

BRANDING

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Abstract: This The article introduces the concept of " branding " explains, its theoretical fundamentals and practical aspects open gives. From abroad famous with a brand (e.g. Nike) In Uzbekistan forming local brand (for example, Ucell) or Ardis) branding strategies comparative analysis The article is about marketing, culture, technology and consumerism. psychology point of view from the point of view deep analysis Also in Uzbekistan brands develop Practical recommendations are also provided.

Keywords: Branding, brand identity, international brand, local brand, brand strategy, Uzbekistan, Nike, Ucell, Ardis, brand comparison

Branding — product, service or to the organization known brand (name, symbol, spirit) to grow process.

Brand — consumers known product or to the organization feelings, perceptions memories, memories collection

Branding only logo and advertising not — it is all experience: visual identity, product quality, communication, service, culture adaptation. According to the American Marketing Association (AMA), a brand is any what name, sign or design to be possible, but they product or the service separate to stand need.

So So, branding is to the brand meaning to give, to give consumer to the mind to place and from competitors separate stand that means.

Difference between branding and marketing. Marketing is broader concept become, marketing, advertising, sales, customer with communication and management processes own inside takes.

Branding marketing one piece is a brand identity, brand feeling, brand loyalty to create directed strategic is an activity.

Marketing “ product” how to sell attention If so, what is branding? for consumer this the product choice "need" attention gives.

Working on branding abroad (globally) methods — on the example of Nike Nike brand below based on a global branding strategy main Aspects:

Brand Spirit and Storytelling Nike's "Just Do It" Slogan through simple, but strong supportive, moving caller brand voice created. Sport, discipline, endless opportunity, own status always improves such as values brand his/her spirit organization does.

Standardization and adaptation balance

Nike enters the global market on the way-out standard design, colors, logo and brand elements keeps. However, local to the markets adapts to: advertising in the language, in the campaign that's it market culture, sports and stars adapts.

Brand equity and loyalty

Nike loyal customers base created — they become “Nike people ” possible. High price policy, quality, innovation, limited through collections (limited edition) exclusivity feeling is given.

Social responsibility and "green branding". Latest Nike ecological in the years events, sustainability strategy is developing.

Through this to the brand social respect in terms of increases, product quality with together The brand's " reality" is also evident. will be.

Brand name How is it in the country ? works — strong aspects and problems strong aspects: Global view and experience: every in place known to be, reliable brand status. Resource and funding: large advertisement budgets, stars organizers with cooperation.

Innovation and R&D (research and development) : new creating products, technologies power

Problems: Cultural adaptation: sometimes advertisement or product local to culture contrary to be possible.

Price barrier: many in the markets high price to the consumer difficult to be possible. Brand identity weakening: global brands sometimes very general become remains, local to the consumer close It won't be possible.

Branding in Uzbekistan: status, examples and limitations: What is branding in Uzbekistan ? in the situation ?

In Uzbekistan many businesses branding for — logo, slogan, visual identity with is limited. But marketing potential increasing is going on: online media, social networks through brands wider to the audience is reaching.

Example for, such as the “Branding.uz” agency and “Minim Design” studios In Uzbekistan brand and packaging design in the field activity runs.

Local textile companies for brand created: for example, the Ardis brand identity working released.

Examples: Ucell, Ardis and others local brands

Ucell is a mobile operator brand that was previously under Telia, but later transferred to the state.

Ucell branding aspect service reliability, wide coverage and communication network with depends. But Ucell brand edge in the country brands at the level strong brand actions, emotional campaigns area limited to be possible.

Ardis (textile) brand example)

Ardis brand for designers textile structure reflection provider logo and identity created.

This is an example. In Uzbekistan international market for product working issuer the company brand to identity needs that there are shows.

Limitations and disadvantages. Budget limitation: many small and medium in businesses brand to marketing separable Limited funds. Marketing and branding qualification Lack of: professional marketing agencies and designers number enough not. Consumer literacy: majority consumers brands and quality differences in the matter of less to knowledge has. Globally acquaintance problem: local brands still international audience between to fame not yet matured. Legal protective and intellectual property (trademark) issues: sometimes brand names and logos register not held or vulnerable to be possible.

Comparative analysis: Nike vs Uzbekistan brand

The following table and analysis with Nike (global brand) via example as between Uzbek brands (for example, Ardis, Ucell) differences and similarities seeing we go out:

Home Nike (global brand) Uzbekistani brand (Ucell / Ardis etc.)

Brand spirit / value Sport, discipline, innovation, global relevance Local value close to be, local culture, reliability

Visual identity Whole world along known logo (Swoosh), colors, slogan “Just Do It” Local design elements, sometimes traditional motives will be added

Global adaptation Standard stamp elements + local campaigns Basically local to the markets intended campaigns

Innovation and R&D Broad scientific and technological research, new products Uzbekistan brands often rely on imported technology relies on its own R &D

Brand loyalty Strong loyal customer base, brand society Less loyalty ; customers price / availability more attention gives

Marketing budget High budget, wide advertisement campaigns Limited budget, local advertising, social networks

Social responsibility Sustainability, ecology, charity projects Uzbek brands now this in the direction more is starting

Brand protection Strong intellectual property protection, global lists Local lists and protection strong not being possible

Recognition On every continent known as, “household name” Basically Uzbekistan according to known, international in the auditorium.

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Analysis: Nike brand strong brand spirituality and global exploration strategy with separated it stands, but everyone in the markets perfect does not fit.

From Uzbekistan brands, such as Ardis, local to identity close being and culture elements add in terms of to the advantage has to be possible.

But their weak side — resource, innovation, global outreach and brand loyalty in strengthening There are difficulties.

Like Nike brands local to the market when entering adaptation (local) advertising, cultural compatibility) path chooses ; Uzbekistan brand in the future for export going out if so, then so strategies to receive necessary.

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Offers: in Uzbekistan brand strategy reinforcement, below From Uzbekistan brands on branding for concrete recommendations:

1. Traditional and modern elements harmonization

National patterns, colors, cultural elements modern design with harmonization.

To the brand local soul to give, but worldwide to the language suitable advertisement campaigns create

2. Digital Marketing and Content strategy

Social networks, blogs, video content through brand story to deliver.

Influencer marketing, micro- influencers with cooperation.

3. Local-International partnerships

Foreign brands with collaborations, co-branding.

International markets export-line products for ; own brand in global stores placement.

4. Brand loyalty increase

Loyalty programs, customers with regular contacts, exclusive suggestions.

Customer to your feedback based on product and service improvement.

5. Social responsibility and brand positive image

Ecology, charity, local to society contribution is to the brand additional value adds. The brand is “ doing work with "Let him speak " — word with not, in practice responsibility Show me.

6. Intellectual property and protection

Brand name, logo and slogans Uzbekistan and international to lists input

Brand rights protection to do their ways strengthening (patent, trademark).

7. Market research and customer psychology understanding

Purpose the audience deep study (indicators, questionnaires, focus groups).

In the market trends and competitors brand strategies permanent analysis to do

8. Innovation and product development

New products, old ones update, perfect quality, UX/UI goodness.

Local RD departments create or international in cooperation research take to go

Conclusion. Branding is it product or the organization other from competitors separate standing, consumer to the mind meaning placeholder strategic process. Abroad in brands strong brand spirit, global image, innovation and adaptation balance important role plays (in the case of Nike).

From Uzbekistan brands local to identity relied on without increase possible, but their Limitations — resources, experience, global exposure.

Article end as, above cited offers Uzbekistan brands on the global stage to success to achieve service to do possible.

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