



STRATEGIES FOR PROMOTION OF NATIONAL BRANDS ON THE INTERNATIONAL MARKET

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Branding is, first of all, certain actions of a company, region or country, which are fully responsible for the overall assessment of the appearance of the product and brand by society. Thanks to branding, the company can maintain or raise its position in the international arena, create an image of its uniqueness and fight a competitor for its place in the market.

The national brand of the country should demonstrate all the peculiarities of culture, richness of centuries-old history and the main features of the nationality of the population. And the first who create the image of the country are the first statesmen, politicians. They create a so-called political brand, which primarily affects the reputation of the state in the political market. In addition, the brand symbolizes the ability of the government as an actor to meet the needs of the public to recognize it in the eyes of the people and the ability to inspire confidence as a carrier of the brand.

Creating a country's brand is a problem that must be solved by the government. If the brand policy was carried out successfully, it guarantees the emergence of new foreign manufacturers, increasing the number of tourists, increasing investor loyalty and promoting the country's image. Successful branding - ensures the effectiveness of the struggle for global recognition and shows how much "costs" the country [1].

If we consider the trends in the development of domestic branding, it can be noted that recently there has been an increase in investment for the development of brands of the largest manufacturers in Ukraine. The peculiarities of branding in Ukraine are that companies that are focused on building a strong brand, constantly improve products, change it, focus on the latest developments, innovative business technologies, expand their range. For the most part, Ukrainian companies are guided



by a whole package of brands that target different target audiences, ie market segments.

To increase the perception of the country's brand, it is necessary to develop a strategy for its promotion, as a result of which the population of the state and the international community clearly identified the state of others and gave it preference.

The urgency of the development of Ukrainian branding in the context of European integration is of particular importance for the state, as it is aimed at expanding economic and political ties between the European Union and Ukraine. This will provide an opportunity to establish itself in the international arena and allow domestic companies to expand the market.

In terms of global and national trends in brand development, according to MPP Consulting, Morshynska ranks highest among Ukrainian brands. That is, the product is a "first necessity" for potential consumers. It should also be noted that most manufacturing companies are consumer [2].

In my opinion, the successful implementation of strategies to promote the national brand on the international market is achieved through the successful operation of the private and public sectors, and European integration processes in Ukraine encourage the state to update strategic plans, improve and develop branding in enterprises.

References

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