

## ABSTRACTS

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### **THE THEORETICAL ASPECTS OF BECOMING A SUCCESSFUL BRAND**

The purpose of writing «The innovative aspects of becoming a successful brand» is the study of the theoretical foundations and the development of practical recommendations for innovative brand management foundations as part of marketing communications. This objective will be realized through the following objectives: definition of the brand and its characteristics, the study of information communication levels and building brand communication using an innovative model of information levels.

Structuring the brand we recommend starting with level values, adjusting it so as to create the most qualitative «common element» through which brand and will communicate with the consumer. Why should I start with equal value? Because it is the highest, is responsible for the motivation of consumer behaviour and is available for the full study.

Formation of equal value is useful to start with a brand value of customers related to product quality. But there is one feature: simple brand values provide the consumer associated with the qualities of the product, but it does not give the desired result because it does not involves the interaction. We believe that this value should be «addressed» to the consumer.

The result of this work can be a unique brand, which are characteristic of functional and emotional characteristics that set it apart from competing brands and with the maximum number of «common elements» with the consumer information at all levels.