

SUMMARY

Topic of the graduate qualification paper:

«Lovemark as the highest step of the brand development:
the forms of transformation (the case of a company Lego Group)»

Author of the paper: Yeroshenko Nina Sergeevna.

Academic adviser: Head. The Department of conflictology,
public relations and journalism, candidate of sociological sciences,
professor_Volochaeva O. F.

Relevance of the research topic: is due to increasing competition among producers of goods and services on the world market and the need of each of them to build an attractive image in the eyes of consumers and the public in General. The application of integrated marketing communications directed to the solution of this problem and is aimed at the formation of individual character of a product or service. As of XX century the concept of the brand and branding is very often performed by objects of study theorists and practitioners of the marketing, advertising and public relations. But if the original brand, occurring from the English language, meant any trademark or a sign, since the middle of XX century it get a new meaning.

The possession of brand now is the strongest argument in a tough fight in world markets. Therefore, the researchers want to find the perfect formula build brand, to create win-win concept. Additional relevance of the research topic and gives the fact that brands, because of its omnipresence, became symbols of the manifestations of globalization.

But public opinion is not in place, and today a large number of theorists and practitioners branding wonder what will replace the brand, because it may not be the peak of development of this sphere. After all, among the brands are brands that are brighter than its competitors, which have a more loyal audience. To replace the existing categories of branding, introduces new concepts that characterize this phenomenon. One of them is lovemark.

The object of the research is the process of transition of the brand in lovemark.

Subject of research - the main forms and technologies of conversion of the brand in lovemark on the example of the trademark LEGO.

The purpose of the study is the basis for a modern trends branding establish a trusting relationship with the buyer, the disclosure of a new notion of a "lovemark", as well as in the identification and systematization of the approaches and technologies in building a lovemark on the example of the trademark LEGO.

Theoretical and practical significance of the research lies in structuralization the notion of "brand" and "lovemark" and their differentiation. The analysis of how the brand can be transformed into a lovemark. The theoretical conclusions further contribute to the development

of theoretical knowledge about the nature of the brand and lovemark, management, and ways of enhancing their effectiveness. Practical significance of the research is that the findings and recommendations can be used when launching a new brand on the market and its further transformation into a lovemark, as well as the construction of the scheme of brand management in organizations in the markets of various kinds. In addition, in the preparation of master-classes, practical courses in direction of training in the field of advertising and public relations.

Results of the research: In science there is no single definition of «brand». But the analysis of many authors we come to the conclusion that the brand is a complex of sustainable views and associations of consumers about the brand. It always contains the attributes of the brand, the brand's uniqueness of functional and emotional advantages and unique selling proposition.

The life path of any trade mark begins with the first stage of existence along with many other brands. Then, if the marketing strategy will be successful and effective, the brand will go into the category of the brand. It's the same brand, but with a certain level of intangible capital and a high degree of publicity. This is achieved by hard work on product quality, image components of the company. And only having credibility and respect in its segment, brand can count on the transition in the further stage of its existence - lovemark.

The concept of lovemark Roberts is based on three components of its aspects: the mystery, sensuality and intimacy. But we believe trademark LEGO® was able to anticipate required elements of the notion lovemark and from the beginning was engaged in its construction.

Currently consumers have had enough, he is tired of deceit and wants to relax. Thousands of brands competing in the use of advertising technologies, resorting to the most sophisticated tricks. Lovemarks instead, give the feeling of comfort and coziness, showing customers how they care about them. Lovemark no competition, they are outside marketing «battles» of the market. And of course, that is why the future of marketing communications for lovemarks.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with four subsections, Conclusion, Bibliograph and Appendix