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BRAND COMPETITION

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Today, many companies offer the same products and services. It may seem pointless to try to compete in an environment where numerous other companies are already offering the same product or service. However, new companies do come into the market place and successfully sell products and services that already existed in that market place. They are able to compete because they use product differentiation.

The main strategy of firms on the differentiated market is the winning of a brand. Brand - is the specific expression of the product's descriptions popularity: image, economic, technical, ergonomic, etc.

Branding is all about getting your customers to see your business as the solution to their problems. Branding is not just advertising, a catchy name for a company or product. The most important value in a brand is the value that it holds for actual customers. This value is very difficult and expensive to build - and fragile and easy to destroy.

The franchiser of the brand gets the added competitive bonuses in sales of products. So, if the companies offer the same products, they have to thoroughly think over the conception of developing, improving the brand to outmarket the competitors and draw the customer's attention.

This competition between companies causes the brand competition.

Brand competition - firms marketing differentiated products frequently develop and compete on the basis of brands or labels. Coca Cola vs. Pepsi-Cola, Levi vs. GWG jeans, are a few examples of inter-brand competition. Each of these brands may be preferred by different buyers willing to pay a higher price or make more frequent purchases of one branded product over another.

Every company has to try to make the brand to be functional. The Functional brand's divided on two other types: symbolic brand and experiential brand.

Functional brand - this type of brand satisfies consumers' immediate and practical needs, or consumption-related problems. So for a brand that has decided to be a functional brand, this decision will provide a corridor of what can be done and what should not be done for the brand. However, the decision on what exact functional values should be owned and emphasized by the brand follows the decision to be made on strategic impact of the brand.

The customer value is the difference between the benefits provided by consuming a brand and the sacrifices needed in consuming a certain brand.

In certain markets, the functional customer value is sometimes very clear. An illustration of this can be seen in the domestic appliances market. The longer the lifetime of the domestic appliances, the more a customer will be willing to pay.

Functional brands fighting in the market is a reasonable consequence, a company will win market share following two strategies: first, focus on providing the best function, and second, focus on lower price for a similar level of function with competitors. The first strategy concentrates on the benefit side so that the difference with the sacrifice side will be larger and result in higher customer value. The second strategy focuses on lowering the sacrifice side.

So, for instance, if both companies have the same quality, or provide the same benefits, then price will drive consumers to choose which brand to purchase. The lowest priced brand will be chosen as it will be perceived that this brand provides higher value. On the other hand, if the consumer sees the companies as having different quality or benefits, consumers will choose the brand with the highest difference between price and functional value.

So to have a powerful functional brand, a functional brand with high brand equity, the marketer must make sure that the brand proposes higher customer value than its competitors.

Besides this main tip as customer's value, there is another side of making your brand competitive on the market. People also are social creatures, have self-expressive needs, and crave content. Willing to be entertaining and informative is another people's feature which the marketers have to take into account. Due to this position there some ways of making your brand relevant:

1. Social: make your brand a celebrity that is fanned and followed. Create a thematic environment around a value shared by your brand and its customers
2. Self-expressive: the brand must stand for something so clearly understood
3. Content: become the logical and top of mind source for content centered on what your brand is about

Your competitive set will change as you offer new construct, new ways to categorize. A new to draw customer's attention is a «mental marketplace» where your brand must vie for attention against other brands that are functionally unrelated.

For example, Noah Brier (co-founder of Percolate, a technology company based in New York) has created a freely available tool called brand tags. Brandtags displays a logo and asks you to type the first thing that comes to mind when you see a particular brand's logo. You can then see what that brand means to everyone else. A good way for marketers to see how is effective your brand.

Also, the marketers have to think over there strategy in several simple ways, which will be an accurate blueprint for developing. Here are some steps which companies should follow:

1. Set yourself apart
2. Know your target customer
3. Develop a personality

The first step means an accurate vision of your product or service. The goal here is to own a position in the customer's mind so they think of you differently from the competition.

The second step means that marketers have to learn more demographic information about the market they're entering, and, also, think about the actual customers who will walk through their door. Marketers have to compose something like a portrait of a person who is tended to buy their products, and think about what is the one thing he or she wants from your product or service.

And the third step encourages thinking how a company will show the consumers what it is all about. Dig deeper and think about how company will fulfill your brand's promise and provide value and service to the people.

To sum up here are some basic ideas of most-trusted brands which shows the foregoing tips that every company should follow to win the market.

For example, Coca-Cola pushes the message of promoting, creating and developing happiness in all places of customer contact from Facebook to its custom vending machines. Nike declares its mission to «bring inspiration and innovation to every athlete in the world,» adding, «If you have a body, you are an athlete». «Nike's always been extremely customer-focused, with a broad access point that makes the brand relevant to elite athletes as well as the everyday person,» a branding consultant Kevin Lane Keller says. «Amazon with its low

prices and free shipping on orders over a minimum total is seen as offering value, while its one-click ordering and quick-shipping options help shoppers save time», Brad VanAuken, chief brand strategist says. Consumers also rely on Amazon to have all the products they're looking for.