

BRAND FEATURES - CASE STUDY GREEN PUB

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Abstract

With this paper we aim to address the topic of modern sales which is closely related to visual identity due to the fact that nowadays the first thing a company sells is its image from our point of view and then its products or services.

Key words: Brand identity, Greater brand loyalty

INTRODUCTION

Branding is the way in which a company identifies or differentiates its (product/service) offering in the marketplace, thereby distinguishing itself from its competitors. At the same time, branding is a process of creating the desired perception of a particular product/service and a mix of associations that consumers make about the product/service.

Brand identity is directly derived from the marketing strategy. In this sense, it is said that the starting point for a successful brand is a marketing strategy that, beforehand, through a thorough analysis of the macro and micro environment, creates a value through which the company must satisfy the needs of its key consumer/buyer segment. Only when the marketing strategy is formed, the creation of the product identity begins which is the main activity of the branding strategy. Once the product has been given an identity, the brand is born.

Branding is the way of representing and promoting an already known brand on the market. It is a process of creating a unique recognition of a product or service.

Today, the increasing number of very similar products and services has led to market saturation. Simple innovation does not necessarily mean sustainable competitive advantage, and technological superiority is no longer the key factor in a company's success in the market.

The concept of brand equity can be reflected differently and preferentially, specifically through shopper reactions:

- Greater flexibility for buyers to test certain products/services,
- Shorter time between purchases,
- Low sensitivity to price increases,

- Greater brand loyalty,
- Higher likelihood that the branded product/service will be purchased,
- Less desire to purchase a competing brand's product/service.

The brand name is the main communication interface between the brand and prospective buyers. In combination with other defining elements of identity, the name undoubtedly stands out and makes the given brand unique and different from competing brands. In this way a notable differentiation from other brands is achieved, as the name represents the recognisable strength and clear distinction in the market, especially if it is a traditional and verified brand. In the case of a new product, it is very important to choose a short, sonorous name,

Recognisable, symbolic, which will use its full potential to communicate with future consumers in the market.

The logo is a creative, stylised and long-lasting solution to brand identity and should be standardised and protected. First of all, reference is made to the protected font of the letters (the use of non-standard fonts is recommended), the appropriate colour of the brand name as well as an accompanying sign or symbol. A mascot, animals, animated characters, characteristic letters, etc. may be used as symbols.

The Green Pub is designed after the Irish model and is easily differentiated from the other pubs under the Black Eagle passage. The Irish pub is a unique concept, originally from Ireland, which differs from cafes and bars by the atmosphere created by the music and the pub design, an atmosphere that invites people to relax and forget the hustle and bustle of everyday life. The name 'pub' comes from the English word 'public house' and is a place where people meet to socialise at different times of the day: in the morning for breakfast or coffee, at lunchtime for a meal or a break from the office routine, in the evening to meet friends for a chat and a good drink in a pleasant atmosphere.

The Irish pub tradition includes music and communication. In Ireland, the pub is not just a central meeting point for chatting and making music. They are also important places for socialising, so very essential components of social life.

In many pubs, and outside Ireland, there is live music in particular, with musicians of different styles (Irish folk music and Scottish folk music, sometimes also rock, reggae and others as well as "Open Stage" evenings, where guests bring their instruments and make music and sing along. Karaoke has also penetrated Irish pubs.

MATERIAL AND METHOD

For this work he conducted a cross-sectional investigation, which determines the relationships between the sides or aspects of a phenomenon at a given point in time. The methods used were observation.

A considerable amount of the information needed in this marketing research already exists, and we, the researchers, have nothing to do but identify it, extract it, assess its timeliness, veracity, objectivity, validity, etc. and use it in the final process.

RESULTS AND DISCUSSION

In order for the Green Pub to develop harmoniously, the staff in charge of it performs and implements new strategies and methods to evolve such as:

1. Every weekend there are parties where different DJs are invited to avoid repetitiveness and monotony,
2. In order for the pub to access another source of income in addition to the daily takings, an entrance fee has been introduced for weekend events,
3. In order not to disrupt the market in the horeca segment, prices will be changed at a certain interval, which is very beneficial for the business,
4. As public opinion is very important to this pub, it has been taken into account every time customers have had a particular preference or piece of advice, which has helped the pub grow a lot.
5. The organisation of various events has always been a strong point of the pub: Pub Quiz Night, Karaoke (specific to Irish pubs), Students Party and weekend programme.

What the company wants to illustrate through its visual identity and logo, being an Irish pub, is the pub's logo which is a green shamrock (Emerald Green code:29524A Hex). Like the colour of the logo both inside the pub and outside is designed to be in a specific harmony with a beautiful view.



The motto of the pub was conceived by the team of young employees, it is:

"Never Drink Alone" #ComeToGreen

The font used in the company logo is "Calibri serif" Modified.

On the advertising/advertising side, it was promoted on social media Facebook and Instagram, on the company's website and even on the radio.

Another activity that seemed too very beneficial to the pub's image with the start of the new Sars-Cov2 virus pandemic was urging locals to go for the vaccine, with the pub rewarding all people who came in with their vaccination certificate with a complimentary coffee.

An exemplary campaign for society.

After the vaccine #cometogreen!

If you get vaccinated during May ,

#Have your vaccination certificate in physical or electronic format (photo) and coffee is on us.

We can only return to normality as soon as possible if we get vaccinated.

One of the pub's strengths as far as I can tell is that it is one of the longest running pubs under the Black Eagle Passage, without too many changes in management structure, respects both its customers and staff and has a very good reputation and reviews.

CONCLUSIONS

The narrow positioning of the brand occurs in a relatively small market segment based on the most significant functional advantages to ensure its market awareness. In the world of the cosmetics industry, Neutrogena has a very large market share. Its skin care brand is linked to prestige, which is a necessary condition for positioning the brand based on its main advantages. However, if the company wants to add additional features, it will expand its market segment. For example, Max Factor produces cosmetics for professional make-up artists and models as well as for ordinary users. The company decides whether it will provide additional

space for the functional advantages of several market segments. The brand's broadest positioning is about enhancing all functions.

An added value that we could bring to this company by talking to other customers and the pub manager would be our advice on upgrading the logo, educating customers about the products that Green Pub offers and helping customers with reviews to improve things to their liking and check-ins which are also very helpful for the pub's advertising.

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