

# BRAND PROMOTION OF THE COMPANY OF THE MOBILE COMMUNICATION OPERATOR IN THE REGIONAL MARKET

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**Abstract:** *Nowadays it is not enough for the company to provide maximum services in order to function successfully; it is important to gain a foothold in consumers' minds as a successful brand on the one hand, and the company that you can trust on the other. In this regard, brand promotion has become a prerequisite for long-term and successful business in the market, meeting the consumers' needs.*

*A high level of brand recognition is a significant factor in making a profit. After the aggressive advertising campaign, a long-term effect of brand recognition in the market is possible. A satisfied loyal consumer will produce word-of-mouth advertising himself, tell friends and acquaintances about the brand, promoting it.*

*One of the best examples of brand promotion is a telecommunications sector. It plays a crucial role in developing world trade, exchanging scientific knowledge and enhancing the country's innovative potential. Today at the stage of world economy globalization, the telecommunications sector is a key driver for the growth of scientific and technological progress, the development of international trade and the economic development of the country as a whole. The number of users of these services is constantly growing.*

*The analysis of marketing activities of the company "Telecom" to promote the brand revealed the following: since 2008, the company has been a multi-service telecom operator providing telecommunication services in Yekaterinburg and other cities and towns of the Urals Federal District (Internet connection, data transfer, virtual private network organization, business application protection and etc.).*

**Keywords:** *Brand promotion, Brand model, Brand code, Advertising campaign, Mobile operator.*

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## 1. INTRODUCTION

Today many theorists and practitioners refer to the definition of the brand essence and brand classification considering brand model strategies and brand promotion tools. The word "brand" comes from the Old Norse "brandr", which is translated as "burn, fire". A brand was called a symbol marking the property and which the owners used to mark their livestock (Chernatony, 2017).

A brand is not a legal concept, but a term used in marketing (commercial, territorial, political, personal). It means information about the sign, stored in consumers' minds, positively identifying and fixing the unconditional values and advantages of the object marked by it among its analogues. These values and benefits can be determined by its functional, social or emotional characteristics, or combine them (Chernatony, 2017).

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Thus, the branded product is unmistakably recognized by consumers among other brands of the same product or service category. If we compare a branded product with an ordinary one without a brand status, we can notice that the first one has added value that is attractive to the consumer (Khrutsky, 2016).

## 2. METHODOLOGY

The definitions of “brand” were discussed by many scholars. Thus, Ph. Kotler says that brand is a name, a term, a symbol or a design (or a combination of all these concepts), denoting a certain type of product or service of a single manufacturer (or a group of manufacturers) and distinguishing it from the goods and services of other manufacturers (Burnet & Moriarty, 2015). P. Temporal notes that brand exists only in consumers’ minds and without their emotional commitment. Brand is a set of relationships between goods and consumers (Chernatony, 2017).

D. Ogilvy considers brand to be an intangible sum of product properties: its name, packaging and price, history, reputation and method of advertising. A brand is also a combination of the impression it makes on consumers and the result of their experience in its using (Ogilvy, 2017).

E. Semenova and S. Shilina confirm that a product can be considered brand if: first, it is available to 75% of buyers; second, the same percentage of the target audience can simply identify the industry by one brand name; third, at least 20% of buyers from the target audience use it regularly; fourth, at least the same percentage of buyers from the target audience can correctly identify the main brand characteristics; fifth, the product has been on the market for at least five years; sixth, buyers in any case will pay more for this product than for similar products in the category (Chernatony, 2017).

## 3. DISCUSSION AND RESULTS

Brand possesses certain properties (brand attributes), namely functional or emotional associations assigned to it by buyers and potential customers. Brand attributes can be either positive or negative; may have different strength and importance for different market segments. Each brand has a main characteristic defining its essence.

Along with the brand essence, one should not forget about its mission, i.e. the idea of brand existence, as manufacturers understand it. All brand attributes together constitute the brand identity that implies a combination of several components: brand positioning (a place occupied by brand in consumers’ minds); character (personality) and etc.

According to consumers, brand implies a momentary promise to customers from its producers. Thus, advertising campaign can form brand image (what is currently in consumers’ minds). Brand loyalty is a psychological factor associated with consumer perception of the brand. The strength of brand loyalty is the choice of the brand in case of other alternatives (Kotler, 2013).

Specialists considering branding tools unanimously write about choosing the right promotion method. The popular method is a “Pull” or “pulling” method, which is aimed at consumers, while brand image is formed by placing its advertising in mass media, on transport and outdoor advertising. There is also a second “Push” or “pushing” method. It influences intermediary

companies and sales staff. Favorable conditions for cooperation and bonuses are provided for distributors. They, in turn, must provide promotional materials and train retail personnel.

For brand promoting, ATL and BTL advertising, direct marketing, sales promotion, event marketing, hidden advertising (product placement) are used when advertisement is introduced in the plot of feature films, series, books, games, music, the application of non-standard media for advertising (ads on bags, shopping carts, on lids for takeaway food, trash cans, etc.).

The Internet is an effective tool for promoting brands. A wide audience, the possibility of two-way communication, high speed information transfer, low cost and etc. are the main advantages for implementing promotion. The main ways of promoting in global network are the following: search engine optimization, contextual and display advertising, SMM and viral marketing, e-mail newsletters.

Social networks are becoming popular platforms for brand promotion. Foreign countries have already realized their potential, while in Russia not many companies use social networks as a means of marketing communication (Pesoykaya, 2013).

Nowadays the telecommunications sector plays a crucial role in the world trade development, the scientific knowledge exchange and increasing the country's innovative potential. At the stage of the world economy globalization this sector is one of key drivers for the growth of scientific and technological progress, the development of international trade and economy of the country as a whole. The number of users of these services is constantly growing.

The analysis of the marketing activities of the company "Telecom" resulted in the following: since 2008, "Telecom" has been a multi-service telecom operator providing telecommunication services in Yekaterinburg and other cities and towns of the region (Internet connection, telephony, data transfer, virtual private network organization, business application protection). By 2019, there are more than ninety branches throughout the Urals Federal District. The company is aimed at providing people with the services they deserve.

The goal analysis the SMART format that shows that it must be concrete, limited in time, measurable, significant and achievable. This goal is directed to increasing sales of the company brand in the B2C market in the Sverdlovsk Region by 20 percent by the end of 2020. The company "Telecom" implements the concept of traditional marketing. The company has all the necessary licenses to carry out activities. The company employs more than 500 people, it has a hierarchical organizational structure and a marketing department and takes the second in the regional market (15 percent of the market share) (<https://k-telecom.org>).

To maintain the existing market share, it's important to promote the brand:

- develop and conduct an advertising campaign aimed at promoting "Telecom" brand;
- increase the frequency of using targeted advertising in social networks in order to attract consumers;
- collaborate with local media, create a CRM system for increasing the level of process automation;
- use SEO optimization in Yandex.Direct and Google AdWords;
- work on creating the image of the company's brand as a reliable Internet provider in this region.

The SWOT analysis made it possible to assess the strengths and weaknesses, opportunities and threats to the company. The most significant weakness is a controversial brand image, inadequate use of Internet marketing in the promotion complex.

The next step was directed to segmenting the B2C market of telecommunication services of the region. This resulted in obtaining 62 segments. Four target segments were selected and their main values were determined: the ability to choose an individual tariff; comfort in getting information; brand image of “Telecom” as a manufacturer of “fast” Internet; participating in lotteries and receiving branded souvenirs, service support from qualified employees; trust of city residents in the company. The existing brand model does not fully satisfy the needs of consumers of these 4 target segments.

The analysis of the existing brand model of “Telecom” showed that the company was implementing the emotional component of its brand. In 2015, on the base of benchmarking with the company “Rostelecom” marketers decided to introduce testimonium by analogy method, i.e. use the animal as a brand symbol (photo of a dog of the husky breed). The dog has the name “Click”, which is associated with a click on the Internet.

The company uses Click in advertising media, and also has a puppet for participating in city events, conducting contests and promotions. Today’s realities require more and more informal contacts with target audiences. With the right effect on consumers’ emotions, one can really make people feel more satisfied and happier, and therefore more grateful to the brand that helped their feelings arose.

The company “symbol” as a dog (the husky breed) appeared for several reasons:

1. A dog is a friend of a person, a dog of the husky breed is distinguished by its fidelity, reliability and speed („husky” – a sled dog), which can be correlated with certain characteristics of the telecommunication services of the company “Telecom”, namely: fidelity – the company does not raise prices and doesn’t set fines for services; reliability – telecommunication services (Internet, television) function without failures and breakdowns; and speed – quick download links / movies, etc. on the Internet without expectations.
2. A dog of the husky breed with an unusual and attractive appearance, which can be used both in advertising layouts and in creating a life-size puppet.

At the moment, the brand does not have any social dimension, the consumer does not identify with a particular social group. The brand does not have any mental dimension, the consumer does not receive and does not feel the support of the “Telecom” brand. By naming, the brand is confused with the brand of “Rostelecom”.

#### **4. CONCLUSION**

The analysis of the target audience, the competitive environment of the telecommunication services market, consumers’ preferences of telecommunication services in the regional B2C market, the model of the company “Telecom” and consumers’ core values, results in the following recommendations:

1. conduct an advertising campaign aimed at promoting the brand of “Telecom” in the regional B2C market to increase brand recognition of the company;
2. form a stable positive brand image of the company in consumers’ minds;

3. strengthen the role of information and image advertising;
4. strengthen the role of the Internet advertising;
5. enlarge the logo on the main page so that the consumer could spend a second to enter the site and see the brand logo;
6. place the logo in such a way so that it could constantly be in front of consumers' eyes.

The implementation of these recommendations aimed at promoting the brand will give positive results for production activities of the company due to their communicative and economic efficiency and increase the competitiveness of the mobile operator in the regional market.

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