

SECTION 4 MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

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REBRANDING IN TEXTILE INDUSTRY

Goal: analysis of modern rebranding on the example of the Belarusian company “Belarusachka” and the foreign “Gucci”.

Result: analyzed the features of modern rebranding, investigated the rebranding process of two companies, analyzed the effectiveness of rebranding.

Small businesses often enter new markets, standards and company images change accordingly, in such cases, rebranding is carried out to change the image.

Rebranding is a set of marketing measures which changes the entire brand or its components (name, logo, visual design, ideology, etc.).

The brand is presented to the target audience as some unique type of trademark. Consumers reflect their attitude directly to the brand, and trademarks, packaging and other symbols are only brand attributes, indicators that cause necessary associations with the object of consumption (service, product or trademark). It turns out that branding is actions aimed at creating and maintaining this image in the subconscious of its consumers. The brand already includes attributes, but the most important concept is the established image, i.e. the image of the company.

In this research, the rebranding of Belarusian and foreign clothing companies is compared.

A good example is the rebranding of Belarusian trademark “Belarusachka”. The textile market company was registered in 2004. The founders of the company, having many years of experience in the field of light industry, decided to organize their own production for sewing women’s knitwear, and in 2005 the trademark “Belarusachka” was registered. In 2017, the company started rebranding its trademark. The main reason was the decline in sales, because of which the company was losing its customers.

“Belarusachka” started updating its visual image and bright slogan. An elegant grotesque lowercase font was chosen for the logo, which makes the rather massive design of the brand name easy to perceive. The universal corporate identity, built on the combination of pink and gray colors, helps to easily brand any media.



Picture 1. – was



Picture 2. – has become

After the company has worked out the visual shortcomings, it was necessary to take a number of measures to restructure the work as a whole. For example:

- discounts and special offers for regular customers;
- possibility of online purchase.

In parallel with these changes, Belarusachka conducted a fairly active advertising campaign, the slogan of which was the following words: “Belarusachka – because you are beautiful.”

After rebranding, Belarusachka coped with the tasks set for itself. The brand image began to meet modern standards, the target audience expanded.

As an example from the world history of advertising, a striking example is Gucci, an Italian brand specializing in the manufacture of clothing items.

The brand was founded in 1921 by Guccio Gucci, and the logo was a handwritten surname of the creator “Gucci” to imitate his signature. But by the 1980s, the brand began to “run out of steam” and the new owner of the company De Solle decided to rebrand. The logo has become an all-black text sign in capital letters with serifs, designed for authority, heritage and sophistication.



Picture 3. The logo in 1921



Picture 4. The logo in the 1980s

The main objectives of the company are:

- maintaining brand exclusivity while generating growth through product differentiation using “Made to Measure” and “Limited Edition” techniques;
- Retention of existing market share;
- Presentation of greater product variability.

In 2022, the Gucci brand is experiencing a peak of popularity. Despite bold experiments with design strategies that deny and at the same time refer to Gucci's branded components, the brand has not lost its face and has retained its dedication to style. The effectiveness of the ongoing rebranding has raised the sales level of Gucci Group to \$ 1.34 billion.

Comparing the effectiveness and relevance of the rebranding carried out in the Republic of Belarus and on the foreign market, we can conclude that the correct and no less important, actual rebranding of goods can be a way out of a crisis situation for the company. The main factor that should be taken into account in the rebranding process is that it is not the liquidation of the old brand and the creation of a new one, but only the evolution of the brand.

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THE ROLE OF INSTAGRAM TARGETED ADVERTISING IN MARKETING TO YOUNG ADULTS (18-25 YEARS OLD)

Instagram has become one of the most popular social network platforms in the last few years. Billions of users spend a lot of time there on a day-to-day basis. That is why this social networking site is considered to be very promising in the context of advertising and sales.

The aim of the research is to study the efficiency of Instagram targeted advertising (for the young adult audience) and its usefulness for entrepreneurs.

The main purpose of advertising is to provoke a specific reaction / response from the audience. Since nowadays people hardly imagine their lives without mobile devices and spend a huge part of their free time on cellphones and laptops, they see a lot of ads there. That means that advertisement is literally everywhere.

We let the apps on our devices collect the data about us: our location, information we were looking for, our interests and even our preferences in food, clothes, colours, music, etc. Talking about Instagram, by Jan 28, 2022 it had roughly one billion monthly active users worldwide and approximately 300 million daily active users. This allows one to state that this networking platform is quite prominent and definitely will be operating in the near future.

Almost all modern businesses and startups have Instagram business accounts. Particular entrepreneurs are doing their whole business online on this platform. These people know their audience and their preferences due to Instagram’s tools. So influencers cooperate with appropriate brands, make some sponsored posts or sets of stories with the direct links to the sponsor and have their royalties, while sponsors make a profit from these actions. It is important to mention that it is not necessary to sell someone else’s goods; Instagram gained popularity owing to the opportunity that it provides for everybody to promote their small businesses and intellectual property as well.

All of the above mentioned can be implemented with the help of the target-oriented means of Instagram. Among these means are, first and foremost, Business Profiles, which can exercise various Tools for promotion. It all starts with conventional posts and hashtags, but as recently stories took the lead – Instagram released full-screen ads, mention sharing, shoppable tags and native payments. And, for sure, Instagram’s Targeting Options which help to target the audience (Location, Demographics, Interests, Behaviors, Custom Audiences, Lookalike Audiences, Automated Targeting) and to receive the accurate statistics later that is to be reviewed and used for upcoming