of the product that will positively distinguish it from the rest, so that the potential consumer can make his choice in favor of this product, and not on numerous products and services of a similar category. The word "identity" itself comes from the English "identity" (translated from English means "identity"), this suggests that the identity is designed to distinguish the brand from the rest, promote its recognition and build visual communication with the target audience. In addition to visual elements, verbal ones are also popular in the identity, when the name is worked out in terms of its sonority and memorability, its content. Depending on the field of activity, brands may choose names that are characteristic of some countries that are the leading manufacturers in these areas. For example, equipment manufacturers often use Japanese or German names when developing their brand names. This naming approach helps to evoke positive associations in relation to the commodity producer.

The key purpose of the identity is to create such an image of the product so that it can be identified by its corporate identity and design. Even if you hide the name, a strong brand is easily recognizable by its distinctive features.

Also, the slogan should be considered separately as one of the effective attributes of brand positioning. A manufacturer can express its mission, direction, position and values in one phrase. Thanks to the right slogan, you can convey to potential consumers information about what your product is useful for and what is the benefit. There are many approaches to the development of slogans, as a short but capacious phrase that defines the essence of the brand.

The syllable includes such concepts as mission, motto, unique selling proposition. And a well-formulated slogan includes all these components. Everyone knows the famous slogans of the world's leading brands in various industries:

- Nokia - Connecting people
- Nike - Just do it
- Adidas - Impossible is nothing
- Toyota - Drive the dream
- McDonalds is what I love

- Snickers - don't slow down. snickersney
- Apple - Think different

However, it is important to emphasize that each of them has its own specific approach to development, which entrepreneurs need to know when developing a corporate slogan that will promote brand awareness and improve market positioning.

Slogans are of the next types:

commodity - such slogans justify the benefit of the consumer from the purchase of goods. Unique selling propositions, promotions that emphasize the benefits of buying a new product, etc. can be used here.

Examples: Duracell - "Last longer. Up to 10 times longer"

questions - this type of slogan addresses its target audience with questions, maybe a rhetorical question, etc. An example of an interrogative slogan is "The Snow Queen. Where do you dress?"

statement - the beauty and sonority of the construction is of fundamental importance here, the brand gives a certain promise and guarantee to its consumers and inspires confidence with its confidence. Examples of this approach: McDonalds - that's what I love, L'Oréal - "After all, you deserve it!", Yandex - there is everything

Rhymes and metaphor (play on words) - a distinctive feature of this approach is a play on words, which makes it easy for the consumer to remember which brand the corresponding original phrase belongs to. Example: IKEA - "There is an idea, there is Ikea", Adidas - "The impossible is possible" (here it should be clarified that in the original version the slogan belongs to a different category and is not a play on words "Impossible is nothing". The development of the slogan in such cases depends on work of regional branches of companies).

Appeal (call) - with this construction option, the manufacturer addresses the consumer with appeals: Nike-Just do it, Twix - "Take a break - eat Twix", Snickers - do not slow down. snickers, run the dream! (Toyota)

And many others

Depending on the products produced, the approach to developing a slogan will also be different. The development of any slogan, regardless of the field of activity, begins with an analytical approach - market analysis and research, target audience research, competitor research - manufacturers of goods of a similar category, analysis of market trends and purchasing power of potential brand customers, etc.

The choice to purchase a product or service is based on a large number of factors that directly affect consumer demand. One of these factors is positioning. It is the formation of an opinion about a brand in the minds of consumers, how a particular brand differs from its competitors and what its advantageous position is in relation to them.

Positioning plays an important role in the effectiveness of the brand, provides significant benefits for development and expansion. Positioning can solve several key branding tasks, including improving market position, highlighting the benefits of a product and service, improving consumer loyalty, moving away from competitors, emphasizing the benefits of purchasing a product, building a brand image, and others.

Historically formed types of positioning. The first positioning option was expectedly directed at the product, the main attention was paid to product promotion and all marketing and advertising tools were used. Subsequently, taking into account the influence of the industrial revolution, there was a need for a broader approach to management, high competition and industrial growth of production predetermined the formation of strong brands and, as a result, the importance of brand positioning.

Types of positioning are distinguished by what exactly they position: company, brand, product. In the first approach, the entire company is positioned, which implies the same positioning for the entire product line manufactured by the company. For example, the

Volkswagen Group is one of the largest automakers in the world, which has a very rich history and, accordingly, broad performance. Volkswagen has many brands in its corporate portfolio, historically there has been an expansion of the brand portfolio, which today is confirmed by a large target audience. The auto concern includes such brands as: Volkswagen, Audi and Porsche. The company operates in different market segments and each brand in its corporate portfolio has its own distinct idea and therefore its own specific market positioning. The company itself positions its products according to the following qualities: reliability, comfort, convenience, environmental friendliness, availability. There are many types and approaches to positioning. Among the most common are the following:

1) Positioning by attributes. The most common type of positioning among strong brands. With this approach, the company seeks to highlight its advantageous aspects - the special characteristics of the brand that distinguish it from competitors.

2) Positioning by consumer involves the development of a promotion strategy focused on a specific target audience.

3) Price positioning is also a common way to attract consumers. Often this approach is used when a new product enters the market. The benefit to the consumer from the purchase of a product or service is noted.

4) Categorical positioning. With this approach, the image of the brand as a leader in a certain category is formed.

5) Positioning by status. Unlike price positioning, where the brand seeks to clarify that the product is at the lowest price for the highest quality, this approach focuses on the concept of "high price = high quality".

6) Positioning on technologies and innovations. Here the brand forms its image based on the presence of special development technologies, innovations that competitors do not have, etc.

4 Conclusions

Positioning is one of the most powerful and necessary branding tools. Positioning the Coca-cola brand as a leader in its segment with a 133-year history. With such a glorious path of development, it is no wonder that the brand is one of the best brands in the world and is included in the top 100 brands in the Fortune 500 ranking (a ranking of the 500 largest global companies, which is compiled using the company's revenue for the past financial year). Coca-cola uses various marketing strategies that the company develops based on the interests and preferences of target audiences. The company positions its products with emotions – happiness, youth, family values. Through emotional branding, the company creates a positive image of its brand, shaping the purchasing behavior of consumers. The company's famous slogan "Discover Happiness" contributed to the increase in sales, despite the global economic crisis of that period. Also, the brand makes an emphasis on emotions in its marketing campaign "Happiness comes to us", using jingles familiar to everyone.

Another example, Volvo is a safe car. The brand is primarily associated with safety. In this case, the company uses the "positioning by advantages" approach, which helps it to be a leading manufacturer in this area and improve it.

The main goal of positioning is to create a special and recognizable brand value that will be understood and accepted by the target audience. By creating a special image, I form a specific image, with its clear and understandable position, the brand seeks to attract consumers who build long-term and trusting relationships with the manufacturer. Any company has a goal to attract as many customers as possible, and positioning is one of the key components to achieve this goal.

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