Marketing Communication for a Strong Brand Building

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Introduction
Define the objectives and the application methods used in the master's thesis.
I. Theoretical part

- Compile the theoretical information about marketing communication and brand building.

II. Practical part

- Analyze marketing communication strategies in building strong brands.
- Identify successful brand marketing communication strategies.
- Describe and discuss successful marketing communication approaches for building a strong brand.

Conclusion

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ABSTRAKT

Tato práce zkoumá vliv různých přístupů marketingové komunikace na vnímanou sílu pěti nejdražších ukrajinských značek. Studie zkoumá vliv reklamy, marketingu na sociálních sítích, public relations, obsahového marketingu a influencer marketingu na sílu značky. Prostřednictvím kombinace kvantitativních a kvalitativních metod tento výzkum odhaluje, jak jednotlivé komunikační strategie přispívají k posílení síly značky na ukrajinském trhu.

Zjištění ukazují, že všechny zkoumané přístupy marketingové komunikace sice pozitivně ovlivňují sílu značky, ale jejich dopad se výrazně liší. Tato studie zdůrazňuje význam integrace různých komunikačních taktik pro budování silné přítomnosti značky, zejména na dynamických trzích, jako je Ukrajina. Poznatky získané z tohoto výzkumu mohou marketérům a manažerům značek pomoci přizpůsobit jejich strategie tak, aby efektivně maximalizovali hodnotu značky.

Klíčová slova: Marketingová Komunikace, Síla Značky, Ukrajinské Značky, Reklama, Sociální Média, Vztahy s Veřejností, Obsahový Marketing, Influencer marketing.

ABSTRACT

This thesis investigates the influence of various marketing communication approaches on the perceived strength of the top five most expensive Ukrainian brands. The study examines the impact of advertising, social media marketing, public relations, content marketing, and influencer marketing on brand equity. Through quantitative and qualitative methods, this research reveals how each communication strategy contributes to enhancing brand strength within the Ukrainian market.

The findings indicate that while all examined marketing communication approaches positively affect brand strength, their impact varies significantly. This study underscores the importance of integrating diverse communication tactics to build a robust brand presence, especially in dynamic markets like Ukraine. The insights from this research can help marketers and brand managers improve their strategies to maximize brand equity effectively.

Keywords: Marketing Communications, Brand Strength, Ukrainian Brands, Advertising, Social Media, Public Relations, Content Marketing, Influencer Marketing.

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I am grateful to my home-country Ukraine and the brave soldiers who are currently protecting it. Their courage and dedication safeguard my way of life, and for this, they deserve my deepest appreciation and respect.

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INTRODUCTION

In today's Industry 4.0, where information holds significant value, the market is becoming increasingly saturated. As a result, forming consumer demand and preferences has become more complex, making it challenging to implement marketing strategies that influence them. (Kotler et al., 2016)

An effective marketing communication strategy is designed not only to provide consumers with the essential knowledge about the characteristics and quality of goods and services, features of the competitive offer, but also to develop the customers' loyalty, create an atmosphere of emotional understanding, goodwill and trust between the company and target audience (Korol, 2018).

This is particularly relevant in Ukraine where recent economic and wartime changes have reshaped consumer expectations and brand interactions. This thesis examines how various marketing communication approaches—advertising, social media marketing, public relations, content marketing, and influencer marketing—affect the perceived strength of the top five most expensive Ukrainian brands.

As Biyani (2024) claims, a marketing communication strategy can be explained as a combination of four key elements: Message, Medium, Moment, and Market. These elements are often referred to as the 4Ms of Marketing Communication. This research provides an insight on how 4Ms of marketing communications act as the bridge between brands and their target audience.

Companies influence consumers through a variety of marketing communications that help shape the image of the brand in the minds of consumers. To be successful in the field, marketing communications and marketing strategies should be aligned with the goals set and consider the characteristics of the segmented consumer: mentality, cultural traditions, language, location, interests, etc.

Communication processes during wartime in Ukraine are chaotic and lack a clear and logical structure. At the start of the full-scale war, it was clear that neither brands nor consumers were prepared for the fear, uncertainty and chaos that befell Ukraine. Traditional marketing and advertising approaches proved ineffective, leaving most brands feeling helpless. The

analysis of this topic is relevant and allows obtaining new findings about the future path for Ukrainian brands and possible changes in the country's vector in the use of marketing technologies.

The primary objective is identifying and describing key marketing communication approaches contributing to a brand's perceived strength with a help of quantitative and qualitative analysis.

The first chapter provides a theoretical background by summarizing and organizing existing knowledge on marketing communications and brand building. The works of Aaker (1991), Keller (2016) and Kapferer (2012), among others, provides a conceptual framework to understand how brands use communication to establish a strong brand identity and distinguish themselves from the market.

The analysis section focuses on Ukrainian brands that hold significant market value. The research identifies the impact of each communication approach on brand strength. It also examines how these strategies interact with consumer perceptions of brand awareness, perceived quality, and loyalty. By breaking down the elements of effective marketing communications, this study aims to provide practical insights to assist brands in improving their market presence and consumer base in Ukraine.

The final section of the thesis presents the research findings, describing and discussing successful marketing communication approaches to building a strong brand, as well as the limitation of the study.

I. THEORY

1 BRAND BUILDING

1.1 Brand Definition

Today, the market is saturated with goods and services in a wide variety of areas, types, and price categories. It is becoming increasingly difficult to enter the market and convince consumers that company is the best, most modern and professional, considering the competitors that are also operating in the market. Therefore, the brand is becoming the most important management tool for achieving long-term financial success.

The definition of a brand is a subject of interest, as shown by the great amount of research and writing on the topic. The simplest definition stands, that brand is a set of unique characteristics that allow consumers to distinguish one company's products from another. Its main goal is to attract consumers and, as a result, improve the company's competitive position in the market (Hrytseniuk et al., 2019).

A brand is an intangible asset of an organization whose value lies in recognizing and creating positive emotions and associations. Consumers consciously agree to pay more for branded goods (Henderson et al., 2003). It is essential to understand that creating a brand is only the beginning of a long process. For a brand to be successful in the long run, coordination of efforts, creative ideas, and innovative approaches is required. Brand management plays a crucial role in this process, ensuring regular analysis and support of the corporate brand to develop long-term loyal customer relationships (De Pelsmacker et al., 2001).

The term "brand" comes from the word "to mark with a stamp." Historically, a brand was used to mark animals, indicating their quality. Products with a brand stood out, being unique and sold at a higher price, giving an ordinary product added value. A brand's power is determined by consumers' rational and emotional beliefs about it. Only brands with these characteristics can become truly powerful and sustainable in the market (Hrytseniuk et al., 2019).

Table 1 represent the different definitions of a term “brand”, which can be used as a tool to clarify the concept from different perspectives and time periods. By organizing and presenting this information in a structured format, it serves as a reference point for readers, helping them navigate through different literature sources.

Table 1 Definitions of the term "Brand"

Author(s)	Definition
Kotler, Keller (2020)	*"Broadly, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas."*
American Marketing Association (Johnson, 2016)	*"A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."*
Jeff Bezos (Johnson, 2016)	*"Your brand is what other people say about you when you're not in the room."*
Giep Franzen and Sandra E. Moriarty (Johnson, 2016)	*"Brand is a delicate dance between intended meanings sent by the company and perceived meanings elicited through customer responses."*
Seth Godin (Johnson, 2016)	*"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."*
Aaker (1991)	*"A brand is distinguishing name and/or symbol (e.g., logo, or package design) intended to identify the good or services of either one seller or a group of sellers, and to differentiate those good or service from those of competitors. A brand thus signals to the costume the source of the product, and protects both the customer and the producer from competitors who would attempt to provide product that appear to be identical."*
Kapferer (2012)	*"The brand is the foundation of all marketing communications and is a product or service that creates positive associations in consumers' heads based on its quality, consistency, and values. Strong and successful brands are those that match their customers' emotional and rational needs and create 'an attitude knitted into consumers' hearts.'"*

Branding can be understood as a process that covers the creation of a brand, its entry into the market, and further promotion and consolidation in the minds of consumers, forming stable positive associations with the brand (Moriarty, Franzen, 2009). Developing a new brand requires an integrated approach, including logo design, corporate style development, and careful planning of the brand concept and its market promotion strategy (Wood, 2000).

Creating a new brand requires comprehensive measures to establish and popularize the company. The process is not limited to logo design or branding; it begins with forming a basic concept and ends with developing a marketing strategy. Moore (2021) defines that creating a brand concept includes the following stages:

1) Defining the core values that will become the foundation of the brand.
2) Identifying benefits for the company and consumers from their interaction.
3) Market analysis and target audience segmentation.
4) Developing a strategy for interaction with the target audience, including positioning.
5) Creating an image of the company that reflects its fundamental values allows the company to attract consumers.

Keller et al. (2020) propose that brand building can be divided into four stages, where each stage relies on the successful completion of the prior one. These stages are:

1) Make sure customers can recognize your brand and know how it is linked to the specific product or service.
2) Build the entire spectrum of what the brand means in customers' minds by using different associations.
3) Get consumers to respond when they think about the brand.
4) Convert customer reactions into strong loyalty between them and the brand.

The initial stage of brand creation involves analyzing the information gathered and formulating a marketing strategy, including brand goals and objectives. This critical moment forms the basis for further brand development in marketing. However, brand creators can often skip this stage to develop brand elements (Hrytseniuk et al., 2019).

To create a new brand, it is essential to analyze the market, including studying the strengths and weaknesses of competitors, gathering information about the target audience, and determining market trends. Practical marketing analysis contributes to the rapid development of the brand and its positioning (Wichmann et al., 2022).

SWOT analysis is used to assess the strengths and weaknesses of a brand, opportunities, and threats of the external environment, which is the basis for strategic planning (De Pelsmacker et al., 2001). Creating a strategy includes setting goals by SMART criteria and developing an action plan based on the concept of the 4P marketing mix: product, place, price, and promotion (Van Waterschoot, Van den Bulte, 1992).

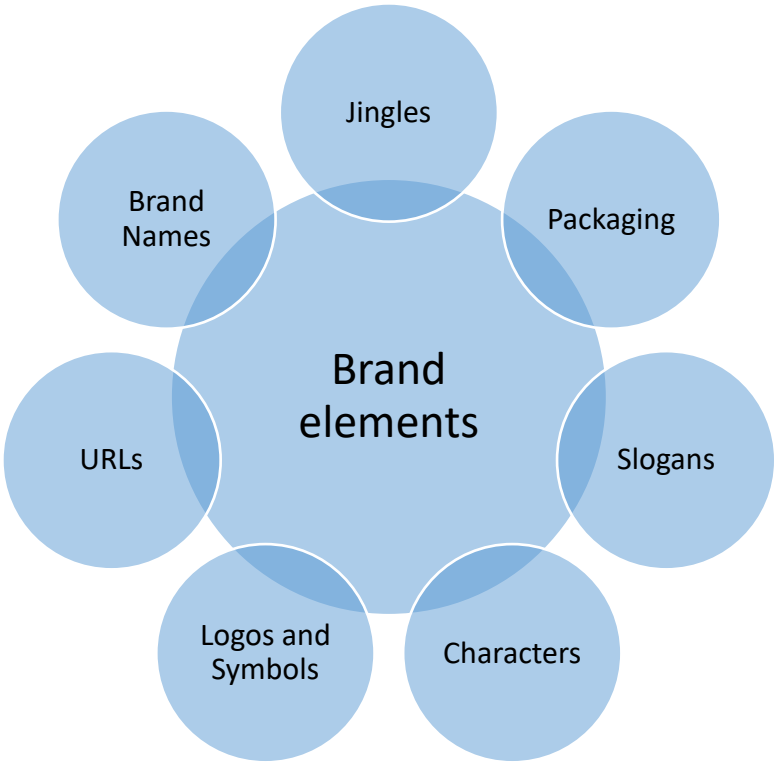

Figure 1 Brand Elements (Keller, Swaminathan, 2020)

According to Keller et al. (2020), the critical elements of the brand are illustrated in Figure 1. Brand Names and URLs are particularly effective in improving brand recall due to their verbal nature and the fact that they can be directly remembered and searched for, potentially reinforcing brand associations indirectly. Logos and Symbols excel in brand recognition due

to their visual appeal. They can reinforce any type of association, similar to names and URLs, though they do so through visual rather than verbal imagery.

Characters are especially beneficial for brand recognition and in establishing non-product-related imagery and personality traits, appealing more to emotions and human qualities. Slogans and Jingles are powerful tools for both brand recall and recognition. They convey brand associations through catchy phrases or easily remembered tunes. Packaging is vital in brand recognition. They can explicitly create associations and combine visual and verbal elements. Each branding element has its strengths and can be utilized differently to build and maintain brand equity (Keller, Swaminathan, 2020).

Choosing which element to prioritize may depend on the specific brand strategy and the desired association, recall, or recognition goals. According to Wood (2000), a successful brand has easy recognition, associability, emotional perception, higher market value, and high-quality expectations.

Brand details are outlined in its brand platform. From a theoretical point of view, the brand platform serves as a unique tool that highlights the key characteristics of the brand and its positioning, helping to stand out from the competition and effectively manage the brand as an important intangible asset (Wichmann et al., 2022).

From a practical perspective, a brand platform contains a set of fundamental principles, including a brand's mission and vision, its promise, attributes, and rational and emotional preferences that define its values and essence. The brand platform is used for further management of the brand, its development, and maximization of benefits from its existence (Wichmann et al., 2022).

The brand platform serves to define the uniqueness and essence of the brand. It is usually described through three or four keywords that best convey the company's nature or product. Typically, some characteristics emphasize rational aspects (e.g., accessibility, performance), while others target emotional perceptions (e.g., trust, enthusiasm) (Saliuk, Kholodnyi, 2018).

The responsibilities of a brand manager cover a wide range of tasks aimed at the effective promotion of a branded product. They include developing a marketing strategy for the product, organizing its sales, planning and implementing advertising and PR campaigns, analyzing the market and consumer behavior, developing distribution and merchandising channels, setting prices, managing the product range, leading the team involved in brand

promotion, training and developing staff, improving the product and its packaging, and monitoring the effectiveness of the marketing tools used.

In today's business environment, creating a relevant brand is not enough. It is also essential to develop strategies for its promotion, which require time, investment, and a creative approach. Among the modern methods of promotion are the following (Palevski, Rusti, 2014):

- ATL(Above-the-Line) advertising, which includes television, radio, and outdoor and transport advertising;
- BTL (Below-the-line) advertising, which includes sales promotions, indirect advertising, and direct marketing;
- online advertising, including social media advertising, email newsletters, search engine optimization, SMM, and viral marketing;

This review of the concept of “brand” shows that it is much broader than it might seem at first. The work of creating a positive image of a company, its products and services is directly related to its revenue and profit. Therefore business are recommended to engage with marketing specialists to successfully create and develop brand, which later can be describe as a strong one.

1.2 Characteristics of Strong Brand

While brand strength is a widely used term, its key components are often debated. This research seeks to define and explore the elements that contribute to perceived “strength”. Consumers have an idea in their minds about each brand that influences their experiences, a mental image, or "perception" of a brand. Brands with good qualities - like trustworthiness or innovation - are seen as strong (Grohs et al., 2016). Additionally, a brand's strength is judged by its position compared to competitors.

Therefore, brand strength is how consumers subjectively view a brand based on its market position and positive associations (Li et al., 2019). Grohs et al. (2016) explains “strength” coming from linked association with a brand, like desirable, unique, and substantial brand

connections. On the other hand, it may be created by compelling visual identity, like a memorable and effective brand image (Henderson et al., 2003).

Brand strength is closely associated with the idea of brand equity. Strong brands have higher "brand equity," meaning they benefit a company financially and through marketing (Ailawadi et al., 2003).

Brand equity has long been seen as an important measure of how well a brand performs financially, and over the past three decades, scholars and industry experts have taken notice, conducting extensive research on the topic. Brand equity is defined by Kotler and Keller (2021) as the value of the brand based on loyalty, awareness, perceived quality, strong associations with the brand, and other assets such as patents, trademarks, and channel relationships. One widely accepted definition state that "a set of brand assets and liabilities linked to a brand, its name, and symbols that add to or subtract from the value provided by a product or service to a company and/or to that company's customers" (Aaker 1991).

Depending on how brand equity is viewed by companies and marketing specialists, it has been characterized and quantified in numerous ways. These views mostly fall into two broad classifications: financial-based brand equity (FBBE) and consumer-based brand equity (CBBE) (Christodoulides, De Chernatony, 2010).

Sriram et al. (2007) focus on the financial-based brand equity, as a representation of brand's financial performance. They describe it in terms of monetary estimation of brand equity, the value of future cash flows, revenue, prices, market share and other financial or market-outcome measures.

The consumer-based model was established by Aaker (1991,1996) and Keller (1993), who described CBBE as a conglomerate construct inclusive of several cognitive, affective, and conative responses of consumers as a result of the branding activities of a firm (Tasci 2021).

Keller et al. (2020) indicate that brand knowledge includes brand awareness and associations. Brand awareness is understood as the consumer's ability to recognize or remember a brand as part of a specific product category and covers both brand recognition and recall (Aaker, 1991). Also, according to the Aaker (1991), brand associations are all the elements connected in a consumer's memory to a brand. If these associations are easily remembered by potential customers than this leads to a clearer image of the brand.

In addition to brand awareness and associations, perceived quality and brand loyalty are also important to consumer-based brand equity. Aaker (1991) describes brand loyalty as the emotional attachment consumers feel towards a brand which can lead to positive word-of-mouth and resilience to competitors' marketing. Furthermore, strong brand loyalty may increase consumers' willingness to pay higher prices (Reichheld, Teal, 2001).

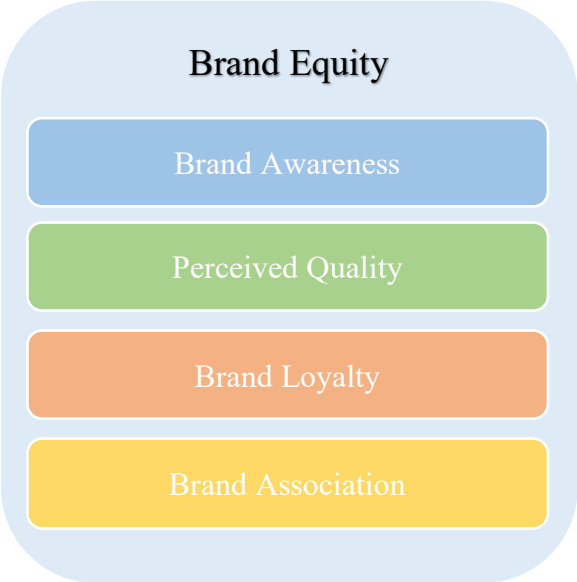

Figure 2 Aaker Brand Equity Model (Aaker, 1991)

The process of developing consumer loyalty as a psychological state can be described through several stages (Kinas, 2023):

1) Cognitive - understanding the advantages of the brand compared to others;
2) Affective - satisfaction with the product;
3) Volitional - the desire to make a repeat purchase;
4) Behavioural - actual re-purchase of the product.

Another approach to building sustainable customer loyalty is to divide it into stages from occasional brand purchases to systematic purchases, as well as from forming a positive impression to feeling part of a community of consumers. The modern approach to brand loyalty emphasizes emotional connection. This includes creating seamless online and offline

experiences for consumers, partnering with targeted micro-influencers rather than mass bloggers, and leveraging the power of storytelling (Kinas, 2023).

The evaluation of brand strength is a main goal of the BrandZ model, developed in 1998 by Kantar Millward Brown, marketing consulting company. The authors created the visual model in form of the Brand Dynamic pyramid, which is based on marketing research surveys of consumers, to estimate the percentage of consumers who are highly behaviorally committed to the brand (Calder, Frigo, 2019).

The model consists of 5 steps, where the next step continues the previous one (Figure 3). The first one is company's presence on the market. It is followed by brand's relevance to consumer needs. The third step answer the question: "Does the company behave as expected or as promised?". After that, the next step is concentrating on advantages of the products or services. This is particularly important to overcome competition. The last step is a result of previous - emotional and psychological boned with the product (Clootrack, 2024).

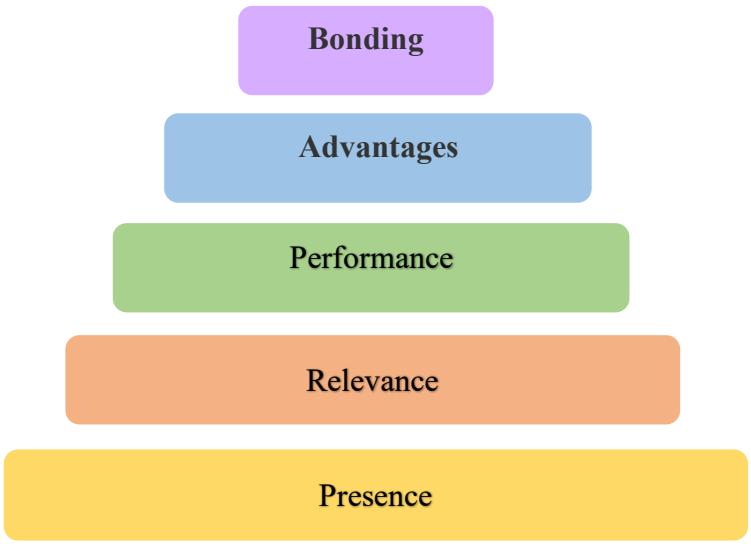

Figure 3 BRANDZ model (Millward Brown and WPP, 1998)

Based on BrandZ model, Kantar company includs brand equity in financial valuation to show the future contribution that investment in the brand is making. Each year they provide the list of 100 brands, that are the "strongest" or the most trusted in the world. This ranking aims to show the marketing effectiveness, as it represents how brands can navigate through market storms and new category arrivals. In 2023 Apple remains the number one most valuable global brand, followed by Google and Microsoft (Kyriakidi, 2021).

A strong brand can bring numerous advantages, resulting in more significant income and reduced expenses. Different studies describe the financial benefits of the strong brands, which can be divided into two distinct groups: growth-related and profitability-related factors. The first one emphasizes the ability to attract new customers, withstand competitive pressures, launch new product lines, and expand globally. Another focuses on the capacity of the company to command higher prices, more stable pricing power, efficient advertising-to-sales ratios, and higher negotiating power in the marketplace. (Davis, 2002; Calder, Frigo, 2019; Bank et al., 2022)

Companies with strong brand images are also in better perspective to navigate and overcome the crises. It has potential to help raise awareness about a brand with increased media exposure, but it is also expected that quality perception and customer loyalty could decrease. Considering the impact of a crisis on brand perceptions, the brand's response to such an event is critical. This reaction can significantly influence the consumer confidence and, as a result, the recovery of consumer-based brand equity (Dutta, Pullig, 2011).

1.3 Ukrainian Perspective on a Strong Brand Building

Ukraine is a country with a unique marketing landscape, shaped by various factors such as the political and economic climate, cultural preferences, and the shift towards digital media consumption. Bratko et al. (2020) identifies several key factors shape the Ukrainian market environment:

1) Brand recognition among Ukrainian consumers remains relatively modest but shows consistent growth, making Ukraine a promising environment for launching and advancing new brands quickly (Gorkii, 2021).

2) The rapid appearance of new products on the market slow down the development of consumer loyalty to existing brands. (Mazaraki, 2018).

3) There is a growing skepticism among consumers regarding the quality of imported goods, particularly food items, leading to a stronger preference for local food brands, though there are some exceptions (Mazaraki, 2018).

4) In Ukraine, a brand is often more strongly associated with "product authenticity" compared to Western perceptions.

5) Launching a brand in Ukraine effectively requires a robust media advertising campaign and significant outdoor advertising, yet the effectiveness of advertising, especially TV, is diminishing as consumer skepticism increases (Mazaraki, 2018).

6) Ukrainian consumers perceive a "brand" through a combination of the product's country of origin, its packaging appeal, and the brand itself; thus, it is beneficial to highlight the origin country alongside the brand name.

7) When creating advertising messages in Ukraine, it's crucial to consider national cultural traditions and tailor them to be more appealing than those of international competitors, which are designed for audiences used to different styles (Gorkii, 2021).

Additionally, the war in Ukraine, a consequence of Russian aggression in 2022, has increased academic interest due to its widespread global impact. Instability created a significant challenge to business recovery and marketing efforts in Ukraine. A considerable portion (39.8%) of companies find it difficult to foresee a return to pre-war levels, with some expressing doubts about recovery altogether. Consequently, businesses are experiencing customer loss, and there is a reluctance among customers to engage Ukrainian specialists due to perceived instability (Korneyev et al., 2022).

Moreover, enterprises catering to the domestic market in Ukraine have been particularly impacted by the decline in revenues. For instance, Rozetka, Ukraine's largest online marketplace, has ceased collaborations with many IT professionals due to financial constraints. Additionally, some foreign companies have initiated layoffs for employees based in Ukraine, especially those targeting the Russian market. Others are reducing their Ukrainian workforce to mitigate risks in the event of heightened hostilities across the country (Korneyev et al., 2022).

In terms of brand building, localization of packaging is crucial for promoting goods and services in Ukraine, as it is required by law to include specific information in the Ukrainian language on product labels (Smorodina, 2021). Additionally, the choice of sales channels is vital, with physical stores, online retail, and omni- and multichannel sales being the main options.

The media landscape in Ukraine is also undergoing changes, with traditional media outlets experiencing a decline in audience base and a shift towards digital platforms (Table 2).

Traditional media categories, including TV advertising, direct marketing, sponsorships, and print advertising (national, regional, and specialized press) witnessed substantial declines. This indicates a clear migration of advertising budgets away from these channels (Savytska et al., 2023).

Table 2 Media market share of the Ukrainian marketing communications market, UAH million, 2018-2022 (Savytska et al., 2023)

Marketing communication tools	2018	2019	2020	2021	2022	Change from 2018 to 2022, %
TV advertising, total	8 761	11 527	12 175	13 642	2 604	- 70,3
Direct marketing	7 567	10 089	10 593	11 854	2 370	- 68,7
Sponsorship	1 150	1 438	1 582	1 788	234	- 79,7
Advertising in the press (total)	1 584	1 850	1 466	1 599	342	- 78,4
National press	951	1 106	866	960	221	- 76,8
Regional press	269	320	243	268	51	- 81,0
Specialised press	357	425	357	371	70	- 80,4
Out of Home Media, total	3 477	4 240	3 159	4 098	1 756	- 49,5
Outdoor advertising	2 725	3 283	2 433	3 092	1 363	- 50,0
Transport advertising	450	600	351	397	90	- 80,0
Digital Out of Home advertising	162	205	291	518	273	**+ 68,6**
Indoor advertising	122	152	85	90	30	- 75,3
Radio advertising, total	545	717	717	855	333	- 38,9
National radio	394	518	512	605	240	- 39,0
Regional radio	52	65	65	80	33	- 36,5
Sponsorship	101	134	140	170	60	- 40,3
Advertising in cinemas	46	58	20	26	2	- 95,7
Digital Media	4 019	6 379	6 980	12 833	7 190	**+ 78,9**
Total media market	18 578	24 771	24 517	33 053	12 227	34,2

Digital media emerged as the clear winner, with a remarkable increase of +78.9% in spending. This highlights the growing importance of online channels for reaching target audiences in Ukraine. Social network apps like Telegram and Viber are becoming increasingly popular for disseminating real-time news updates. Online events have also emerged as a cost-effective means to reach a wide-ranging audience, particularly for those who have relocated from metropolises to small villages (Savytska et al., 2023).

The war has led to changes in companies' messages on social media. The initial changes in brand communication can be divided into three areas (Reshetnikova, 2022):

1) Companies continue to operate, stay in the market, and serve customers.

2) Messages with the "patriotic content".

3) Humanitarian or volunteer activities, support for people and the army.

After the oversaturation of "patriotic content", dosed communication in the following areas proved to be effective (Reshetnikova, 2022):

1) Situational (memes about Crimea, the liberation of Kherson).

2) Social (percentage of profit for aid, new initiatives).

3) Military (congratulations on holidays, stories of employees who defend Ukraine).

Pricing is a decisive factor in brand building for Ukrainian market, with the average Ukrainian consumer prioritizing price, quality, durability, and warranty conditions when making a purchase decision. The country's economic crisis, political difficulties, and the coronavirus epidemic following war have impacted marketing agencies and communications, but they are rapidly recovering (Kilfoyle, 2023).

Ukrainian brands are fighting for market leadership despite the difficult environment. In its calculations, MPP Consulting, marketing consulting agency, considered investment, geographic, technological and competition factors, a unique identifier, and a composite financial indicator to identify the 50 most expensive domestic brands. The company publish its reports yearly and focuses on financial-based brand equity.

Table 3 Top-5 Ukrainian Brands in 2023 (MMP Consulting, 2023)

Rank	Company	Brand value, (US$ millions)	Industry
1	Nova Poshta	192,0	Delivery Service
2	ATB	185,0	Retail Chain
3	PryvatBank	156,0	Financial Services
4	Rozetka	143,0	E-commerce
5	OKKO	90,0	Gas Station Chain

The top five most expensive brands in Ukraine include postal and courier services Nova Poshta, the national supermarket chain ATB, state-owned PryvatBank, online retailer Rozetka and OKKO petrol stations. These sectors are critical for the Ukrainian economy, encompassing both service and financial aspects, as well as consumer goods.

Nova Poshta

Nova Poshta is a private Ukrainian postal and courier service that operates in the logistics industry. It was founded in 2001 by Viacheslav Klymov and Volodymyr Popereshniuk. The company offers logistics and related services to people and businesses, assisting in selecting the best solution, organizing, and optimizing all international shipping operations (Nova Poshta Official Page, 2024).

It is one of the leading delivery services in Ukraine, competing with other major courier and logistics companies in the country, like government postal company Ukrposhta and private Meest Express, Delivery. Nova Poshta has over 11,400 branches and 15,500 post terminals throughout Ukraine, ensuring nationwide delivery within 24 hours and same-day delivery within cities. The company also has a presence in Europe, with offices in 11 countries and 35,000 service points, including 83 owned branches (Nova Poshta Official Page, 2024).

The key elements of Nova Poshta's brand include a logo featuring the company's name in red and white, with a stylized arrow pointing forward to represent movement and speed. The company's slogan is "Nova Poshta - delivering the future!" reflecting its commitment to providing fast, easy, and safe delivery services while also emphasizing its focus on technology and growth. Nova Poshta's brand colors are red and white, representing trust, reliability, and professionalism.

The company has undergone a rebranding process and will now operate under the name "NOVA" (new) as it expands beyond its postal roots. The rebranding aims to ensure easy delivery of anything for life and business, including parcels, money, and technology. The NOVA group consists of six companies, including Nova Poshta in Ukraine, Nova Poshta Europe, NovaPay, Nova Global, Supernova Airlines, and Nova Digital IT Company (Nova Poshta Official Page, 2024).

ATB

ATB is a Ukrainian supermarket chain that was founded in 1993 by Ukrainian businessman and entrepreneur, Hennadii Butkevych. The company operates in the retail industry and specializes in food and non-food products, offering a wide range of goods and services to customers throughout Ukraine. ATB has over 1,000 stores across Ukraine and employs over 50,000 people (ATB, 2024). ATB's main competitors in the Ukrainian market include other supermarket chains such as Auchan, Fozzy Group, Metro.

The company's brand elements include a logo featuring the letters "ATB" in blue and red. The company has a strong reputation for affordability and quality and is known for its commitment to customer satisfaction and innovation. Recently, ATB has been building new black sophisticated stores that feature a sleek and modern design. These new stores aim to provide a more comfortable and convenient shopping environment for customers, with improved lighting, wider aisles, and a more organized layout.

Despite the upgrades, ATB has committed to keeping its prices low, ensuring that its customers can continue to enjoy affordable shopping options. The company's focus on both affordability and modernization has helped it maintain its position as a leading supermarket chain in Ukraine.

PryvatBank

PryvatBank is a Ukrainian bank founded in 1992 by the Ukrainian entrepreneur Serhiy Tihipko. It operates in the banking industry and is one of the largest banks in Ukraine (Pryvatbank, 2024). Its main competitors are other large Ukrainian banks such as Raiffeisen Bank Aval, Oschadbank, and Monobank.

The brand color is predominantly green, which is associated with energy, passion, and money. The slogan of PryvatBank is "We take it and do it!" which emphasizes the bank's focus on innovations and hard work. The name of the bank is PryvatBank, which are Ukrainian words that mean "private bank".

The brand perception of PryvatBank is generally positive, with customers praising its convenient and user-friendly online banking platform Pryvat-24, low fees, and wide range of financial services. The bank has also been recognized for its innovative approach to banking, such as its use of biometric technology for secure transactions (Pryvatbank, 2024).

Rozetka

Rozetka is a Ukrainian e-commerce company that was founded in 2005 by Vladyslav Chechotkin (Rozetka, 2024). It operates in the online retail industry, offering a wide range of products to customers in Ukraine. Some of Rozetka's main competitors in the Ukrainian e-commerce market include Prom.ua, Citrus, and Comfy.

The logo of Rozetka is a green smile. It is a simple and recognizable design that reflects the brand's focus on customer satisfaction and convenience. The logo is often used in marketing materials, such as advertisements, product packaging, and website design. The green color of the logo is associated with growth, freshness, and sustainability, while the smile symbolizes happiness, positivity, and friendliness.

The brand perception of Rozetka is generally positive, with customers appreciating the company's wide selection of products, competitive prices, and reliable delivery services. Rozetka is perceived as a trustworthy and customer-oriented e-commerce platform that offers a convenient and seamless shopping experience.

ОККО

The company started in 1997 with a few gas stations in Western Ukraine and has since grown to become one of the largest economic holdings in the country (OKKO, 2024). It operates in the fuel and energy industry and is one of the largest fuel retailers in Ukraine. The company's main competitors are WOG, Shell, and SOCAR.

The visual design of the OKKO brand is based on the claim "OKKO. Always a good idea," which inspired the Ukrainian agency Banda Agency in their work on the brand design. The brand platform and visual language of OKKO are essential components of its branding strategy, reflecting the company's commitment to quality, service, and innovation. Their main colors are green and white.

Summarizing, the ongoing economic and political challenges in Ukraine have made market conditions unpredictable. Brands that can demonstrate stability, reliability, and commitment to the Ukrainian market are likely to gain consumer loyalty. Transparent communication about how brands are navigating these challenges and supporting local communities can reinforce trust and loyalty.

Understanding and integrating national cultural traditions into marketing campaigns is crucial. Communication of advertising messages that resonate with local tastes and values are more likely to succeed. This cultural alignment not only enhances brand appeal but also fosters deeper consumer connections.

For a brand to be successful in Ukraine, it must be adaptable, culturally aligned, digitally savvy, and transparent. With traditional media witnessing a decline and digital media spending increases, brands should prioritize digital platforms for advertising and engagement. Utilizing social media, online advertising, and content marketing can reach a wider audience more effectively and at a lower cost than traditional media. These strategies will help brands build a strong presence in Ukraine's challenging but promising market environment.

2 MARKETING COMMUNICATIONS

2.1 Marketing Communications Definition

Marketing communications are tools for companies to engage with consumers, aiming to educate, convince, and maintain consumer awareness about their brands, directly or indirectly. Marketing communications act as the brand's voice, facilitating a conversation and fostering connections with the audience (Kotler, Keller, 2012).

Advertising is usually a big part of marketing communications, but it is not the only contributor that helps build and develop brand equity. Marketing communications are used not just to sell you products or services, it is also about promoting social and ethical values and raising awareness among people and society as a whole (Pelsmacker et al., 2021).

Essential characteristics of marketing communications are their integration, focus, and frequency of repetition of messages. Before discussing the meaning of marketing communications, it is necessary to dive deeper into the definition of this term (Table 4).

Table 4 Definitions of the concept of "Marketing communications"

Author(s)	Characterization of marketing communications
Keller, Kotler (2021)	*"The means by which firms attempt to inform, persuade, and remind their customers - directly and indirectly - of products and brands they sell."*
Pelsmacker et al. (2021)	*"All instruments using which the company communicates with its target groups and stakeholders to promote its products or the company as a whole."*
Fill, Turnbull (2019)	*"Marketing communications are a management process through which an organization engages with various audiences. Organizations seek to develop and present messages for their identified stakeholder groups by understanding an audience's communications environment before evaluating and acting upon the responses. They encourage audiences to offer attitudinal and behavioral responses by conveying significant value messages."*

After analyzing the definitions of the term "marketing communications" from various scholars and experts, the following definition can be offered:

"Marketing communications are messages aimed at establishing profitable relationships with target groups, creating a positive image of the organization, and increasing its competitiveness. These communications serve as an important marketing tool, ensuring the transfer of necessary information to consumers, and as a process of managing the flow of products from the moment they appear on the market to the end of consumption."

To achieve maximum effectiveness, the company develops a communication strategy that includes several critical steps (Tripathy, 2023):

1) identifying the target audience;
2) assessing the audience's readiness to buy;
3) determining the expected reaction of the target audience;
4) preparing a message for the audience;
5) developing a comprehensive communication plan for the company;
6) setting a budget for these communications;
7) implementing the plan;
8) collecting and analyzing feedback;
9) making necessary adjustments to the strategy based on the data obtained.

The established communication system ensures effective communication between producers (suppliers) and consumers (buyers) of products or services. In this context, companies function as senders and receivers of information. As senders, they inform, persuade, remind, and stimulate their target markets to initiate exchanges that meet their goals. As recipients, companies should be attentive to their target markets' needs, adapt to market environment changes, and seize opportunities for communication (Kalinichenko, 2021).

The key components of the marketing communications process include (Halder, Saha, 2023):

- Sender – the party initiating the message;
- Coding – the transformation of a thought into a symbolic form for transmission;

- Message – a set of symbols that the sender sends;
- Media – channels through which the message reaches the recipient;
- Decryption – the process by which the recipient interprets the symbols of the message;
- Recipient – the party that receives the message (consumers, intermediaries, contact audiences);
- Response – the recipient's reaction to the message;
- Feedback – information from the recipient that is returned to the sender;
- Interference – factors that can distort a message during its transmission.

The main factors that influence the structure of marketing communications are the industry, nature, and type of activity, company size, presence and location of branches, range of goods and services, budget for marketing communications, market specifics, use of information and communication technologies, product life cycle stage, impact on consumer behavior, pricing policy, integration of communications and choice of marketing communications strategy (Pelsmacker et al., 2021).

Marketing communications aim to ensure the constant presence of the company and its products or services on the market and to form an image. There are two aspects of ensuring presence: direct, which refers to the physical availability of products or services on the market, and indirect, which means consolidating a stable image of the company and its products in the minds of consumers. The latter requires regular communication with different market segments, contributing to forming a positive image of the organization and its offers in consumers' perception (Kataiev et al., Popova, 2020).

The main objectives of marketing communications are to ensure both one-way and two-way relationships between those who send messages and those who receive them. Kitchen, Burgmann, (2019) name several functions of marketing communications:

- *The information function* is focused on educating consumers (target audience) about the products or servicesr offered by the company, their benefits, characteristics and

qualities. This function also includes informing about the company's activities and policies and obtaining feedback on market conditions, internal situations or relationships with business partners .

- *The reminder function* is to keep information about the company, its products and benefits in the minds of the target audience.
- *The persuasive function* is aimed at encouraging consumers to make positive perceptions and decisions in favour of the company's products or activities.
- *The competitive function* provides the company with an advantage in the market by using non-price competition methods.
- *The research function* allows analysing market conditions through feedback in order to adapt the firm's strategy to the current situation.
- *The management function* covers the management of relationships in the market and within the company, including the development of loyalty among employees.
- *The partnership function* focuses on developing strong, mutually beneficial relationships between market participants.

Marketing communications help create associations with brands, people, places, events, and other elements and inform consumers about changes in products and prices (Biyani, 2024). In a competitive environment, communications objectives include increasing market share and rapidly attracting and retaining customers.

Effective use of marketing communications is critical to building a sustainable positive image of the company, strengthening its position, and improving access to resources (Todorova, 2015). The cost-effectiveness of such communications depends on many factors, including the stage of the product life cycle, the level of competition, and the willingness of consumers to buy (Kataiev et al., Popova, 2020).

2.2 The 4Ms of Marketing Communication

A marketing communication strategy consists of four main elements: the message, the medium, the moment, and the market (Biyani, 2024). It can also be explained as the 4Ms of marketing communication:

1) Message: "What message is the company trying to convey about the brand?"
2) Medium: "Through which channels will the company deliver the message?"
3) Moment: "When will the message have the most impact on the target audience?"
4) Market: "Who is the company trying to reach with the message?"

Message

The foundation of successful and meaningful communication is a compelling, concise, and clear message. This message should convey the brand's unique value proposition (UVP), explaining what sets the company apart from competition and how it benefits customers (Bakri et al., 2021).

Key aspects of creating an understandable brand message include (Khabab, 2020):

- Identifying the objective of the brand message to clarify the action the company wants its audience to take.
- Picking a style that shows the difference from the competitors and sticks with the audience.
- Using storytelling when crafting a brand's message to keep it memorable and engaging. A good example would be to show real customer success stories and present company's product as solution they used.
- Delivering the message in multiple formats across numerous channels to adopt to every consumer's preference. Focusing on evoking emotional responses with content that has a clear call to action is a necessary consideration.
- Keeping up with change—identifying how the needs and aspirations of the target audience evolve over time, particularly in regard to sustainability, social responsibility, and ethical sourcing.

- Consumers today value authenticity and transparency. It is a good practice to communicate openly.

One example of a successful unique value proposition is focused on the concept of "naturalism" is the Guerlain perfume brand. This approach is gaining popularity, reflecting environmental trends in society. The concept of naturalism aims to emphasize the use of natural, environmentally friendly components in the production of products. They actively send the message of their sustainable innovation, which distinguish them among competitors in cosmetics category (Shatzman, 2018).

Medium

Marketing communication channels are the various methods used by businesses to communicate a promotional message to their target market. These channels can be traditional or digital, and they include advertising, direct marketing, social media, email marketing, podcasting, public relations, event marketing and others. (Belch et al., 2021). The choice of channel depends on the target market, the message, and the budget. Choosing the proper channels depends on the brand message, target audience demographics, and budget. Key communication channels are (Eagle, 2015):

- traditional media (e.g., television, radio, and print media (magazines, newspapers). They are still relevant for reaching specific demographics, particularly older generations;
- digital media (e.g., websites, social media platforms (Facebook, Instagram, etc.), email marketing, and influencer marketing for younger generations);
- experiential marketing, meaning creating interactive experiences that allow consumers to engage directly with the brand, fostering a lasting impression;
- public relations (PR), whose primary goal is to build positive relationships with media outlets to gain favorable brand coverage;
- omnichannel marketing, meaning integrating all these digital channels with offline experiences (e.g., in-store promotions, events);
- content marketing (e.g., blog posts, videos, podcasts, infographics);
- user-generated content (UGC) (e.g., branded hashtags and contests).

Moment

Timing is everything when it comes to marketing. A message can have all the right components, but if it's not delivered at the right time, then target audience may not notice it at all. To understanding this concept, there are several factors that should be considered for timing a message with maximum impact.

Firstly, the company should consider seasonality and understand if the product or service is relevant to a specific time of year. Communication should be more frequent during high seasonality. Some days are more important that others, as they bring the best revenue for the companies, like Black Friday, Christmas, Easter (Cardona, 2023).

Secondly, current events should always be taken advantage of. Companies should leverage current events or trends to make the message more relevant to their target audience. Thirdly, understand the target consumer's behavior and deliver messages on days and times that they are more likely to engage with them. (Buda, 2019).

And lastly, the campaign lifecycle may also influence the success of the marketing communication approach. For example, stages like launching a new product, running a seasonal promotion, or aiming for brand awareness require different messages and channels for consumer interactions (Mercadeo, 2024).

Market

Marketing communications should be designed for a selected group of people or companies who are most likely to be interested in the particular product or service, also known as the target audience. This audience is defined based on various factors such as demographics, psychographics, behavior, and geographic location (Target audience, 2024).

Companies need to know who they are communicating with in order to be effective. it allows businesses to concentrate on reaching the right people with their messaging which leads to more cost-effective campaigns and better chances of success. Additionally, understanding of the target audience helps to personalize the message, measure the impact of the content and form long-lasting relationships with customers by providing relevant material that caters directly to their needs and interests (Luo et al., 2019).

At its core, defining the target audience for marketing communications involves conducting detailed market analysis, studying customer data, creating buyer personas, segmenting the

audience, using analytics, and continuously testing and iterating marketing strategies to ensure alignment with the evolving trends and preferences of the target audience (How to Define Your Target Audience, 2022).

2.3 Elements of the Promotional Mix

The concept of the "marketing mix" was introduced by Neil Borden, then president of the American Marketing Association, in 1953 (Eti, Bari, 2020). This concept remains relevant today as it guides critical decision-making in marketing strategy implementation. The optimal marketing mix involves the four Ps: Product, Price, Place, and Promotion (Van Waterschoot, Van den Bulte, 1992).

Within marketing communications, there is a need for synchronized efforts, mainly focusing on the Promotion aspect of the marketing mix. It is crucial to forge compelling sales and marketing narratives that swiftly and effectively resonate with the target audience, highlighting the product's superior attributes and the unique qualities that set the brand apart in the marketplace (Todorova, 2015).

According to Belch et al. (2021), the critical elements of the promotional mix are advertising, direct marketing, digital marketing, personal selling, sales promotion, and public relations. Considering the various facets of marketing communications, it is crucial to analyze the distinctive characteristics attributed to each tool; this analysis is detailed in Table 5.

Table 5 Characteristics of marketing communication elements

Tools	Characteristics
Advertising	Paid, nonpersonal, the ability to effectively present the product and the company itself, mass audience coverage, reusability, and significant financial costs.
Direct marketing	Personal nature, direct communication with the audience through targeted appeals, and the possibility of two-way communication.
Digital Marketing	The two-way flow of communication and mass audience coverage is particular to customers' location and consumption situation.
Personal sales	The personal nature of direct communication with the audience in the form of a dialog requiring a response is the most costly means of marketing communications per contact.

Sales promotion	Attractiveness of sales promotion measures for consumers, inducement to purchase, impulsive nature, short-term effect, and increased efficiency when advertising.
PR	Highly reliable information, comprehensive audience coverage, and long-lasting effects, often used with advertising, rarely exist independently.
Exhibitions and fairs	A form of organizing interaction between producers and consumers at specialized product shows.
Branding	Development of a corporate name, style, and elements, and the formation of a unique image in the market.
Sponsorship	Sponsorship activities are based on the principles of reciprocity, using elements of advertising, sales promotion, PR, and personal sales as an interactive form of relationship.

Marketing communications is a complex phenomenon that includes various forms of interaction with the target audience, including branding, advertising, PR, advertising campaigns, sponsorship, direct marketing, sales promotion, loyalty programs, personal selling, and presentations.

As the most widespread type of marketing communication, advertising plays an informational, persuasive, and stimulating role, using paid channels to reach potential customers on a massive scale. It focuses on promoting a product, emphasizing its benefits, and motivating consumers to buy (Eagle, 2015).

Sales promotion encompasses various activities, such as promotions, discounts, contests, and other events designed to attract consumers' attention and encourage them to buy here and now (Pelsmacker et al., 2021).

Direct sales in a store, when a seller works with a customer directly at the shelves, is also a form of marketing communication. In this case, the seller advertises the product, shares information about its benefits, collects feedback, and motivates the customer to join the loyalty program (Makedon, Baylova, 2023).

Branding becomes critical when a company develops or launches a new product on the market. This type of marketing communication aims to create an attractive product image

and associations similar to the emotions evoked by well-known brands, such as Nike, which is an example of a long-term brand strategy (Moore, 2021).

PR, or public relations, mainly uses unpaid methods to achieve the mutual benefit between the media and the company, which includes publishing news, holding press conferences, and other similar events. These activities aim to create and maintain a positive image of the company in society (Makedon, Baylova, 2023).

Publicity, or public promotion, creates an image through publications in the media. Experts and public figures are usually promoted through articles, interviews, and speeches. It is important to note that publicity does not require direct payments to the media for placement; instead, companies organize tours, press conferences, and other events for journalists to provide exciting content (Caywood, 2012).

Sponsorship helps to maintain and develop the brand image. Sponsors finance events or projects and, in exchange, receive advertising opportunities through venue branding or advertising integrations. It is essential to distinguish sponsorship from charity, as the latter is usually carried out without the expectation of public recognition (Eagle, 2015).

Moving on to the types of marketing communications that are directly aimed at increasing sales. One of these is direct marketing, which includes direct contact with consumers through mailings, phone calls, personal meetings, or exhibition participation. The main goal here is to sell a product or service directly, collect customer feedback, or engage them in long-term interaction with the brand (Clow, Baack, 2015).

Loyalty programs stimulate demand through bonuses, cumulative discounts, and club memberships. These initiatives build long-term customer relationships, encouraging repeat purchases and expanding interest in the company's product range. Such programs are widespread among retailers at home and abroad, offering customers attractive conditions for purchasing (Clow, Baack, 2015).

Product launches are a form of direct sales where new products, such as smartphones, cars, or health products, are demonstrated to potential customers to attract attention and stimulate interest (Eagle, 2015).

The design of a store plays a crucial role in shaping its image. Its exterior should communicate the essence of the business, attract new customers, and maintain the loyalty of existing ones. Effective merchandising in supermarkets involves creating memorable design elements that customers cannot pass by when looking for a better place to shop (Kitchen, Burgmann, 2019).

The organization of customer flow in the store should be thought out in advance to ensure maximum efficiency. An essential part of merchandising is placing goods in the area closest to the entrance, where customers first orient themselves in the store (Kitchen, Burgmann, 2019).

All forms of marketing communications are combined into a single system that works consistently and cyclically, starting with the development of a new product, determining the price, organizing logistics and choosing a place of sale, and ending with promotion through various channels, including advertising, PR, sales promotion and direct sales at the point of sale (Eagle, 2015).

Each communication medium uses its tools, from product packaging to customer service, which is also a form of marketing communication, as it attracts the buyer and promotes additional sales. Advertising tools range from outdoor advertising, such as billboards and signage, to online advertising, which includes SEO, SMM, and content marketing (Blakeman, 2018). PR tools include media publications, press conferences, exhibitions, charity events, and sponsorships (Caywood, 2012).

Sales promotion methods include discounts, coupons, and loyalty programs to encourage customers to purchase. Direct sales tools range from sales scripts to the development of commercial offers and presentations (Savytska et al., 2023).

When choosing a communication channel, the key is understanding the target audience. For example, if the target audience mainly consists of housewives watching TV shows, then advertising on the relevant TV channels will be an effective channel. If the target audience prefers content from famous bloggers, it is advisable to organize a collaboration with such individuals. For products that require expert opinion, it will be adequate to hold conferences with experts where the company can present the product and get its evaluation (Savytska et al., 2023).

However, the choice of communication channel largely depends on the available budget. For example, there may be insufficient funds for a television commercial, which prompts one to look for alternative ways to reach the audience using creative approaches (Kataiev et al., Popova, 2020).

Creating an advertising communication begins with an in-depth analysis of the target audience, identifying its needs, expectations from the product, and preferences. A communication message is formed based on the collected data and unique insights (Savytska et al.).

Further analysis includes studying potential consumers' behavior, habits, preferences for visiting certain places or websites, and influencers in their environment. The communication channel is chosen to deliver the message to the audience most effectively, considering the reach and budgetary constraints (Pelsmacker et al., 2021). Depending on the chosen channel, the message is given in a specific form, including a neon sign, social media integration, or a magazine article.

Before launching a campaign, the potential effectiveness of the selected activities is assessed. After the campaign is implemented, indicators such as the number of people reached by the message, coverage and feedback, and the impact on the company's overall performance, including sales, are analyzed. It is important to remember that some marketing communications tools, such as PR, may have a delayed impact (Blakeman, 2018).

2.4 Marketing Communication Strategies for a Strong Brand Building

Effective marketing communication strategies aim to cultivate a strong brand by impacting all aspects of brand equity. This translates to high brand awareness when consumers readily recognize and recall the brand; positive brand associations, like positive feelings and perceptions about the brand; strong brand loyalty, when customers not only choose the brand but are also loyal advocates and perceived brand value, which means to believe that the brand offers superior value compared to competitors (Barker, 2013).

Academic research by Yoo et al. (2000) and Lang et al. (2020) explores the connection between marketing activities and brand equity. Yoo et al. (2000) investigated how specific elements of the marketing mix contribute to the development of brand equity. They suggested a theoretical model that connects these marketing elements to various aspects of

brand equity, including perceived quality, brand loyalty, and a combination of brand associations and brand awareness.

Their empirical analysis, which utilized structural equation modeling, confirmed the research hypotheses by showing that frequent price promotions negatively affect brand equity. Conversely, increased advertising spending, higher prices, a positive store image, and extensive distribution are associated with greater brand equity. This study provides valuable insights into managing marketing activities to develop brand equity, serving as a useful reference for further exploration of how marketing strategy influence the development of brand equity.

The study by Lang et al. (2020) finds that public relations efforts significantly contribute to all dimensions of brand equity. In contrast, sponsorship impacts are more nuanced, significantly influencing perceived quality and brand loyalty but not brand awareness directly. The research suggests that the country of brand origin does not significantly alter the impact of sponsorship and public relations on brand equity dimensions, offering valuable insights for marketing strategies in emerging markets.

Successful brand marketing communication strategies go beyond a single tactic. They encompass a cohesive approach that builds strong relationships with the target audience. This paper explores critical characteristics distinguishing successful brand marketing communication strategies from their less impactful counterparts. They can be divided into four core principles:

1) Content as the cornerstone

Successful communication strategies leverage the power of storytelling to connect with the audience's aspirations, values, and challenges. By weaving emotionally resonating narratives, brands can effectively communicate their purpose and establish a deeper connection with consumers (Sharma, 2024).

The focus should not solely reside on product promotion. Generating informative and valuable content establishes the brand as an industry authority. This can involve offering educational resources, insightful industry analysis, or solutions to problems the target audience faces (Ninja, 2024).

A strategic omnichannel approach is crucial to ensure content reaches the target audience wherever they consume information. This necessitates utilizing various channels, such as social media platforms, email marketing campaigns, informative blog posts, and even video content creation for maximum reach and engagement (Zinchenko, 2024).

2) Fostering engagement

Successful communication strategies prioritize fostering a two-way dialogue with the target audience. This involves encouraging interaction on social media platforms, responding promptly to comments and messages, and addressing consumer concerns with empathy and effectiveness (Chaffey, Ellis-Chadwick, 2019).

Consumers today value genuine brand interactions. Successful brand communication strategies prioritize transparency regarding brand values, mission statements, and even potential shortcomings. Additionally, employing an authentic voice that reflects the brand personality fosters trust and relatability (LinkedIn community, 2024).

Empowering loyal customers to become brand advocates can significantly amplify brand communication efforts. Encouraging positive experience sharing and reviews fosters organic reach and credibility. Responding to positive mentions and expressing appreciation for customer support strengthens these valuable brand relationships (Reichheld, 2004).

3) The Strategic Influence of Collaboration

Partnering with influencers whose audience aligns with the target market can be a powerful tool. However, successful communication strategies necessitate selecting influencers who possess significant reach, embody the brand's values, and can credibly promote the brand's offerings (Park et al., 2014).

The impact of micro-influencers with smaller but highly engaged audiences should be considered. Micro-influencers can provide a more targeted and relatable impact due to the nature of their established communities (DeGoede, 2023).

4) Data-Driven Optimization for Continuous Improvement

Continuously tracking key metrics such as website traffic, social media engagement rates, brand mentions, and conversion rates is essential for measuring the effectiveness of communication strategies (Mangold, Faulds, 2009).

Successful communication is an iterative process. Employing A/B testing allows for the continuous evaluation and refinement of communication strategies. By testing different versions of ad copy, landing pages, or social media posts, brands can identify messaging that resonates most effectively with the target audience (Kumar, 2018).

The marketing landscape is inherently dynamic. Successful communication strategies necessitate a commitment to continuous learning and adaptation based on data insights and evolving industry trends (Kumar, 2023).

By prioritizing these core principles, brands can develop communication strategies that cultivate brand loyalty, establish trust with consumers, and position themselves for sustainable success in the competitive marketplace. It is important to remember that successful communication is an ongoing dialogue, not a one-time message. By fostering a culture of continuous improvement and audience engagement, brands can ensure their communication strategies remain relevant and impactful.

II. ANALYSIS

3 METHODOLOGY

Main objective

The main objective of this research was to identify and describe key marketing communication approaches that contribute to a brand's perceived strength.

Used procedures

The research process consisted of a series of systematic procedures, which can be seen in Figure 4.

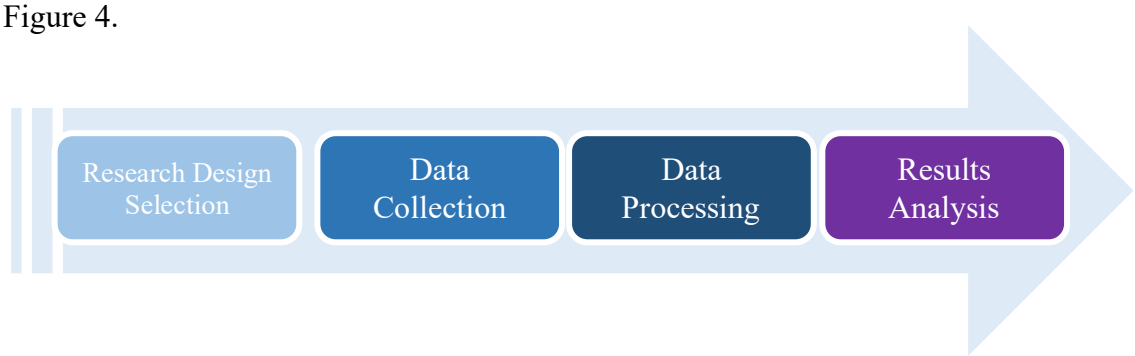

Figure 4 Research Flow

The research was carried out in a logical sequence. First, an appropriate research design was selected. Next, relevant information for both the quantitative and qualitative analysis of the research was collected. Once collected, the data was carefully organised and coded. This allowed to process data using the software.

The final step involved the analysis of the findings, where the processed data was examined and interpreted to draw conclusions that address the research objectives and discuss it with other researchers.

Research Frame

This research was drawn upon the concept of brand strength, which consisted of brand awareness, brand image, and brand loyalty and presided quality (Akker, 1991, 1996). It explored the impact of five specific marketing communication approaches on brand strength for the top five successful Ukrainian brands with the highest brand value (FBBE) based on the report of MMP Consulting in 2023.

Marketing communication approach variables: marketing communication approaches (Advertising, Social Media Marketing, Public Relations, Content Marketing, Influencer Marketing).

Brand equity variable: brand strength, a combination of brand awareness, brand image, perceived quality, and brand loyalty.

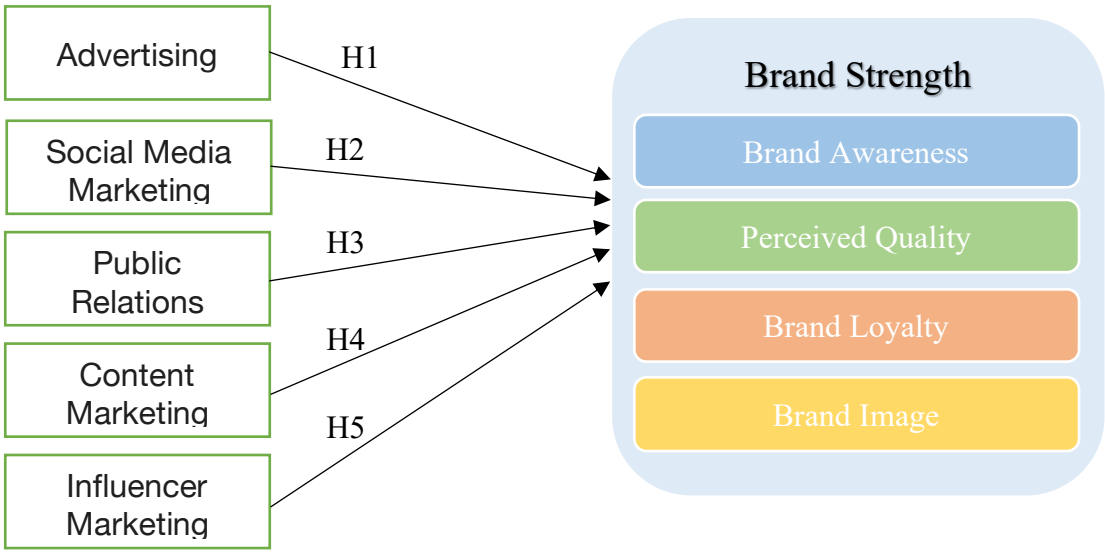

Figure 5 Graphical Model

Research Question and Hypotheses

The theoretical model, by mapping the relationship between various marketing communication approaches and brand strength across top Ukrainian brands, guided the formulation of the research question:

> **RQ1:** How do various marketing communication approaches influence the perceived strength among the top 5 most successful Ukrainian brands?

This question explored the association between marketing strategies in enhancing brand perception and value, focusing on advertising, social media marketing, public relations, content marketing, and influencer marketing. This approach aimed to identify which strategies contribute to building and maintaining strong brand awareness, image, perceived quality, and consumer loyalty.

Therefore, hypotheses have been formulated to examine the influence of marketing communication approaches on the four dimensions of brand equity as identified by Aaker, they are:

i. Advertising:

H1$_0$: There is no association between Advertising and Brand Strength.

H1$_1$: There is a positive association between Advertising and Brand Strength.

ii. Social Media Marketing:

H2$_0$: There is no association between Social Media Marketing and Brand Strength.

H2$_1$: There is a positive association between Social Media Marketing and Brand Strength.

iii. Public Relations:

H3$_0$: There is no association between Public Relations and Brand Strength.

H3$_1$: There is a positive association between Public Relations and Brand Strength.

iv. Content Marketing:

H4$_0$: There is no association between Social Media Marketing and Brand Strength.

H4$_1$: There is a positive association between Content Marketing and Brand Strength.

v. Influencer Marketing:

H5$_0$: There is no association between Social Media Marketing and Brand Strength.

H5$_1$: There is a positive association between Influencer Marketing and Brand Strength.

Research Design

This study employed a **quantitative** research design to investigate the relationships between various marketing communication approaches and brand strength among the top 5 Ukrainian brands. Correlational and descriptive statistics were chosen to investigate characteristics, averages, trends, and associations between variables.

In addition to the quantitative analysis, a qualitative analysis was conducted to explore the brand's communication strategy with the highest average brand strength score. The insights from the qualitative analysis of the strongest brand's communication strategy were integrated

with the quantitative findings on brand strength. This allowed us to explore potential connections between the brand's communication approach and the positive brand perception observed in the quantitative analysis.

Sampling Method

A power analysis in G*power software indicated that the minimum sample size with an alpha of 0.05 is 180 respondents. A random sampling approach was utilized to collect data, resulting in **217 responses**. This number of responses extended the minimum sample size needed to have enough power to detect an effect.

Data Collection Method and Procedures

The research adopted a quantitative methodology through a survey distributed via social media platforms, exclusively targeting the Ukrainian populace to ensure the relevance of findings to Ukrainian brands. The questionnaire was written in Ukrainian to facilitate comprehension among the target demographic, with an English version provided in Appendix for broader accessibility.

The research took place from the **1st of March 2024 to the 25th of March 2024**.

The questionnaire consisted of **17 questions**. The questionnaire included several sections: demographic information to gather basic information about participants (age, gender, income), brand selection, Likert-scale questions assessing participants' perceptions of the selected brands' communication strategies, and Likert-scale questions measuring perceived brand strength based on brand awareness, brand image, perceived quality, and brand loyalty.

Respondents were initially asked to identify the "strongest" brand from a list of the top-5 Ukrainian brands: Nova Poshta, ATB, PryvatBank, Rozetka, and OKKO. This question aimed to identify initial perceptions of brand strength among the most financially valued Ukrainian brands (MMP Consulting, 2023).

Also, participants evaluated their chosen brand using a **Likert scale** ranging from 1 (strongly disagree) to 5 (strongly agree) across various statements pertaining to marketing communication approaches.

This dual-phase questioning approach was designed to capture the perceived strength of leading Ukrainian brands and delve into specific marketing communication attributes contributing to their success.

The qualitative analysis collected communication materials from the most robust brand across various channels, including the brand's website, social media platforms (e.g., Facebook, Instagram), advertising campaigns, and public relations materials (e.g., press releases).

Normality Test

Many statistical tests assume that data follows a normal distribution. To choose the right statistical methods it is necessary to perform the normality test before analyzing data.

For each item, both the Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) tests showed a significance level (Sig.) less than .001, which is well below the conventional alpha level of 0.05. This strongly suggests that the distribution of responses for all the variables listed **does not follow a normal distribution**. With evidence of non-normal distribution, it was necessary to use a non-parametric test to analyze this data, Spearman's Rank Correlation Coefficient in particular.

Table 6 Tests of Normality from SPSS

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
(i) I see brand X commercials on TV, radio, or in magazines/newspapers.	.229	217	<.001	.867	217	<.001
(ii) I see brand X on social media (TikTok, Instagram, Facebook).	.220	217	<.001	.850	217	<.001
(iii) I see articles or stories about Brand X in the media.	.171	217	<.001	.915	217	<.001
(iv) Brand X creates informative articles, videos, or tips about using their services.	.183	217	<.001	.900	217	<.001

(v) Celebrities or influencers promote Brand X.	.164	217	<.001	.903	217	<.001
(vi) Brand Strength	.112	217	<.001	.950	217	<.001

Data Analysis Methods

The collected data was analyzed using a combination of descriptive and inferential statistics implemented through the Statistical Package for the Social Sciences (SPSS) software. SPSS was used to calculate descriptive statistics such as frequencies, means, and standard deviations for the demographic characteristics of the respondents and their responses on the Likert scale questions for each brand. Additionally, descriptive statistics were used to analyze the distribution of responses regarding the "strongest brand" selection.

SPSS helped to conduct inferential statistical test-correlation analysis, which identified potential relationships between exposure to specific marketing communication channels (measured by the questionnaire) and brand strength metrics.

Spearman's rank correlation coefficient, a non-parametric test suitable for ordinal data from Likert scales, was used to analyze the relationships between the marketing communication approaches and brand strength.

Correlation coefficient value	Relationships
0 - ±0.30	Weak relationships
±0.30 - ±0.70	Moderate relationships
±0.70 - ±1	Strong relationships

The significance level was set at **alpha = 0.05.**

Following the analysis using SPSS, the results were presented and discussed in detail. This discussion explored the key findings from both the qualitative and quantitative analysis. Comparing results with relevant existing research helped to understanding of how different marketing communication channels influence brand strength considering different research environment. This knowledge can be valuable for marketers who can then adjust their communication strategies to build a strong brand.

Following the discussion, it was important to acknowledge limitations of the study. Additionally, recommendations for future research was proposed, building upon the findings and exploring new avenues to further investigate the relationship between marketing communication and brand strength.

4 RESULTS OF QUANTITATIVE AND QUALITATIVE RESEARCH

To conduct this research, it is essential to analyze the collected data to test the hypothesis and address the research question. This chapter includes the analysis, presentation, and interpretation of the findings from this study. The data analysis and interpretation are conducted in two stages. The initial stage involves a quantitative analysis based on the results of the questionnaire. The second stage provides a qualitative interpretation, focusing on exploring the communication strategy of the brand that achieved the highest average brand strength score.

4.1 Characteristics of Respondents Sample

The sample's characteristics are described in Table 7. The survey was exclusively conducted in Ukraine, with all participants being country residents. The distribution of participants by gender was predominantly female, representing 62% of the respondents. Males constituted 38%.

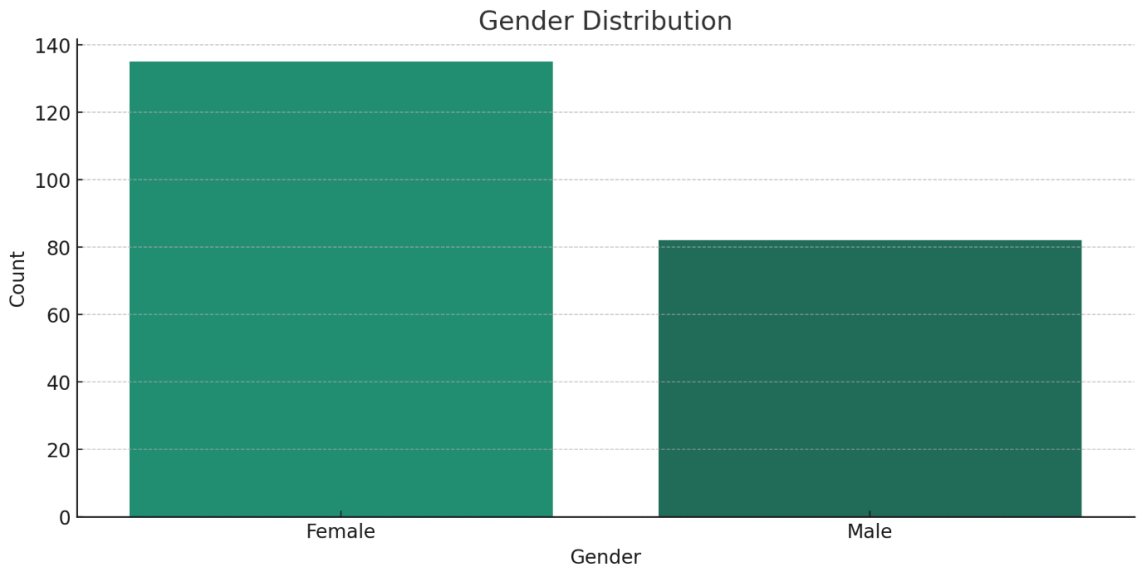

Figure 6 Number of respondents by gender

Participants were mainly from the younger age groups, with more than half (52%) being between the ages of 12 and 27, also called Gen-Z. The next significant age group was 28 to 43, making up 32% of the respondents. Those aged 44 to 59 years constituted 14%, while seniors aged 60 and above were the smallest group at 2%.

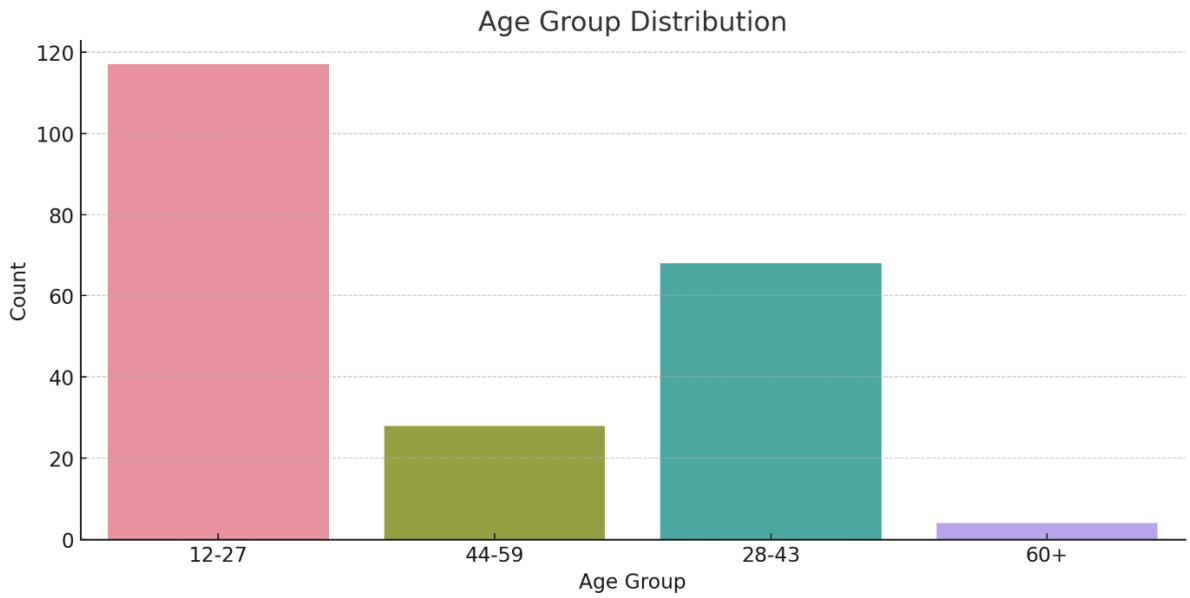

Figure 7 Number of respondents by age

Income distribution was quite varied. The group earning less than 10,000 UAH monthly accounted for 15% of the survey population. Those with incomes ranging from 10,000 to 25,000 UAH made up 24%, while the bracket of 25,000 to 45,000 UAH represented 21%. Lastly, participants earning more than 45,000 UAH monthly constituted 19% of the sample.

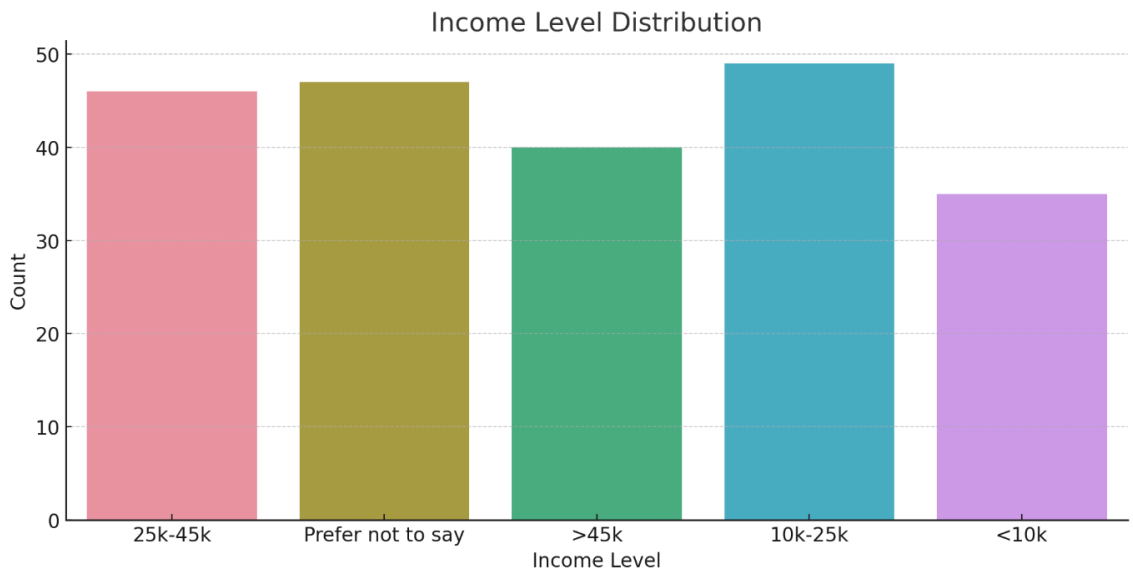

Figure 8 Number of respondents by income

The sample covers a range of ages and income levels, offering a good spread for understanding general trends in perceived brand strength across communication approaches. The high proportion of younger participants (12-43) is valuable as the research also includes

digital communication strategies popular within this demographic. The income distribution suggests a mix of spending power, potentially offering insights into brand preferences across price points.

The key demographic findings are summarized in Table 7 for a group size of 217 participants.

Table 7 Sample's characteristics

Characteristics	Testing (N = 217)
Region	Ukraine: 100%
Gender	Male: 38%; Female: 62%;
Age	12–27: 52%; 28-43: 32%; 44-59: 14%; 60+: 2%
Income **($1 = 38 UAH)**	<10 000 UAH: 15%; 10 000 - 25 000 UAH: 24%; 25 000 - 45 00 UAH: 21%; >45 000 UAH: 19%

4.2 Quantitative Interpretation of Results

The initial survey question asked respondents to select the brand they perceived as the strongest among the five most expensive Ukrainian brands in 2023 (MMP Consulting, 2023).

The survey results reveal Nova Poshta as the clear leader in perceived brand strength, with a 44% of respondents choosing it as the strongest brand. This significant share indicates a powerful brand presence among the surveyed population. Nearly 18% (17.98%) of respondents perceive ATB as a strong brand, placing it in the second position. PryvatBank was chosen by 13%, OKKO by 12% and Rozetka by almost 12%. These results were then compared with the findings of the MMP Consulting 2023 reported in Table 8.

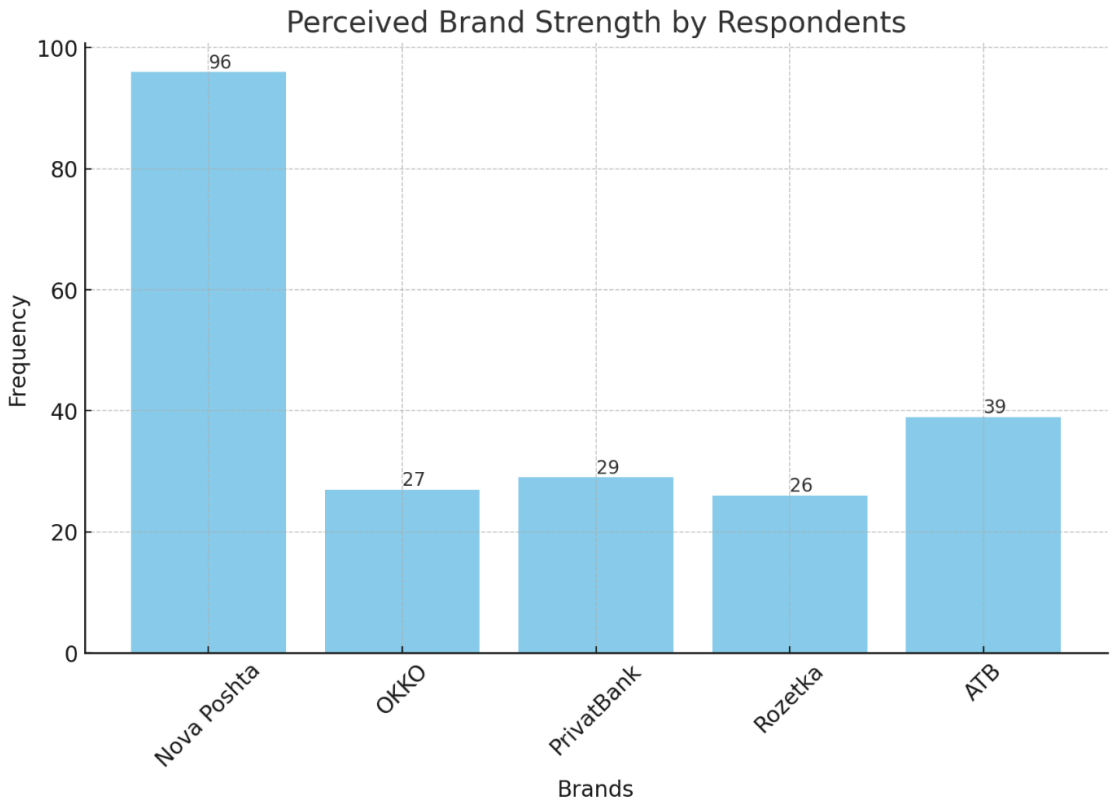

Figure 9 Perceived brand strength according to the survey results

Table 8 Comparison between the MMP Consulting 2023 report and consumer survey

Company	Brand value ranking	Consumer survey ranking
Nova Poshta	1	1
ATB	2	2
PryvatBank	3	3
Rozetka	4	5
ОККО	5	4

The data comparison between the MMP Consulting 2023 report on the top 5 Ukrainian brands and consumer survey responses reveals very similar results.

Nova Poshta emerges as a leader, commanding the highest brand valuation at $192 million and securing the most consumer votes as the "strongest" brand.

ATB holds the second rank in both the MMP Consulting report and consumer survey.

PryvatBank is placed third in both evaluations, reflecting a consistent recognition of its brand strength in both the financial and consumer spheres.

Interestingly, the positions of Rozetka and OKKO are swapped in consumer perception compared to the MMP Consulting brand value ranking. **Rozetka**, ranked fourth in brand value, is perceived as the weakest among the top five in the consumer survey, dropping to fifth place.

OKKO, despite being ranked last in brand value by MMP Consulting, surpasses Rozetka in consumer perception, moving up to the fourth place.

This shift suggests that while Rozetka might have a high brand value, its impact on consumer perception may not be as strong as that of OKKO. This could be due to various factors including consumer experience, marketing strategy effectiveness, or recent company developments that might influence public perception more strongly than the underlying financial valuations.

In conclusion, the consistency seen in the top three brands confirms the alignment between brand value assessments and public opinion, underscoring the reliability of such rankings as indicators of market strength and consumer trust. However, the differences observed for Rozetka and OKKO emphasize the importance of considering multiple metrics when evaluating brand strength, as consumer perceptions can provide additional insights that are not always reflected in financial valuations alone.

An important consideration is that the survey focuses exclusively on the top five brands as ranked by MMP Consulting, which means it does not account for the perceptions of potentially strong competitors that are not within this group. These other competitors might indeed be perceived as stronger or more influential by consumers, but they were not included in this specific study.

The further analysis aimed to better understand the trends in brand perception. We examined how respondents from different age groups and income levels answered to the question about the strongest brands. This approach helps to see which brands stand out in the eyes of various demographic segments. The data is presented in chart form for better visualization.

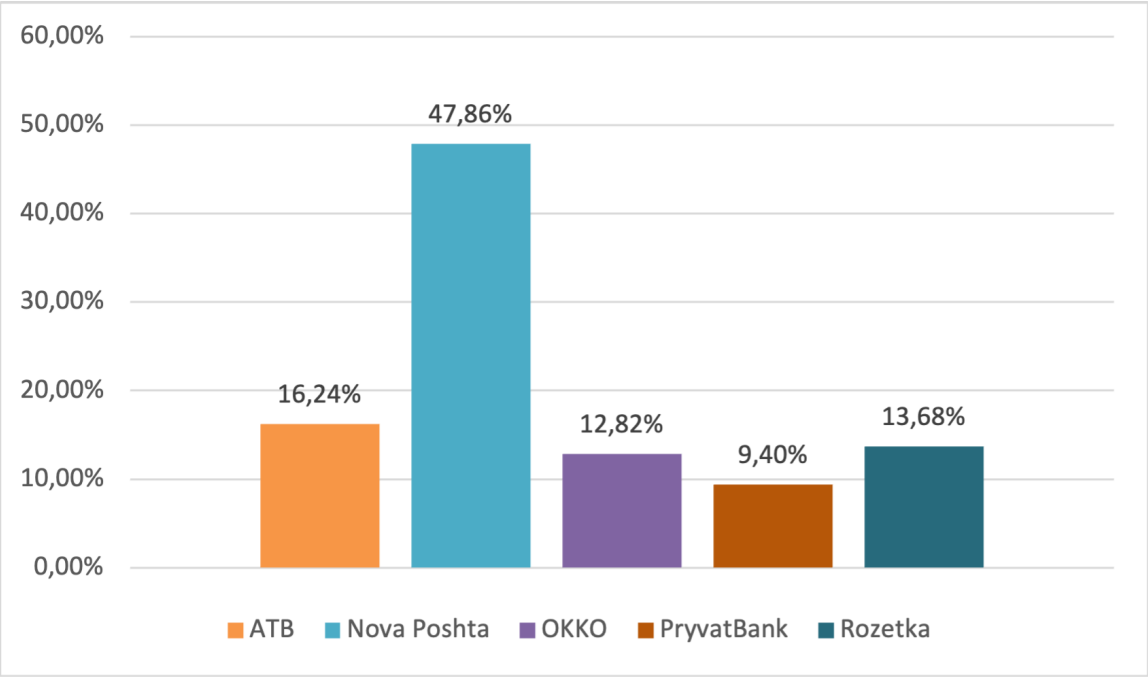

Figure 10 The strongest brand according to Gen Z

Nova Poshta emerged as the clear favorite among young consumers. Nearly half (47.86%) of respondents in the 12-27 age group (Gen Z) identified it as the strongest brand. 16.24% of young adults consider ATB to be the strongest brand, 12.82% chose OKKO, 13.68% preferred Rozetka. A relatively small percentage, 9.40%, believe PryvatBank is the strongest brand.

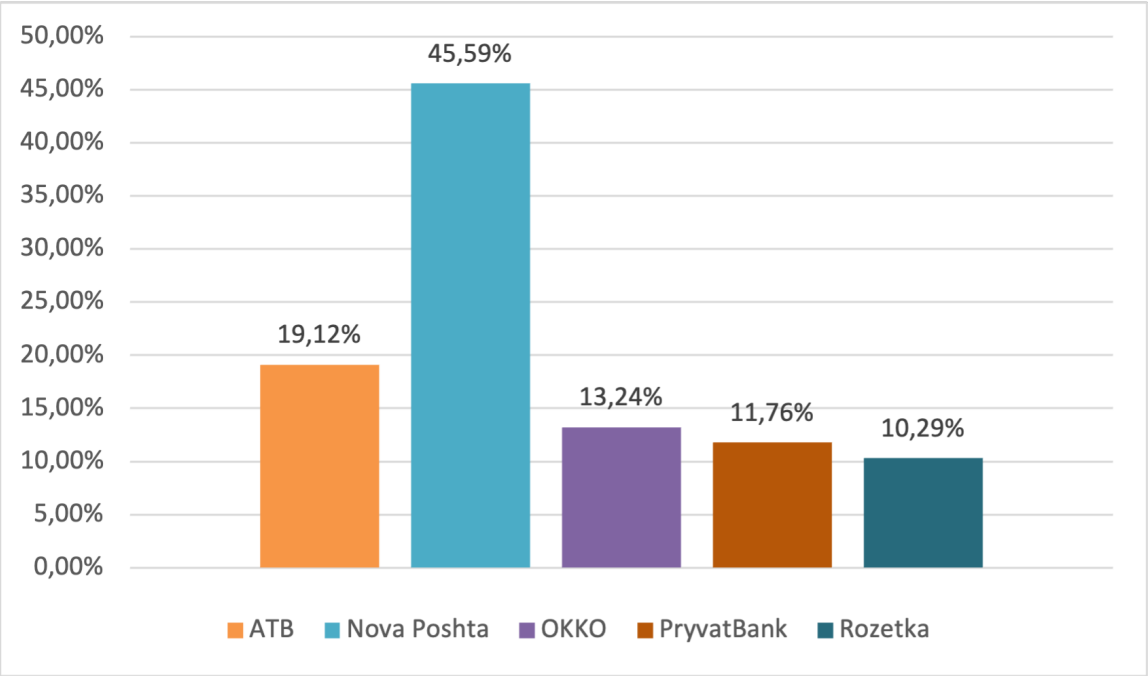

Figure 11 The strongest brand according to Gen Y

Millennials show a slightly different brand preference compared to Gen Z. While Nova Poshta remains the leader (45.59%), ATB gains more preference (19.12%), suggesting a possible shift in brand perception with age. OKKO maintains a similar presence (13.24%) compared to Gen Z, while PryvatBank shows a slight increase in preference (11.76%) among millennials. Interestingly, Rozetka sees a small dip (10.29%) in preference compared to the younger age group.

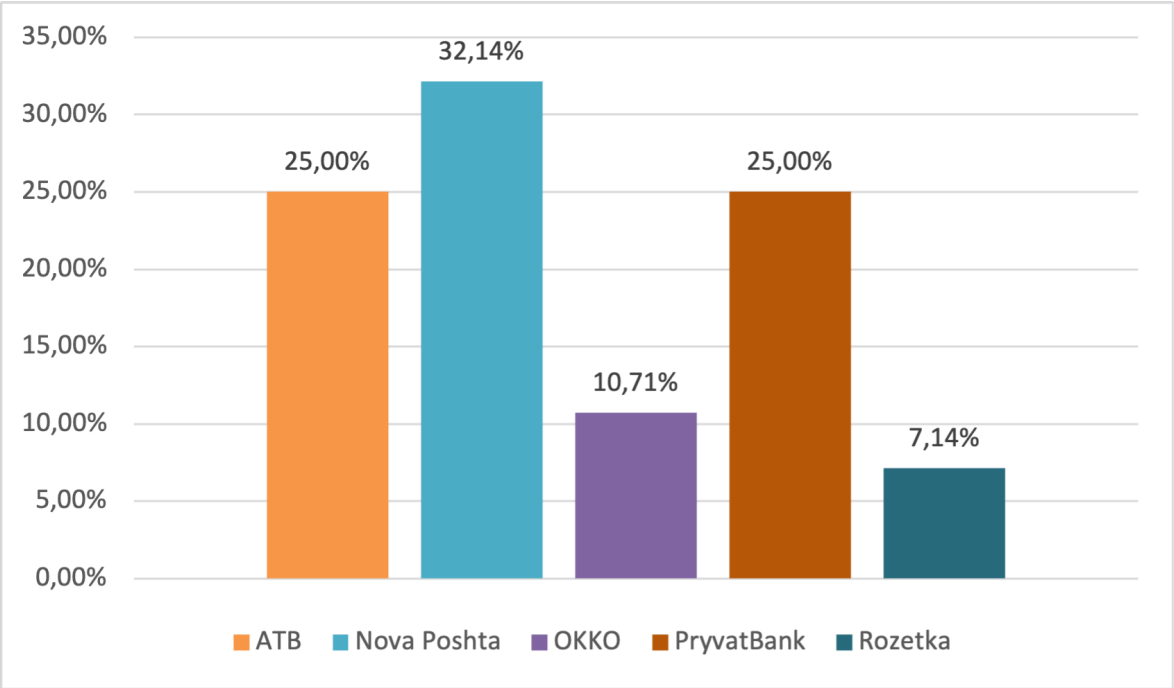

Figure 12 The strongest brand according to Gen X

Generation X presents a clear power shift in brand preference compared to younger demographics. ATB and PryvatBank emerge as the top contenders, both garnering a significant 25.00% share of respondents who perceive them as the strongest brands. Nova Poshta, while still holding a respectable position (32.14%), experiences a significant decline in dominance compared to its popularity among younger age groups. Similarly, OKKO's presence remains modest (10.71%), and Rozetka sees the lowest preference across all age groups (7.14%).

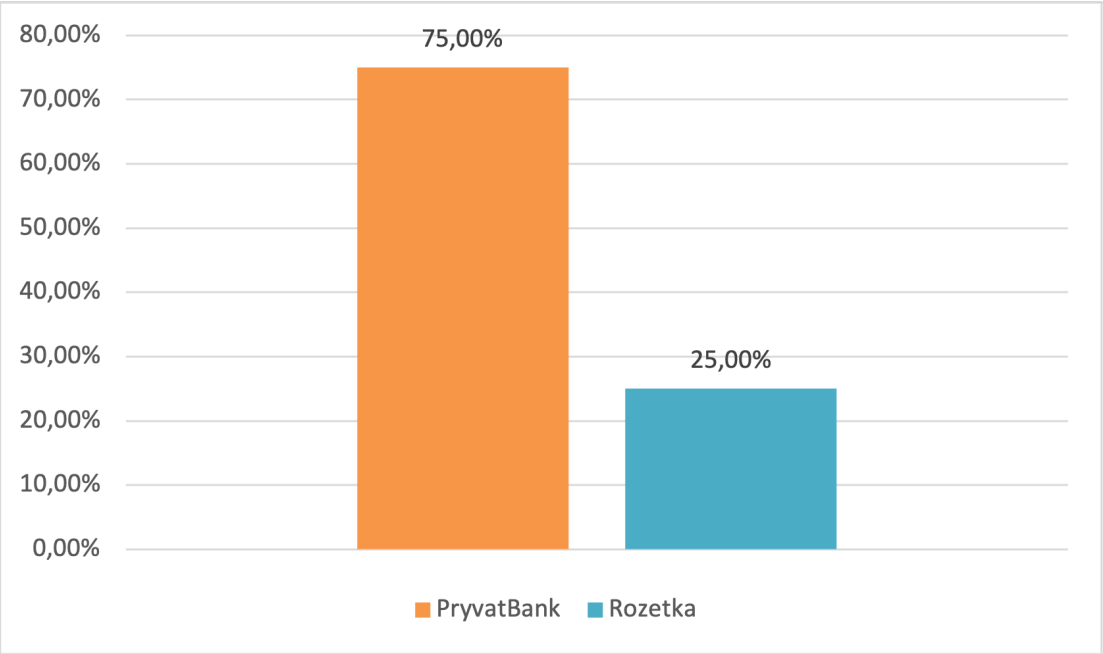

Figure 13 The strongest brand according to Baby Boomers

For Baby Boomers PryvatBank gained 75.00% as the strongest brand. This represents a significant change from younger demographics, where PryvatBank's presence was less dominant. The remaining 25.00% of respondents in this age group favor Rozetka, suggesting some level of brand awareness or preference.

The results of this analysis highlighted that Nova Poshta is the most preferred brand among the younger age groups but sees a decline in preference as age increases. ATB and PryvatBank tend to increase in preference with the respondents' age, with PryvatBank being the overwhelmingly preferred brand among the 60+ age group. OKKO and Rozetka have more consistent preferences among the younger and middle age groups but are not as strong in the older demographics.

This data could be highly valuable for these brands, highlighting the need for age-specific marketing strategies and perhaps product service adjustments to adjust to the preferences of different age groups.

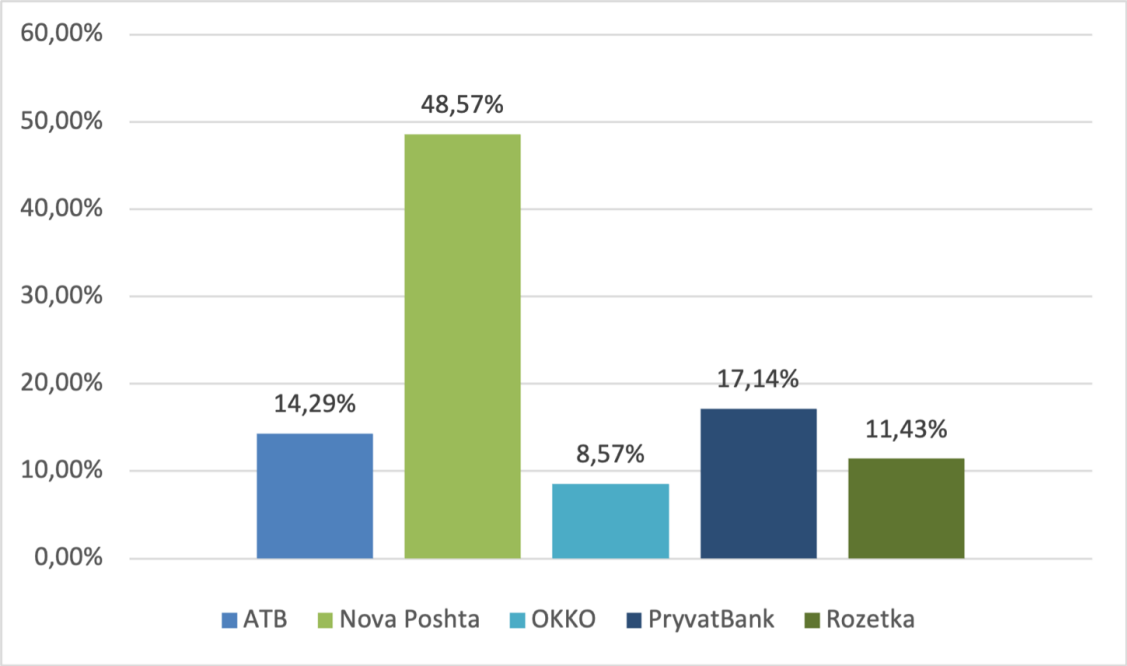

Figure 14 The strongest brand for respondents with income less than 10,000 UAH

Analyzing brand preference within the income of less than 10,000 UAH reveals some interesting trends. Nova Poshta gets nearly half (48.57%) of respondents' votes for the strongest brand. PryvatBank follows with 17.14%, while OKKO and Rozetka share similar preferences (14.29% and 11.43% respectively). OKKO stands behind with the lowest preference at 8.57%, as population with low income do not use gas stations often, preferring public transportation.

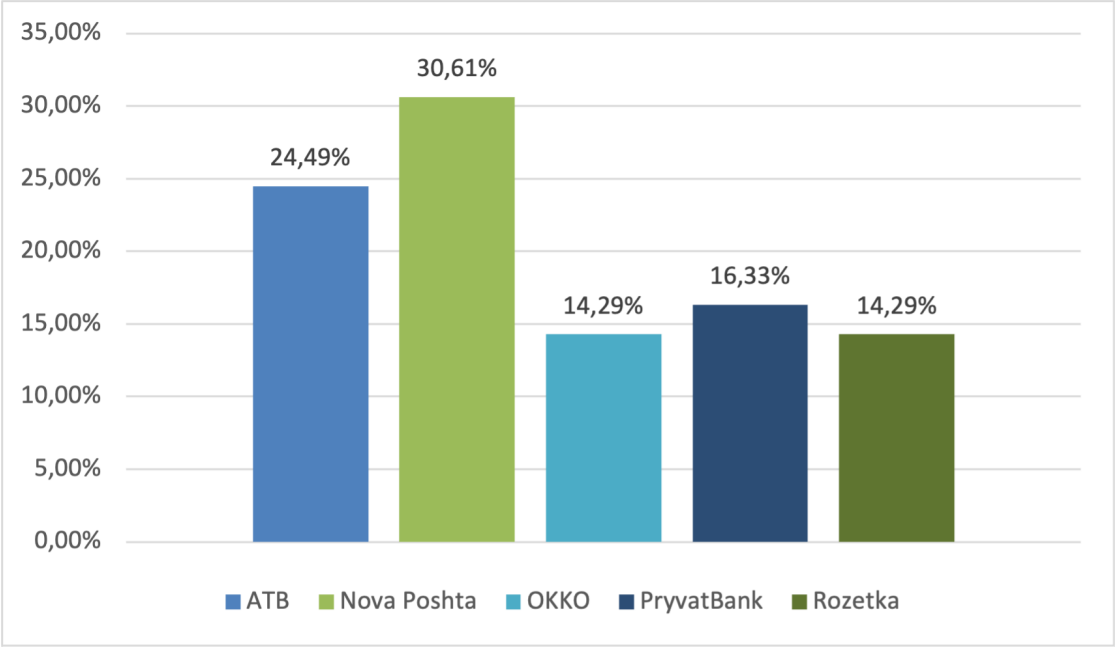

Figure 15 The strongest brand for respondents with low income (10,000 - 25,000 UAH)

The respondents with low income (10,000 - 25,000 UAH) reveals a shift in brand preference. Nova Poshta remains at the top with 30.61% of respondents choosing it as the strongest brand, but the gap narrows compared to the lower income bracket. ATB emerges stronger here, capturing 24.49% preference, indicating it resonates more with this demographic. Both OKKO and Rozetka see a slight increase in preference (around 14.29% each) compared to the lower income group, while PryvatBank maintains a similar presence (16.33%).

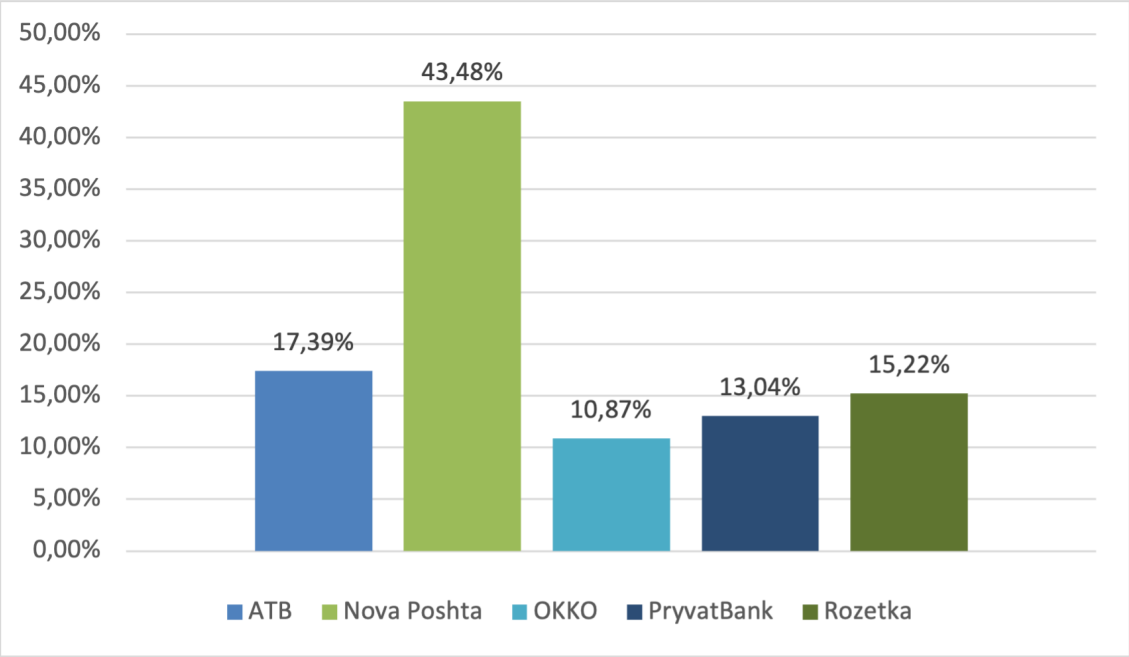

Figure 16 The strongest brand for respondents with middle income (25,000 - 40,000 UAH)

The mid-range income for Ukraine (25,000 - 45,000 UAH) presents a continuation of Nova Poshta's dominance with nearly half (43.48%) of respondents choosing it as the strongest brand. Interestingly, ATB's influence weakens slightly compared to the lower income group, garnering a 17.39% preference.

This suggests that affordability might be a less critical factor for this demographic, while ATB's slogan is "Try to find cheaper!". Meanwhile, OKKO starts to see a rise in popularity (10.87%) compared to lower income brackets, possibly indicating a growing interest in brands associated with specific service needs as this group can afford cars. PryvatBank maintains a modest presence (13.04%), while Rozetka's preference remains consistent (15.22%) across the lower- and middle-income segments.

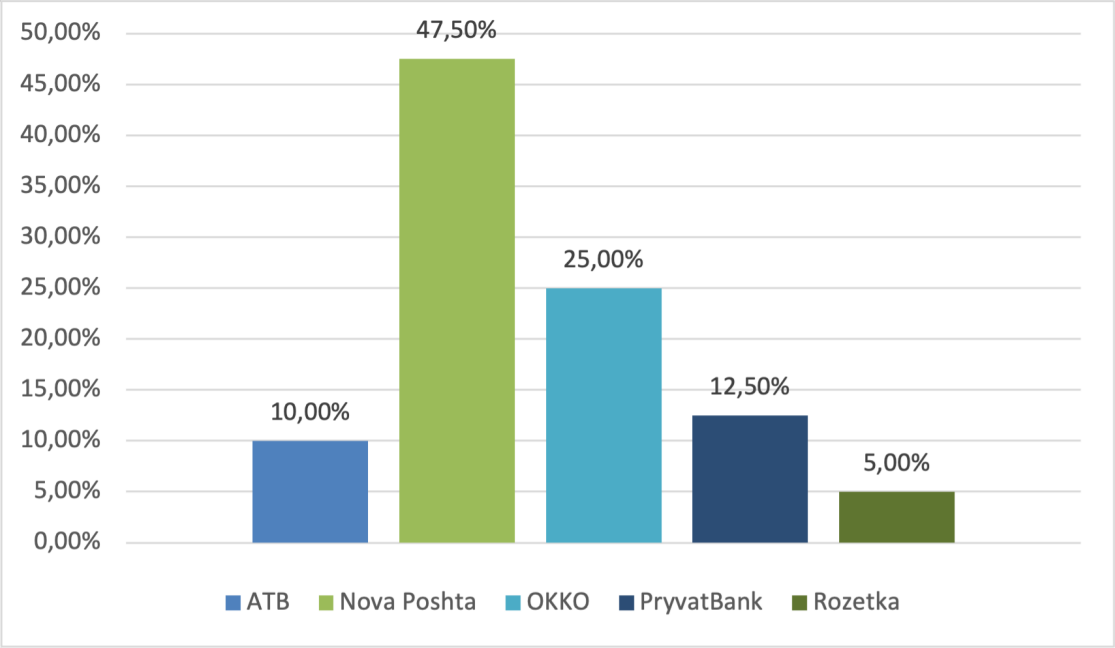

Figure 17 The strongest brand for respondents with upper income (more then 40,000 UAH)

For the group with the highest income (over 45,000 UAH), brand preferences do not shift a lot. Nova Poshta retains its top position with a strong showing of 47.50%. However, a significant trend emerges: OKKO's popularity surges to 25%, a marked increase compared to lower income groups. This suggests that for this higher-earning demographic, factors like brand value or premium service offerings associated with OKKO might hold greater weight. Interestingly, ATB's influence dips further to just 10%, while PrivatBank maintains a moderate presence (12.50%). Rozetka sees the steepest decline in preference, with only 5% of respondents considering it the strongest brand.

To sum up, regardless of income, Nova Poshta consistently emerged as the most popular brand, receiving the highest preference across all brackets. This suggests a strong overall brand image that resonates with a broad audience.

However, the analysis reveals a fascinating shift in the popularity of other brands based on income level. For those with lower incomes (less than 10,000), affordability might be a critical factor. ATB enjoyed a stronger showing compared to higher income brackets, potentially indicating it caters well to budget-conscious consumers.

Moving to the middle income segments (10,000 - 45,000), we see a potential shift in brand priorities. ATB's influence weakens, while OKKO and PryvatBank see a slight increase. This suggests that these brands might become more attractive as income rises.

The highest income bracket (over 45,000) presents another intriguing trend. Here, OKKO experiences a significant preference, indicating a growing interest in brands associated with higher-end experiences or specific service needs. Interestingly, Rozetka's appeal seems limited across all income groups, consistently receiving the lowest preference. While these findings offer valuable insights, further research is necessary to understand the reasons behind these trends.

Table 9 shows the results of a Likert scale questionnaire on brand perception. The survey was conducted with a sample size of N = 217. After selecting the strongest Ukrainian brand among the five options presented, participants responded to a series of statements on a Likert scale ranging from Strongly Disagree (SD) to Strongly Agree (SA) about their chosen brand X. The "Decision" column shows the weighted average interpretation for each statement, with a higher number indicating more agreement with the statement.

Table 9 Responses on Ukrainians' perceptions of marketing communication approaches

Items	SD (%)	D (%)	UN (%)	A (%)	SA (%)	Mean	Standard Deviation	Decision
(i) I see brand X commercials on TV, radio, or in magazines/newspapers.	21 (9.7)	30 (13.8)	37 (17.1)	66 (30.4)	63 (29.0)	3.55	1.301	Agreed
(ii) I see brand X on social media (TikTok, Instagram, Facebook).	23 (10.6)	18 (8.3)	43 (19.8)	62 (28.6)	71 (32.7)	3.65	1.301	Agreed
(iii) I see articles or stories about Brand X in the media.	24 (11.1)	42 (19.4)	69 (31.8)	58 (26.7)	24 (11.1)	3.07	1.160	Disagreed
(iv) Brand X creates informative articles,	31 (14.3)	40 (18.4)	49 (22.6)	56 (25.8)	41 (18.9)	3.17	1.323	Disagreed

videos, or tips about using their services.								
(v) Celebrities or influencers promote Brand X.	23 (10.6)	30 (13.8)	66 (30.4)	54 (24.9)	44 (20.3)	3.30	1.240	Disagreed
(vi) I am very familiar with the brand X.	0 (0.0)	55 (25.3)	93 (42.9)	51 (23.5)	18 (8.3)	2.96	0,886	Disagreed
(vii) Brand X is a brand of high quality.	14 (6.5)	12 (5.5)	46 (21.2)	76 (35.0)	69 (31.8)	3.80	1.140	Agreed
(vii) Brand X is a brand that I trust.	14 (6.5)	9 (4.1)	41 (18.9)	75 (34.6)	78 (35.9)	3.89	1.136	Agreed
(ix) Brand X is a brand that I would recommend to others.	13 (6.0)	12 (5.5)	40 (18.4)	75 (34.6)	77 (35.5)	3.88	1.136	Agreed
(x) I would choose Brand X over similar options even if the price were slightly higher.	17 (7.8)	37 (17.1)	70 (32.3)	49 (22.6)	44 (20.3)	3.30	1.198	Disagreed

Note: N = 217, SD – Strongly Disagree, D - Disagree, UN - Undecided, A - Agree, SA - Strongly Agree, Decision – weighted average = 3.45, statements with mean scores higher than 3.45 – Agree.

Most survey participants agreed to see chosen brand X commercials on TV, radio, or print media and noticed the brand's presence on social media platforms such as TikTok, Instagram, and Facebook. The survey suggests that fewer respondents come across articles or stories about brand X in the media or find that the brand creates informative content. It also indicates that influencer marketing may not be as effective or widely recognized for brand X as other marketing approaches.

Familiarity with chosen brand X seems modest, with less than a third expressing high familiarity. However, the respondents highly perceive the brand's quality and trustworthiness, and they are likely to recommend brand X to others. Opinions are split regarding the willingness to choose brand X over similar options if it were priced higher, suggesting that while there is some loyalty to brand X, price competitiveness remains a factor in consumer decision-making.

The next step in this research was to examine the potential association between brand advertising, social media marketing, public relations, informative content marketing, influencer marketing, and brand strength. The analysis employed Spearman's rank correlation coefficient, a non-parametric test suitable for ordinal data, to assess these relationships (Table 10).

Table 10 Spearman's Rank Correlation from SPSS

Items	Correlation Coefficient to Brand Strength	Strength of the correlation	Sig. (1-tailed)	N
(i) I see brand X commercials on TV, radio, or in magazines/newspapers.	0.357*	Moderate relationship	<.001	217
(ii) I see brand X on social media (TikTok, Instagram, Facebook).	0.430*	Strong relationship	<.001	217
(iii) I see articles or stories about Brand X in the media.	0.421*	Strong relationship	<.001	217
(iv) Brand X creates informative articles, videos, or tips about using their services.	0.257*	Weak relationship	<.001	217
(v) Celebrities or influencers promote Brand X.	0.433*	Strong relationship	<.001	217

* Correlation is significant at the 0.01 level (1-tailed).

The data consisted of responses on a Likert scale regarding these marketing practices and brand strength perception. The null hypothesis (H0) for all tests was that there is no association between the marketing communication approach and brand strength. The alternative hypothesis (H1) stated a positive association.

To visually explore the relationships between marketing approaches and brand strength, a Spearman's rank correlation matrix was created (Figure 18).

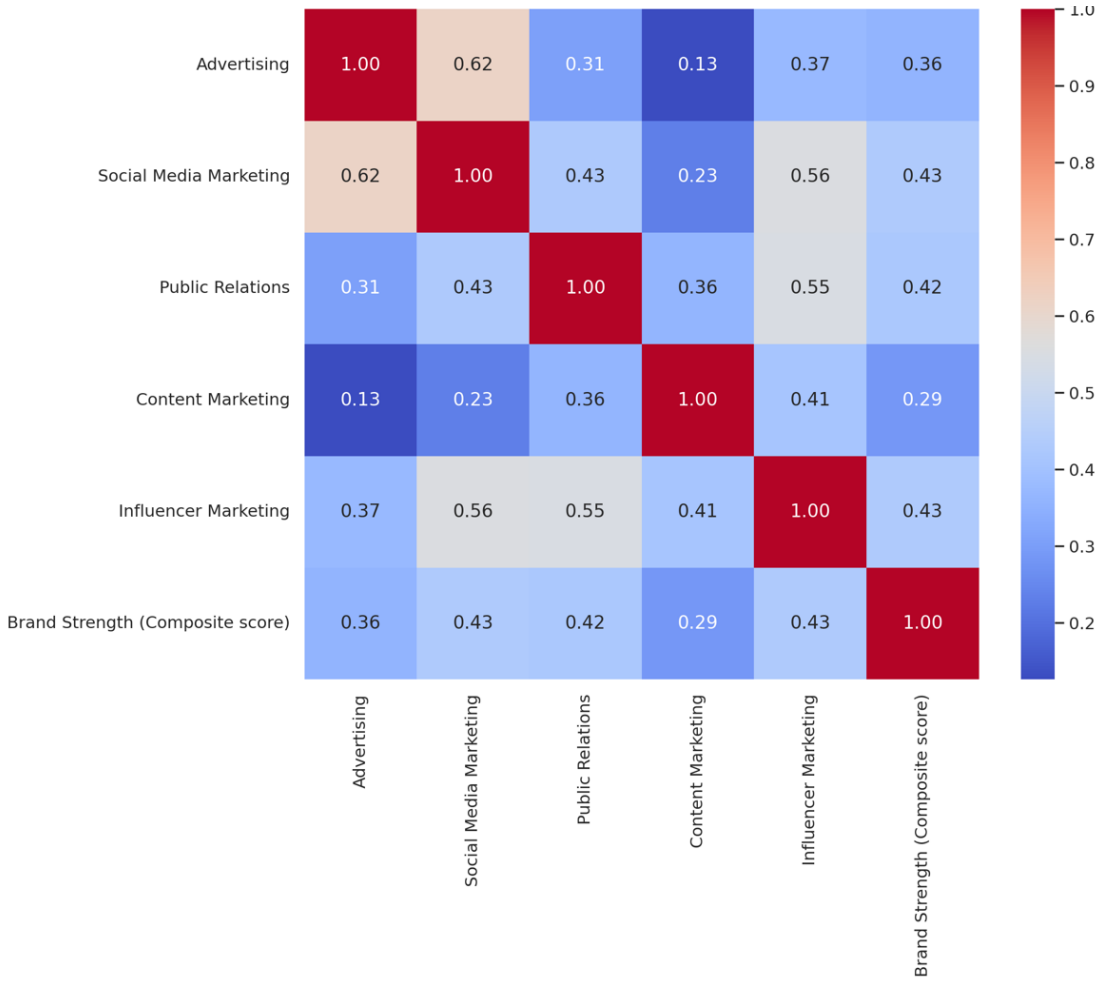

Figure 18 Spearman's Rank Correlation Matrix of Marketing Approaches and Brand Strength (OpenAI, 2024)

The following results were drawn from the results of the Spearman's Rank Correlation:

i. **(H1)** *Advertising and Brand Strength*: The correlation coefficient of 0.357 indicates a **moderate positive correlation** between Advertising and Brand Strength.

   This means there's a positive relationship, although it's not strong. The significance level (Sig. (1-tailed)) less than .05 means that the null hypothesis is rejected and there's a statistically significant association between Advertising and Brand Strength.

ii. **(H2)** *Social Media Marketing and Brand Strength:* The correlation coefficient of 0.430 indicates a **strong positive correlation** between Social Media Marketing and Brand Strength.

This suggests a positive relationship where increases in Social Media Marketing are associated with increases in Brand Strength. The significance level (Sig. (1-tailed)) less than .05 means that the null hypothesis is rejected and that there's a statistically significant association between SMM and Brand Strength.

iii. **(H3)** *Public Relations and Brand Strength:* The correlation coefficient of 0.421 indicates a **strong positive correlation** between Public Relations and Brand Strength, indicating that enhanced Public Relations efforts are associated with an increase in Brand Strength.

The significance level (Sig. (1-tailed)) less than .05 means that the null hypothesis is rejected and there's a statistically significant association between Public Relations and Brand Strength.

iv. **(H4)** *Content Marketing and Brand Strength*: The correlation coefficient of 0.257 indicates a **weak positive correlation** between Content Marketing and Brand Strength.

This indicates a positive but weaker relationship. Assuming a significance level of less than 0.05, the relationship between Content Marketing and Brand Strength is statistically significant, leading to rejecting the null hypothesis.

v. **(H5)** *Influencer Marketing and Brand Strength*: The correlation coefficient of 0.433 demonstrates a **strong positive correlation** between Influencer Marketing and Brand Strength.

This suggests that higher levels of Influencer Marketing are associated with stronger Brand Strength. The statistical significance is assumed to be validated if the significance level is less than 0.05. Thus, we can reject the null hypothesis and accept that there is a significant association.

The correlations between marketing communication approaches and brand strength suggest that each approach may contribute positively to brand perception. However, the strength of these relationships varies. Surprisingly, content marketing has a weak correlation with brand strength. Advertising exhibited a moderate positive correlation, while Social Media Marketing, Content Marketing, and Influencer Marketing showed strong associations with Brand Strength. Further research is needed to explore the specific mechanisms by which each approach influences brand strength.

4.3 Qualitative Interpretation of Results

A recent report by MMP Consulting (2023) and the quantitative part of this research presented a compelling finding: Nova Poshta, a Ukrainian postal company, holds the top position in both financial brand valuation ($192 million) and consumer perception ("strongest" brand) among Ukrainian consumers. This qualitative research aims to analyze Nova Poshta's 4Ms of communication (message, medium, moment and market), investigating how the company have achieved such a strong brand perception, particularly in the context of the ongoing war in Ukraine.

The 24th of February in 2022 marked a turning point in global history with the devastating war in Ukraine. This conflict has reshaped the geopolitical landscape and fundamentally altered the marketing communication of companies within Ukraine itself. Ukrainian brands once focused on promoting products and services in a peaceful environment, faced an unprecedented challenge – how to maintain a brand voice, connect with their audience, and support the war effort simultaneously.

Logistics is the circulatory system of any country. This statement becomes especially relevant in times of war when chains established over the years are destroyed and approaches that have proven effective in peacetime no longer work (Pawelczyk, 2018). However, business resilience is determined precisely during the most difficult challenges. Nova Poshta, the leader in express delivery in Ukraine, demonstrates that any challenges should be seen as opportunities. Before the war, Nova Poshta already enjoyed a strong reputation for reliability and efficiency (Klymenko, 2021).

Analyzing their wartime response allows us to understand how they leveraged this existing brand image and potentially even strengthened it. By dissecting Nova Poshta's communication strategy through the 4Ms framework we will explore the core message Nova Poshta conveys, examine the communication channels they utilize, investigate the timing of company’s communication and identify Nova Poshta's target audience.

Message: What is the core message Nova Poshta is conveying? How has it adapted its message in response to the war?

Nova Poshta's communication can be divided into three simple messages that the company broadcasts through different channels:

1) The company communicates that it continues to work.

2) The company emphasized that it provides jobs and pays salaries steadily. It was essential to communicate that Nova Poshta was helping people who have lost their jobs.

3) Nova Poshta engages contractors and suppliers in its activities and motivates businesses to work. They show support for the country's economy, as this will affect the living standards of every Ukrainian citizen.

The company now uses a lot of photos and videos with their workers and regularly publishes columns by their top managers (Figure 19). At first glance, this may seem outdated, but now more than ever, the clients and partners need to trust specific personalities and see who is behind the business.

Figure 19 Nova Poshta's post from Instagram (@novaposhta.official, 2024)

The company actively communicated its support for the Ukrainian Armed Forces and its efforts in transporting humanitarian aid, including details on distribution points (Figure 20). Unfortunately, this transparency may have inadvertently compromised safety, as a branch distributing aid in Kharkiv was subsequently shelled.

This incident underscores the critical need for external communication to prioritize the safety of both employees and customers. Recognizing this, the brand established a dedicated Instagram page, "Nova Posta Humanitarian" (Figure 21), to share updates on their humanitarian initiatives while mitigating potential risks. This example highlights the delicate balance between transparency and security during wartime, where every communication decision requires careful consideration of its potential impact on all stakeholders.

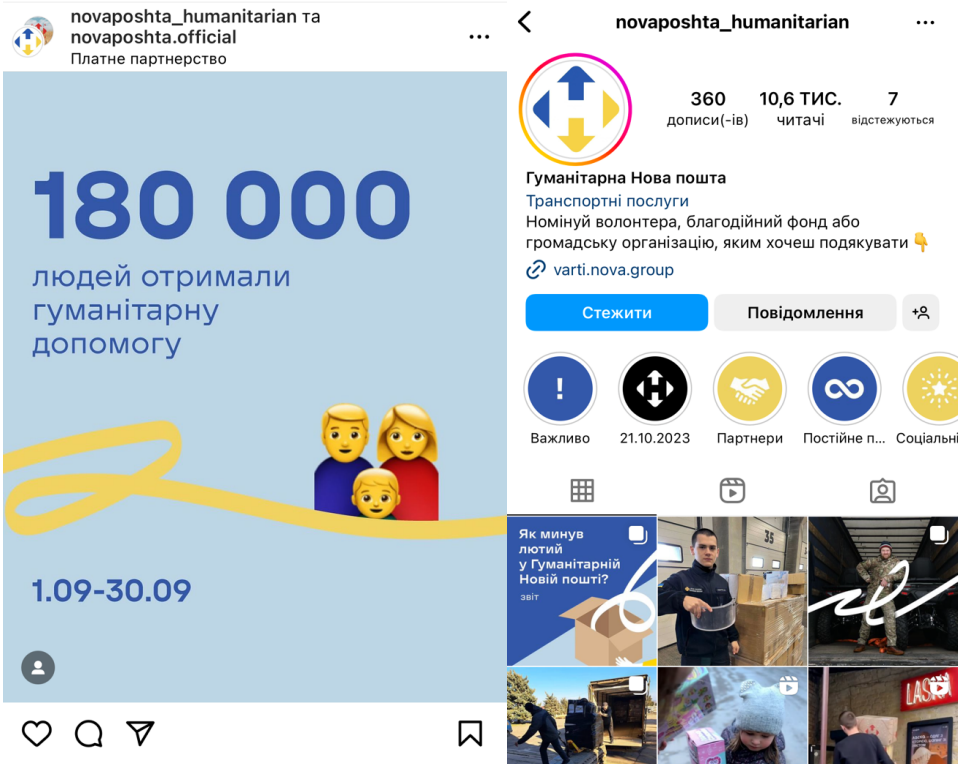

Figure 20 Nova Poshta's post from Instagram, "180 000 people received humanitarian help"; Figure 21 Nova Poshta's humanitarian Instagram page (@novaposhta.official, 2023)

Medium: Through which channels is Nova Poshta communicating its message? Have there been any shifts in media usage due to the war?

Nova Poshta leverages a diverse range of communication channels to reach its audience. They maintain a presence on major social media platforms like Instagram (165 thousand followers), TikTok (71.7 thousand followers, 919 thousand likes on TikToks), Telegram,

Viber, Facebook (350 thousand followers), Twitter, and Linkedin. This allows them to target a broad audience and specify messages to each platform's specific functionalities.

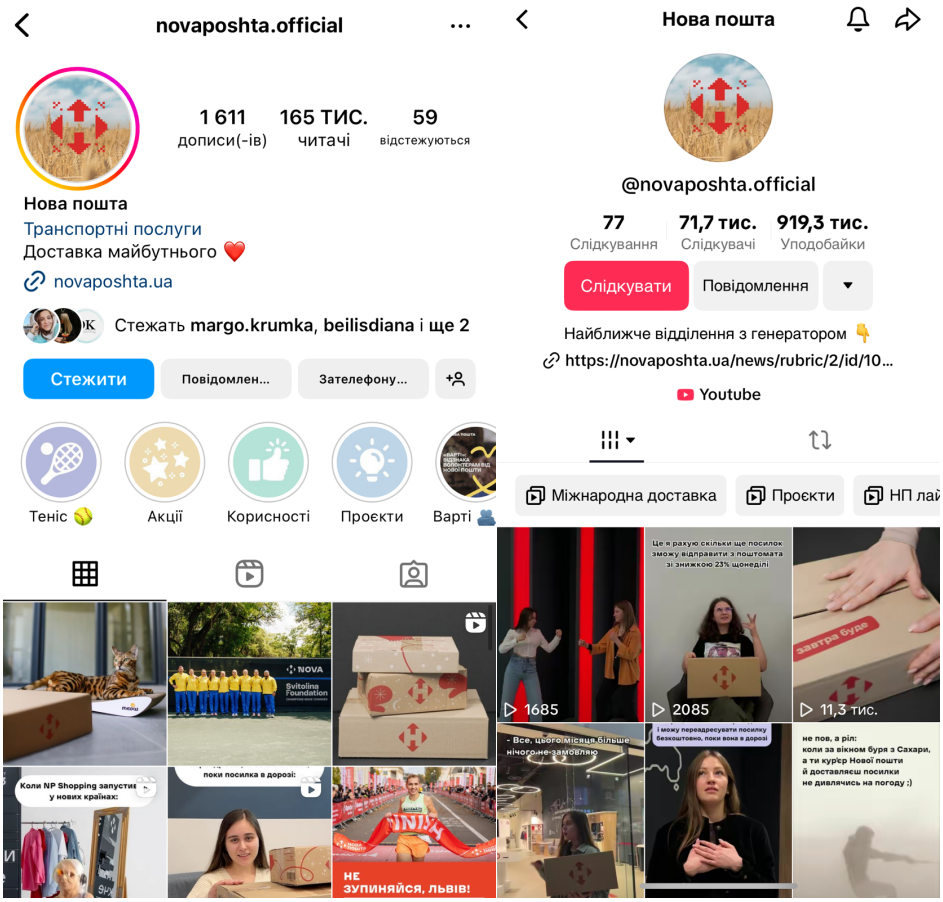

Figure 22 Nova Poshta’s main Social Media Channels - Instagram and TikTok(@novaposhta.official, 2024)

Nova Poshta utilizes several mobile applications which also function as communication channels with their customers, as illustrated in Figure 23. These apps enhance customer interaction by facilitating convenient access to services and providing a direct line for feedback and support, thereby improving user experience and engagement.

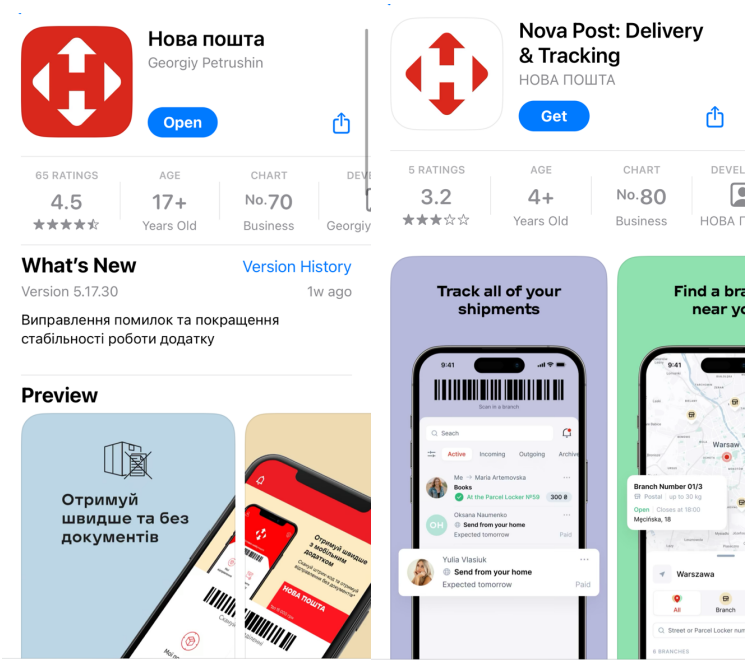

Figure 23 Nova Poshta's mobile applications

Despite wartime, the company has not stopped communicating with the media. On the contrary, it started to do so even more often; for example, they conducted 30 different interviews with American and European media (Osiik, 2022).

Social media platforms offer real-time communication capabilities, making them ideal for wartime situations. Nova Poshta have increased its social media activity to provide updates, address concerns, and connect with customers more frequently. Moreover, Nova Poshta started to communicate on Twitter and Linkedin to reach foreign audiences and tell them how to help Ukraine win the war (Figure 24).

Figure 24 Nova Poshta's posts from X (Twitter) 22.10.2023 (@NP_official_ua, 2023, 2024)

Moment: When and how does Nova Poshta deliver its message? Has the war impacted the timing or frequency of their communication?

Prior to the war, Nova Poshta employed a more conventional communication strategy, focusing on service promotion, new features, and seasonal campaigns. The timing and frequency of their messages have been guided by marketing objectives. However, the war in Ukraine has impacted how and when Nova Poshta delivers its messages.

Nova Poshta has proved a remarkable ability to be flexible to wartime situations and consumer behavior. Their focus is on event marketing. During blackouts, for instance, they emphasized their branches' generator capabilities, transforming them into valuable public resources for charging devices (Karpenko, 2022). This not only provided a much-needed service but also subtly communicated Nova Poshta's reliability in a time of crisis (Figure 26).

When American President Joe Biden visited Ukraine on a diplomatic mission, the company Nova Poshta quickly reacted to the event by posting a meme about it on social media (Figure 25). This move showcased Nova Poshta's timely, leveraging a high-profile political event to engage with its audience and enhance its brand visibility through popular digital platforms.

This approach reflects the company's adeptness at utilizing current events to maintain relevance and connect with its customers in a dynamic and humorous way.

Figure 25 Nova Poshta's post from Instagram: "Volodya, (addressing the Ukrainian president) I left you a surprise at the Nova Poshta mailbox. You can pick it up after the meeting." (@novaposhta.official, 2023)

Figure 26 Nova Poshta's post from Instagram: "Nowadays, for many people, Nova Poshta has become a second home" (@novaposhta.official, 2022)

The company's reaction to the occupation of the territories from Russia was also immediate: at the first opportunity, the postal service set up mobile offices in the liberated settlements of Kharkiv, Donetsk, and Kherson regions (Figure 27). This initiative led to a wave of humorous posts about the "race" between Nova Poshta and Ukrposhta to be the first to establish a post office in the liberated territories. Over a thousand posts about this "competition" were shared, with the majority appearing on Twitter (Kostynets, 2023).

Figure 27 Nova Poshta's post from Instagram: "Resumed work in Dergachy and 7 towns in liberated Kharkiv region" (@novaposhta.official, 2023)

Market: Who is Nova Poshta targeting with its communication? Has the target audience expanded or shifted due to the war?

Nova Poshta's target market traditionally focused on Ukrainian citizens aged 16-59, encompassing both men and women (Nova Poshta Official Page, 2024). This broad demographic reflects the wide range of services Nova Poshta offers, serving to individuals and businesses for their delivery needs.

After the outbreak of the wart, the target audience for Nova Poshta has diversified into distinctly different segments based on their experiences and current circumstances (Osiik, 2022):

- people in hard-hit areas (e.g., Eastern Ukraine);
- people who have lived the warzone, but recovering from war trauma;
- people in safe cities with eesources to act and help;
- people who moved abroad.

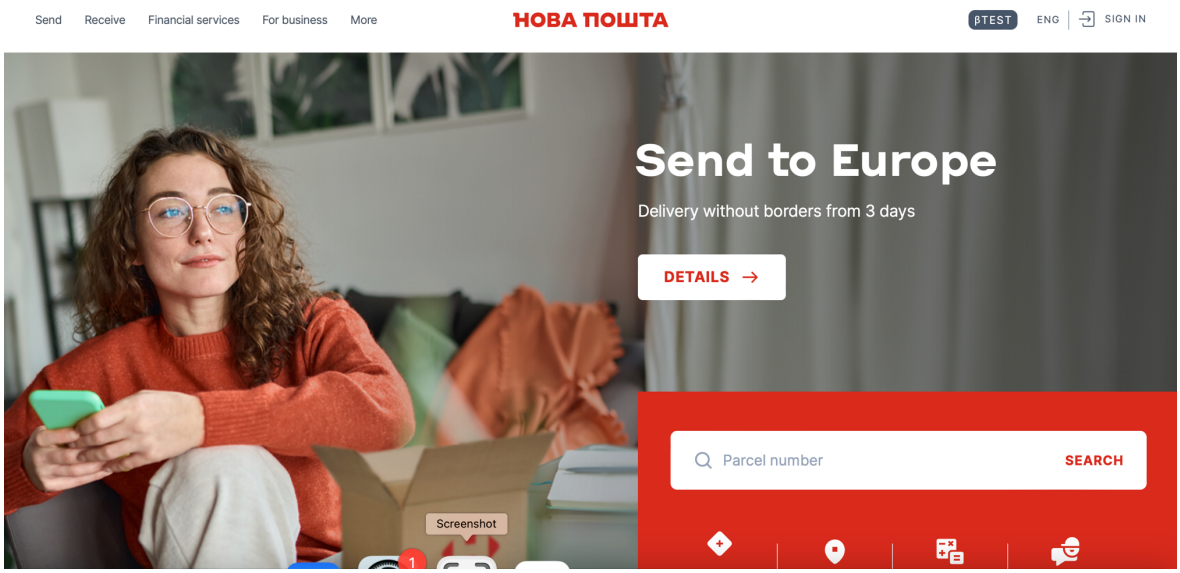

Figure 28 Nova Poshta's banner from the official webpage
(Nova Poshta Official Page, 2024)

Since 2022, they focused on creating a network in Europe, where Ukrainian refugees have to find logistic services. Over 9 million Ukrainians have fled the country according to the United Nations High Commissioner for Refugees (Palchynska, 2023). This massive population movement creates a new target segment for Nova Poshta's services. Ukrainians might require services to receive essential supplies, send documents, or potentially ship belongings to their temporary residences in neighboring countries (Figure 28).

Millions of Ukrainians already have lived abroad, and the war have prompted them to send more aid or care packages to their families and friends back home. Nova Poshta's communication targeted this segment to facilitate these connections.

In the case of Nova Poshta, their wartime communication effectively addressed all four Ms:

1) Meaning: The message focused on resilience, adaptability, and social responsibility, highlighting their commitment to serving customers during the war.

2) Media: They utilized social media platforms, press releases, and emotional content to share their message.

3) Moment: Their communication was timely, addressing the ongoing crisis and adapting their messaging as the situation evolved.

4) Market: Their target audience was the Ukrainian population, including both existing customers and those who moved abroad and value their services during the war.

By strategically utilizing the 4Ms, Nova Poshta strengthened its brand image and positioned itself as a leader of Ukrainian society during a challenging time.

Nova Poshta's wartime communication serves as a powerful illustration of the significant role marketing communication plays in building a strong brand. Their communication emphasized resilience, adaptability, and social responsibility, solidifying these values central to the Nova Poshta brand identity. This resonated with Ukrainians seeking a reliable and socially conscious brand during a crisis.

Transparency in communication fostered trust. Sharing updates on operations, humanitarian efforts, and even challenges like the shelled aid distribution point demonstrated honesty and a commitment to keeping stakeholders informed.

The human-centric approach, showcasing employees working tirelessly and the impact of deliveries on Ukrainians, created an emotional connection with the audience. This fostered brand loyalty and a sense of shared struggle.

Nova Poshta's core brand voice remained consistent despite adapting communication channels and messages. They continued to project reliability, efficiency, and a commitment to serving customers, ensuring brand recognition and continuity.

Their proactive role in war relief efforts, swift response to liberated territories, and the lighthearted "competition" narrative generated positive media attention and public perception.

4.4 Description and Discussion of Successful Marketing Communication Strategies

The findings from this research, involving both qualitative and quantitative analyses, offer a comprehensive view of how marketing communication approaches can influence brand strength. This section compares these results with existing literature and discusses the implications of the observed correlations between various marketing communication strategies and brand equity dimensions.

First, in response to calls from other researchers (MMP Consulting, 2023), this study measured the consumer perception of 'strength' among the five most expensive Ukrainian brands. Consistently emerging as a leader, Nova Poshta holds the highest brand valuation at $192 million and tops the consumer perception as the "strongest" brand among those surveyed. This shows the effectiveness of its strategic communication and operational resilience.

Second, in response to calls from other researchers, such as Lang et al. (2020), this study investigated the influence of marketing communication approaches on four dimensions of Aaker's brand equity, as defined in the existing literature. Specific attention was given to the effects of Advertising, Social Media Marketing, Public Relations, Content Marketing, and Influencer Marketing.

The correlation analysis revealed that these strategies had varying degrees of impact on brand strength. Advertising shows a moderately positive effect on Brand Strength with a correlation coefficient of 0.357. This relationship, while positive, suggests that advertising's influence, although significant (Sig. < 0.05), is not the strongest driver of brand equity compared to other strategies. The results of this study are in line with the studies conducted by Ahmad (2016), Thaichon et al (2013), and Martin (2017), (Murtiasih et al., 2021).

Social Media Marketing shows a strong positive correlation with Brand Strength, having a coefficient of 0.430. This indicates that active social media engagement is closely linked with improvements in Brand Strength, confirmed by its statistical significance (Sig. < 0.05).

This result aligns with the existing literature. This finding was consistent with De Vries et al. (2012), who highlighted that consumer perceptions of social media interactivity positively influence brand image formation. Moreover, Barreda et al. (2020) found a substantial

relationship between brand image and emotional attachment, evidenced by a path coefficient of 0.58, reinforcing the idea that effective social media strategies enhance consumer-brand relationships and strengthen brand perception.

Public relations also significantly influence brand strength, as demonstrated by a strong correlation coefficient of 0.421. This underscores the critical role of Public Relations in enhancing Brand Strength, with statistical significance indicating a solid rejection of the null hypothesis (Sig. < 0.05). This supports the findings of Lang et al. (2020), which indicated the positive effects of public relations on brand equity dimensions and indicated the important role of public relations in creating brand equity.

Content Marketing presents a weaker yet positive correlation with Brand Strength (coefficient of 0.257). Although the association is less robust, it is still statistically significant (Sig. < 0.05), suggesting that content marketing positively impacts Brand Strength but less dramatically than more direct strategies. Zhu (2019) explores the impact of content marketing on brand equity. The author found that content marketing positively impacts customer perceived value and, through it, brand equity. Both studies find a positive correlation, but mine indicates a weaker association between content marketing and brand-related factors.

Influencer Marketing shows a strong positive correlation of 0.433 with Brand Strength, suggesting that influencers are highly effective in enhancing brand perceptions among consumers. The relationship's significance (Sig. < 0.05) supports its impact on Brand Strength. According to existing research, the dimensions of influential properties have a significant effect on the brand equity (Sağlam, Es-Safi, 2021).

These findings suggest that while traditional advertising provides a baseline of support for brand equity, interactive and personalized communication strategies like Social Media Marketing and Influencer Marketing are more effective in today's digital age. The differential impacts of these strategies highlight the importance of a diversified marketing approach that incorporates both traditional and innovative techniques to optimize brand strength.

Lastly, the study illustrated that the success of Nova Poshta's integrated marketing communications can be elucidated by applying the 4Ms of Brand Strength: Meaning, Media,

Moment, and Market. Each component was crucial in reinforcing the company's brand during a significant external crisis, such as the ongoing conflict in Ukraine.

Nova Poshta’s core message revolves around resilience, adaptability, and social responsibility. These themes are prominently featured in their communications, aiming to resonate with consumers seeking reliable and socially conscious brands during the crisis. ransparency has been a key part of their strategy. Regular updates on the challenges they face, such as the impact of wartime operations on service delivery, have helped build trust with customers by showing honesty and commitment to service integrity.

The company employs a variety of communication channels. It has a strong presence on social media platforms like Instagram, TikTok, and Facebook, which are crucial for real-time engagement and PR. Additionally, Nova Poshta uses its mobile apps as direct communication tools to enhance customer service and interaction.

Nova Poshta’s communications are highly responsive to current events. For instance, they quickly adapt their messaging to reflect ongoing developments, such as utilizing their logistics network to provide essential services during blackouts or reacting to political events to maintain relevance and engagement with their audience.

Nova Poshta's communication strategy using SMM and PR as marketing communication channels has not only helped them maintain operational resilience but has significantly enhanced their brand strength. This strategy, combined with a consistent and clear communication style, has established Nova Poshta as a leader in the Ukrainian market, reflected in its high consumer perception ratings and strong financial brand valuation.

4.5 Limitations of Study

This research provides valuable insights into the impact of marketing communications on brand strength. However, the study is subject to several limitations that may affect the generalizability and interpretation of the findings.

The geographic focus on Ukraine limits the generalizability of the findings. Marketing communication strategies and consumer perceptions may differ significantly in markets with distinct economic, cultural, or political contexts. Future research could explore similar cases in diverse regions to assess the applicability of the findings across broader contexts.

Survey has limited focus to a pre-selected set of the top five brands as ranked by MMP Consulting. This might overlook significant market players that could have been ranked highly. For a more comprehensive analysis of brand strength and consumer perception, future studies might consider including a broader range of companies. This would not only provide a more complete picture of the competitive landscape but also offer insights into niche markets and emerging players that could be gaining ground against established brands. This broader approach could help companies and analysts better understand the dynamics at play in the market and adjust their strategies accordingly.

One more limitation of this study is the number of respondents, which directly impacts the robustness and generalizability of the findings. It is important for future research to consider employing a larger and more diverse respondent pool to enhance the validity and applicability of the survey findings to the general population.

The timing of data collection relative to specific events in the war might influence the results. Periods of heightened conflict or external pressures could temporarily skew perceptions of brand strength.

This study employs correlation analysis to explore relationships between marketing communication strategies and brand strength. While it reveals associations, correlation doesn't establish causation. Future research could be incorporated to isolate the causal impact of marketing communication efforts on brand perception.

The interpretation of a "strong" brand might vary significantly across different stakeholder groups (customers, employees, investors). This study focused primarily on the consumer perspective. Further research could explore the perceptions of diverse stakeholder groups to provide a more comprehensive understanding of brand strength.

By acknowledging these limitations and pursuing future research in these directions, a deeper understanding can be gained of how brands can leverage effective marketing communication.

CONCLUSION

The primary objective of this study was to identify and describe key marketing communication approaches that contribute to a brand's perceived strength of the top five Ukrainian brands based on the financial brand equity value. The research question aimed to determine how various marketing communication approaches (advertising, social media marketing, public relations, content marketing, and influencer marketing) impact the perceived strength of top Ukrainian brands. The hypotheses testing quantitatively evaluated these strategies against metrics of brand awareness, brand loyalty, perceived quality, and brand image based on Akker theoretical model of brand equity.

Utilizing a mixed-methods approach, this study combined quantitative analyses with qualitative insights to offer an understanding of the efficacy of various communication strategies. The quantitative research used survey to measure brand strength, while the qualitative component involved case studies and content analysis to explore the features of successful marketing strategies employed by leading Ukrainian brands.

The findings from the quantitative analysis indicated that all tested marketing communication approaches positively influence brand strength, confirming the hypotheses H_{11}, H_{21}, H_{31}, H_{41}, and H_{51}. However, the degree of impact varied, with social media marketing, public relations, and influencer marketing showing particularly strong associations with brand equity enhancement. These findings highlight the pivotal role of digital-centric approaches in navigating the contemporary Ukrainian marketing environment.

The qualitative research provided deeper insights into the strategic implementation of these communications through analyzing 4Ms of communication, illustrating how the integration of diverse communication tactics could influence the perception of brands “strength”. Particularly, it revealed the critical importance of cultural alignment. Brands that successfully weave local cultural elements into their marketing communications tend to resonate more deeply with Ukrainian consumers.

The recent political and economic changes in Ukraine have tested the resilience of brands. The qualitative research explained how those brands that demonstrate adaptability—by modifying their communication strategies to address current realities and show support for

society —gain a competitive edge. This adaptability includes the integration of patriotic content, which has proven to engage customers' sentiments and support.

Brands that deploy a coordinated mix of traditional and digital media, public relations, and influencer marketing create a more cohesive and powerful brand narrative. This integration not only enhances brand visibility but also ensures consistency in the brand message across various channels, crucial for building long-term brand equity.

In conclusion, this thesis confirms that marketing communication approaches are positively influencing brand equity, especially in unstable markets such as Ukraine. The insights from this study not only validate the theoretical framework but also offer practical guidelines for marketers aiming to enhance brand strength through strategic communication efforts. Future research might explore the long-term effects of these strategies and the potential shifts in consumer behavior due to technological advancements and socio-economic changes.

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LIST OF ABBREVIATIONS

ATL - Above-the-Line advertising

BTL - Below-the-Line advertising

SMM - Social Media Marketing

SWOT - Strengths, Weaknesses, Opportunities, Threats

SMART - Specific, Measurable, Achievable, Relevant, Time-bound

FBBE - Financial-based brand equity

CBBE - Consumer-based brand equity

UVP - Unique value proposition

CTA - Call to action

PR - Public relations

UGC - User-generated content

SEO - Search Engine Optimization

SPSS - Statistical Package for the Social Sciences

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APPENDICES

Appendix P I: Questionnaire (EN)

Appendix P II: Questionnaire (UA)

APPENDIX P I: QUESTIONNAIRE (EN)

How do Ukrainian brands communicate with you?

1) Choose the brand you think is the "strongest":
   - Nova Poshta
   - OKKO
   - PrivatBank
   - Rozetka
   - ATB
2) To what extent do you agree with the statements about the X brand?

	Strongly disagree	**Disagree**	**Neither agree nor disagree**	**Agree**	**Strongly agree**
I see brand X commercials on TV, radio, or in magazines/newspapers.					
I see brand X on social media (TikTok, Instagram, Facebook).					
I see articles or stories about Brand X in the media.					
Brand X creates informative articles, videos, or tips about using their services.					
Celebrities or influencers promote Brand X.					
I am very familiar with the brand X.					
Brand X is a brand of high quality.					
Brand X is a brand that I trust.					
Brand X is a brand that I would recommend to others.					
I would choose Brand X over similar options even if the price were slightly higher.					

3) Your gender:
   - Male
   - Female
4) Your age:
   - 12–27
   - 28-43
   - 44-59
   - 60+
5) Your income:
   - <10 000 UAH
   - 10 000 - 25 000 UAH
   - 25 000 - 45 00 UAH
   - >45 000 UAH

APPENDIX P II: QUESTIONNAIRE (UA)

Як українські бренди комунікують з вами?

1) Оберіть бренд який ви вважаєте «найсильнішим»:
   - Нова пошта
   - OKKO
   - Приватбанк
   - Rozetka
   - АТВ
2) Наскільки ви погоджуєтесь з твердженням про бренд X?

	Повністю не погоджуюсь	**Не погоджуюсь**	**І погоджуюсь і не погоджуюсь**	**Погоджуюсь**	**Повністю погоджуюсь**
Я бачу рекламу обраного бренду по телебаченню, радіо або в журналах/газетах.					
Я бачу обраний бренд в соціальних мережах (наприклад TikTok, Instagram, Facebook).					
Я бачу інтерв'ю або сюжети журналістів про обраний бренд в ЗМІ.					
Бренд створює інформативні статті, відео або поради щодо користування своїми послугами.					
Знаменитості або інфлюенсери					

рекламують обраний бренд.					
Я добре знайомий з цим брендом.					
Це бренд високої якості.					
Це бренд, якому я довіряю.					
Це бренд, який я б рекомендував/ла іншим.					
Я б обрав/ла цей бренд над аналогічними варіантами, навіть якщо б ціна була трохи вищою.					

6) Ваш гендер:
   - Чоловічий
   - Жіночий
7) Ваш вік:
   - 12–27
   - 28-43
   - 44-59
   - 60+
8) Ваш дохід:
   - <10 000 грн.
   - 10 000 - 25 000 грн.
   - 25 000 - 45 00 грн.
   - >45 000 грн.