

Секция «Стратегическая коммуникация (подсекция на английском языке)»

Innovative Strategic Communications in Premium Branding

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In the 21 century the communications industry experiences sufficient transformations. This is related to the fact of changes in consumer behavior, economic conditions and technological capabilities. This is partly related to the fact that the financial crisis of 2008 led to new opportunities for modifying competitive positioning in premium branding [1]. Special attention was paid to the emotional component of the paradigm of brand-client relations in the construction of the effective communication programs [2].

The transformation of communication models has been occurred in the general paradigm of the premium brands media-communications development.

The new reality compels the company to win customers' attention with the help of the new marketing activities that would meet the practical goals of the premium sphere function.

The role of intangible assets of business has significantly increased, the brand value and goodwill have increased in the post-crisis decades (2008 and 2014).

The mass market model and traditional channels of communication are not sufficient in modern conditions as the consumer community becomes more and more targeted; brands need to develop such communication models that would affect consistently all target audiences but at the same time to point to the specific audience loyal to the brand.

There is a need to create new specific communication technologies that will develop the brand in the context of the intangible economy and provide an emotional component in relations to the audience groups bearing symbolic value.

In the respect of the promoting and positioning, High Fashion Houses begin to reduce costs for traditional forms of communication activity (for example, advertising in mass-media) and move on to other methods of their own presentation - event forms of projects which affect the expansion of the information space.

In the 21 century the use of art becomes the main driver of the media-communication development in the premium sphere. The process of premium brands communication includes the modern art and also such domains as cinema, photography and architecture, integrating them into the information space of the modern times, expanding communication opportunities, making their presence in the media space more visible.

Fundamentally new processes are being developed under the influence of the global instrumentalization of art in the sphere of premium branding expressed in the cooperation of premium brands with contemporary artists in creating both a new luxury product and a creative platform for positioning. A new model of communication involves defining new characteristics for the brand.

The development of art cooperation promotes the innovative models of media-communication strategies in the promotion of premium brands.

The undertaking study has revealed the following: promotion through the art becomes the main trend in modern times; and the communication model of art cooperation is one of the main tools of communication policy of the premium brands.

Thanks to the evolution of art role in the premium brands positioning the domains of art themselves become the unique channels of communication. But at the same time they continue to be closely linked to media-communication channels, have influence with them.

All these facts consolidates the existing approach to the study of media and journalistic in the context of the noospheric paradigm and broadening of media-communication understanding where old and new platforms and opportunities to interact with each other and to influence the development of different elements of media-communication sphere.

References

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