

Vynogradova O.V.,
doctor of economics, professor,
Darchuk V. G., Ph.d., docent,
Timchenko L.P. master,
State university of telecommunications

THE MAIN COMPONENTS OF DESIGNING A BRAND OF GOODS FOR CHILDREN

The article researches the design of potential children's brands as a branding tool in the marketing system of goods for children. Systematized comparison of brand design models; analyzed the main conceptual elements of the LEGO children's brand are given, the stages of designing a potential children's brand using the Kidbranding method are proposed.

Keywords: brand, branding, marketing of goods for children, children's brands, brand design, branding formation, marketing system.

Problem statement. In spite of the extremely difficult socio-economic situation in Ukraine, the needs and interests of children and adolescents will always be a priority. In the conditions of gradual digitalization of society, the marketing system expands the field of possibilities for the effective functioning of brands. Digital marketing tools are becoming essential in the process of forming brands and promoting them to the market. Taking into account the negative impact of the forced migration of women with children abroad during Russia's military aggression on the demographic situation in the children's goods market, the role of effective branding of children's goods is increasing, which determines the relevance of the research topic.

Analysis of research and publications. Research of certain aspects of branding tools in the market was reflected in the works of famous foreign and domestic scientists, such as: Bezrukawa N., Boyko I., Buk L., Budyakova O., Veleshchuk S., Ged T., Dymitrova S., Zozulyov O., Ivashova N., Kapferer Zh.-N., Kendyukhov O., Maksimova T., Malinka O., Parfenchuk I., Prykhodchenko Ya., Pustotin V., Romat E., Faivishenko D., Fedinchuk L., Shtovba O., Shulgina L., Yatsyuk D. and others.

Previously unsolved parts of the overall problem. However, it should be noted that the issue of designing potential children's brands as a branding tool in the marketing system of goods for children is under-researched and relevant.

The purpose of the article is the development of the theoretical basis for the development of the methodology for designing potential children's brands as a tool for forming branding in the system of marketing goods for children.

Main material. In the marketing system, the brand acts as a communication tool, as a design creative and a means of influencing the consciousness and subconsciousness of the consumer. Therefore, it is natural that brand design should take into account the optimal set of its components in accordance with the target audience and carefully define all stages of its formation. The main design standards or models of brand creation are: the brand wheel (Bates Worldwide) – method of identification and systematization of the process of interaction between the brand and the consumer [1], Unilever Brand Key (4D-branding) – method of identification of dominant motives of target consumers and analysis of the competitive environment [2], Thompson Total Branding (JWT-group) – method of identifying a system of elements that form an impression of a brand [3], Brand Name Development Services – method of identification of the staged process of building a brand and bringing it to the market, etc. [4] (table 1).

Table 1.

Comparison of brand design models
(systematized by the authors based on [1-4])

Model name	Elements of the brand design model in the order of their development
Brand Wheel (Bates Worldwide)	essence, individuality, values, preferences, attributes
Unilever Brand Key model - 4D branding, brand code	product / utility (benefit), competence, positioning, style, mission, development concept, vision, values
Brand model Thompson Total Branding (TTB) (RA JWT)	product-producer, consumer, context of consumption, competitors, price, distribution, location, target audience, individuality, positioning, name, packaging, advertising, promotion, publicity
Brand Name Development Services	brand definition, brand utility, value.

Investigating the scientific heritage of brand theory and branding, we came to the conclusion that these concepts are interpreted differently both by practitioners specializing in building and promoting brands, and by scholars who deal with theoretical aspects of branding. Let's define the terminology of the field of branding in relation to children's branding. Let's look at the main elements of the LEGO children's brand presented in the 2021 report [5].



Figure 1. The main conceptual elements of the LEGO children's brand [5]

Mission of LEGO: to inspire and develop the builders of the future.

Aspirations, Expectations, Hopes, Hopes: Globalization and Innovation in the LEGO System.

Brand promises (divided into 4 groups according to target influence groups):

- promises to consumers (children): joy of creation, pride in creativity;
- promises to society: positive impact;
- promises to partners: creation of mutual value;
- promise to employees: success together.

Bottom Line: Only the best is good enough.

Values: imagination – creativity – fun – learning – care – quality [5].

The characteristics of the brand are grouped on such properties as: versatility, creativity, innovation, unusualness, leadership. In the conceptual elements of the LEGO children's brand presented in Fig.1, the brand's promises are divided into four groups according to the target audiences

of brand communications - consumers, society, partners and own employees. At the same time, the category „consumers” should have been divided into subcategories: parents and children by age categories and already, in accordance with such subcategories, separate brand promises should have been formulated.

We will give an example of the formulation of the mission and goal of the large Ukrainian retailer „Antoshka”, which specializes in children's goods, which is at the stage of brand building. Private enterprise Trading firm „Antoshka” - retail branch of business of the RedHead family company. Along with „Antoshka” stores, the company manages Daniel premium boutiques and develops a distribution network, with a share of 70% of the imported baby food market [6].

Today, Antoshka, is the one of the most extensive chains in the children's market of Ukraine, has more than 43 stores in 18 cities, including the largest country's children's shopping and entertainment complex „Antoshka” in Kharkiv. Thanks to the activity of „Antoshka”, arose a new, unique for Ukraine format of a children's store - a children's supermarket [7].

The main goal of the founders of the network was to provide parents with the most complete assortment of products for the growth, safety and development of the child. The main mission is to turn caring for children into pleasure [6].

Thus, the „Antoshka” brand declares its concern for children and their future, social responsibility and the intention to fight against low-quality goods. At the same time, these brand elements completely lack focus on such a target audience as children. In this formulation, the mission and purpose of the brand cannot become the basis for communications with children and teenagers.

The design of potential children's brands as a branding tool in the system of marketing goods for children should be based on the development of standards for the construction of a brand book - a document that records all the formal and meaningful components of a potential brand. Usually, most of the effort is focused on the design of the package, the features of the corporate style, the definition of the promotion strategy, etc., and minimal attention is paid to the issues of the conceptual background [8]. We believe that in a children's brand, the aspects of creativity, creativity, the validity of the conceptual component should be decisive in the formation of branding.

The tool that we offer for use in the field of brand marketing of children's brands is a Kidbranding technique (table 2).

Table 2

Stages of designing a potential children's brand: the Kidbranding technique
(systematized by the authors)

№ of stage	Name of the stage	Content of the stage	Elements and market participants on which you need to oriented yourself when making decisions
I	Research stage	Study of brand properties - material, physical, technological properties of the brand, which can be attractive to the consumer, buyer, target audience of brand communications. Brand insight is a problem related to the realization of consumer desires that can be solved by a children's brand.	Potential or actual goods, consumers, buyers (families, children and their parents), competitors, intermediaries, suppliers
II	Stage of setting goals	The mission of the brand is a description of the meaning of the existence of a children's brand. The purpose of the brand is a complex of socio-economic coordinates, which the children's brand strives for.	All participants of the external and internal environment of the enterprise are owners of a potential children's brand

Cont. of table 2

1	2	3	4
III	Planning of conceptual components (content) of a potential children's brand with an accent on children's goods	The brand concept is a limited set of material, physical, technological properties of the brand that can potentially be attractive to the consumer, buyer, target audience of brand communications. The identity (individuality) of a children's brand is the unchanging essence (essence) of a children's brand, its feature, uniqueness, characteristic, idea, which allows the consumer / buyer / target audience to distinguish it from other brands, the driving force for buying a children's brand. Personality (brand character) – a personified description of a child brand (a technique that uses a description of a potential child brand as if it were a person). The image of the brand is a limited set of semantic features / associations that will be associated with the product for the consumer / buyer.	Goods
IV	Planning of conceptual components of a potential children's brand with an emphasis on consumers / buyers of children's goods	Brand promise (benefit, advantage, benefit, value) – a limited set of functional, emotional, psychological and social benefits of a children's brand that will potentially be important / sought after by buyers / consumers. Brand attributes are a set of consumer associations planned for a children's brand that should be associated with a branded product.	Buyer / consumer
V	Designing the form of a potential children's brand	The “Aidetika” (brand style) of a children's brand is a set of material constants that represent the children's brand in communications and in the process of purchase and consumption (brand name, logo, trademark, service mark, product origin, slogan, color, font, block, character, constant communicator, elements of children's goods, media standards and communication standards). Children's brand clothing - packaging, exterior and interior of sales points, merchandising. Brand book (brand book), guide line (guide line) is the main document used in brand management, which records the ideal and material components of a children's brand, serves as a guide to their use, contributes to the formation of a children's brand, ensures its integrity, stability and development.	Potential or actual goods, consumers, buyers (families, children and their parents), competitors, intermediaries, suppliers
VI	Determining the place of a potential children's brand in the market and in the architecture of the existing brands of the enterprise	Brand positioning - determination of the position of the children's brand in relation to competing brands within the product category, differentiation of the brand in relation to competitors, within the framework of the marketing mix system. The architecture of children's brands of the enterprise.	Brands-competitors, company brands
VII	Launch and promotion of a potential children's brand on the market	Children's brand promotion strategy is a set of solutions that combines the concept of a children's brand, communication and creative strategy aimed at transforming a potential brand into a real children's brand. Brand management is a system of managing the design and promotion of children's brands that uses marketing principles and methods.	All participants of the external and internal environment of the enterprise-owner of a potential children's brand.

Cont. of table 2

1	2	3	4
VIII	Evaluation of the implemented children's brand	Evaluation of the emotional-psychological and communication component of the children's brand: depth of the children's brand, ideal model, popularity of the children's brand, brand map, power (power) of the brand, intangible asset, approval of the children's brand, awareness of the children's brand, relation to the children's brand, preference of the children's brand, children's brand attachment, audience profile, brand development, brand recognition, brand fit, brand conviction.	Market, buyers, consumers, target audiences of communications, competitors, valued children's brand, other company brands
IX	Development of solutions for the further functioning of the children's brand	Rebranding, restyling, renaming, renovation, repositioning, remake	Market, buyers, consumers, target audiences of communications, competitors, valued children's brand, other company brands

The value of the method presented in the table 2 in the following:

- stages of branding of children's goods are highlighted (column 1);
- elements of branding of children's goods are highlighted with their distribution according to stages (column 2);
- the elements of branding of children's goods are highlighted with their distribution according to the characteristics of „content element” / „formal element” (column 3);
- the elements and market participants described for each stage, which should be taken into account when making decisions at each stage (column 4);- the sequence of development of conceptual and formal elements of a potential brand for each of the stages is recorded (column 2 of the table).

The Kidbranding methodology developed by the author can be used as a basis for designing a technological scheme for planning potential children's brands in communication agencies specializing in branding, as well as by enterprises planning children's brands independently.

Conclusions. Thus, the conducted research allows us to consider the development of a methodology for designing potential children's brands as a tool for forming branding in the marketing system of goods for children:

1. A comparison of existing branding models is provided, namely: Brand Wheel (Bates Worldwide); Unilever Brand Key model - 4D branding, brand code; Brand model Thompson Total Branding (TTB) (RA JWT); Brand Name Development Services in order of their development.

2. The method of designing a potential children's brand Kidbranding is considered, which includes a description of the sequence of stages in the planning, construction and management of a children's brand (research stage, goal setting stage, designing the conceptual components (content) of a potential children's brand with an emphasis on children's goods, designing the components (content) of a potential children's brand with an emphasis on consumers / buyers of children's goods, designing the form of a potential children's brand, determining the place of a potential children's brand on the market and in the architecture of existing brands enterprises, conclusion and promotion of a potential children's brand on the market, assessment of a realized children's brand, development of decisions regarding the further functioning of a children's brand), as well as a description of their content, elements and market participants, which should be oriented when making decisions in the field of children's branding.

Список використаної літератури

1. Яковлев Д.П. Конкурентоспроможність сучасного підприємства. Х.: Абсолют, 2014. 215 с.
2. Сміт А., Вебер М. Класика економіки. 2018. 952 с. URL: <https://www.yakaboo.ua/klasika-ekonomiki-komplekt-iz-2-knig.html#tab-attributes>.
3. Ансофф І. Стратегічне управління. М.: Економіка, 1989. 519 с.
4. Портер Е. Майкл. Конкурентна стратегія: Методика аналізу галузей і конкурентів. М.: Альпіна Бізнес Букс, 2017. 456 с.
5. Мескон М., Майкл А., Хедоурі Ф. Основи менеджменту. Л.: Справа, 2012. 305 с.
6. Євтушенко Н.О., Дрокіна Н.І., Савенко Н.В. Стратегічне управління конкурентоспроможністю підприємства: теоретичний аспект. «Економічний простір»: Збірник наукових праць. Дніпро: ПДАБА, 2020. №156. С. 129-135. URL: <http://www.eprostir.dp.ua>.
7. Совершенна І.О., Остролуцький О.О. Маркетингові стратегії конкуренції: аналіз сучасних концепцій. Міжнародний науковий журнал «Інтернаука». 2020. №1. URL: <http://bit.ly/2wTsuW9>.
8. Виноградова О. В., Крижко О.В. Маркетинговий менеджмент. ч.2. Навчальний посібник. Київ: ДУТ, 2018. 137 с.
9. Мазаракі А.А. Основи менеджменту: підручник для студентів вищих навчальних закладів; Харків: Фолю, 2014. 846 с.
10. Баєва О.В., Новальська Н.І., Згалат-Лозинська Л.О. Менеджмент і адміністрування: навч. посіб. К.: ДП «Вид. дім «Персонал», 2017. 326 с.
11. Конституція України від 28.06.1996 № 254к/96-ВР. Відомості Верховної Ради України. 1996. № 30. Ст. 141. URL: <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80#Text>
12. Цивільний Кодекс України. URL: <https://ips.ligazakon.net/document/T030435?an=843030>.
13. Валінкевич Н.В. Основи підприємництва: Підручник. Житомир: ЖДТУ, 2019. 492 с.
14. Ємець О.І. Основи підприємництва: навчальний посібник. Івано-Франківськ: Лілея-НВ, 2012. 147 с.
15. Панченко С.В. Підприємництво: підручник. Харків: УкрДУЗТ, 2018. 241 с.
16. Виноградова О.В., Микуляк С.В. Чинники впливу зовнішнього середовища на конкурентоспроможність підприємств в умовах COVID-19. Міжнародний науковий журнал «Інтернаука». Вип. №9 (89). 2020. URL: <https://bit.ly/3fuM7Wf>.
17. Дмитрієв І.А., Кирчата І.М., Шершенюк О.М. Конкурентоспроможність підприємства: навчальний посібник. Х.: ФОП Бровін О.В., 2020. 340 с.
18. Рубін Ю.М. Конкуренція: 10 правил успішного дебюту. Управління компанією. 2014. . URL: <https://zakmars.wixsite.com/mars/--1-cvz7>

REFERENCES

1. Yakovliev D.P. (2014) Konkurentospromozhnist suchasnoho pidprijemstva [Competitiveness of a modern enterprise]. Kh.: Absoliut
2. Smit A., Veber M. (2018) Klasyka ekonomiky [A classic of economics]. Retrieved from: <https://www.yakaboo.ua/klasika-ekonomiki-komplekt-iz-2-knig.html#tab-attributes>.
3. Ansoff I. (1989) Stratehichne upravlinnia [Strategic management]. M.: Ekonomika
4. Porter E. (2017) Maikl. Konkurentna stratehiia: Metodyka analizu haluzei i konkurentiv [Competitive strategy: Methods of analysis of industries and competitors]. M.: Alpina Biznes Buks/
5. Meskon M., Maikl A., Khedouri F. (2012). Osnovy menedzhmentu [Fundamentals of management]. L.: Sprava.
6. Yevtushenko N.O., Drokina N.I., Savenko N.V. (2020) Stratehichne upravlinnia konkurentospromozhnistiu pidprijemstva: teoretychnyi aspekt [Strategic management of enterprise

- competitiveness: theoretical aspect]. *«Economic space»: Collection of scientific papers*, №156, pp. 129-135. Retrieved from: <http://www.eprostir.dp.ua>.
7. Sovershenna I.O., Ostrolutskyi O.O. (2020) Marketynhovi stratehii konkurentsii: analiz suchasnykh kontseptsii [Competitive marketing strategies: analysis of modern concepts]. *International scientific journal «Internauka»*, №1, Retrieved from: <http://bit.ly/2wTsuW9>.
 8. Vynohradova O. V., Kryzhko O.V. (2018) Marketynhovyi menedzhment [Marketing management]. part 2 Tutorial. Ch.2. Kyiv: DUT.
 9. Mazaraki A.A. (2014) Osnovy menedzhmentu: pidruchnyk dlia studentiv vyshchyykh navchalnykh zakladiv [Fundamentals of management: a textbook for students of higher educational institutions]. Kharkiv: Folio.
 10. Baieva O.V., Novalska N.I., Zghalat-Lozynska L.O. (2017) Menedzhment i administruvannia: navch. Posib [Management and administration: education. Manual]. K.: SE «Vyd. «Personal» house.
 11. Constitution of Ukraine dated June 28, 1996 No. 254k/96-VR. Vidomosti Verkhovnoi Rady Ukrainy. 1996. No. 30. Art. 141. Retrieved from: <https://ips.ligazakon.net/document/T030435?an=843030/>
 12. The Civil Code of Ukraine. Retrieved from: <https://ips.ligazakon.net/document/T030435?an=843030>.
 13. Valinkevych N.V. (2019) Osnovy pidpriemnytstva: Pidruchnyk [Basics of entrepreneurship: Textbook]. Zhytomyr: ZhDTU.
 14. Yemets O.I. (2012) Osnovy pidpriemnytstva: navchalnyi posibnyk [The basics of entrepreneurship: a study guide]. Ivano-Frankivsk: Lileia–NV.
 15. Panchenko S.V. (2018) Pidpriemnytstvo: pidruchnyk [Entrepreneurship: a textbook]. Kharkiv: UkrDUZT.
 16. Vynohradova O.V., Mykuliak S.V. (2020) Chynnyky vplyvu zovnishnoho seredovyshcha na konkurentospromozhnist pidpriemstv v umovakh COVID-19 [Factors affecting the external environment on the competitiveness of enterprises in the conditions of COVID-19]. *International scientific journal «Internauka»*, №9 (89). Retrieved from: <https://bit.ly/3fuM7Wf>.
 17. Dmytriiev I.A., Kyrchata I.M., Shershenuk O.M. (2020) Konkurentospromozhnist pidpriemstva: navchalnyi posibnyk [Competitiveness of the enterprise: a study guide]. H.: FOPBrovin O.V.
 18. Rubin Yu.M. (2014) Konkurentsii: 10 pravyl uspishnoho debiutu. Upravlinnia kompaniieiu [Competition: 10 rules for a successful debut. Management of the company]. Retrieved from: <https://zakmars.wixsite.com/mars/--1-cvz7>.

ВИНОГРАДОВА ОЛЕНА ВОЛОДИМИРІВНА, ДАРЧУК ВЕРОНІКА ГЕННАДІЇВНА, ТИМЧЕНКО ЛЮДМИЛА ПЕТРІВНА. ОСНОВНІ СКЛАДОВІ ПРОЕКТУВАННЯ БРЕНДУ ТОВАРІВ ДЛЯ ДІТЕЙ. У статті проведено дослідження проектування потенційних дитячих брендів як інструменту формування брендингу в системі маркетингу товарів для дітей. Систематизовано порівняння моделей проектування бренду; наведено основні концептуальні елементи дитячого бренду LEGO, запропоновано етапи проектування потенційного дитячого бренду за методикою Kidbranding.

Ключові слова: бренд, брендинг, маркетинг товарів для дітей, дитячі бренди, проектування бренду, формування брендингу, система маркетингу.