

THE USE OF MARKETING COMMUNICATIONS ON THE EXAMPLE OF THE ZNWR BRAND

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The article discusses effective ways to promote a brand using the example of a well-known Belarusian clothing brand ZNWR. In modern conditions, brand development is not only come up with a name and logo. In order to evaluate its perception by consumers at the stage of brand creation, a whole range of qualitative and quantitative studies is required. The purpose of the study is to identify effective ways to promote the brand that can be put into practice.

Key words: brand promotion, marketing communications, branding, advertising, collaborations, public relations, sales promotion.

Marketing is a term that covers a whole gamut of activities aiming to make people aware of your products and services and persuade them to buy. While advertising is the most common way of marketing, it also involves consumer research, product design, as well as other aspects. However, sales do not fall under marketing. Instead, sales are an outcome of marketing. This is why it becomes essential to thoroughly understand the importance of marketing for businesses. The ZNWR brand has achieved its success using effective brand promotion methods.

ZNWR is a well-known Belarusian clothing brand that entered the Belarusian market in 2016. The name ZNWR is an anagram of the two words «Zen Wear». Zen Wear means «to be in a state of deep concentration». The brand idea is «clothes create a state» and their manifesto is «listen to your heart» [1].

The brand is developing very quickly and now it has 11 stores in Belarus and Russia, 2 own productions, 120 people in the team, 300 thousand subscribers in social networks, 50 thousand customers, 200 thousand products per year and 25 thousand dialogues with customers in month [1].

Interaction and communication with customers mainly takes place through social networks. The price is objectively higher compared to other brands, but the quality and style are at the highest level. Therefore, the target audience is young people from 18 to 30 years old with an income above average [2].

So how did the brand achieve such recognition and success? Brand creator Maxim Ganisevsky explained it in his interview. He highlighted the effective and ineffective ways of brand promotion that he used to develop his own brand. Among the effective ways to promote his brand, he mentioned: working with

the product (identifying customer needs and developing the product on this basis), going online (the possibility to order online on the website), professional team and the use of effective sources of advertising.

Maxim Ganisevsky identified the following as ineffective ways to promote the brand: contextual advertising (Yandex.Direct, Google Ads), radio advertising, billboards, sponsorship activity and advertising in the subway. These methods of brand promotion turned out to be unprofitable [2].

Marketing communications have played a major role in achieving the success of the ZNWR brand. Marketing communications is a set of interactions between a brand and society. Basically, everything we say to people on behalf of a brand/company is marketing communication: a sign, a TV commercial, a press release, an article in a magazine, an Instagram post. The main purpose of marketing communications is to promote sales, that is, to stimulate the sale of goods or services [3].

The first type of marketing communications, which we will consider using the example of the ZNWR brand, is branding. Branding is the process of designing and developing a brand for its positioning, building awareness and promotion in the market. When a new product is developed and enters new markets, branding is needed. The task of this type of marketing communication is to form an attractive image of the product, to evoke positive associations in the audience that similar products do not cause. On the example of the ZNWR brand, branding is: catchy brand name, author's vision, original and stylish design with minimalistic inscriptions.

The second type of marketing communications and the most famous of them is advertising. Advertising informs customers about the product, praises its qualities, helps to make a choice and stimulates demand. Advertising works through paid channels (outdoor and indoor, TV, radio, Internet, mass media) and requires advertising budgets. Thus, ZNWR uses: advertising through social networks, official site, outdoor advertising and advertising of other bloggers.

The brand has 3 Instagram accounts with 300 thousand subscribers, designed for different target groups by region, a Telegram channel with 7 thousand subscribers and a YouTube channel with 4 thousand subscribers, as well as a well-developed official website.

A distinctive feature of the ZNWR brand is their large number of successful collaborations with well-known brands. Collaborations are very effective for brand development: they create a new product and a new audience. Here are examples of brand collaborations: ZNWR x OZ.BY, ZNWR x LUCH, ZNWR x HUAWEI, ZNWR x DNATIVE, ZNWR x DYSLEXIA COMMUNITY, ZNWR x БАКЕЙ, ZNWR x VARYA, ZNWR x СВИДАНИЕ.

For each collaboration, the ZNWR brand creates a unique design of products with original, interesting inscriptions. Their latest collaboration was with

the LUCH brand, where they created a minimalist design for stylish wrist-watches. In collaboration with HUAWEI, a new form of HUAWEI FreeBuds Pro headphones was also demonstrated. The collaboration with DYSLEXIA COMMUNITY is an initiative to support people with dyslexia (inability to master reading). Capacious slogans «Not life, but work on mistakes», «Really there are no words» and «Nothing is clear, but very interesting» in the form of self-irony reflect the everyday life of a person with dyslexia.

Also, one of the effective types of marketing communications that the ZNWR brand uses is PR. Post news, press releases, giving an interview, speaking at a conference – all this can be done not for money, but for mutual benefit. The media receive information and a speaker, and the company receives a mention, audience coverage.

The ZNWR brand successfully uses direct marketing in its promotion. Direct marketing is the sale of goods in the process of personal communication between the seller and the buyer. Thus, ZNWR uses: personal sales in the store, online order through the website, SMS, call and mailing.

Sales promotion is a type of marketing communications, a set of promotional activities along the entire route of the goods – from the manufacturer through logistics and distribution channels to the consumer – in order to accelerate the sale of goods. Sales promotion in case of ZNWR brand includes loyalty programs (promo codes, virtual gift card), wholesale and custom tailoring.

The success story of a business largely depends on the marketing communications that it deploys. Effective business marketing communications help boosting growth as well as increasing the number of consumers for a business. Different marketing communications include promotions and advertising, establishing media relations, and other aspects. Even when a company provides the best products and services, it is essential for people to know about it. It means to provide information to consumers and make them aware of all aspects of the company's activities and its products. Another benefit of marketing communications is that they help in building a company's reputation, thereby leading to better trust and loyalty among its consumers.

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