

SUMMARY

Topic: The Lovemarks as the Innovative concept in modern branding – theoretical and practical analysis.

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Relevance-of the Studies caused by the active process of transformation of the society with the Market Economy, what naturally led to the transformations in all spheres of human relations, including marketing, branding and PR. The requirements of modern society, an escalating competitive situation, technological and information revolution and, finally, the problem of reducing the possibility to make influence to the behavior of the consumer - these and many other factors show us? That the work in the field of modern marketing and branding became more complicated and professional specialists need to find innovative solutions to current market challenges. And The Lovemarks is one of those innovative concept in branding.

Goal: comprehensive research of the specifics of the innovative concept – The Lovemarks, analysis the key technologies for generation the creative ideas that reflect the substantive characteristics of The Lovemarks.

Problems: to uncover the main stages of historical branding theory evolution and identify key trends and features of the brands functioning in nowadays market; to identify and clarify the conditions, causes and prospects for mainstreaming the concept of The Lovemarks; to specify the content, structural, functional characteristics of The Lovemarks concept; to organize knowledge of the effective stimulation of the lateral thinking and reveal its creative potential in building The Lovemarks.

Theoretical and Methodological Basis of the Research are fundamental and applied works of foreign and domestic scientists in the field of branding.