

Kyiv National University of Trade and Economics

Hotel and Restaurant Business Department

FINAL QUALIFYING PAPER

on the topic:

«CORPORATE SYSTEM OF HOTEL SERVICES PROMOTION BY RADISSON BLU»

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TASK

For a final qualifying paper

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Purpose of research The purpose of the study is to develop theoretical and methodological regulations and proposals for the formation of the corporate brand system of the Radisson hotel chain and the introduction of new concepts in the principles of hotel positioning, as well as new approaches to creating and improving the corporate brand system, taking into account new trends and research.

The object of research is corporate hotel brand.

The subject of research is exploration of theoretical provisions, methodological framework for the formation of the corporate brand system, its components, the impact on the marketing component, consumers and effective use and positioning of the brand in the proper market system of hotel service

4. Contents of a final qualifying paper (list of all the sections and subsections)

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Manager of the educational program _____ Margarita H. Boyko

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INTRODUCTION

In the hotel business, there are about 150 names of hotel operators or brands of hotel chains. Indeed, over the past hundred years, branding has become a very important part of the hotel industry. But only a few hotel brands made it to the list of the world's 100 most popular brands. And as a result of the expansion of the hospitality industry over the past years, many travel destinations have enriched their potential precisely with the presence of these highly reputable hotel brands.

In the context of the current state of the hospitality services market, the content of the concept of "competitiveness" is changing, today it implies not only a special approach to the formation of pricing policy, but a whole range of measures aimed at improving the quality of services, developing the company's image, strengthening its own trademark (brand), using customer-oriented approach to customer service.

All this makes the brand an effective tool for business development. The key goal of creating an effective brand is to achieve long-term competitive advantages in promoting a product or service in the market. Currently, many hospitality enterprises are faced with the fact that competitors are trying in their services to reproduce the qualities and characteristics of the best hotel chains - world leaders, which inevitably leads to a great similarity of the offered hotel services and to some extent complicates the choice of consumers. A brand in the classical sense is an image in the perception of the consumer, a set of impressions and associations, it is this image that allows the consumer to distinguish and choose one or another product or service.

In turn, this process is defined in special marketing terminology as branding. Branding refers to the process of brand management, including brand creation, brand promotion to the market, and brand adaptation to changing conditions of the external and internal environment. The value of a hotel brand is often distinguished by its tangible and intangible value. Brand intangible value usually includes those aspects that are most obvious to the consumer, but which are much more difficult to assess in specific amounts. The best example of this is the name and brand image. On the other hand, tangible characteristics are those specific brand components that can be

precisely defined, measured, and thus evaluated. These include marketing and sales infrastructure, strategic alliances, and loyalty programs, components that either have specific value or generate cash flows for the hospitality industry.

Every day, independent hotel owners find it harder and harder to compete with large hotel chains to win and retain customers. Independent hotel owners face increasing challenges with personnel management, supplier contracts, and new challenges in a competitive environment — especially technological innovation that is becoming part of a hotel brand's product offering. Independent hotel owners are increasingly recognizing that their hotel's performance could be greatly improved if it operated under the name and management of an internationally renowned brand.

Moreover, many studies confirm that hoteliers are becoming convinced that by building their own local hotel brand, they are unlikely to be on a par with the most respected hotel managers who are the dominant players on the global stage. Because building a brand is not only about creating a genuine brand image. Indeed, in reality, the company's prestige is the result of serious and continuous operational improvements over the years, which are reflected in the quality of the product or service and its recognition.

Each hotel strives to create a strong brand in its activities, while it must provide a link to every aspect of the enterprise-customer relationship in order to create a long-term relationship between the consumer and the hotel brand. A long-term relationship between the consumer and the brand, based on respect and trust, fosters a sustainable consumer preference for the hotel and its services.

Consequently, the formation and management of brands in the hospitality industry is based on a process aimed at creating an atmosphere of consumer loyalty. The relationship between a brand and a customer can also be based on the value proposition of the service itself. Many relationships between a brand and customers arise when the brand is viewed more in relation to the organization itself than to its products and services. In hospitality marketing, the quality and completeness of services directly depends on the position of the hotel company, therefore, the key point of branding is a hotel that can offer quality services.

Purpose of research. The purpose of the study is to develop theoretical and methodological regulations and proposals for the formation of the corporate brand system of the Radisson hotel chain and the introduction of new concepts in the principles of hotel positioning, as well as new approaches to creating and improving the corporate brand system, taking into account new trends and research.

The object of research is theoretical, methodological and practical aspect of corporate brand structure in hotel business.

The subject of research is exploration of theoretical provisions, methodological framework for the formation of the corporate brand system, its components, the impact on the marketing component, consumers and effective use and positioning of the brand in the proper market system of hotel services. Also development and implementation of new aspects of the «Radisson Blu» corporate brand.

Methods of research. Various research methods are used, including classification, analysis, structuring and synthesis of information and data. Also analysis of brand indicators, its parts, structuring and analysis of cream components of the brand. The third part of the work uses the method of focus group interviews, analysis and organization of these answers.

Scientific innovation. Problems and features of the corporate brand were studied in the works of M. Urde, F. Harris, Klink R.R., G.A. Athaide, Oriol Iglesias, Nicholas Ind. Laurence Minsky and Colleen Fahey looked at the latest branding techniques, such as audio branding. The field of corporate branding will expand every year and is explored more and more from new sides, because it is evolving and important for hotel chains, for their competitiveness in the hotel market.

Practical value. The research results can be used to form and implementation new parts of the «Radisson Blu» corporate brand. The results of research were published in Scientific Journal “Hotel Restaurant and Tourism Business: Focus on International trends” (Appendix A).

PART 1

THEORETICAL FUNDAMENTALS AND BASIC PRINCIPLES OF CORPORATE BRAND FORMATION IN THE HOTEL INDUSTRY

1.1 Literature review

In the last few decades, more and more attention has been paid to the development and promotion of company brands. This, of course, requires continuous research in this area.

Promises, given or implied by manufacturers, and consumer expectations are important characteristics that define a brand. Therefore, F. Kotler (Philip Kotler) called a successful brand "the promise of the seller to constantly provide its customers with a specific set of qualities, benefits and services." University of London marketers Paul Smith, Chris Berry and Alan Pulford have defined branding as "the language of consumer expectations."

In the article "Towards a theory of conscientious corporate brand co-creation: the next key challenge in brand management" (Oriol Iglesias & Nicholas Ind), published in the Journal of Brand Management (2020) examines the detailed evolution of the corporate brand. It discusses brand management from the organizational-oriented method, which is based on a shared perspective, to the present. This method challenges many traditional brand management models and is based on an interest in the importance of meeting the needs of all parties [1].

In the article "Exploring the creation and development of political co-brand identity: A multi-case study approach" (2019) the authors considered the corporate brand in terms of the creation and development of a political brand, this is one of the least studied areas of branding. The article is based on the concepts of internal identity of the co-branding brand and aims to study how political co-branding is created and directly managed. Contains a new interpretive approach to the study of different cases using in-depth interviews. The research was conducted with 3 political co-brands from the Conservative Party of Great Britain [2].

Also, one of the most recent articles "Logics of onshoring: brand geographies, corporate tax responsibility and common sense" examines corporate brands against the background of the global crisis of 2008 and in terms of corporate tax direction, assessment of views, based on research in the field of tax systems and corporate brands in these contexts. By defining and studying 3 different forms of geographical indicators: national origin, national heritage and territoriality of economic activity, the authors identified aspects that are determined from these spatial frameworks. According to the author, the geographical affiliation of Brezhnev should support a certain "logic of onshoring", or an explanation of where the corporation should pay taxes and stipulate the consequences that may be on the international tax system [3].

The authors of the article "Conceptualizing Interactive Network Branding in business markets: developing roles and positions of firms in business networks" aimed to form the concept of interactive network branding (INB) in the business market. The basis is the processes that show corporate branding as part of business networks.

Incidentally, the article emphasizes the importance of this for companies that form and promote themselves in business networks. This concept is positioned not as the newest isolated position, but as a continuation and addition of already known and used positions. The author concludes that such networks form a further strategic role and position of companies that are part of these networks [4].

The article "Brand usage detection via Audio Streams" highlights one of the parts that are part of the audio branding trend. More specifically, the article highlights the use of audio formats for identity and brand separation, particularly on digital platforms. The difficulties and risks of this type of branding are considered and the ways and risks of overcoming such problem areas in this type of branding are investigated. The author also notes that their results draw attention to the poor strong emphasis and plan that this problem was the next segment of study and research[5].

The article "Hotel internal branding: A participatory action study with a case hotel" deals directly with the hotel industry and the issue of branding in it. The authors explore the need for external and internal aspects of the brand in the

management of hotel chains. Considerable attention is paid to the fact that for the successful formation of the hotel brand requires sustainable development of both external and internal structure of the brand. The authors studied internal branding for 3 years. The results of this study confirmed the existence of a structure of 6 dimensions for the implementation of internal branding strategy: 1) corporate support; 2) leadership of managers; 3) mutual learning; 4) proactivity at the personal level; 5) characteristics of units; 6) evaluation of effectiveness. This structure proposes a combined approach to the social identity of goiters to determine how these approaches work differently, and this is what makes a new theoretical report in the understanding of internal branding [6].

The article "The value of branding for B2B service firms — The shareholders' perspective" examines the side of B2B markets, as it is currently subject to fierce competition. Concepts of support and doubts about the purity of the financial value of B2B service brands are considered, because empirical studies of this value are missing, managers are left without specific standardized and tested standards. This study represents the position of shareholders in the empirical study of the financial value of B2B service brands. The study is based on observations of the brands and shareholder value of 380 US public B2B service companies [7].

It should be noted that in recent years, articles exploring the topics of branding in various aspects are created very much and this area is being actively developed and researched. But, unfortunately, it is necessary to state the unpleasant fact that in 2020, for obvious reasons, such studies were suspended and not so many results were announced compared to the past 2019.

But such drastic changes in world life, society, economy, business and structure in general provide a new field for research and study the consequences of these changes. It can be predicted that in the coming years the most active research will be aimed at studying the comparison of branding before 2020 and after 2020, calculating losses, changes in management concepts and forecasting for further development in this area.

1.2 Features of creating and operating a corporate hotel brand

A brand is a consistent set of functional, emotional promises to the target consumer. They are unique, meaningful and difficult to imitate, and responsible for his needs. A brand can be described as a set of perceptions in the consumer's imagination. However, this diverse and ambiguous concept should be considered in various aspects, namely as: legal instrument; identification system; the campaign; identification system; the image in the imagination of buyers; face; attitude; additional value; the evolutionary essence. As a legal tool for the hotel business, branding is an investment by the hotel business and is usually done to get any economic results. The culture, the staff, the hotel development program and what creates the hotel product are also a clear distinction and value for consumers and are the basis for building relationships with consumers.

Branding in the hotel business is a technology for creating and promoting branded (branded) hotel services, an activity to form a long-term preference for them, based on an enhanced impact on a selected segment of consumers of a trademark, trademark, advertising reasoning, materials and sales promotion activities; design and organization of points of sale of services, as well as other elements and actions in the field of advertising, united by a certain idea, which distinguish the organization's services from competitors, create its image, emphasize its position and uniqueness. Through branding, products become the embodiment of brand identity.

Of the whole range of tasks facing the hotel and household brand, one of the most important are: distinguishing it from others, achieving competitive advantages and the possibility of setting an increased price. All this becomes possible when the buyer is confident in the superiority of the given hotel product. The consumer is willing to pay a high price for the best (real or perceived) quality.

In this case, we are talking about the fact that the hospitality brand evolves over time, and, turning from a "non-hotel branded consumer item" into a "relationship", changes the relationship between the like and between the hotel business and the consumer.

A brand in the hospitality industry has three main functions:

1. the function of differentiation, since it is the brand that gives the client a clear idea of the main values of the company, makes it possible to convey to the client the uniqueness of the hotel, its dissimilarity from competitors, the material and intangible benefits of living in it, thus positioning the hotel on the market;
2. acts as a promotion tool, creating additional investments in marketing, which pay off due to an increase in demand for hotel services;
3. Creates a set of emotional and rational prerequisites for repeat and multiple clients. It is the presence of a constant, loyal audience that guarantees the sustainable development of the hotel.

Successful branding of a hotel enterprise relies on a system of relations between the consumer and the brand, formed on the basis of the following principles:

- Study of the interests and needs of the buyer, ie. a comprehensive study of each customer based on information support about contacts and channels of communication with them (what the customer is, his interests, needs, impressions, etc.).
- Communication between the brand and the consumer is carried out by various means: by phone, mail, via the Internet, thanks to personal contact. Communication channels should be open to the buyer so that he can communicate with the brand without any problems.
- Information support of the consumer about the potential of the brand (what he can buy); about the brand development strategy; negative factors influencing the development of the brand (what will be done to increase its value).
- Creation of a comprehensive information support program for the customer relationship management process. This implies the creation of a database that combines all the main characteristics of the functioning and development of the brand.

These principles allow you to develop tactics for managing relationships with consumers, which in turn strengthens their relationship with the brand on the basis of

comprehensive knowledge of the company's brand. This approach is especially effective in working with consumers, as it blocks the actions of competitors.

The Internet is now widely used as a vehicle for establishing brand trust with consumers. However, the concept of ideal relationships should not be limited to the aesthetics of the site. The buyer must have real information about the brand and it is through the Internet that personalized relationships can be created [9].

Advertising costs during hotel brand expansion.

It is generally believed that expanding a hotel brand saves on advertising costs. However, expanding the hospitality brand requires a disproportionate increase in advertising spending. As is known from numerous psychological studies, it takes much longer to memorize each additional fact than the previous one. Accordingly, if to memorize and agree with a very unobvious statement that the best hotel product of a certain group bears one specific name, you need 100 GRP per week on TV, then in order for the consumer to remember that this name is borne by two hospitality products from different (let and loved ones) groups of hospitality products, you need 400 GRP. A doubling of information requires a fourfold increase in ad spend, and the specific effectiveness of ad spend does not increase (as expected) but deteriorates if it doubles [8].

Technology for creating a hotel brand

Hotel brand development is a process of integrating many business lines, so a clear understanding of the hotel brand image is essential as well as a long-term view.

To view hotel branding simply as something related to design, advertising or brand name assignment is inadequate and ineffective for the future; the success is achieved by those household brands that act as a lens through which the consumer looks at the hotel's hospitality organization and its hotel product. The constant evaluation of the image when using the said lens for this is of paramount importance.

Without this, the hotel will not be able to maintain its status. The process of forming and developing a brand is very significant, as it contributes to the accelerated development of the business. The concept of branding fully conveys the characteristics of the brand as a kind of image formed in the minds of consumers.

In this regard, branding can be defined as an integrated technological complex of methods and techniques aimed at creating and promoting branded services, as well as activities to form long-term loyalty programs for certain segments of the consumer market. World practice divides the development and promotion of trade marks in two directions:

1) pull - the brand is created based on actual needs and values. This approach is quite knowledge-intensive, but less expensive than with others;

2) push - the basis of the brand has features that differentiate it from competitors. At the same time, signs, as a rule, do not directly affect the actual needs and values of buyers, often imposing them; brand promotion is impossible without strong advertising budgets. In any case, this approach is less knowledge-intensive, but more expensive. To develop a successful hotel brand in the pull direction, the following set of activities is advisable:

- Formalization of the idea, definition of the future hotel product;
- Development of a plan for the creation (and launch to the market) of a new hospitality brand;
- Market analysis: segmentation, assessment of the market capacity and its segments, market dynamics, study of competitors;
- Segment selection, detailed study of target consumers, identification of benefits;
- Creative development of alternative concepts (platforms, positioning) of the hospitality brand;
- Testing concepts on the target audience, choosing the most attractive;
- Creative development of alternative names for the hospitality brand;
- Expert assessment of names, phonosemantics. Testing titles on the target audience,;
- Checking names for "patent purity", prioritizing names for a hospitable brand; development of design options for several names, design modeling;
- Expert assessment of design. Testing options in the "name + design" complex on the target audience, identifying leaders;

- Comparative testing of the future hospitality brand with competitors.

Simulating natural buying. Selection of the winner;

- Final adjustments to design elements;
- Form of submission of the proposed line of hotel products;
- Developed POS - materials (promotional materials for points of sale) -

Development of a brand promotion strategy on the market.

Hospitality Brand Strategy

The next step after positioning is to define the strategy of the Hospitality brand, that is, the ways in which the resources of the Hospitality organization will be used to create the value of the Hospitality brand.

The strategy includes the following elements:

- Determination of the target audience;
- Establishing a promise (proposal) to be made to this audience;
- Proof of the value of this proposal;
- The final impression.

When creating a hospitality brand, one should always keep in mind the positioning of the hotel product and the strategy developed for that hotel brand. A hotel brand should not be overloaded with a multitude of ideas; one should choose one of the most valuable and convey it to the consumer's mind.

To create a successful hotel hospitality brand, it is worth paying attention to other hotel hospitality brands present in the same market segment. This will allow, firstly, to avoid duplication of the already existing hospitality brand on the market; secondly, to take into account the mistakes and miscalculations made by competitors; thirdly, an original idea may arise.

One of the advertising specialists Rosser Reeves has developed an interesting principle of brand formation - the use of a unique product property. This principle has been called the philosophy of "unique product properties". The idea is to iterate over all the properties of a hotel product until you find something unique to say about the hotel product. If in reality there is nothing unique, then you need to find a feature of the hotel product that went unnoticed, and make it your own. It will also be a unique

property that this and only this product can offer the buyer. However, this approach is fraught with a serious danger: it is quite possible to imagine a hotel product that does not have such unique qualities or they are not important or not interesting to the consumer. Then cases should not artificially seek out these unique qualities, but should turn to other methods, for example, use show defects.

Brands are images that have developed in the minds of consumers. And these images, in turn, are formed by many associations. They can be divided into four categorical features, which are caused by tangible and intangible characteristics, as well as rational and emotional benefits.

1. *Tangible characteristics.* The characteristics of this category are perceived by the senses: they can be physical, functional (the amount of horsepower in the engine, design. And it is due to these characteristics in the minds of consumers is the main impression of the brand.

2. *Elusive characteristics.* This category includes all the characteristics associated with brand identity: its origin, reputation and personality. At the same time, the subtle characteristics of the brand are associated with tangible ones.

3. *Rational advantages.* These advantages are provided, firstly, by the functional characteristics of the product, secondly, the organization of work with customers and thirdly, the relationship between the consumer and the brand owner. Rational advantages are often associated with tangible characteristics of the brand.

4. *Emotional benefits.* A brand creates emotional benefits if it helps to increase consumer self-esteem and self-affirmation. The brand can create a sense of security or demonstrate a high human status. Consumers often perceive emotional advantage as an additional component of the brand, ie some value that arises due to a combination of its tangible and intangible characteristics and rational benefits. As a rule, the success of a brand depends on a combination of all four of the above features. Proper understanding of the structure of the brand, its main aspects and components - the basis of successful branding and, as a consequence, high sales of the product [32].

The main types of brands. In world practice, it is common to distinguish the following types of brands: parent brand with its further distribution; umbrella brand; line brand; separate for each product; personal (personal) brand.

Creating a *parent brand* or "master brand" with its subsequent dissemination is a widely used method of penetrating new markets. The specificity of this configuration is that the basic, well-known brand brings to market new types of products, providing, on the one hand, expanding the range (repertoire, etc.), on the other - increasing market share by attracting new customers.

Umbrella brand is also a fairly common phenomenon: several products with different characteristics are offered under a single name. This brand configuration is better when entering a new product market and developing a new brand. In show business, the umbrella brand manifests itself during mass concerts to significant dates or events, in which famous stars and performers of various genres of art are invited to participate, exhibitions, presentations, etc. are held.

In the early stages, the umbrella brand often receives support from the base brand, such as the Philharmonic, the theater, and so on. This is done to ensure that the visitor is confident in the quality of the new brand. Then the umbrella brand gains its own reputation and target audience. In other cases, the base brand may be retained as part of the overall brand campaign and may be part of the new brand name.

The peculiarity of bringing a *line brand* to market is that new or partially modified varieties are added to existing products. This approach allows you to strengthen the brand image with minimal effort, thereby increasing sales, and maximize the needs of the target audience within a single brand offer. The disadvantages include the fact that, as a rule, the online brand is perceived as a whole. Excessive expansion of the line also becomes meaningless, because the proposal loses the unity that was its main advantage in the initial stage.

The most successful brand configuration can be considered the creation of a *brand for each unit of product*. This approach means that each product is exclusive and occupies a certain position in the market. The main requirement for the brand in

this case will be the advantage of this product in terms of quality characteristics over other similar products.

Those who today do not take care of building their own hospitality brand, tomorrow can really be thrown from the leading positions, created by circumstances, but not supported by their own efforts, to the periphery of the hospitality industry.

1.3 Elements of the corporate brand

The corporate brand includes a whole set of tools that help create the right positioned product in the minds of consumers. All elements of the brand must be connected and interact with each other and evoke in a person an association with this corporation. Forming the foundation of a corporate brand identity are the firm's mission and vision (which engage and inspire its people), culture (which reveals their work ethic and attitudes), and competencies (its distinctive capabilities). These things are rooted in the organization's values and operational realities [12].

The process can happen faster, though, if the company already has strong core values and other essential elements of identity. Examining and refining of corporate brand is a true leadership task that requires far-reaching input and commitment, passion, and grit. The outcome — a sharpened brand, stronger relationships, and a unified organization — can provide a clear competitive edge [12]. Effective brand strategies cannot be developed without the attention of consumers, hence the need to study how brand strategies affect their behaviour give consumers a good result. Organisations try to establish standard brands in the minds of customers because it increases influence which is often evident in sales and revenue [13].

Corporate branding necessitates a different management approach. It requires greater emphasis on factors internal to the organisation, paying greater attention to the role of employees in the brand building process [14].

The corporate brand is clearly considered as a strategic resource and competitive advantage. The main general issue is the perceived vagueness of what that brand actually is and how it may be best used in practice [16]. Elements included in the "corporate brand" can be divided into two main groups: internal and external. (Figure 1.1)

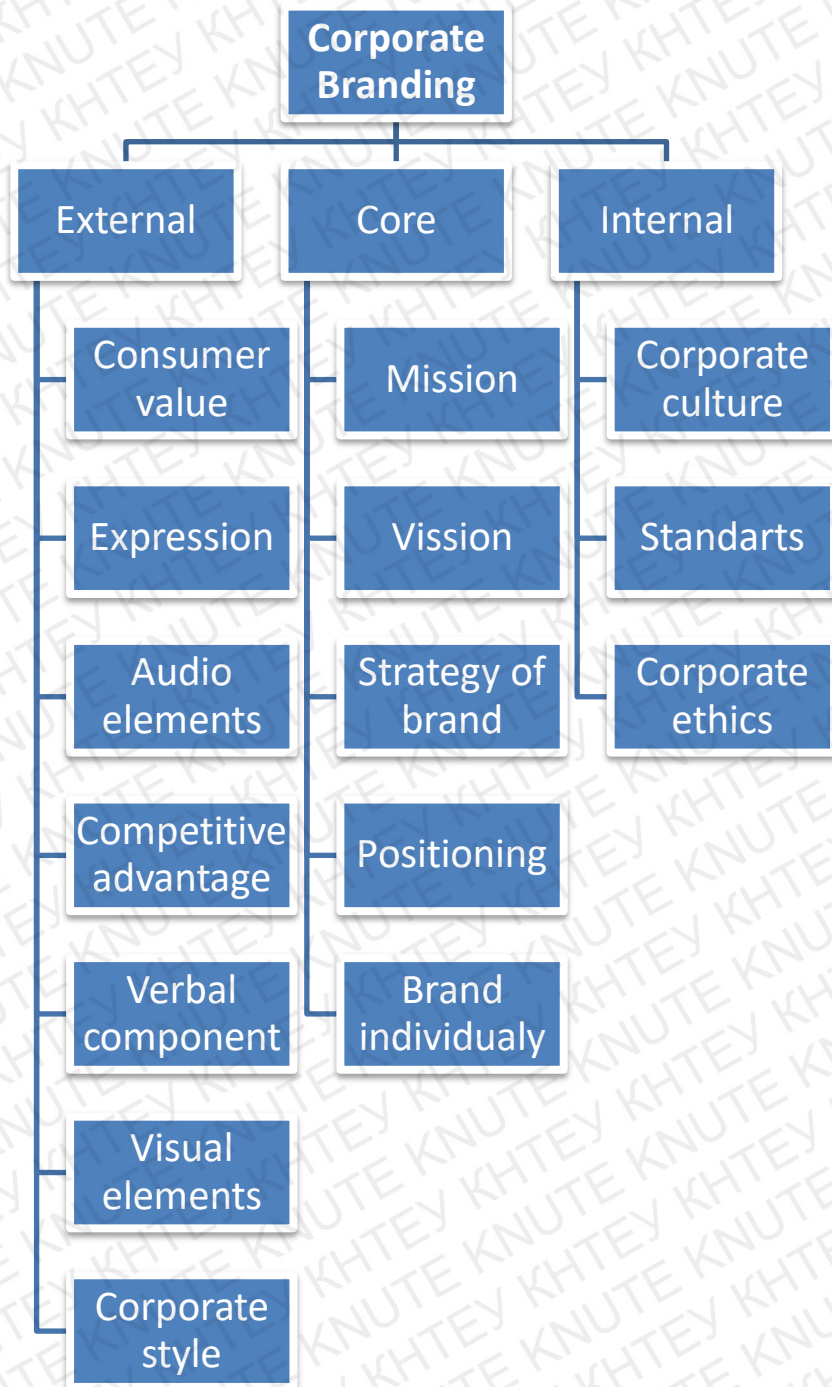


Figure 1.1 Corporate brand`s elements

Forming the foundation of a corporate brand identity are the firm's mission and vision (which engage and inspire its people), culture (which reveals their work ethic and attitudes), and competences (its distinctive capabilities). These things are rooted in the organization's values and operational realities [15].

Internal branding is the compliance of staff and its structure, the norm to the overall concept of the brand. The main task is to provide staff with a clear understanding of the strategy and values of the brand, its importance and to assess how the staff adheres to the concepts of the brand in the performance of official duties. This is an extremely important part of the marketing component, which helps to identify the hotel staff with its brand.

External are elements related to how the company wants to be perceived by customers and other external stakeholders: its value proposition, outside relationships, and positioning.

Elements that bridge internal and external aspects include the organization's personality, its distinctive ways of communicating, and its "brand core"—what it stands for and the enduring values that underlie its promise to customers. The brand core, at the centre of the matrix, is the essence of the company's identity. When a corporate identity is coherent, each of the other elements will inform and echo the brand core, resonating with the company's values and what the brand stands for. The brand core, in turn, will shape the other elements [15].

The external components of the brand are:

Identity - is the visual basis of a brand, its front side. The main task of identity is to show the essence of the brand briefly and clearly, to make it recognizable and easy to remember.

Corporate identity (style) - the image of the product, a set of graphic elements that the company uses to improve visibility. The history of its origin goes far back to antiquity, when sellers used a stigma to separate their goods from strangers. In the Middle Ages, each feudal court had its own symbolism, which was expressed in the image of the family coat of arms on clothes, horse harness, clothes, flags, letters in the form of a printed print. In modern times, the corporate identity of a company is expressed in the development of a brand that is perceived by the buyer on a verbal and visual level [36].

The company logo - is the main visual sign that represents the organization. This mark is used where it is necessary to graphically indicate the company, or its products or related services.

Types of logos

1) Symbolic logos. One of the most popular types of logo among companies. The logo is represented as a symbol, often abstract. Its advantage is that it is easily perceived and perfectly helps to create images in the subconscious of a person, associations with a certain process or object.

2) Text logos. The logo presented in the form of a stylized corporate font (letters). In addition, small graphic elements are often used: for example, a smile on the Amazon logo.

3) Combined logos. This logo uses both text and symbols. This look takes advantage of the two previous ones: the graphic element makes the logo memorable and helps to make the company name special and attractive.

4) Emblem. Logos of this kind enclose the name of the company within a special art form. This is one of the most difficult types of logo.

5) Alphanumeric

Faults:

- wrong choice of font;
- excess of flowers;
- complicated design;
- lack of adaptation of the result obtained for various devices;
- practical application of stock photos.

Verbal trademark - well remembered, can be registered both in standard writing, and in original graphic execution (logo); Consists of letters, words, sentences, phrases, or abbreviations. Words can be either made up or made up. Such trademarks can be personal names, invented neoplasms, abbreviations

The sound trademark (audio brand) - is more typical for radio stations and TV companies. Recently, this type of trademark is increasingly used in the advertising practice of other firms.

In recent times, sounds have been increasingly used as trademarks in the marketplace. However, it has traditionally been difficult to protect sounds as trademarks through registration, as a sound was not considered to be a 'trademark'. This issue was addressed by the World Trade Organization Agreement on Trade-Related Aspects of Intellectual Property Rights, which broadened the legal definition of trademark to encompass "any sign...capable of distinguishing the goods or services of one undertaking from those of other undertaking" (article 15(1)) [34].

Consumer value - branding should reflect a certain value that the consumer will receive from the goods or services of the company and it should be pledged in the formation of the brand.

Three principles of creating consumer value:

1. The buyer chooses from competing companies the offer that he considers the most valuable
2. The company's products are needed by consumers not as such, but to meet certain needs (emotional, economic or combined). Value is the consumer's assessment of a product's ability to meet its needs.
3. In the long run, the company is not interested in individual transactions, but in creating stable, based on mutual trust relations with consumers, which contribute to the formation of a circle of loyal customers.

Expression - The main external task of branding is to create the necessary impression that will reflect the company in the minds of consumers, that is, a kind of expression of its main ideas.

Competitive advantage - the advantage that consumers will get by choosing this company from among others in this market of goods or services should be reflected. The competitiveness of the enterprise is a generalized, final indicator of the stable operation of the enterprise, which reflects the results of actions and efforts of production, service and management units, subsystems and resources involved.

Brandbook - a package of documents that reflect the corporate style of the company, the basic principles and principles of work. Each element of style reflected

in the brandbook should express the individuality of the brand, its image and image in general.

The core of the brand are:

Mission - is the main reason for the brand's existence and the effect that the company intends to have on the world around it.

The company's mission and values are essential components of strategic management. Each company has a different attitude to the mission. Some people use it to motivate and engage employees, while others use it as a beautiful phrase on a company website and have no practical use.

The mission was first formulated and used in his work by Matsushita Electric CEO Konosuke Matsushita. In March, 1932, Konosuke was invited by a friend to spend a day at a popular Shinto shrine. During his visit, he began to consider the similarities between religion and business management, saying, "Human beings need both material and spiritual prosperity. Religion guides people out of suffering toward happiness and peace of mind. And business, too, can contribute by providing physical necessities required for happiness. This should be its primary mission." As a result of his experience, Konosuke assembled his employees on May 5, 1932 to make an announcement that was to guide the company for decades to come. He said, "The mission of a manufacturer is to overcome poverty by producing an abundant supply of goods. Even though water can be considered a product, no one objects if a passerby drinks from a roadside tap. That is because the supply of water is plentiful and its price is low. Our mission as a manufacturer is to create material abundance by providing goods as plentifully and inexpensively as tap water. This is how we can banish poverty; bring happiness to people's lives, and make this world a better place." [37]

Mission \neq goals alone, as it carries a bigger message, explaining to society what the organization does and why it does it. Company goals are the desired result that each organization strives for throughout its entire activity. SMART technology helps to set working goals. The abbreviation stands for: Specific, Measurable, Achievable, Relevant, Time-bound.

Vision - determines the main direction of the company's movement into the future, the vector of movement to continuous improvement. The vision is closely related to the mission of the company. If the Mission conveys the meaning of the company's existence and the principles by which it operates, then the Vision describes the state in which the company should be - an ideal goal.

The positioning of the company - is determined by the direction of product development, which is promoted. This allows you to work with it within the specified framework, and focus staff on the main priorities of the brand. The purpose of brand positioning is to convince and maintain confidence that the presented products have no analogues in terms of quality characteristics.

Strategy of brand - it is a holistic and complete vision of further development of the brand, starting from the idea, concept, definition of the target segment, differentiating your brand with a unique sales offer, positioning and communication strategy, which will correctly convey positioning to the target consumer. Competently developed brand strategy allows not only to win the consumer for a long time, but also to expand market share, to cover new target segments.

Brand individually - this is its basis, which sets the direction of brand development and the main features of the brand's interaction with consumers.

Confirmations are determined mainly by the communicative quality of the brand and its ability to maintain contact with the target audience, organize and direct communications, and thus build and strengthen the consumer-brand relationship. Expectations are most important at the stage of studying consumer perception of a brand, since the difference between what is proposed and what is expected can significantly distort the brand image and reduce consumer activity.

Internal components of the brand are:

Corporate culture - to differentiate in the market, companies need to create a unique organizational environment that fosters appropriate attitudes and behaviour of employees. If a company's culture is integrated with individual brand characteristics, employees are more likely to make decisions and take actions that are in line with brand ideas.

Throughout the evolution of branding in world practice, several concepts of corporate culture have changed as a result of the strategic development of firms, each stage of which has formed special guidelines for the emergence of a new generation of companies. Since the beginning of the XX century, which marked the development of mass industrial production, the corporate culture gradually reflected different strategic guidelines in the organization of in-house management and the development of the company's brands [21].

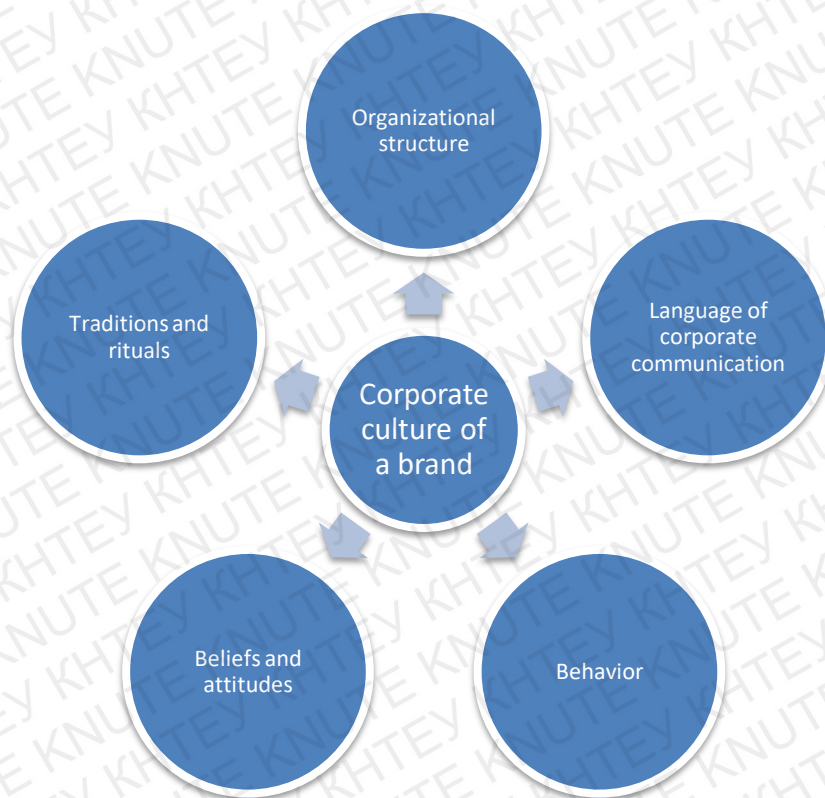


Figure 1.2 Corporate culture of a brand

In practice, the corporate culture of a brand in a company is formed by many components - both tangible and intangible (Figure 1.2) :

- The organizational structure reflects tangible, formalized processes, including a management hierarchy, a management system, distribution of rights, responsibilities and duties, and basic competencies. It defines the role of each employee in the development of the brand.

- Behavior includes the system of relationships in the company, reflecting the beliefs of employees about the vision of the brand, which manifests itself in their operational and current activities.
- The language of corporate communication is one of the most important elements shaping corporate culture. A directive, asking or inspiring tone is used depending on the management level and the characteristics of the administrative-organizational relationships.
- Beliefs and attitudes represent the basic assumptions of the company's employees about the world, the collective consciousness under the influence of which management decisions are made and internal relations between departments and individual specialists are formed.
- Traditions and rituals are structured processes, a kind of symbolic manifestation of culture in the form of events and ceremonies.

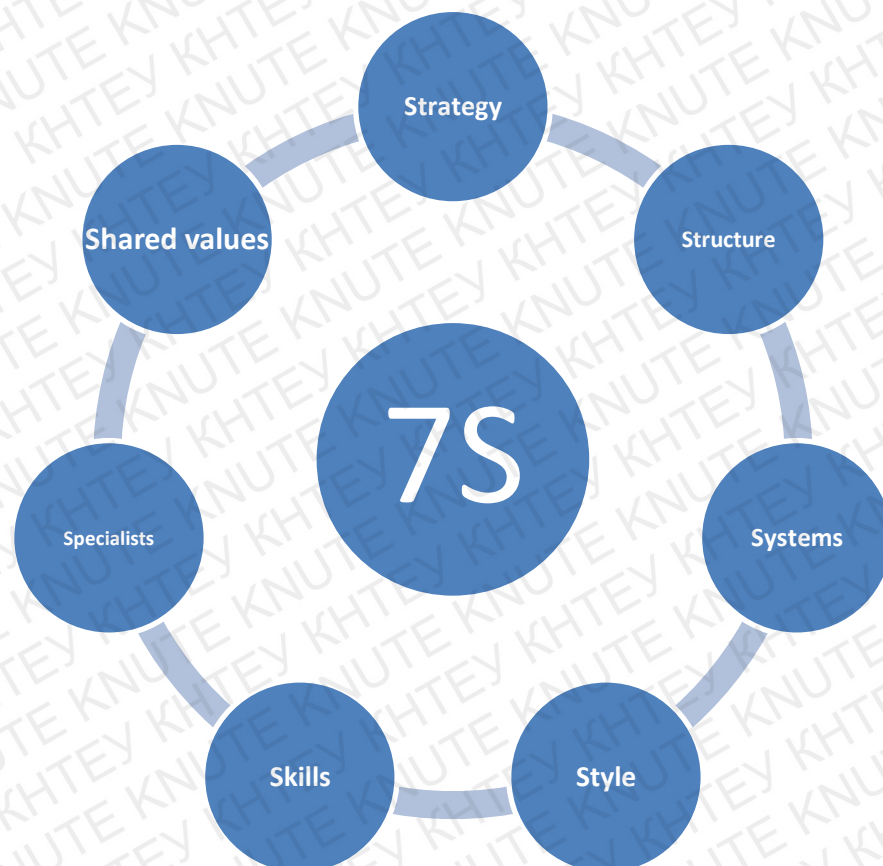


Figure 1.3 “7s” concept

The issues of corporate culture formation are in the center of attention of specialists from various business areas, who adapt generally accepted principles to the specifics of companies and industries. In particular, McKinsey specialists have developed the 7S system of corporate values, seven elements of which form the corporate culture (Figure 1.3):

- 1) strategy - the main marketing strategy of the company in the market;
- 2) structure - organizational structure of management of the firm's brand portfolio;
- 3) systems - client databases and their management systems;
- 4) style - a model or used approach to brand portfolio management (Western, Asian, mixed);
- 5) skills- the professionalism and qualifications of specialists who develop brand values both within the company and in the external environment;
- 6) specialists - methods and mechanisms for motivating employees for brand development;
- 7) shared values - the culture of the company that determines the efficiency and innovation of all processes in the system of internal management and ensures the viability and development of brands [21].

Standards - it is a certain level of internal organization of the working environment and performance of official duties, which corresponds to the policy and positioning of the brand.

Personal brand standards form a detailed and unique picture of brand in the mind of another. It must be remembered that standards that are attractive to some people may be questionable to others.

Corporate ethics - a set of ethnic and moral principles on which the work environment and relationships between employees are based. The company's corporate ethics is based on common values, traditions and norms of employee behavior.

PART 2

ANALYSIS OF CORPORATE HOTEL BRAND IN «RADISSON HOTEL BLU » HOTEL CHAIN

2.1. Analysis of «RADISSON HOTEL BLU » brand concept and its elements

Radisson Hotel Group is one of the world's largest and most dynamic hotel groups with seven distinctive hotel brands with more than 1,100 hotels in destinations around the world. Our portfolio of hotel brands includes: Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson. Radisson Hotels' highest priority is the health, safety & security of our guests, employees and business partners worldwide [38].

Radisson Hotel Group has more than 75 years of hospitality experience. With that experience, RHG has grown to become one of the largest hotel companies in the industry with a powerful set of brands that deliver world class hospitality and exceptional service [38].

Radisson hotel group includes 7 hotel brands (Figure 2.1; Figure 2.2):

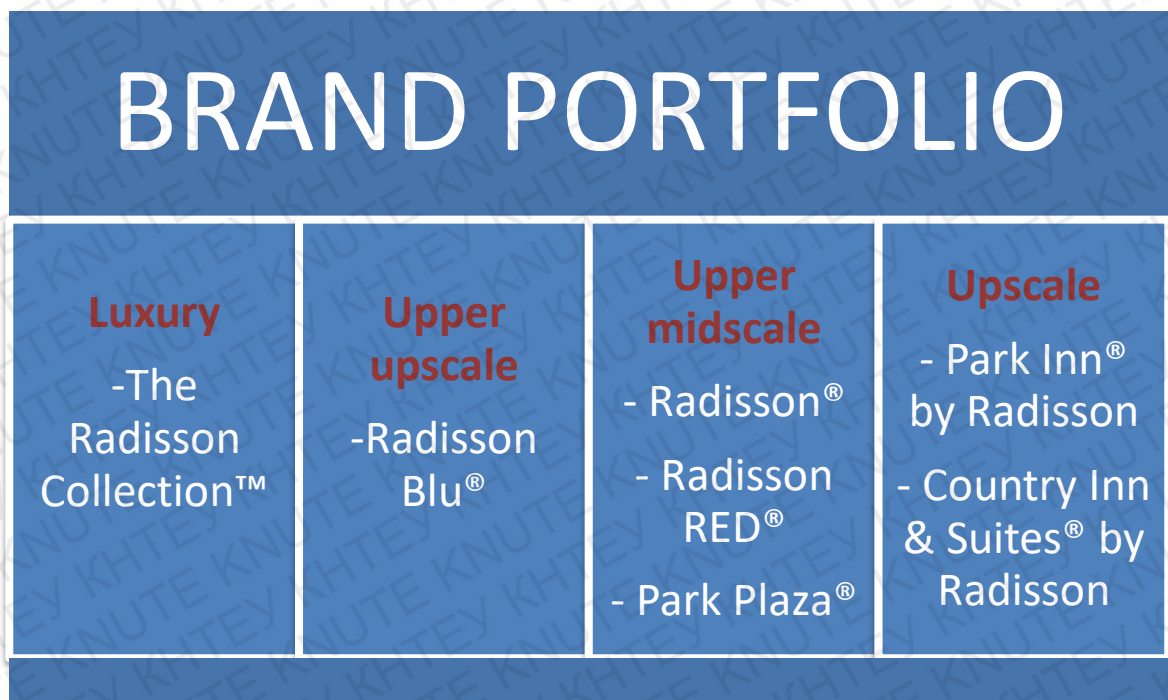


Figure 2.1 RHG's brand portfolio



Figure 2.2 Explanation of the RHG`s brands

The Radisson Collection™ is a premium lifestyle collection of exceptional hotels. The character of each Radisson Collection hotel feels authentic to its location and offer the ultimate template for contemporary living – united by modern design and exceptional experiences across dining, fitness, wellness and sustainability. All hotels are situated in prestigious locations, close to prime leisure attractions [38].

Radisson Blu® creates memorable experiences in stylish spaces. By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay [38].

Radisson® is an upscale hotel brand that delivers Scandinavian inspired hospitality and enables guests to focus on a work/life balance and find more harmony in their travel experience. There are committed to building meaningful, personal relationships with guests and have a Yes I Can!™ attitude to ensure the satisfaction of every guest. The hotels are in suburban and city settings, near airports and leisure destinations [38].

Radisson RED® is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED hotels are in vibrant, urban locations where travelers have the unique opportunity to tailor their stay to their style [38].

Park Plaza® is an upper-upscale brand that prioritizes authenticity in its service and captures the essence of each locale, creating elegant and contemporary spaces where guests enjoy meaningful interactions with the team members. Located in capital cities and key business and leisure destinations, the elegantly appointed hotels act as focal points for the local community as well as guests, offering genuine experiences in a vibrant social atmosphere [38].

Park Inn® by Radisson is an upper midscale hotel brand that delivers stress-free experiences, good food and upbeat environments. Park Inn by Radisson hotels are in capital cities, around economic and transit hubs, and conveniently situated near airports and railway stations [38].

Country Inn & Suites® by Radisson is an upper midscale hotel brand inspired by a sense of belonging, community and shared experiences. Signature brand

amenities include free Wi-Fi, complimentary hot breakfast, fitness centers and the Read It & Return Lending Library® [38].

Radisson Blue – Europe's largest upper upscale brand. There are the main brand's characteristics (Figure 2.3):

| | |
|-----------------------------|--|
| Name | • Radisson Blu® |
| Slogan | • “Feel the difference” |
| Logo |  |
| Positioning | • “Memorable experiences in stylish spaces. By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay. “ |
| NUMBER OF KEYS | • 150+ |
| Level | • Upper Upscale |
| LOCATIONS | • Key locations in capital cities, airport gateways and major leisure destinations |
| PRODUCT | • Urban / Airport / Resorts / Serviced Apartments |
| GROSS INTERNAL AREA | • ROOM SIZE 28 sqm |
| GROSS INTERNAL AREA PER KEY | • 55 sqm – 75 sqm |
| COST PER KEY EUR | • 144.5k – 171.5k (excluding land and developer's fees) |
| FF&E COST PER KEY | • EUR 23.5K - 30.5K |
| OS&E COST PER KEY | • EUR 3.0K - 4.0K |
| IN OPERATION | • 324 hotels |
| UNDER DEVELOPMENT | • 73 HOTELS |

Figure 2.3 Brand matrix of Radisson Blu hotel chain

Name

The construction of the first Radisson hotel was planned as a high-end luxury hotel, designed in the French Renaissance architecture style, and constructed with "the best in every line" of paints, enamels, woodwork, and wood finishes, and named after the 17th-century French explorer, ranger and furrier Pierre-Esprit Radisson [23]. Pierre-Esprit Radisson (1636/1640–1710) was a French fur trader and explorer in New France. He is often linked to his brother-in-law Médard des Groseillies. The decision of Radisson and Groseillies to enter the English service led to the formation of the Hudson's Bay Company [24].

Slogan

«Feel the difference»

Radisson Blu positions itself as the largest upper upscale network, distinguished by, among other things, attention to detail. In fact, the slogan reflects the idea of this brand - the difference from other brands of the Radisson Hotel Group in the personalization and detailization of all areas of this network and calls guests to feel the difference in this.

Logo

Only 6% of logos of international brands use an icon. 56% of logo creators use text and image together, and the remaining 37% choose inscriptions. It has been proven that companies most often choose text as the main element of a brand. Choosing the right font is crucial for the continued success of the organization.

The logo of the Radisson Blu hotel brand is included in that 37% of the "text logo".

- There is a font logo, consisting of letters, more precisely of the direct brand name and underlining with a blue line. Fonts in such logos are extremely important, because they carry a certain meaning to the consumer.
- This brand uses a decorative font. Decorative fonts from the point of view of psychology attract attention and are usually made for decoration. These fonts use textures and contours, they convey friendliness and emphasize individuality.
- The font has no serifs.

- Also the font is a little rounded. Fonts of this type convey comfort and coziness. They are perceived by users positively, gently.
- The slant of the font evokes a sense of lightness and beauty. Italics make information easier to read and less important.
- Part of the "Blu" logo is placed in a square. Logos with text in a circle or square give customers an overall impression of the company as a reliable and confident organization.
- Underlining the word once again emphasizes the title, a line separating it from other text around.

Colors

When it comes to choosing the “right” color - as research from the University of Sevilla (Spain) has shown - predicting consumer reactions to the appropriateness of a color in relation to a particular product is much more important than the color itself. Several independent studies (Shun Yin Lam's *The Impact of the Environment on Shopper Behavior*, *The Color Benefits of Color Marketing Group*, *The Psychology of Color in Marketing* by June Campbell) point to color as the main cause which people buy a particular product.

In the list of factors influencing the choice of buyers, the visual component is in the lead by a wide margin - 93% of the respondents refer to it as a determining factor of purchase. 6% of respondents are guided by the texture of the product and 1% by sound or smell. Color increases brand awareness by 80%, which directly affects consumer confidence.

The main colors of the brand are white and blue (Figure 2.4).

Brand color associations (During the study of the influence of colors, KISSmetrics specialists):

- blue / cyan - considered the best color for web design, gives the impression of reliability and security, used by financial institutions and insurance agencies, banks, etc. ; Shades of blue give not only calmness, but also a sense of trust, order and cleanliness. Therefore, this color is widely used by companies looking to increase customer loyalty.

- White color is perceived as the color of absolute purity and, being considered a symbol of something abstract, visually means emptiness. White for artistic purposes can only be used when it is located between two aggressive tones or when it is used to form some kind of surface that should attract attention (signs, warnings, advertising).
- Blue + white means coldness, remoteness, purity.



Figure 2.4. Meaning of the colors of Radisson blu brand

Design and space planning

Radisson Blu design counts with inspiring local touches and artworks that capture the feel of the destination. The spaces are lively settings that are dynamic and vibrant with light, airy, spacious environments that provides meaningful and contemporary design. A full technical guideline and tools enabling the development or renovation are available to partners [38].The examples of guestrooms are in Appendix B and Appendix C

2.2 Efficiency of corporate brand strategies of the Radisson Hotel Blu

Mission - as global travel continues to grow, the world becomes a village and travel has the power to create meaningful connections and mutual understanding between people and communities [38].

Vision -the long-term vision is to be the company of choice for guests, owners and investors, and talent. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a job in the hospitality industry, they will all think of Radisson Hotel Group first [38].

Owner value proposition -the largest upper-upscale brand in Europe, with an easy-to-adopt and dynamic design scheme.

- One of the world's leading hotel brands.
- By paying close attention to small details that make a big difference, we inspire memorable experiences with every stay. [38]

Target audience:

- Confident individuals who switch effortlessly between business and leisure mind-sets.
- Well-traveled, they recognize and value better service, attention to detail and like to be surrounded by style. [38]

Consumer value:

- The brand's stunning flagship hotels are found in primary and secondary cities, key airport gateways and exclusive leisure destinations throughout the world
- Creating a meaningful and memorable experience in a stylish environment
- Design scheme system results in an iconic approach reinforcing market position and focus on design [38]



Figure 2.5. Brand's differences

EAT WHAT YOU WANT

Whether guests are working, relaxing or spending quality time together, Radisson Blu room service delivers delectable favorites at all hours:

- 24-hour availability
- Special off-menu requests: "If it's in the fridge, it's yours"
- Thoughtful children's menu

SUPER BREAKFAST

An incredible and unforgettable breakfast experience:

- Tempting selection of delicious favorites and flavorful signature items
- Beautiful presentation that provides a feast for all the senses
- Health-conscious options accommodating low-sugar, low-fat and intolerance based diets
- Special kids' menu with something tasty and fun for the little ones in select hotels
- On-trend menus with fresh local ingredients
- Focus is on exceptional quality instead of quantity

TEMPTATIONS

Temptations are available as part of the welcome experience and in the minibar:

- Welcome corner with small refreshments upon arrival including fresh fruit and tasty sweets
- A complimentary tasty sweet to take upon check in for a welcoming arrival experience and during meetings & events
- High-quality, sweet and savory in-room items presented in an appealing way

WELLBEING

Elegant bathrooms promote relaxation and restoration, inviting guests to feel the Radisson Blu difference:

- Rain shower with separate hand-held head, so soothing guests will want to take it home
- High-quality bathroom amenities
- Plush toweling

MORE THAN JUST WIFI

True to passion for offering unique and innovative services that reflect the high expectations of our guests: • Free WiFi available to all hotel visitors (guests, conference delegates and outlet customers)

- Not just a lobby but a casual work place that allows people to work and connect (pc, printer, headsets and outlets)
- Watch own content through screen mirroring on smart TVs
- Chargers and adapters are always available
- USB ports beside guestroom beds and desks

SLEEP EXPERIENCE

A well-defined, high-quality bed with comfortable bedding that supports individual guest preferences and contributes to the residential feel of our rooms:

- Comfortable mattress
- Two pillows per guest (firm and soft)
- High-quality duvet with a high-quality mix of down and feather
- Soft, crisp white linen
- Turndown service and/or sleeping kit for upgraded room categories

Radisson Rewards provides members an enhanced experience from time of booking to checkout and every moment in-between. Members enjoy Member Only Rates, have access to exclusive benefits, and earn towards free nights across the Radisson Hotel Group™ portfolio of hotels globally [38]. There are also excited to introduce a loyalty program for professional partners, Radisson Rewards™ for Business. As a Travel Agent, Meeting and Event Planner or a Travel Arranger of a Small + Medium Enterprise, members will earn valuable points toward rewards for bookings at all Radisson Hotel Group brands [38].

Radisson Meetings concept has been developed around the three pillars of successful events: personal, professional and memorable.

PERSONAL. Radisson Meetings places and needs at the heart of our offer. RHG design personalized solutions around client`s goals and individual requirements to bring vision to life. The guests will have their own dedicated point of contact for the event who`ll work with as though they`re part of own team, helping to identify opportunities to improve the event experience [38].

PROFESSIONAL. RHG`s professional team is the most valuable asset in delivering on promise. RHG provides guests with everything needed to make event a success: from free Wi-Fi and modern audio-visual technology to stationery, sufficient power sockets, chargers and adapters – all the basics delivered brilliantly [38].

MEMORABLE. RHG want to surprise and delight your delegates by creating a memorable experience. Radisson`s 7 distinctive hotel brands offer a portfolio of outstanding destinations and beautifully designed venues, in the best locations, that are guaranteed to impress guests. Beyond this, you can expect carefully designed and customizable menus, complimentary treats for delegates in the meeting room as well as other add-ons and personal touches that will help turn a successful meeting or event into a truly memorable one [38].

Radisson Rewards for Business was designed for professional partners – Meeting and Event Planners. As a member, guests will get rewarded for bookings at any of more than 1,100 hotels worldwide [38].

Strategy

RHG developed its 5-year strategic plan in 2017. As one of the key initiatives, Responsible Business is a strong business asset for the organization (Figure 2.6). These targets align carefully and contribute to the hotel industry 2030 focus areas and to the UN Sustainable Development Goals. The 2022 priorities of Radisson Hotel Groups's Responsible Business program are to further reduce our carbon & water footprint, to focus on human rights in the supply chain, and on creating shared value in communities in the areas of Food, Shelter and Better Futures especially for children and youth at risk [38].

SOCIAL RESPONSIBILITY AT THE CORE OF BUSINESS

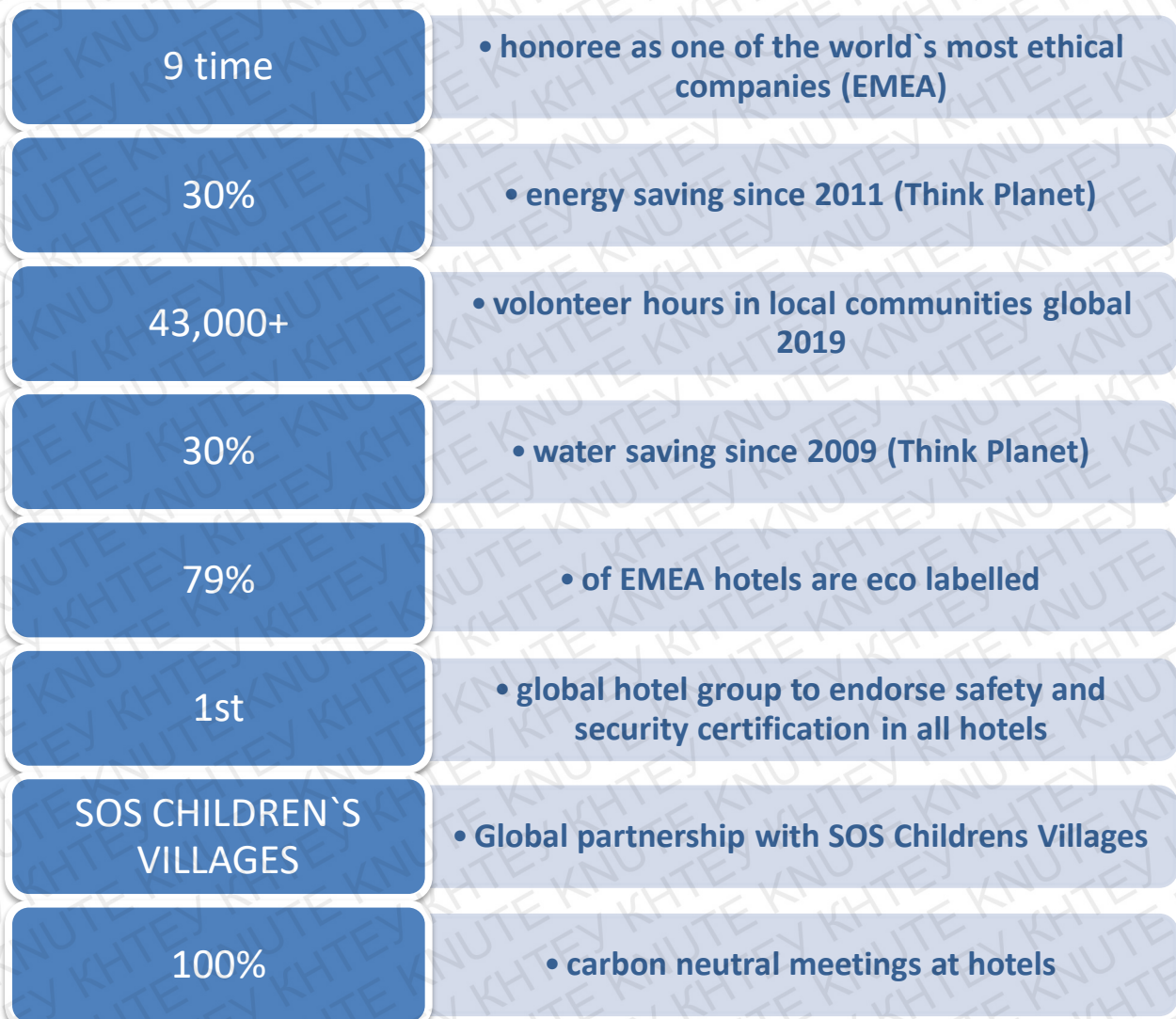


Figure 2.6 Social responsibility of RHG

From the point of view of positioning, this is an extremely profitable direction of development, because the problem of ecology in society in the next decade is one of the key ones. The gradual introduction of eco-strategy into the company's value matrix provides an opportunity to further shape the company's development around this aspect. This direction provides an opportunity to reform and update most areas of the company, and thus the opportunity to integrate with current trends and realities.

It is definitely a good platform for maintaining a strong market position, as well as expanding into new market segments and consumer categories. If we consider the economic side, in the first stages of implementation it was difficult, because the implementation of everything related to the environment is quite difficult and costly, both in quality and quantity, because it is difficult both technically and economically. on a large scale, as the number of hotels in the chain is large, it is also necessary to pay attention to the differences in laws and jurisdictions of different countries, which is also a complication of this process. But in the future it brings certain preferences for the company, so you can definitely consider the eco-strategy a long-term and multi-stage perspective.

With the right implementation of the strategy in the future, this leads to production savings. Many countries also provide benefits and state aid to businesses with eco-direction, so in addition, it is also an effective method to reduce tax costs and an unconditional legal advantage for the corporation. The public perception of this problem is also important, because it creates a positive and progressive image of the hotel in the minds of consumers. This is a good and effective tool to improve the image of the hotel chain in society, and the opinion of society in turn is one of the keys to the success of the hotel, because the entire hospitality industry is built on consumer loyalty, which is important in today's competitive world. This year's pandemic has greatly increased competition in the tourism and hospitality market.

Measuring the degree of consumer satisfaction (Radisson Blu Hotel, Kyiv City Centre)

The consumer value that is provided is the difference between the total consumer value and the total cost of the consumer when purchasing this hotel product - the "benefit" of the consumer.

Obviously, buyers make a choice based on a variety of prerequisites and restrictions, sometimes making purchases that promise great benefits to them personally, rather than the hotel company. However, the concept of consumer value is applicable in many situations and generalizes many observations well. The concept assumes that the seller must first assess the total consumer value and consumer costs associated with its own marketing offer and competitors' offers. It is then necessary to determine how this proposal is implemented in terms of the concept of consumer value provided.

If the hotel learns that competitors attach great value, then it has two ways out of the situation. He can try to maximize the total consumer value by enhancing or increasing the benefit of the buyer both in relation to the product itself and the services, staff or image of the hotel product. Or he can reduce the total consumer costs by reducing the price of the hotel product, taking part of the risk of the buyer, offering him a warranty.

The degree of consumer satisfaction with the purchase depends on how it meets his expectations. Consumers can experience varying degrees of satisfaction. If the properties of the hotel product differ from those expected, then consumers are dissatisfied. If the properties meet expectations, then consumers are in a state of satisfaction. If the properties of the tourist product exceed expectations, then consumers have a state of deep satisfaction or pleasure. Buyers' expectations are formed on the basis of impressions received from past purchases, opinions of friends or colleagues, as well as marketing information, information about competitors' hotel products and promises. Hotel companies must be careful to form the right level of expectations. If they form low expectations for the hotel product, they will satisfy

customers, but will not be able to achieve a high level of sales. Excessive expectations for the hotel product can disappoint buyers.

To date, the level of consumer satisfaction is most effectively determined by monitoring reviews and reviews on relevant sites and applications. One of the largest and most global is the Trip Advisor portal.

Based on the study and analysis of feedback in the period January 2020 - October 2020, the following data on the level of satisfaction were derived

(Figure 2.7):

- Overall rating (Radisson Blu Hotel, Kyiv City Centre) : very good 4.0 (based on 71 reviews during the study period)
- Location 4.5
- Cleanliness 4.5
- Service 4
- Value 3.5

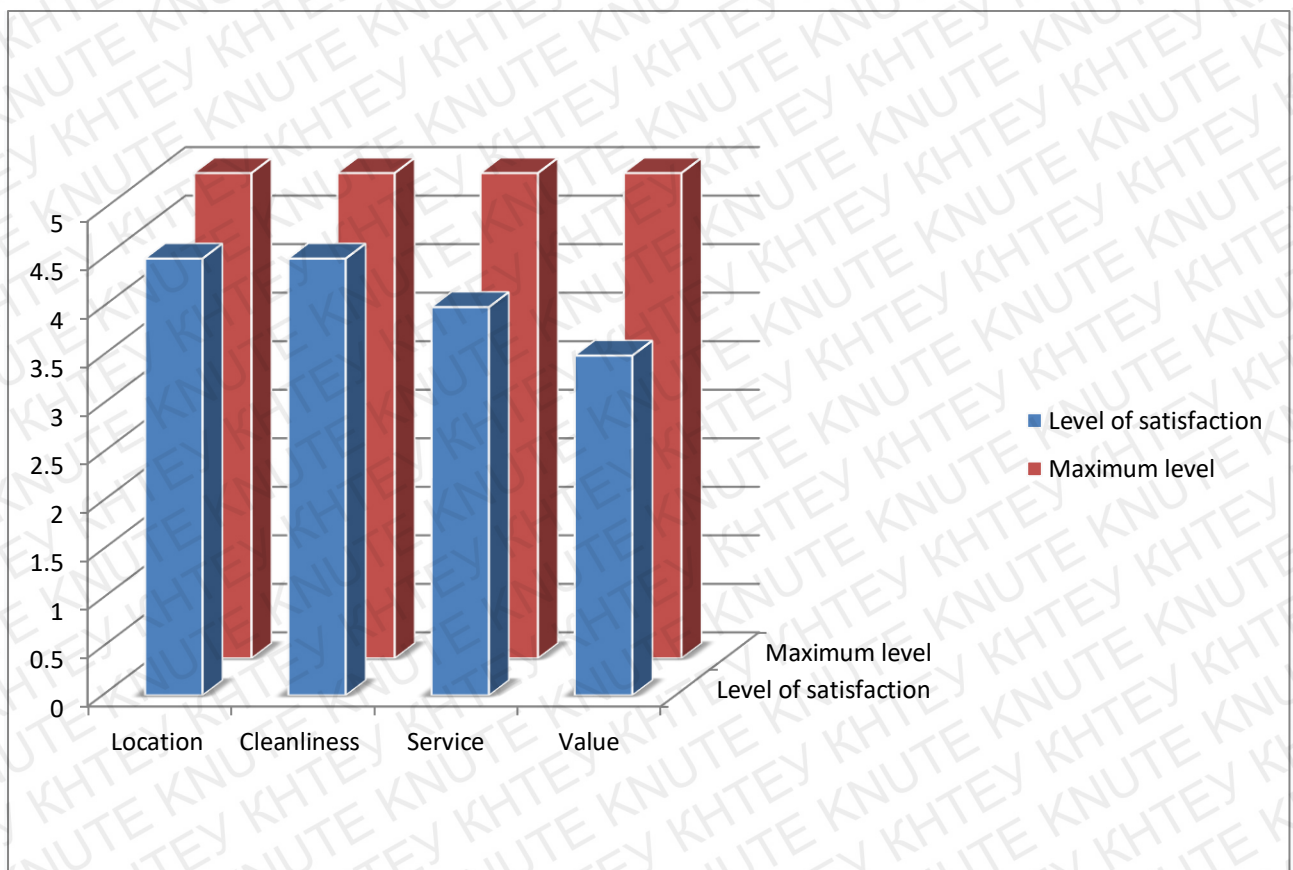


Figure 2.7 Level of the satisfaction of Radisson Blu Kyiv Center hotel by guests during 2020 (January-October)

Traveler rating (Radisson Blu Hotel, Kyiv City Centre)

From the 71 reviews (Figure 2.8):

- Excellent 34
- Very Good 23
- Average 4
- Poor 6
- Terrible 4

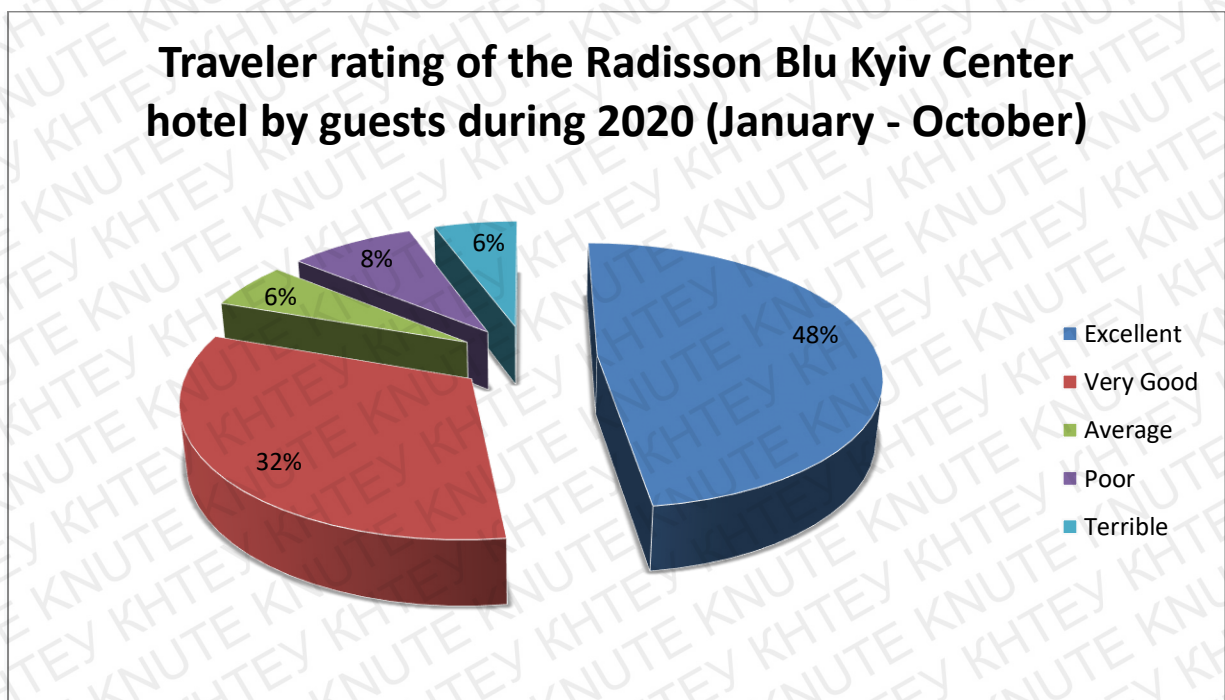


Figure 2.8 Traveler rating of the Radisson Blu Kyiv Center hotel by guests during 2020 (January - October)

Problem analysis is one of the key aspects of hotel-consumer interaction. The importance of maintaining guest loyalty is an extremely important factor, as regular customers generate the company's main income, so their commitment is extremely important. It is also necessary to show consumers that their opinion is important and their wishes and requirements are important for the hotel chain, so it is important that the connection between the guest and the hotel after the end of the service and stay directly at the hotel. Reviews, both good and bad, should be considered by the relevant hotel employee.

The Radisson Blu Hotel, Kyiv City Center has established the appropriate connection, all the analyzed guest reviews have been reviewed by the manager and every good and bad response has been provided. This is extremely good, because the guest feels that his opinion is important and it is listened to, so it makes him more willing to return to this hotel, even if previous experience had some problems, and the hotel's task is to convince the guest that the company can take care and fix all necessary aspects of activities that have had problems in the past.

According to consumers, the biggest advantage of the hotel is the location, because it is located in the heart of Kiev, and the biggest problems are the logistics and staff skills. Processed reviews for 2020 are provided in the Appendice 2.5.

PART 3

**THE MAIN DIRECTIONS AND METHODS OF IMPROVING AND
UPDATING THE CORPORATE BRAND IN THE RADISSON HOTEL BLU »
HOTEL CHAIN**

3.1 Implementation of new trends and methods in corporate branding and the possibility of their introduction into «Radisson Hotel Blu» hotel chain

In the context of the current state of the hospitality services market, the content of the concept of "competitiveness" is changing, today it implies not only a special approach to the formation of pricing policy, but a whole range of measures aimed at improving the quality of services, developing the company's image, strengthening its own trademark (brand), using customer-oriented approach to customer service. All this makes the brand an effective tool for business development.

The key goal of creating an effective brand is to achieve long-term competitive advantages in promoting a product or service in the market. Currently, many hospitality enterprises are faced with the fact that competitors are trying in their services to reproduce the qualities and characteristics of the best hotel chains - world leaders, which inevitably leads to a great similarity of the offered hotel services and to some extent complicates the choice of consumers. All of this requires hospitality businesses to apply specific forms of branding that reflect the uniqueness and value of their own hotel products and services. The hotel must constantly develop and update its brand in order to maintain and strengthen its market position and expand its influence in the hotel segment.

Today, in addition to the classic models of branding and traditional components, there are also new aspects of branding, which should be added to the already created brand and develop them. Two new ways in this aspect are audio branding and aroma branding.

Audio branding

Audio branding is a unique sound design for a brand. Each company should have a logo - to clearly identify your presence on the market, increase awareness among partners, customers, buyers. In today's world, a logo must be not only visual, but also sound. People must recognize audio products accurately.

Audio branding appeared many years ago, but the real recognition came to this direction of PR not so long ago. Previously, only a select few could use their signature sound design, for example, the giant Coca-Cola company. The melody from the advertising of this brand is easily remembered by absolutely everyone. This is a prime example of the competent use of unique sound design. Let's remember some other well-known examples of sound logos. The music used by a company may not be an insignificant background soundtrack, but an important element of branding. After all, properly selected audio content will effectively work for the benefit of your business.

Audio branding is an important tool for interacting with your audience. It helps to create a comfortable atmosphere for visitors in the institution, conducive to a longer stay and shopping, to gain the trust and loyalty of the target audience. The musical component of branding is an important part of the image of many world famous companies. However, it is also useful for small brands looking to improve their image, attract new customers and increase the loyalty of existing ones.

Typical elements of audio branding:

- brand music or voice;
- branded functional sounds;
- audio logo.

Features of audio branding

The most important condition that must be observed when developing an audio brand image is exclusively legal music. Business music compositions are produced by dedicated audio marketing companies. In other words, the musical element of a brand should not only meet the tastes of its owners and top managers, but also coincide with the moods and expectations of consumers.

Audio branding tools:

- Audiologue is the main brand identifier, a short instrumental or vocal composition that can be used in almost any situation, an analogue of a visual logo.
- A jingle is a short version of a brand's advertising campaign, often singing its name or slogan, and its use is usually temporary.
- A corporate anthem is an image tool, an integral attribute of a business style, embodying the values and mission of the company.
- Corporate songs are event tools created for specific events, for example, for a company's birthday, New Year, etc.
- Beats - short melodies, lasting 1-2 seconds, marking the beginning and end of the advertising message.
- Brand voice is an important brand sound image tool that can be used in advertising and informational videos, in a voice greeting, audio videos on the website and in social networks.
- Call center waiting melodies.
- Branded functional sounds that can be used to replace the standard ones by manufacturers of automobiles, electronics, household appliances, etc.

How is the work on audio branding .When working on a sound image, there can be no stereotyped solutions. Each project is a careful search for a sound that will express the mission and main values of the brand, will be associated with the company's products and will be close to its target audience. That's what audio branding is! This process is based on a complex, multi-step methodology.

It all starts with the creation of audio DNA - the key element of audio identity. Audio DNA is at the heart of all other audio branding tools. Forming audio DNA requires an accurate understanding of the brand's strategy, its positioning in the market, and its target audience. The next step is the adaptation of sound DNA to various elements and formats of audio branding.

After the introduction of the company's sound image, its effectiveness is assessed using a number of KPIs, including neuromarketing tools. It is quite difficult to conduct an accurate analysis of how audio branding affects sales growth and other

financial indicators - there is no direct relationship. The main indicator here is the level of sales before and after the introduction of the sound image. Another good metric is his recognition score.

The market is increasingly saturated, so branding is playing an increasingly important strategic role. The rules of business have changed. But branding has changed too. Today's marketers know how important it is to appeal to all five senses, beyond just visuals. So, the sense of taste is more than the result of chemical reactions in the mouth. Taste evokes an emotional response, evoking memories and associations in the mind.

Regardless of the country in which the guests grew up and the influence of which culture they experienced, all people similarly decipher the thought contained in music and other sounds. Many companies allow their graphic branding to appear in TV ads without music, making it impossible for themselves to create a memorable audio image. Music that emphasizes the idea or storyline of a commercial enhances its impact. Sound is important to all points of contact of a brand with a consumer. The simplest examples are music playing while waiting for a telephone operator to answer, and ringing tones. It is important to remember that a music collection specially created for a brand is more valuable than licensed tunes: they already carry a number of associations.

Scent / Aroma Branding

In general, scent branding and scent / aroma marketing are the same thing. Scent branding is more than just using a pleasant aroma in a specific space. It is about creating a signature scent that is associated with a brand, helping to create a stronger bond with consumers, thus becoming part of the company's brand identity. Think of scent branding as the company's olfactory logo, akin to a company's design logo, except targeting the nose of consumers [39].

Smell is one of the most powerful signaling systems that have appeared in humans during evolution. We tend to underestimate its impact, but multiple studies have shown it to be enormous. The secret is that signals from the olfactory system pass by our consciousness: our brain simply does not tell it about its reaction to

smells. Even more surprising, more than 70% of our emotions are experienced by our sense of smell.

This fact did not go unnoticed, and in the last 10 years such a direction in marketing as aroma branding has appeared - the use of smells in rooms in order to influence the visitor. If a company can influence emotions, then it can influence a person's actions and feelings.

The tasks can be completely different. The scent marketing industry has developed so rapidly thanks to technology that now it is possible to synthesize absolutely any smell that is indistinguishable from the real one, and each scent will have its own special effect on a person. For example, the smell of freshly baked bread induces appetite, the smell of wood - a sense of security, the scent of pine needles will help relieve fatigue, and citrus will give you a boost of vivacity. The bottom line is that these scents are identical to natural and not intrusive - that's when all the "magic" will work.

The Importance Of Scent Branding

While visual logos are important, there is an increasing need to reach consumers in more ways than just optically, and statistics show that brands are having much more success reaching consumers through Olfactory logos, or branded scent.

Considering that the average consumer is besieged with up to 5,000 ads of all types every day, it's no wonder we've become numb to their messaging. Scent however taps into the olfactory bulb, and opens up subconscious connections to consumers that other forms of advertising are not capable of affecting. While the challenges of using an olfactory logo in commercial interior environments vary, the positive effects it provides are pretty much consistent across every industry. The olfactory strategy involves the harnessing of our most potent sense, that of smell, and savvy brand marketers are very aware that harnessing ad campaigns that feature the sense of smell are 100 times more likely to be remembered than any ads involving hearing, seeing or touch. Much like a graphic logo, the olfactory logo is used in any commercial, retail or business environment [40].

Studies, Statistics And Relevant Information About Olfactory Logos

Identifying an olfactory logo for any kind of business or industry involves much more than just selecting the right fragrance. The proper scent is always the direct result of careful study to determine how the choice reflects the personality of the brand. According to olfactory branding expert, Tatiana Bettoni, a studied proposal must include: interpreting materials and signs, brand history, concepts and feelings. Above all, the choice involves the set of emotions and experiences linked to the brand, in order to bond with customers by surrounding them with objects and sensations that transmit pleasure, wellness and harmony.

Identifying the personality and characteristics of a particular brand is the key to selecting the right scent. Brand image always represents the tangible benefits of any given brand, but personality concerns an emotional association. Any signature scent must correlate to both the images and emotions of the brand.

The power of olfaction and its influence on brand ownership, which creates preference and recognition among consumers, has been the subject of several important studies. A 2005 study conducted by Ahuvia concluded that consumer-purchasing decisions especially among younger consumers are greatly influenced by socializing agents such as family and peers. Emotional connections towards a specific brand can be motivated by the symbolic pursuit of unattainable ideas. A 2006 study headed by Bijal Trivedi focused on gender-preferred scents and their power to influence purchases. Results indicated that both men and women linger in stores and spend money when an ambient scent is present. It also revealed that scent preferences depend on distinct geographic and cultural factors. A 2010 study conducted by Bradford and Desrochers revealed that up to 84% of customers in a shoe shop were more likely to buy shoes or like them more when shopping in a scented environment. In addition, research participants said they would pay 10-15% more for the product.

According to the Scent Marketing Institute (SMI), the emotional stimulation of an olfactory logo plays a critical part in stimulating revenue. For example, leather and cedar motivate sales of expensive furniture. In a recent study, sweet citrus almost doubled the average total purchases in a retail store [40].

Psychological and Cultural Factors Associated With Olfactory Logos

Marketers must realize that branding from the point of view of the consumer is based on a series of experiences that together form the story • of the brand-customer relationship. Sensory cues, particularly smell, greatly affect consumer preferences and purchasing behavior. One study conducted in 2005 by Valkenburg and Buijen examined brand awareness in children. The study highlighted the influence of environmental factors such as television, parents or school peers in children's brand awareness. This research makes an important distinction between brand recognition, which is necessary for purchasing a specific brand, and brand recall, which concerns the extent to which a consumer can remember a brand name. [40]

The Future of Olfactory Logos

The future of scent marketing is now, as olfactory logos are the final frontier of branding. Iconic perfumer, Coco Chanel, once said "*A woman who doesn't wear perfume has no future*". The same can be said for modern brands trying to compete and survive in today's marketplace without a signature scent. A recent study in the *Journal of Consumer Research* conducted by scientists at the University of Michigan and Rutgers University concluded that scents significantly improved consumers' memory about products (brand recognition) [40].

The Use Of Ambient Scent In Hotels

Hoteliers are conspicuous users of brand-defining scents to enhance their lobbies, hallways, rooms and bathrooms, often diffused via professional air freshening systems. A common goal is often the creation of a fragrance that coincides with a hotel's location [40].

Aromas To Enhance Gyms and Fitness Centers

Competition among gyms and fitness centers is very keen and one way a facility can gain an edge over others offering similar services is to incorporate a unique and memorable scent. The right fragrance in the right place can help create a more welcoming environment to new visitors, which can translate into more membership sign ups and more sales. Properly diffused scents can work wonders in locker rooms, lobbies, steam rooms and workout sections.

Popular welcoming scents for a fitness reception area are essential oils of cardamom, peppermint and rosemary, while scents that invigorate and get those juices flowing for weight lifting could include citrus notes of orange, lemon, lime and peppermint. Intense cardio and spinning workouts require shots of energy that fruity citrus notes of pineapple, mango, tangerine, grapefruit, melon and pear can provide. Lemon notes are also potent because they evoke a sense of cleanliness [40].

Who works with fragrances.

In Ukraine, aroma marketing is a young trend, but it is gaining momentum. Five leading companies are engaged in aromatic branding for business. According to the founder of the Ol.factory aroma branding agency Khrystyna Kurhanska, about 1% of Ukrainian companies have their own aroma brand, but their number may increase several times in the next three years.

3.2. Ways to introduce new methods and principles of corporate brand

This section outlines ways and suggestions for introducing new ways to improve Radisson Blu brand.

Ways to introduce Audio brand

Basic Rules:

- An audio brand reflects a brand's personality and consistently reinforces the brand's message at all points of contact with consumers.
- Audio branding helps to differentiate a brand, increase its memorability and form positive associations.
- People perceive the sounds around them, including audio brand, even if their attention is focused on something else.
- Brand attributes are embodied in the melody, rhythm, tempo and musical harmony that make up the brand's audio DNA.
- On the basis of this DNA, a collection of sound fragments is created, including the audiologotype - the sound symbol of the company - with a duration of 2.5-3 seconds.
- Multi-sensory branding affects different senses, reinforces brand messages and improves the customer experience.
- The audio branding process is similar to the branding process itself.
- The audio brandbook should ensure that audio brand collection is used correctly and consistently.
- When viewed as a strategic asset, the audio brand will serve your company for decades.

Preparing for an audio branding project

Develop a sound identity that reflects all aspects of the brand. Focus on core brand attributes. While the ability to understand musical imagery is generally a human trait, consider whether branded audio will need to be adapted to different cultures. When preparing to launch an audio branding project, start by developing a conceptual approach that will form the backbone of strategy.

Music should not be created or selected according to the criteria of "sounds

nice" or "like"; it should primarily reflect brand attributes. Do not limit to jingle, create a whole "dictionary" of sounds and melodies. Examine what competitors are doing in the field and make sure that there are clearly distinguished from the rest.

Creating an audio brand

- Developing an audio brand is a lot like developing a brand as such and consists of the same steps. Conduct a brand analysis and formulate a task. Audio team members should thoroughly research the brand, analyze the competitor's situation, and draw up an action plan.
 - Form a “listener committee” of people who are familiar with brand and represent different areas of activity (knowledge of music is not required for them). Then, the audio strategists must create “mood packs” - playlists containing short pieces of music that convey a particular message.
 - Then the musicians from the audio team compose from three to five 45-second compositions, each of which includes the brand's audiologue 2.5-3 seconds long. The listener committee chooses two options that best convey the brand's message. After their revision, the final decision is made.
 - The audio team creates a branded audio collection and draws up an audio brand book - a guide to its use. Introduce new sonic identity to employees first, then customers. In the first year, conduct regular audio branding training sessions for potential users in marketing, human resources, technical support, and customer service.

Audio Brand Book

To ensure consistency in using branded audio collection, include audio brand book in overall branding guidelines. Insert links to music and audio snippets with examples of their use. The audio brand book should include: the content of the audio collection, ways of adapting sound bites to different situations, instructions to prevent misuse.

An audio brand book may include the following components:

- Sound identity. This specially written arrangement represents the brand's sound image and contains the brand's audio DNA and audiologue.

- Audio DNA. It is the embodiment of the brand in music, with an introduction and melody that reflect the brand's characteristics and promise. It should not be confused with the musical "background", in other words, the basis; users cannot change it, just as they cannot change the company's graphic logo.
- Audiologue. A short piece of music 2.5–3 seconds long, which accompanies the display of the company's graphic symbol, and also marks the end of any communication. Nobody has the right to modify the audiologue.
- Arrangements. Develop instructions for using variations of sound bites in different processing for different points of contact. These can be ringtones, musical background for videos, greeting sounds, sound design of meetings and events, endings for the final frames of commercials.

Background music

Even brands that put a lot of emphasis on using their audio symbols in advertisements and branded content often make a gross mistake in retail stores. They play the usual inexpressive background music. Given the availability of streaming audio, there is no justification for this thoughtless approach to POS audio use. Create playlists of songs that highlight your brand values.

What is the approximate cost of creating an audio brand in Ukraine

The main parts of audio branding that need to be created:

- Audio logo - the basis of audio branding, analog graphic company logo, is the main brand identification.
- Corporate audio style is an attribute that is accompaniment that complements the audio logo.
- Jingle is a signature song used as an image – advertising on the radio.
- The corporate anthem is one of the key elements corporate ethics and HR branding, promoting the mission and values of the company.
- Beat - proprietary audio element, accompanying the beginning and / or end of the advertising message.
- Break -a kind of corporate audio style, serves to link several parts of the advertising information.

- Music for the site - branded musical accompaniment for the official website of the company.

Market monitoring of companies creating audio brands from the beginning to the market showed the following results (Figure 3.1):

Considered companies - 4

Approximate average cost of creating an audio brand – 71 177,5€

| Name of creating service | Average amount (€) | 1 (€) | 2 (€) | 3 (€) | 4 (€) |
|------------------------------|--------------------|--------------|--------------|--------------|--------------|
| Audio logo | 4575 | 4500 | 4800 | 4700 | 4300 |
| Corporate audio style | 44150 | 40900 | 47800 | 45500 | 42300 |
| Jingle | 2675 | 2500 | 3000 | 2700 | 2500 |
| The corporate anthem | 17625 | 18000 | 16500 | 20000 | 16000 |
| Beat | 450 | 450 | 450 | 500 | 400 |
| Break | 425,5 | 480 | 400 | 500 | 430 |
| Music for the site | 1250 | 1000 | 1200 | 1500 | 1300 |
| Total for company | 71177,5 | 67830 | 74150 | 75400 | 67230 |

Figure 3.1 The average costs of the audi brand and different parts of audio brand creating

Analysis of consumer preferences.

I conducted a survey of 75 potential consumers of hotel chains. There were photos and videos of the Radison Blu Hotel Kyiv Center (app.) and a request to describe what sounds the respondents associate with this place, which would harmoniously complement the overall image (Figure 3.2).

Number of respondents – 75

Age group – 18-55 y.o.:

A.G. 18-25 y.o. – 25 persons


A.G. 26-35 y.o. – 20 persons

A.G. 36-49 y.o. – 16 persons

A.G. 50-55 y.o. – 14 persons

| Kind of sounds | Total numbers | 18-25 | 26-35 | 36-49 | 50-55 |
|----------------|---------------|-------|-------|-------|-------|
| Calm sounds | 52 | 10 | 15 | 13 | 14 |
| Medium sounds | 21 | 14 | 4 | 3 | 0 |
| Lively sounds | 2 | 1 | 1 | 0 | 0 |

Figure 3.2 Different types of sounds according to different age group preferences

 - The numbers in the lines with the sounds that are most liked by each of the age groups are highlighted in orange.

The following diagrams show preferences for a certain type of sounds of different age groups according to the surveys (Figure 3.3). Most of age groups have a significant preference for calm sounds.

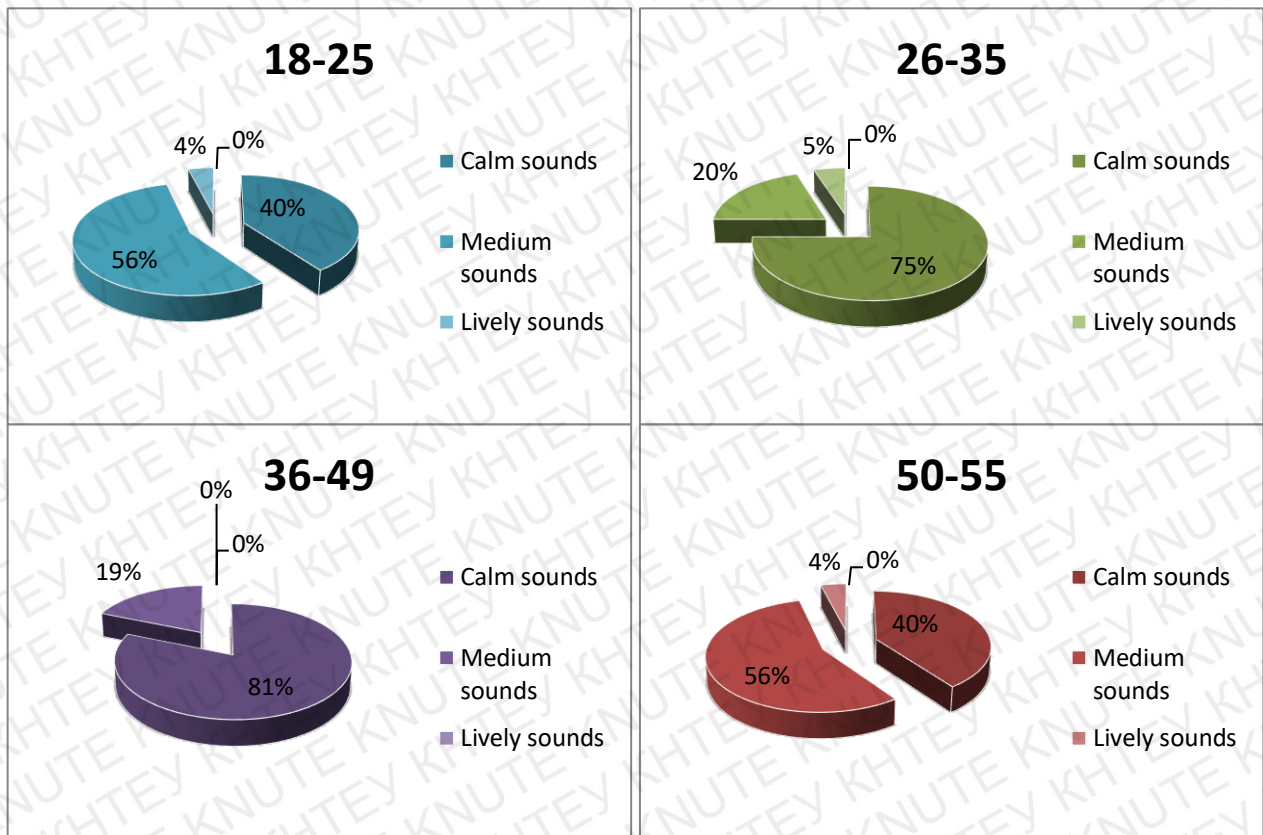


Figure 3.3 Differentiation of the types of sounds according to different age group preferences

How different sounds affect human consciousness:


- **Sounds of sea/water** - The sound of gurgling water inspires hope, optimism, gives confidence that all difficulties will sooner or later be overcome. Gives a broad outlook on the world, helps to find your way in life, to understand your true purpose. Helps to make important, life-changing decisions.
- **Sounds of hearth/fire** – Sounds set up a philosophical way, help to understand their place in life and true purpose. Dissolve grievances, strengthen the feeling of unity with the world, nature, people around.
- **Sounds of birds singing** – Symbolizes the joy of life, cohesion, unity. Helps to overcome disagreements with loved ones, depression, loneliness
- **Sounds of forest/grass** – The light rustle of foliage activates perception, sharpens the reaction, gives the feeling that everything is going as it should, in turn.

These sounds soothe, relieve stress, relieve accumulated tension.

- Sounds of classical music - Scientists at the private Kaohsiung Medical University in Taiwan believe that anxiety should be eliminated quickly by listening to classical music.

| Name of sounds | Total numbers | 18-25 | 26-35 | 36-49 | 50-55 |
|---------------------------|---------------|-------|-------|-------|-------|
| Sounds of sea/water | 24 | 12 | 6 | 3 | 3 |
| Sounds of hearth/fire | 16 | 5 | 4 | 3 | 4 |
| Sounds of birds singing | 14 | 4 | 2 | 6 | 2 |
| Sounds of forest/grass | 13 | 2 | 5 | 3 | 3 |
| Sounds of classical music | 8 | 2 | 3 | 1 | 2 |

Figure 3.4 Different types of sounds according to different age group preferences

 - The numbers in the lines with the sounds that are most liked by each of the age groups are highlighted in orange.

The table above (Figure 3.4) shows the preferences of different age groups directly to the sounds with which they associate the Radisson Blu hotel chain and which sounds, in their opinion, will harmoniously complement the integrity of the brand in the subconscious of the consumer.

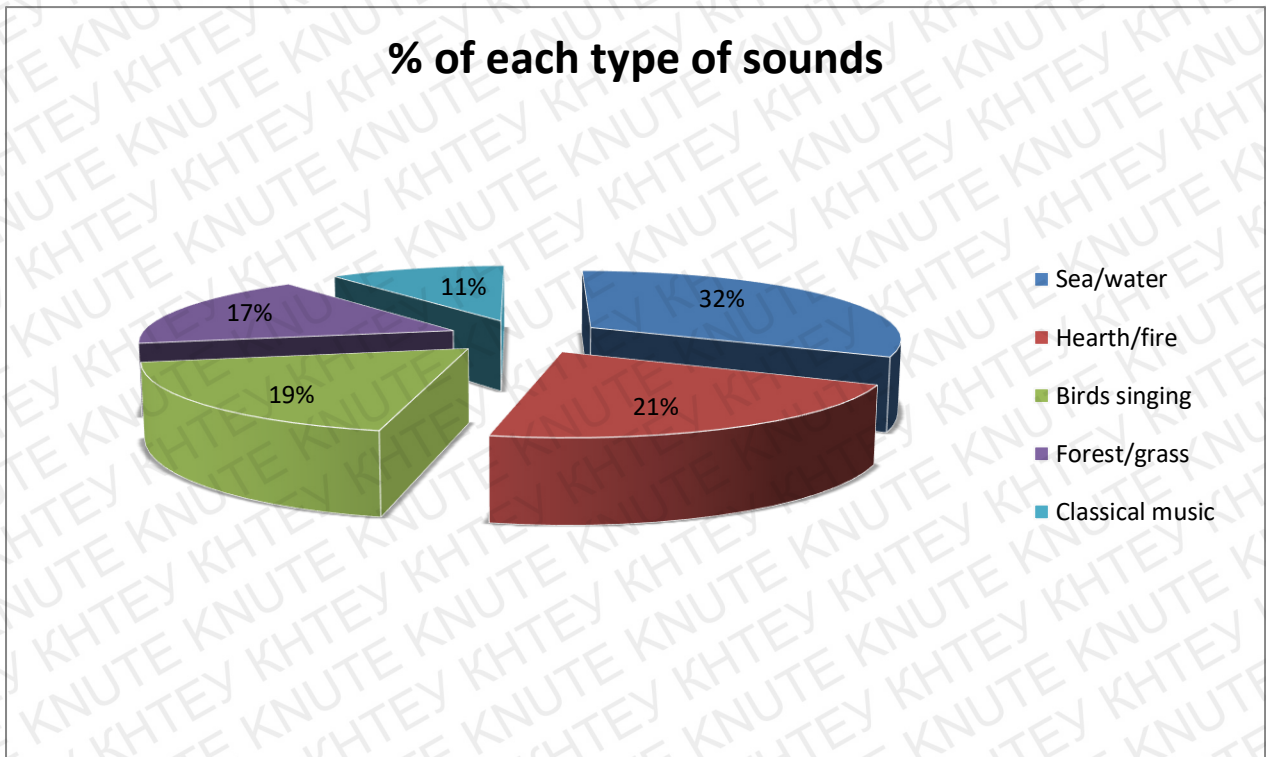


Figure 3.5 Total percentage of preferences of each type of sounds

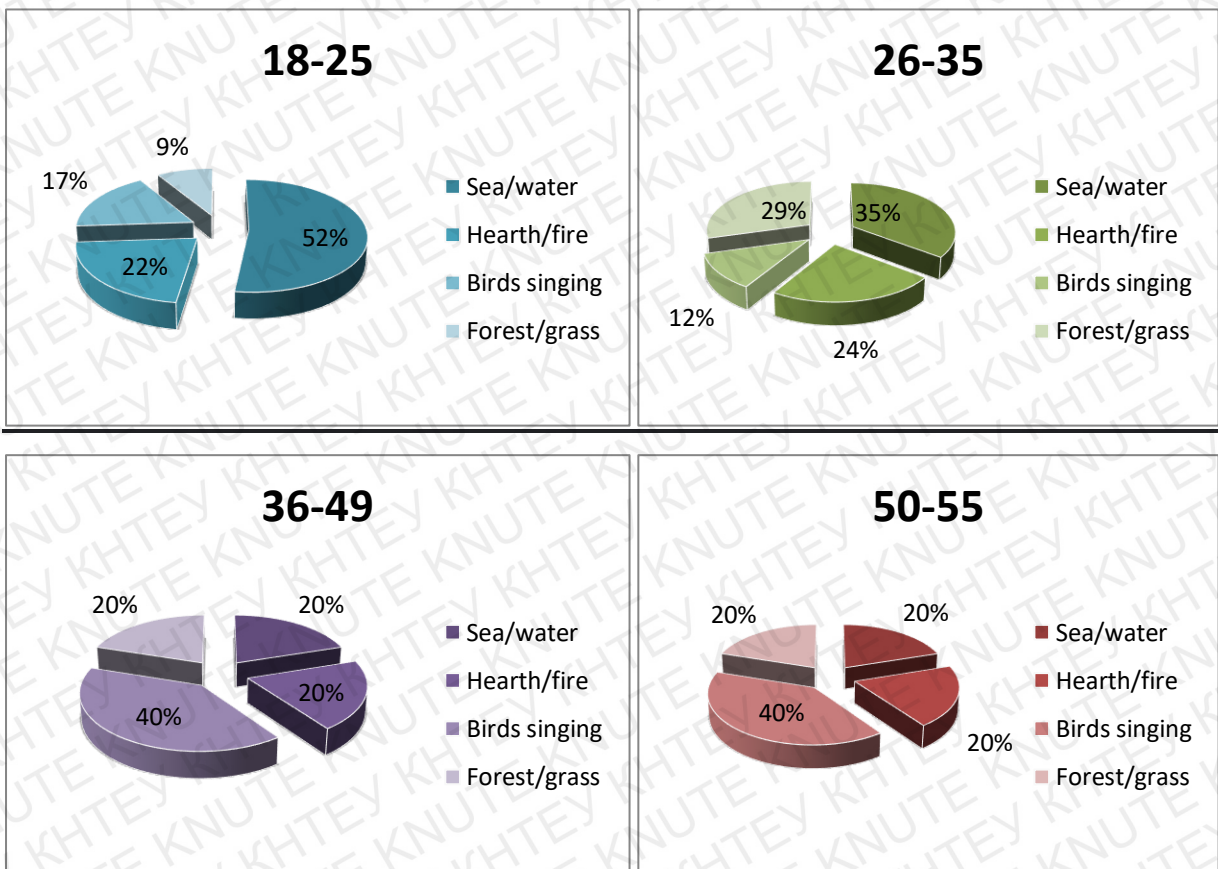


Figure 3.6 Different types of sounds preferences according to different age group preferences

Result:

According to the survey, it can be determined that the most associated for this hotel are the sounds associated with the sea, water, because almost 1/3 of respondents (32%) associated the hotel with this type of sound (Figure 3.5). It is also the maximum result in the age groups 18-25 and 26-35 (Figure 3.). These age groups make up the majority of the consumer segment of the hotel. According to the polls in the four different age groups the best audio brand to Radisson Blu Hotel would be audio on the basis of sea or water sound, or combine it with another high-rate in poll hearth-fire sounds.

Evaluation of the effectiveness of implementation audio brand

The average costs of the audio brand creating: 71 177€

The promotion of audio brand:

- 38 000€ per month
- $38\,000 \times 12 = 456\,000\text{€}$ per year

The average cost for creating and promoting for 1 report year:

$$71\,177 + 456\,000 = 527\,177\text{€}$$

It is appropriate to take into account not only hotel, but the entire network in Ukraine, because within one country the promotion will be common to all 3 hotels of the brand, which represented here.

The profit for 1 year of 3 Radisson Blu hotels: $93\,000\text{€} \times 3 = 279\,000\text{€} = 9\,541\,800\text{€}$
(1€ = 34,2€)

Profitability index:

$$(9\,541\,800\text{€} / 527\,177\text{€}) \times 100\% = 1\,809,9\%$$

Payback period:

$$527\,177\text{€} / 9\,541\,800\text{€} = 0,05 \text{ year}$$

Calculations show that such stable hotel chains can afford such introductions, because they are economically stable and such investments will be profitable and completely risk-free.

Ways to introduce Aroma brand

Scent creation:

Analyze 4 key components of the brand:

- Aesthetics. The style, feeling and colors of the brand are considered to understand how the brand is positioned for its customers.
- Key clients. Which market segment are customers. This will help identify the attributes and emotions that need to be evoked by the scent in the subconscious of the potential consumer.
- Decor says a lot about how the brand wants to position itself. After all, the aroma will not only match the space, but also add harmony, complement and improve.
- The goal of the brand. From mission to values, we introduce brand elements into the fragrance. After all, the fragrance should blend harmoniously with other elements of the brand.
- Using the features of psychology and culture of fragrances, notes are determined, which once again confirm the purpose of the brand and provide customers with a perception of added value. Together they will create a fragrance that is completely authentic to the brand.
- The fragrance is tested on an experimental group of people, after approval (or sending for revision) the fragrance is introduced into the overall design of the brand.
- Gradually introduced into the use of fragrance in hotels.

What is the approximate cost of creating an aroma brand in Ukraine

Market monitoring of companies creating aroma brands from the beginning to the market showed the following results:

Considered companies – 1

Services - full comprehensive support from the development and creation of brand flavor to the installation of technical equipment.

Approximate average cost of creating an audio brand – 170 300€

Analysis of consumer preferences

I conducted a survey of 75 potential consumers of hotel chains. There were photos and videos of the Radison Blu Hotel Kyiv Center (app.) and a request to describe what aromas the respondents associate with this place, which would harmoniously complement the overall image.

Number of respondents – 75

Age group – 18-55 y.o.:

A.G. 18-25 y.o. – 25 persons


A.G. 26-35 y.o. – 20 persons

A.G. 36-49 y.o. – 16 persons

A.G. 50-55 y.o. – 14 persons

| Name of aromas | Total numbers | 18-25 | 26-35 | 36-49 | 50-55 |
|-----------------------|---------------|-------|-------|-------|-------|
| Aroma of sandalwood | 16 | 9 | 4 | 2 | 1 |
| Aroma of vanilla | 15 | 7 | 2 | 3 | 3 |
| Aroma of jasmine | 9 | 2 | 2 | 3 | 2 |
| Aroma of lavender | 2 | 0 | 1 | 1 | 0 |
| Aroma of cinnamon | 8 | 2 | 3 | 1 | 2 |
| Aroma of peppermint | 3 | 0 | 1 | 2 | 0 |
| Aroma of citrus | 10 | 1 | 3 | 3 | 3 |
| Aroma of natural wood | 11 | 5 | 4 | 1 | 1 |

Figure 3.7 Preferences of aromas of the different age groups

-  - The numbers in the lines with the sounds that are most liked by each of the age groups are highlighted in orange.

Based on the surveys (Figure 3.7), it can be concluded that the most common associations in the age categories 18-25 and 26-35 were the aromas of sandalwood and vanilla, in the age categories 36-49 and 50-55 it was vanilla and citrus.

The following charts show the percentage of total (Figure 3.8) and individual preferences in each age group (Figure 3.9). According to which age group is the target segment of the brand, you can find out which fragrance should be used as a basis for developing a brand fragrance.

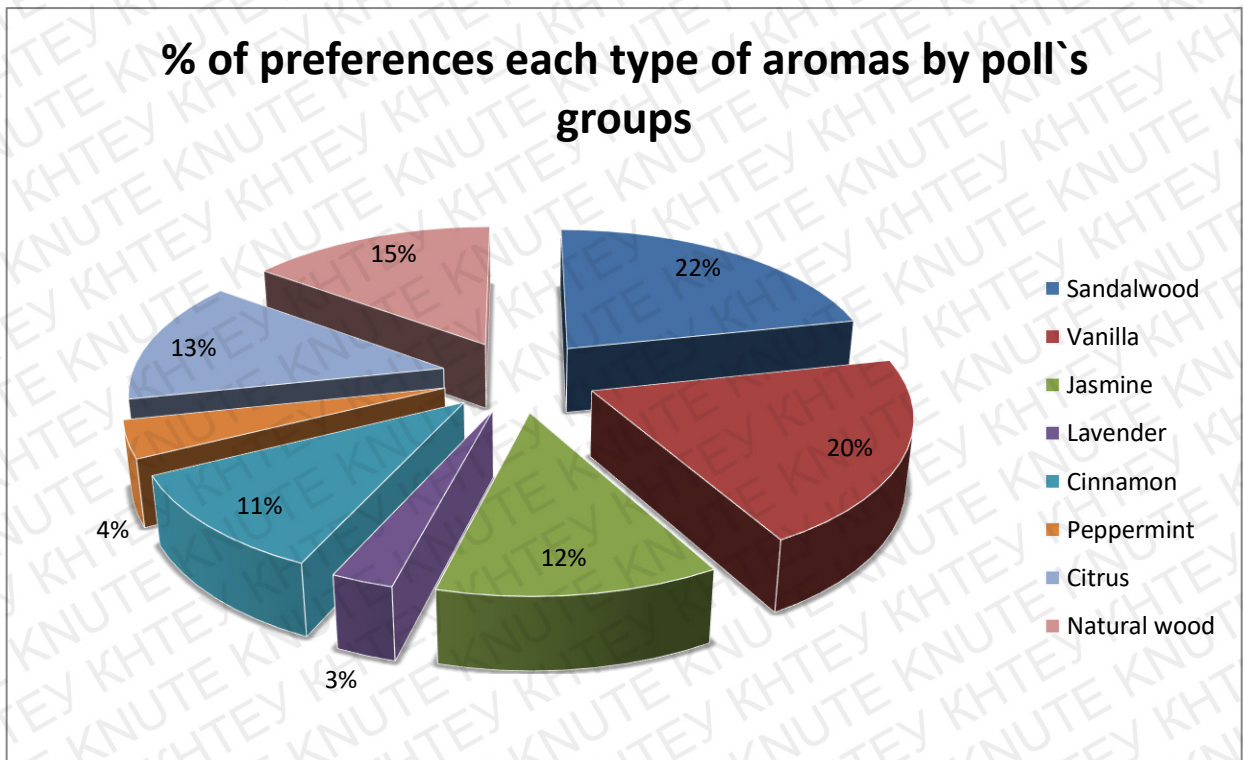
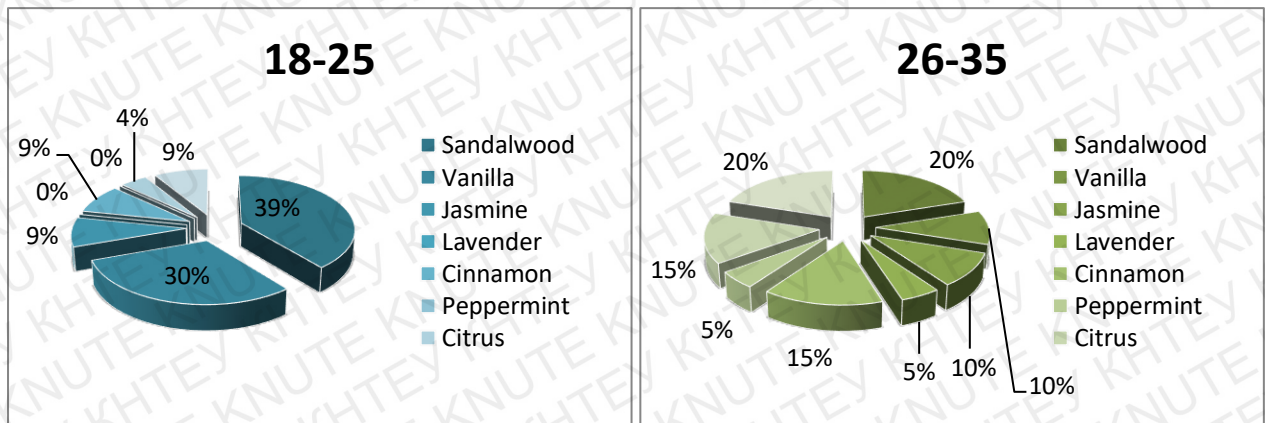


Figure 3.8 Total percentage of preferences of each type of aromas



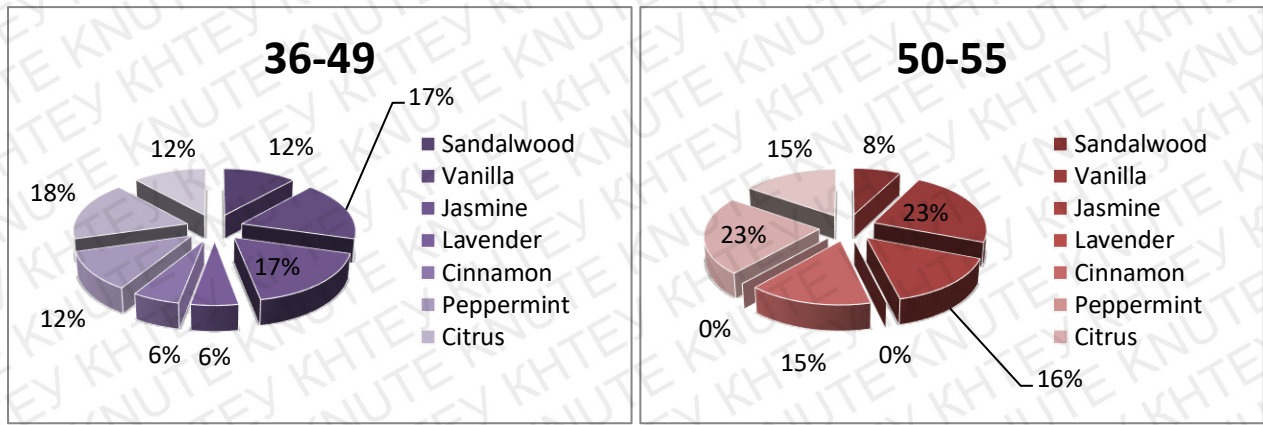


Figure 3.9 Different types of aromas preferences according to different age group preferences


How aromas affect the human subconscious:

- Sandalwood essential oil suppresses feelings of negativity and creates a sense of calm. Its woody scent has a natural healing effect on the limbic system.
- Vanilla aroma calms and harmonizes, relaxes and relieves of fears, relieves anxiety and extinguishes anger and negative emotions.
- Jasmine calms the nerves, relaxes the mind, relieves tension and anxiety. At too high a concentration, the fragrance can cause dizziness and headache.
- The scent of lavender oil helps to calm the mind and body for instant relaxation. Better yet, the concentrated scent of lavender helps prevent insomnia.
- Cinnamon esters can relieve embarrassment and anxiety, create an atmosphere of trust, friendliness, coziness and peace.
- Peppermint improves concentration
- Citrus fruits increase energy and alertness, and research has shown that lemon scent, in particular, can reduce stress.
- The aroma of wood gives vitality and vigor, create an atmosphere of comfort and peace.

Given that the brand's fragrances usually contain several different types of fragrances, the most popular fragrances in the 1st stage of the survey were composed of pairs of fragrances and proposed for the survey as a combination of fragrances (Figure 3.10).

| Name of aromas | Total numbers | 18-25 | 26-35 | 36-49 | 50-55 |
|-------------------------|---------------|-------|-------|-------|-------|
| Citrus-cinnamon | 18 | 4 | 6 | 4 | 4 |
| Vanilla-jasmine | 28 | 11 | 8 | 5 | 4 |
| Sandalwood-natural wood | 29 | 14 | 6 | 3 | 6 |

Figure 3.10 Preferences of combined aromas of the different age groups

 - The numbers in the lines with the sounds that are most liked by each of the age groups are highlighted in orange.

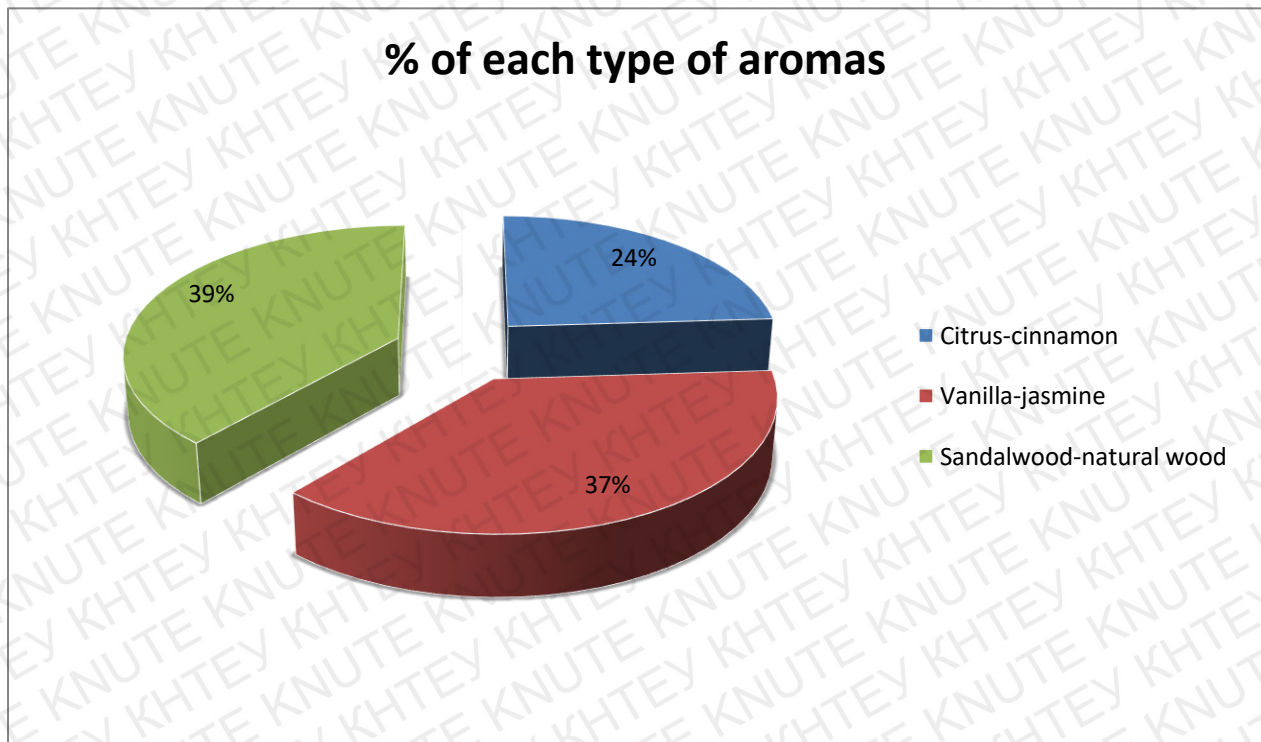


Figure 3.11 Total percentage of preferences of each combined aroma

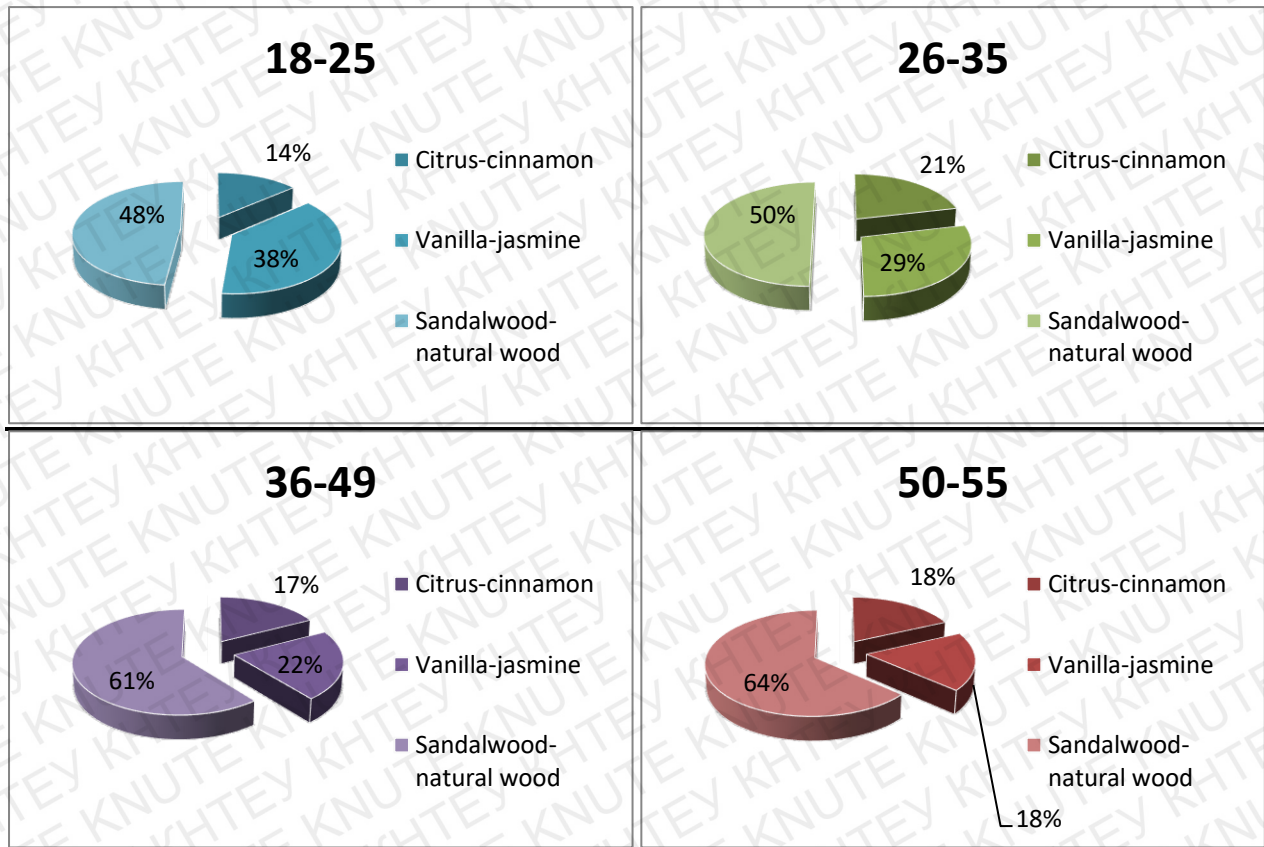


Figure 3.12 Different types of combined aromas preferences according to different age group preferences

Result:

According to the survey, the most favorable aromas are a combination of jasmine-vanilla (37%) and sandalwood-natural wood (39%) (Figure 3.11). Preference for these two pairs of fragrances is available in all age groups, so it is an ideal base for creating a fragrance for this brand. Such combinations, according to the respondents, most harmoniously complement the previously created brand and strengthen its position in the subconscious of consumers.

Perhaps the ideal fragrance for the Radisson hotel brand will be a combination of these 4 fragrances in one, but with certain proportions and further maturation in the experimental groups, which combination and in what ratios and concentrations will be the most optimal.

Evaluation of the effectiveness of implementation aroma brand

The average costs of the aroma brand creating: 170 300€

The promotion and using of aroma brand:

- 112 000€ per month
- $112\ 000 \times 12 = 1\ 344\ 000\text{€}$ per year

The average cost for creating and promoting for 1 report year:

$$170\ 300 + 1\ 344\ 000 = 527\ 177\text{€}$$

It is appropriate to take into account not only hotel, but the entire network in Ukraine, because within one country the promotion will be common to all 3 hotels of the brand, which represented here.

The profit for 1 year of 3 Radisson Blu hotels: $93\ 000\text{€} \times 3 = 279\ 000\text{€} = 9\ 541\ 800\text{€}$

(1€ = 34,2€)

Profitability index:

$$(9\ 541\ 800\text{€} / 1\ 344\ 000\text{€}) \times 100\% = 709,9\%$$

Payback period:

$$1\ 344\ 000\text{€} / 9\ 541\ 800\text{€} = 0,14\ \text{year}$$

Calculations show, as in cause with audio branding, that such stable hotel chains can afford such introductions, because they are economically stable and such investments will be profitable and completely risk-free. Maintaining the aroma of branding is more expensive, because it is necessary to constantly maintain the action of chemicals, they have a limited shelf life and a more complex method of creation and implementation.

CONCLUSIONS

With the development of the market, increasing competitiveness and changes in the world, society and business in general, it is necessary to constantly update and develop your brand, because what was important yesterday may be completely ineffective tomorrow. Therefore, it is necessary to introduce new trends and adjust your brand to modern reality. To date, the two most effective new areas in the field of corporate branding are audio and aroma branding.

Sounds and music evoke certain emotions in the customer and complement their customer experience. In the digital age, audio branding is gaining more importance with the audio reproduction capabilities of digital devices. In today's environment, brands need to treat sound with the same care and discipline as they treat their branded graphics and brand visuals. With audio branding, companies can tap into the inherent power of sound to establish affinity with their target audience. While visual elements like your brand colours and logo are important to your growth, sound helps you to reach your customers on a brand-new level – untouched by images and text.

In fact, in a Harvard Business Review study, researchers found that the use of sound can positively differentiate a service or product by improving recall, creating customer preference and building trust.

The use of specific sounds and music throughout all stages of the customer experience reinforces the brand's message and makes it recognizable. Sounds can create an atmosphere of calmness or joy, express an idea or tell a story. Sound affects consumers even when their attention is focused on something else. Reducing sound design to callsigns, jingles, treating it as something secondary, or developing it for just one advertising campaign is a huge waste of opportunity. While an idea expressed in music may not be as clear and understandable as a thought expressed in words, it has much higher potential for brand differentiation. Sound identity serves as a thread that connects together all the territories where brand is represented, its points of contact with customers and channels of communication. It sets the brand apart from many others, emphasizes its individuality and trains people to recognize your

brand with their eyes closed. A brand always has many facets. Therefore, brand's sound image will never reflect just one facet of its personality. There are endless ways to combine these different facets.

Fragrances can affect the senses and thus affect the subconscious of consumers, so it is an extremely powerful tool for firmly consolidating the position of the brand and complement the overall structure of the brand. Aroma branding is still effective because it works subconsciously, and those who control the subconscious control the desires and needs of man. This is extremely important in the specific struggle in the hotel market segment.

Introducing audio and aroma branding into the brand structure is not extremely complicated and does not require complex and expensive logistics. But it is quite difficult to properly develop and implement these types of brands, because it requires long development and detailed management. With the right organization, these factors will be important steps to achieve the necessary steps in the strategy and positioning of the hotel brand.

The elements of multisensory stimulation in the retail space act like a magnet, forcing shoppers to prefer one brand over others. And the main task in building, promoting and managing a brand will always be to ensure the structure and interconnectedness of all its elements. Also the addition of new elements, their harmonious combination and introduction to the structure of the brand.

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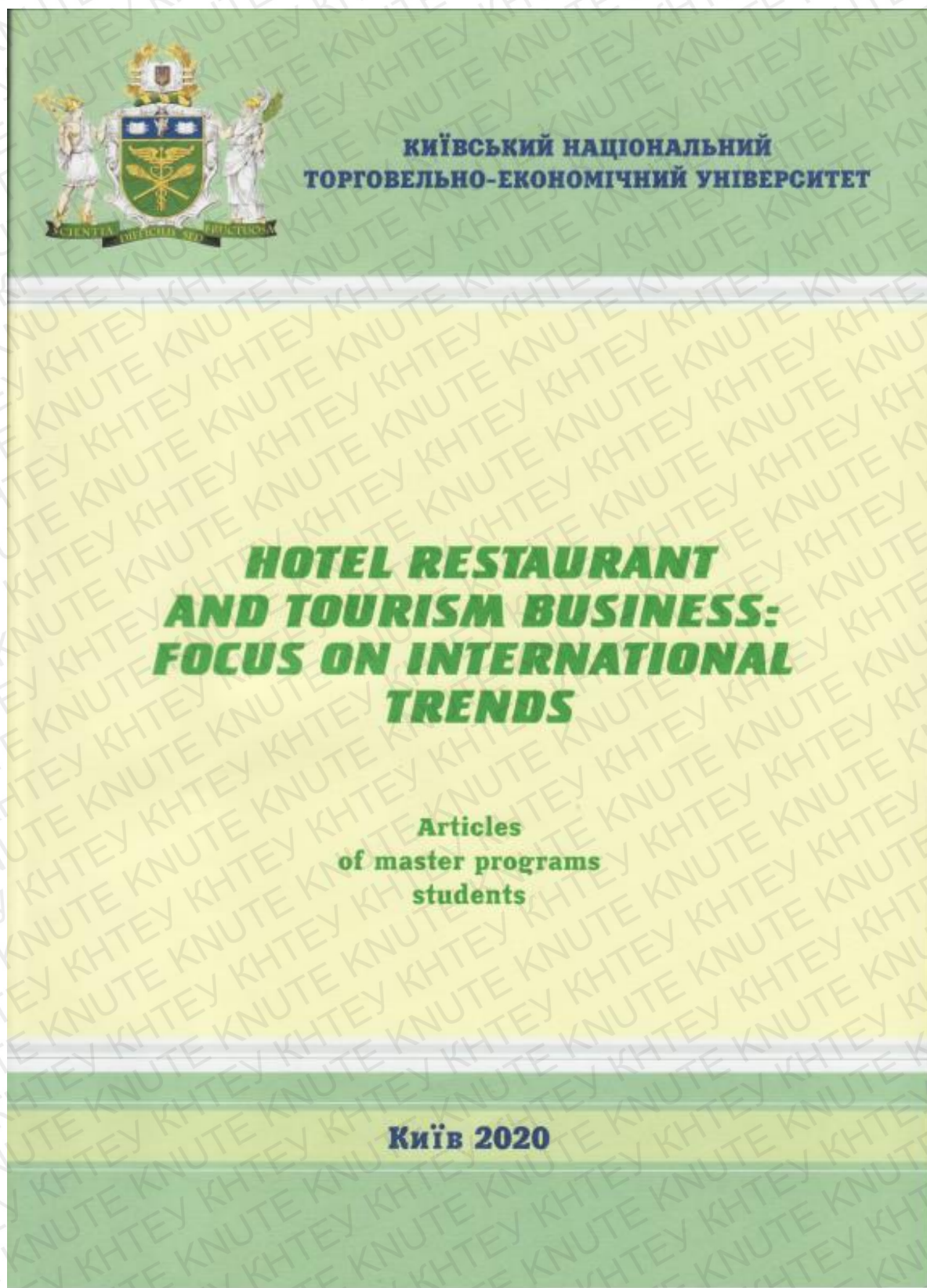
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Work is executed under scientific guidance of the Candidate of Economics Sciences,
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DETERMINANTS FORMATION OF CORPORATE BRAND

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The article considers the importance of the corporate brand in the modern market of hotel services, identifies its features and main components. The main stages and principles of formation are indicated.

Keywords: corporate brand, hotel chains, hotel brand, brand book, brand promotion strategies, positioning

У статті розглянуто важливість корпоративного бренду на сучасному ринку готельних послуг, визначено його особливості та основні складові. Зазначені основні етапи та принципи формування.

Ключові слова: корпоративний бренд, готельні мережі, готельний бренд, брендбук, стратегії просування бренду, позиціонування

The actuality of the article. According to consumer psychology, a person is able to keep in mind from 3 to 5 brand names. The more holistically and clearly the corporate brand is created and positioned, the greater the advantage in competitiveness in this market segment. Therefore, the constant development of the brand, its renewal in accordance with modern realities and strengthening its position in the market is an important task for the marketing component of the hotel.

The purpose of the article. Investigate the construction of a corporate brand, its components, efficiency and impact on the hotel chain. Also determine the importance of quality branding for the company in the hotel services market.

Research results. Corporate branding refers to the practice of promoting the brand name of a corporate entity, as opposed to specific products or services. The activities and thinking that go into corporate branding are different from product and service branding because the scope of a corporate brand is typically much broader. Although corporate branding is a distinct activity from product or service branding, these different forms of branding can, and often do, take place side-by-side within a given corporation. [1]

The corporate brand includes a whole set of tools that help create the right positioned product in the minds of consumers. All elements of the brand must be connected and interact with each other and evoke in a person an association with this corporation.

Forming the foundation of a corporate brand identity are the firm's mission and vision (which engage and inspire its people), culture (which reveals their work ethic and attitudes), and competencies (its distinctive capabilities). These things are rooted in the organization's values and operational realities. [2]

Sometimes a sketch of a parent firm's identity can be done quickly – and even be helpful. But developing a comprehensive understanding of a corporate brand identity usually takes much longer, involving many sessions and leadership and teams throughout a global organization. The process can happen faster, though, if the company already has strong core values and other essential elements of identity. Examining and refining of corporate brand is a true leadership task that requires far-reaching input and commitment, passion, and grit. The outcome—a sharpened brand, stronger relationships, and a unified organization—can provide a clear competitive edge.[2]

In today's market, companies are increasingly beginning to think about using branding technologies to create a positive, holistic and relevant image of the product or service for the buyer. This process takes quite a long time. However, the time of emergence of a certain «connection» between the brand and its target audience, as well as the feeling of consumer involvement in the legend, the myth of the brand, prove the effectiveness of the technology used.

Effective brand strategies cannot be developed without the attention of consumers, hence the need to study how brand strategies affect their behavior give consumers a good result. Organisations try to establish standard brands in the minds of customers because it increases influence which is often evident in sales and revenue. [3]

Corporate branding necessitates a different management approach. It requires greater emphasis on factors internal to the organisation, paying greater attention to the role of employees in the brand building process. [4]

The corporate brand – unlike consumer oriented *product brands* and *service brands* – addresses all influence and target groups. Internally, the corporate brand embodies a set of values and takes on an orientation function for employees. Their strong identification with the brand values and their brand-conform actions make them important brand ambassadors who convey the company's idea to potential and existing customers.

The group of external stakeholders is significantly more differentiated. A corporate brand communicates at the B2B and at the political level; with suppliers, the financial economy, the media, or also with non-governmental organizations (NGOs).

In times of social uncertainty and overabundance, the corporate brand is gaining importance. Issues of ecological, economic, and social sustainability are usually addressed at the corporate level and represent a vehicle for public trust, regardless of the company's core business. The corporate brand creates added value for often interchangeable products.[5]

The corporate brand is clearly considered as a strategic resource and competitive advantage. The main general issue is the perceived vagueness of what that brand actually is and how it may be best used in practice.[6] Elements included in the «corporate brand» can be divided into two main groups: internal and external (fig. 1).

Internal elements.

Forming the foundation of a corporate brand identity are the firm's mission and vision (which engage and inspire its people), culture (which reveals their work ethic and attitudes), and competences (its distinctive capabilities). These things are rooted in the organization's values and operational realities. [5] Internal branding is the compliance of staff and its structure, the norm to the overall concept of the brand. The main task is to provide staff with a clear understanding of the strategy and values of the brand, its importance and to assess how the staff adheres to the concepts of the brand in the performance of official duties. This is an extremely important part of the marketing component, which helps to identify the hotel staff with its brand.

External elements.

These are elements related to how the company wants to be perceived by customers and other external stakeholders: its value proposition, outside relationships, and positioning.

Elements that bridge internal and external aspects.

These include the organization's personality, its distinctive ways of communicating, and its «brand core» – what it stands for and the enduring values that underlie its promise to customers. The brand core, at the center of the matrix, is the essence of the company's identity.

When a corporate identity is coherent, each of the other elements will inform and echo the brand core, resonating with the company's values and what the brand stands for. The brand core, in turn, will shape the other elements. [5]

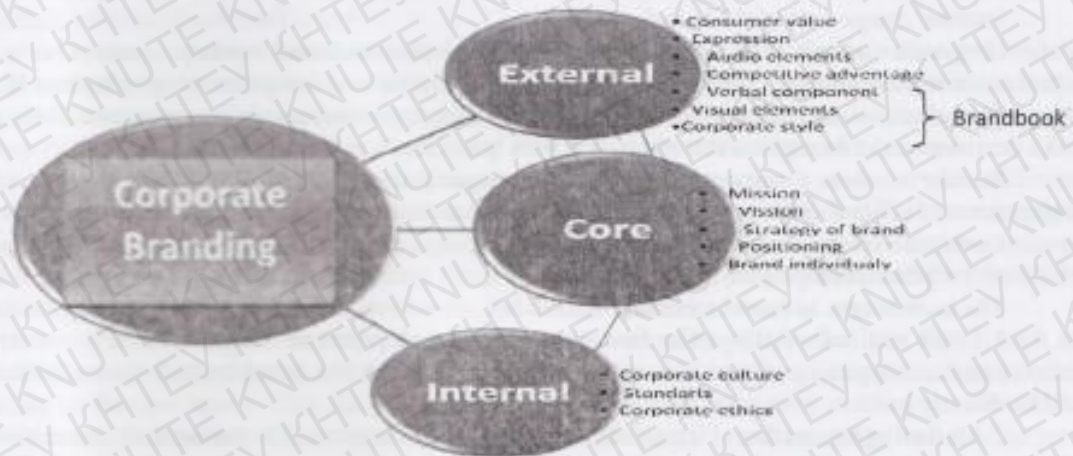


Fig. 1. Components of the brand

The external component of the brand

Identity - is the etovisual basis of a brand, its front side. The main task of identity is to show the essence of the brand briefly and clearly, to make it recognizable and easy to remember.

The company logo - is the main visual sign that represents the organization. This mark is used where it is necessary to graphically indicate the company, or its products or related services.

Verbal trademark - well remembered, can be registered both in standard writing, and in original graphic execution (logo);

The sound trademark (audio brand) - is more typical for radio stations and TV companies. Recently, this type of trademark is increasingly used in the advertising practice of other firms.

Consumer value - branding should reflect a certain value that the consumer will receive from the goods or services of the company and it should be pledged in the formation of the brand.

Expression - The main external task of branding is to create the necessary impression that will reflect the company in the minds of consumers, that is, a kind of expression of its main ideas.

Corporate identity - the image of the product, a set of graphic elements that the company uses to improve visibility.

Competitive advantage - The advantage that consumers will get by choosing this company from among others in this market of goods or services should be reflected.

Brandbook - a package of documents that reflect the corporate style of the company, the basic principles and principles of work. Each element of style reflected in the brandbook should express the individuality of the brand, its image and image in general.

The core of the brand

Mission - is the main reason for the brand's existence and the effect that the company intends to have on the world around it.

Vision - determines the main direction of the company's movement into the future, the vector of movement to continuous improvement.

The positioning of the company - is determined by the direction of product development, which is promoted. This allows you to work with it within the specified framework, and focus staff on the main priorities of the brand. The purpose of brand positioning is to convince and maintain confidence that the presented products have no analogues in terms of quality characteristics.

Strategy of brand - it is a holistic and complete vision of further development of the brand, starting from the idea, concept, definition of the target segment, differentiating your brand with a

unique sales offer, positioning and communication strategy, which will correctly convey positioning to the target consumer.

Brand individuality - this is its basis, which sets the direction of brand development and the main features of the brand's interaction with consumers.

Internal component of the brand:

Corporate culture - to differentiate in the market, companies need to create a unique organizational environment that fosters appropriate attitudes and behavior of employees. If a company's culture is integrated with individual brand characteristics, employees are more likely to make decisions and take actions that are in line with brand ideas.

Standards - it is a certain level of internal organization of the working environment and performance of official duties, which corresponds to the policy and positioning of the brand.

Corporate ethics - a set of ethnic and moral principles on which the work environment and relationships between employees are based.

The main stages of brand creation:

1. Goals and individuality. The first stage is the development of the brand idea, its content, features and ideological features. This is the base around which the brand and all its components will be directly built.

2. Marketing researches. First of all, it is necessary to segment the market and determine in which segment the company is located, to study market trends, assess market capacity, also identify key competitors, determine their market positioning, brand strategies and to determine the presence or absence of competitive advantage. According to the conducted research, a group of potential consumers is determined, on whom the hotel will be focused and which will make up most of the consumer content of services, identify their needs and desires, to make a portrait of the target consumer. Also develop a SWOT analysis matrix to assess opportunities, threats, weaknesses and strengths in order to better understand how and from which side to position your brand in the market.

3. Development of corporate style. This stage includes the development of verbal, visual, stylistic, audio components of the brand, to create a comprehensive embodiment of ideas and brand image for identification among competitors.

4. Brand strategy. It is a comprehensive program of brand development and promotion based on market research, target audience, results of studying competitors, brand elements, product strategy, product pricing strategies, sales strategies and strategies for product development and marketing. The main goal is to form the right brand image, with the necessary positioning in the right segments for the right target audience.

Brands are images that have developed in the minds of consumers. And these images, in turn, are formed by many associations. They can be divided into four categorical features, which are caused by tangible and intangible characteristics, as well as rational and emotional benefits.

1. *Tangible characteristics*. The characteristics of this category are perceived by the senses; they can be physical, functional (the amount of horsepower in the engine, design. And it is due to these characteristics in the minds of consumers is the main impression of the brand.

2. *Elusive characteristics*. This category includes all the characteristics associated with brand identity: its origin, reputation and personality. At the same time, the subtle characteristics of the brand are associated with tangible ones.

3. *Rational advantages*. These advantages are provided, firstly, by the functional characteristics of the product, secondly, the organization of work with customers and thirdly, the relationship between the consumer and the brand owner. Rational advantages are often associated with tangible characteristics of the brand.

4. *Emotional benefits*. A brand creates emotional benefits if it helps to increase consumer self-esteem and self-affirmation. The brand can create a sense of security or demonstrate a high human status. Consumers often perceive emotional advantage as an additional component of the brand, ie some value that arises due to a combination of its tangible and intangible characteristics and rational benefits. As a rule, the success of a brand depends on a combination of all four of the above

features. Proper understanding of the structure of the brand, its main aspects and components - the basis of successful branding and, as a consequence, high sales of the product. [7]

The main types of brands. In world practice, it is common to distinguish the following types of brands: parent brand with its further distribution; umbrella brand; line brand; separate for each product; personal (personal) brand.

Creating a **parent brand** or «master brand» with its subsequent dissemination is a widely used method of penetrating new markets. The specificity of this configuration is that the basic, well-known brand brings to market new types of products, providing, on the one hand, expanding the range (repertoire, etc.), on the other - increasing market share by attracting new customers.

Umbrella brand is also a fairly common phenomenon: several products with different characteristics are offered under a single name. This brand configuration is better when entering a new product market and developing a new brand. In show business, the umbrella brand manifests itself during most concerts to significant dates or events, in which famous stars and performers of various genres of art are invited to participate, exhibitions, presentations, etc. are held.

In the early stages, the umbrella brand often receives support from the base brand, such as the Philharmonic, the theater, and so on. This is done to ensure that the visitor is confident in the quality of the new brand. Then the umbrella brand gains its own reputation and target audience. In other cases, the base brand may be retained as part of the overall brand campaign and may be part of the new brand name.

The peculiarity of bringing a **line brand** to market is that new or partially modified varieties are added to existing products. This approach allows you to strengthen the brand image with minimal effort, thereby increasing sales, and maximize the needs of the target audience within a single brand offer. The disadvantages include the fact that, as a rule, the online brand is perceived as a whole. Excessive expansion of the line also becomes meaningless, because the proposal loses the unity that was its main advantage in the initial stage.

The most successful brand configuration can be considered the creation of a **brand for each unit of product**. This approach means that each product is exclusive and occupies a certain position in the market. The main requirement for the brand in this case will be the advantage of this product in terms of quality characteristics over other similar products.

A **personal brand** is a set of personality qualities that creates the expected adequate response from the target audience and is easily distinguished from substitutes or just similar brands. This is how they see and perceive a creative personality. In addition, a prerequisite for obtaining certain benefits and / or added value. Characteristic features of a strong personal brand are the following [7]:

- integrity;
- naturalness;
- difference;
- significance;
- sequence.

Conclusion

Corporate branding is one of the most effective means of positioning a company in the market. By creating a holistic image that reflects the ideas and content, consumers form a clear associated image of the company, brand elements help consumers to quickly form associations with the brand and the ideas and services offered. Branding includes many elements, each of which in one way or another affects the overall image of the brand. Proper brand formation provides a strong competitive position in the market and strengthens the company's place in the minds of consumers.

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FORMATION OF THE SYSTEM OF REPUTATION MANAGEMENT OF THE ENTERPRISE OF THE HOTEL BUSINESS

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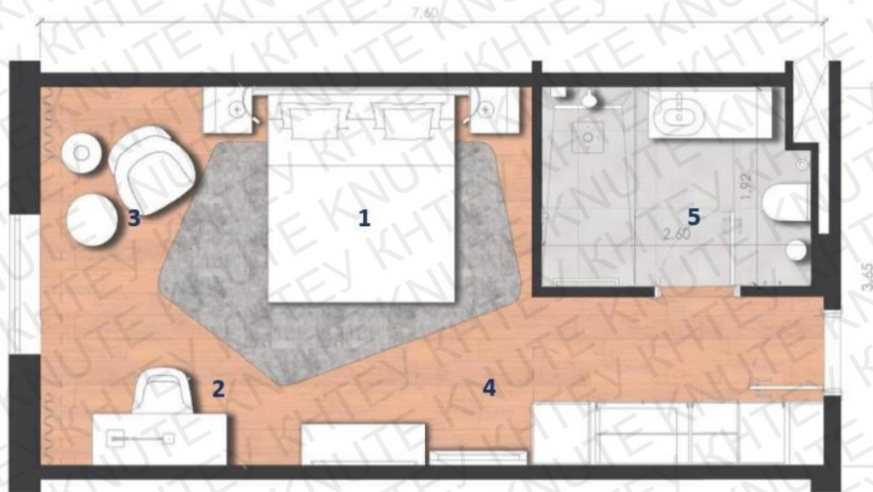
The article analyzes the approaches of scientists to defining the essence of the concept of «Reputation Management System» of the hotel. The main features of the formation of the corporate system of Reputation Management at the hotel business enterprises are revealed. The main goals and stages of development of corporate systems of Reputation Management at the hotel business enterprises are considered.

Relevance of research. In the conditions of globalization of economy and fierce competition domestic enterprises of hotel business began to pay more and more attention to their reputacy. Reputation for the hotel business is increasingly becoming a key source of differences that guides potential customers. At the same time, relationships with consumers and partners are formed through the satisfaction of consumers with all the activities of the hotel, in all areas and basic elements. In modern conditions, the best strategy for the development of the hotel business can be the one that will provide the greatest benefits for consumers, partners, business owners. After all, during a crisis, most people reconsider their habits, as well as lifestyle. As their incomes decline, consumers are looking for more affordable hotel services that best meet their needs. Under such conditions, it is the strengthening of the emphasis on reputation management technologies that becomes an important tool for strategic development. Reputation management is one of the most effective methods of competition of hotels in the market of hotel services, because they allow to strengthen the commitment of guests to the foam hotel and its range of services; to form the perception of the hotel as a holistic and positive image; increase the efficiency of ironing hotel services.

Analysis of recent research and publications. Peculiarities of reputation management organization at hotel business enterprises are revealed in the works of such scientists as Inversini A, Shegg R [1], Ferguson R, Hlavinka K. [2], Bosovska MV [3], Boyko MG [4], Danilenko MI [5], Gremler D., Brown S. [6], Griffin J. [7], Kostynets VV [8], Melnichenko SV [9], Rogova N. [10], Romanchuk LD [11], Tkachenko TI [12], Vedmid NI [13], Verezomska IG [14] and others. The study of literature sources indicates the need for further substantiation of the theoretical and practical principles of reputation management in the hotel business.

The purpose of the study is to substantiate the theoretical and methodological foundations of reputation management in the hotel business.

ROOM LAYOUT 27,5 sqm



1. Sleeping Area

- Bed
- Headboard
- Artwork
- Bedside tables
- Pendant Lamp
- Reading Lamp
- Rug

2. Desk & TV

- Desk
- Desk chair
- Table lamp
- TV

3. Reading Area

- Armchair
- Auxiliary table
- Floor lamp

4. Other Elements

- Standing Mirror
- Wardrobe
- Mini bar & retreats
- Bench

5. Bathroom

Appendix B. Room layout in Radisson Blu hotel chain [38]



1. Sleeping Area

2. Desk & TV

3. Reading Area

4. Other Elements

5. Bathroom

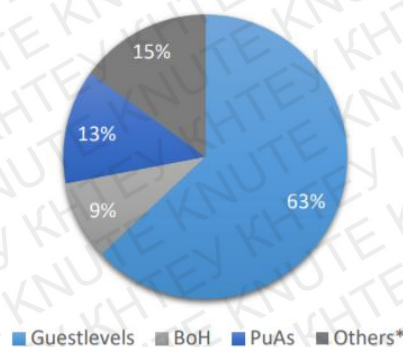
Appendix C. Example of room design in Radisson Blu hotel chain [38]

| NOTIONAL DETAILED SPACE ALLOCATION FOR URBAN EU NON-RESORT TYPE LOCATION | COVERS / NO. | NORM M ² | UNITS | TOTAL FOH M ² | TOTAL BOH M ² | AVERAGE M ² / KEY |
|--|--------------|---------------------|-------|--------------------------|--------------------------|------------------------------|
| GUESTROOM LEVELS | | | | 7,759 | 80 | 39 |
| Standard Rooms | | 28.0 | 188 | 5,264 | | |
| Accessible rooms | | 30.0 | 2 | 60 | | |
| Junior Suites | | | | 0 | | |
| Suites | | 42.0 | 10 | 420 | | |
| Presidential Suite (optional) | | | | 0 | | |
| FoH circulation & BoH Support Areas | | | | 1,003 | 80 | |
| Circulation, ducts etc | | 15% | | 1,012 | | |
| FRONT OF HOUSE | | | | 2,064 | 206 | 11 |
| Lobby, Reception, Lounge | | | | 204 | 60 | |
| FoH areas incl. WCs | | | | 204 | | |
| Back office, luggage room etc | | | | | 60 | |
| Bars | | | | 86 | 20 | |
| Lobby bar | 50 | | | 86 | 20 | |
| Bar (optional, market demands) | 70 | | | 118 | 15 | |
| Restaurants | | | | 348 | 0 | |
| All-day dining | 160 | | | 348 | | |
| A-la carte restaurant (optional) | 60 | | | 108 | | |
| Meetings & Events | | | | 892 | 76 | |
| Ball room | 250 | 1.1 | 1 | 275 | | |
| Conference room | 100 | 1.1 | 1 | 110 | | |
| Meeting rooms | 30 | 1.1 | 3 | 99 | | |
| Board rooms | 13 | 2.3 | 2 | 60 | | |
| Business center | 4 | 5.0 | 1 | 20 | | |
| Pre-function area & WC | | | | 329 | | |
| BoH supporting areas | | | | | 76 | |
| Wellness | | | | 190 | 16 | |
| Fitness | | | | 130 | 16 | |
| Wet area (sauna etc) | | | | 60 | | |
| Spa (optional) | | | | 450 | 40 | |
| Other | | | | | | |
| Retail – location dependent | | | | 15 | | |
| Circulation, ducts etc | | 20% | | 344 | 34 | |
| BACK OF HOUSE | | | | | 1,334 | 7 |
| TOTAL GROSS INTERNAL AREA (GIA) | | | | | | 11,500 |

**Appendix D. Differentiation of guestrooms and front of house
according to the area [38]**

AREA PROGRAM

PROTOTYPE 200 KEYS



Appendice E. Percentage chart of the ratio of different hotel arenas [38]