видеороликах контекстно-медийной сети, в приложениях. Для запуска кампании в Google необходимо разместить на сайте специальный код (предоставляется в рекламном кабинете Google- AdWords) и создать списки ретаргетинга.

В ноябре 2016 в Yandex и Google появился гиперлокальный таргетинг — возможность таргетинга не только по странам и городам, но и по определенным районам, станциям метро, улицам и даже по конкретным объектам. При прочих равных люди обычно выбирают продавца, к которому легче всего добраться. Если предложение компании, которая настроила таким образом показы рекламы соответствует потребности пользователя и находится в зоне его пешей доступности, то велика вероятность, что он очень быстро превратится из потенциального клиента в реального[4].

Вывод 1: Чем больше форматов используется, тем более широким будет охват аудитории и, следовательно, рекламная кампания будет более эффективной.

Данные методы настройки рекламы могут работать в любой сфере услуг. Например, в ожидании менеджера, который в данный момент оформляет кредит другому клиенту, потенциальный клиент получает ретаргетинговую рекламу от страховой компании-конкурента, сайт которого он когда-то посещал[2]. Если предложение оказывается аналогичным или более выгодным, то с большей долей вероятности клиент уходит оформлять сделку к конкуренту.

Благодаря таким инновационным методам маркетологи получили: портрет покупателя, инструмент получения наиболее точной информации, гибкий способ влияния на аудиторию [3].

Вывод 2: Роль инноваций в современном мире трудно переоценить. Рассмотренные в статье инновационные технологии позволяют компаниям внедрившим их быть первыми по информированию потенциальных покупателей. Своевременно проинформированный потребитель быстрее станет покупателем у той компании, от которой узнал о преимуществах ее продукта. В долгосрочной перспективе без инновационной деятельности невозможен дальнейший экономический и культурный рост по интенсивному пути развития. Таким образом, можно сделать вывод о том, что успешное ведение бизнеса возможно только при условии постоянного внедрения инноваций, и первенстве их использования.

1. Google AdWords: контекстная реклама для вашего сайта. ООО «Интернет-маркетинг», стр. 5
2. Performance-маркетинг: заставьте интернет работать на вас/ Загребельный Г.В. и др. — М.: Альпина Паблишер, 2017. — 223 с.
3. Актуальный интернет-маркетинг/ Антон Воронюк. Александр Полищук — К. : «Агентство «IPIO», 2018. — 102 с.
4. <http://blog.zolle.ru/2017/01/13/giperlokalnyj-targeting/>

Babrasheva D., Gabdulkhakova G., Mefodeva M., Shaitanova M.
Corporate identity as an element of PR communication

Kazan (Volga region) federal university
(Russia, Kazan)

doi: 10.18411/lj-28-02-2018-11

idsp: 000001:lj-28-02-2018-11

Abstract

The article is devoted to corporate identity and its importance to a company. The authors give a definition to corporate identity concept and reveal its essence. it is Four basic rules for creating corporate identity are considered. Elements and carriers of corporate identity are specified.

Keywords: corporate identity, PR campaign, elements and carriers of corporate identity.

Apparently corporate identity is not a new notion and there are a lot of definitions of what corporate identity is. Nevertheless, many companies do not pay a lot of attention to it so it reduces their competitiveness and can result in benefit losses. The importance of corporate identity is very difficult to overestimate. The thing is, it determines development benchmarks of the company, helps to form corporate etiquette, reduces the costs for finding solutions of the assigned tasks. Corporate identity is an understanding of how a company will look in the eyes of others. And the most important thing is that corporate identity is a communication with the consumer.

Corporate identity concept has already ingrained in the environment of business communication. Its value for any modern company is difficult to overestimate. Corporate identity is the face of a company and largely determines the consumers' initial attitude to the company and its products [3].

In recent decades a whole marketing communication movement has been formed. According to one of the more successful definitions, corporate identity is a set of methods (graphic, color, plastic, acoustic, video) which provides unity to all products of the company and promotional activities; improves memo ability and perception of not only products but of all its activity by consumers, partners, independent observers; and also allows to oppose their goods and activity goods and activity of their business rivals.

The concept of corporate identity is closely connected with image, as the corporate identity is a shell which is filled with specific content. And this filled shell creates the concept of image of the company [5,6].

The development of good corporate identity begins with a brief. The brief is basic data for corporate identity development. Usually the brief contains information about the company, market situations, recommendations and wishes. In other words, the brief should contain all those data that will become a starting point for the development of company's corporate identity. It will help to develop and create the needed element of corporate identity or corporate identity in general.

Creating corporate identity it is important to adhere to four basic rules:

1. *Corporate identity should be easy to remember.* Formation of the company's own corporate identity is based on the selection of graphic objects and font solutions that will be used in all advertising and corporate products. At the same time, corporate identity cannot be similar to any other one and should be associated with the products of the given company.
2. *Corporate identity should have a total look.* Let us consider corporate identity of Coca-Cola which developed a memorable logo that is not associated with any other company. They primarily promote their style and brand on the market, and only then their products.
3. *Corporate identity should be easily recognized.* Elements of corporate identity should be associated with its products. In addition, it should look equally good on all advertising media.
4. *Corporate identity should be scalable.* Different types of advertising have different sizes. The aim of designers is to develop a corporate identity that will be copied without distorting consumer's perception.

Thus, corporate identity can be defined as a unity of permanent art and text elements in all advertising developments and tools: a set of color, graphic and verbal constants for goods or services identifying [2].

Hereafter, we would like to define elements and carriers of corporate identity [1,4]. The elements include:

- *logo*, which is specially designed, a stylized abbreviated form of the company's name, often in the original design. It consists of a symbol, illustration and/or graphic printing. Its aim is to create a positive and unforgettable image in the minds of people;

- *corporate font*, which is a part of corporate identity, certain font solutions in the design of text materials and logos chosen and constantly used in advertising and in the design of its products and services;
- *corporate colors* are colors that together with the form of trademark, create a certain, memorable image. Colors should have a certain color system;
- *corporate name block*, which is a combination of several elements of corporate identity, most often it is a graphic trademark and a logo.
- *edition format*, which contributes to better recognition of information and advertising materials.
- *slogan*, at different stages of an advertising campaign, in accordance with the tasks set, different slogans can be used. Despite the verbal design, the essence of the slogan is not literary, but conceptual one.
- *advertising symbol* of the company is a certain character or image that acts on behalf of the company in advertising campaigns and other events.
- *corporate hero (CG)* is a permanent, stable image of the representative or the intermediary in communication with the target audience.
- *permanent communicant (PC)* is a real person who is chosen as an intermediary between the company and an addressee.
- *corporate identity in modern work wear*, if we talk about bank employees, trade workers, teachers or doctors, then requirements to their appearance are different from labours' ones. A business suit must meet a number of requirements, namely the use of logos and corporate colors in clothing; compliance to modern fashion trends; the color of clothes should not be too light or dark.

As for main carriers of the corporate style [6], they are the following:

- *elements of office work*(letterheads, envelopes, folders, recorders, notebooks, desktop diaries);
- *advertising in the press*;
- *print advertising*(leaflets, prospectuses, catalogs);
- *advertising souvenirs* (pens, desktop devices, souvenir greeting cards);
- *outdoor advertising* (signposts, signs, office design, company employees' clothes, badges, an image on the boards of vehicles of the company);
- *means of propaganda*(propaganda leaflets, decoration of halls for press conferences, pennants);
- *exhibition stand*;
- *documents and certificates* (pass cards, business cards, employee certificates, student badges, invitation cards);
- *elements of service interior* (panels on the walls, wall calendars, large format stickers).

Thus, a well-developed corporate identity that takes into account the brand concept, provides memorability, harmony and unity of the brand's services and products, and has a strong emotional impact on the client.

1. Бреслав Г.Э. Цветопсихология и цветолечение. –СПб.: «Б.С.К.», 2000. – 252с.
2. Гольман И.А., Добробабенко Н.С. Практика рекламы. - Новосибирск: СП "Интербук", 1991. – 38 с.
3. Добробабенко Н.С. Фирменный стиль: принципы разработки. – М.: Инфра-М., 1999. - 12 с.
4. Люшер М. Цветовой тест Люшера. – М.: АСТ, Сова, 2005. – 61 с.
5. Тарасова А.А., Романова Д.А, Мефодьева М.А. THE WAY MASS MEDIA INFLUENCE ON PUBLIC OPINION //ГЛОБАЛИЗАЦИЯ НАУЧНЫХ ПРОЦЕССОВ: сборник статей Международной научно - практической конференции. - Уфа: МЦИИ ОМЕГА САЙНС, 2016. – С.146 – 150.
6. Фирменный стиль или айдентика. Веб-резиденция профессионального дизайна. URL: <http://designunion.ru/authors/theory/2246-2012-12-29-09-43-48>(Датаобращения: 20.02.18)