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## BRANDING IN MARKETING ACTIVITIES

Branding is a highly efficient technology gain and retain customers. With branding can achieve a lot. In particular, it allows: to support planned sales in a particular market and implement its long-term program for the creation and consolidation in consumers' minds the image of the goods; provide increasing profitability as a result of expanding the range of products and their general knowledge of the unique qualities that are implemented through collective image; tipped marketing materials and campaigns culture of the country, region, city, where manufactured goods, to take into account the demands of consumers for whom it is intended, and especially the area where it is sold; use three very important to appeal to the advertising audience factors – historical roots, the realities of today and forecasts for the future.

The term "brand" that came in the Ukrainian language in English, has several meanings. Its literal translation – factory mark, stamp producer.

The main meaning of the brand is that it is not so much a characteristic of the product or service as precise and implemented ideology that offensively and implementing advertising in the mass consciousness of certain attitudes and principles. The brand actively encourages consumers to a certain social group, which is inherent in this ideology. With the purchase of goods

or services the brand offers people to join this social group, which is inherent in this ideology and thus effectively solve many problems real or imagined physical, emotional and even spiritual nature. Consumer brand advertised goods and services as it falls under its protection. From this perspective, the brand solves the problem of alienation of man from society. The brand is a marketing concept and means well-known trademark. Usually, if at least 20% of the target audience are positive about the product, then it can be called brand. Of course, this figure depends on the competitive market, as determined by an expert. The conversion brand in the brand is at that moment when the objective perception of product value and brand replaced personal resistant to them. The consumer gives his subjective, assessment of quality, reliability, safety, ergonomics, design, product name; He adds to his emotions.

The process of creating the brand and manage is called branding. It can include the creation, enhancement, restoration and change the stage of development of the brand, its expansion and deepening. Branding is defined as a firm set of actions aimed at the implementation of a strategy to promote its products and services is to create a brand. This strategy should be formed from the earliest days of the company and performed throughout his follow-up.