

OLENA CHUKURNA

Doctor of Economics Sciences, Professor Marketing Department, Odessa National Polytechnic University; e-mail: *elenchukurna@gmail.com*; ORCID iD: 0000-0001-9285-7068

LARYSA RADKEVYCH

PhD, Associate Professor Marketing Department, Odessa National Polytechnic University, e-mail: *larisa.radkevich@gmail.com*; ORCID iD: 0000-0001-5974-9081

VIKTORIA KOFMAN

Master of Marketing, Postgraduate student of the department of marketing, Odessa National Polytechnic University; e-mail: *vi.vitoryk@gmail.com*; ORCID: 0000-0002-9379-3577

NIKITA STORCHOVYI

Student, Department of Marketing, Odessa National Polytechnic University; e-mail: *storchovy.7383772@stud.op.edu.ua*; ORCID iD: 0000-0002-7179-7710

s. 165-178

STRATEGY OF BRANDING OF STREAMING SERVICES IN THE DIGITALIZATION CONDITIONS

ABSTRACT

The article substantiates the stages of formation of the branding strategy of streaming services in the conditions of digitalization. The main stage in the formation of brand strategy is to conduct marketing research aimed at determining the brand's position in the market. The article presents the results of NaVi's marketing research as one of the most popular streaming services in the field of e-sports. As a result of the study, the procedure for forming the strategic principles of branding streaming services in the context of digitalization was determined. The main segments of the target audience of streaming services have been identified, which include «skeptical fans» and «enthusiast fans». The advantages of streaming as a tool for brand formation and promotion are evaluated. It was substantiated the key factors due to which the added value of the brand in the field of streaming services is formed.

KEYWORDS

branding strategy, streaming services, digitalization

INTRODUCTION

The digitalization of the economy and the transition of many processes to digital format has helped change marketing tools and promotion strategies. Digital marketing communication channels have many advantages over other formats. The undoubted advantage of digital channels is their interactivity and the ability to instantly interact with the audience. Streams are the undisputed leader in this direction, which allows you to control the audience live. This form provides maximum engagement of the audience and constant support of its attention, thus helping to obtain the greatest communicative effect. Today, the most popular streaming sites are streaming services, which allow you to create your own podcasts, where you can promote your own brands, brands, ideas and services. This creates innovative marketing promotion channels, which creates an opportunity for the formation of branding strategies in these digital channels. Given the absolute novelty of such digital channels of marketing communications, there is a question of forming a methodological basis for branding strategies for streaming services in the context of digitalization.

The aim of the study is to form a methodological basis for branding strategies for streaming services in the context of digitalization.

The methodological basis of the research.

Many foreign and domestic scientists and researchers have made a significant contribution to the problem of branding strategies and brand value management, in particular D. Aaker [1], L. Abyzova [2], O. Chukurna [3, 5-6], M. Oklander [8, 16], N. Dubrovina [9], K.L. Keller [12], F. Lepley, D. Joseph [13], T. Nestorenko [15], K. Walsh [21], G. Studynskiy [18] and other authors. However, the issue of creating methodological foundations for branding strategies in the context of digitalization and the creation of innovative digital services that allow interactive interaction with the audience is insufficiently studied and requires further research. Many authors pay attention to the formation of loyalty systems to achieve the goals of branding. However, in the context of digitalization and the creation of streaming services, it is necessary to conduct research on the potential audience for its perception of this format of interaction. In addition, it is necessary to accurately determine the time of contact and its duration during the period of restraint, to determine the format of the information itself and its life cycle. How relevant is the information that is promoted during the streaming period, how it is perceived and remembered? It is these factors that affect the duration of the communicative effect.

Analyzing the contribution of scientists to the formation of branding strategies and their capitalization, it is necessary to identify a significant contribution to the theory of branding D. Aaker. He proposed a model according to which the main characteristics of a brand are related to 2 levels of perception and can be considered in 12 positions, which are grouped into four directions: the brand as a product; brand as an organization; brand as a person; Brand as Power [1].

One of the founders of branding is also K. Keller, who formed and substantiated the model of brand identity. K. Keller's model of brand identity provides three elements of brand identity: brand positioning; brand value; brand codes. K. Keller considers positioning as part of brand identity. Brand codes are analyzed similarly to brand attributes [12].

In turn, the authors of the positioning concept D. Trout and E. Rice is understood as positioning the management of consumer opinion regarding the position of the company's brand among similar brands [19].

T. Gad proposed a model of four-dimensional branding, which he considers as a mental field of the brand, existing in four dimensions: functional, mental, social, spiritual [10].

The most common model of brand identity belongs to the professor of brand marketing L. de Cernathoni, who proposes a model of brand identity, consisting of five elements: brand attributes; benefits; emotional reward; values; personal qualities [14].

O. Chukurna focuses in his research mainly on methodological approaches to brand assessment to a greater extent for B2B markets [4].

Noting the significant contribution of these scientists to the theory of branding, it should be noted the need to form a theoretical and methodological basis for substantiation

of branding strategies for streaming services in the context of digitalization. The emergence of this channel of communication and promotion is an original format that combines a platform for the promotion of individual brands, services and ideas through code-based channels, and can be formed under a separate branding strategy.

Result of the study.

Today, live streaming in the field of marketing is becoming increasingly popular. The live video format is changing the way brands interact with their audiences. A streaming video branding strategy engages your audience instantly and creates direct communication opportunities. In this context, streaming services have a greater effect than SMM, so in recent years, marketing budgets have increased by 28% towards the use of such a tool as live broadcasts.

Consumer audiences are already waiting for live video at every stage of the decision-making process to buy goods. To meet this growing demand, experienced brands are finding new ways to use tools such as Vimeo, LinkedIn Live, Facebook Live and Periscope, Twitch Live in their marketing network.

An analysis of statistics on the use of streaming services led to the conclusion that 47% of viewers conducted a live broadcast more than a year ago. For example, in 2019 alone, the duration of live broadcasts exceeded 1.1 billion hours [7].

Regarding the promotion of brands through the format of streaming services, statistics show that 80% of the audience believe in direct video from the brand than reading blogs; 82% prefer live video from the brand, rather than posting on social media. These statistics demonstrate the audience's transition to video content, which promotes more interactivity with consumers. In addition, research confirms a 62% reduction in audience perception of a brand if the content contains low-quality video.

According to research, 97% of consumers have an increased intention to make a purchase after watching the video, associativeness with the brand increased by 139%. After watching the video, 64% of users are more likely to buy goods online [7].

In addition, the advantages of using streaming services and video content as a marketing tool in the context of digitalization are as follows:

- Landing page video can increase conversions by 80% or more.
- video in the email leads to an increase in CTR by 200-300%;
- 39% of managers call the seller after watching the video;
- 59% of managers prefer to watch videos than read the text;
- 73% of B2B companies that use real-time video report positive results on return on investment [7].

Live streaming can expand the audience of the event to millions of visitors, bring together international offices and reach an audience of unprecedented scale for product launches, fashion shows or exclusive releases for fans. Today, there are more opportunities for live broadcasts than ever before, while reducing costs. This trend has contributed to the emergence of streaming opportunities in the field of SMM, increase the interest and effectiveness of various social networks. Marketers are also beginning to actively use streaming services and video broadcasts in digital marketing strategies. Today, streaming services in Ukraine are becoming increasingly popular, because users are much more convenient and easier to use and view the materials and information

they need, without the need to allocate free space on their own device.

There are a huge number of streaming platforms that allow you to access the right sources of information with one subscription, avoiding a huge number of unnecessary and confusing contracts for a certain period.

Advanced programmers are updating such platforms, so with each new update, such services get new features, optimization and convenience, giving more functionality to their users.

Such platforms work on the principle of transferring content from the provider directly to the user. All the necessary information (content) is already uploaded to the server of the provider, because of this, the average user does not need to download anything to view or listen.

The speed of the user's Internet is the main parameter on which the upload of content broadcast depends. The level of development of communication technologies today makes it possible, even with a minimal connection package, to gain access to listening and viewing content without noticeable problems.

Online content browsing is already the newest way to replace downloading information. So, it is safe to say that streaming services erase the need for torrents, as more and more people are switching to such services every day, avoiding constant downloads. This eliminates the problem of piracy, as popular services allow you to legalize the viewing of listening to content through a simple subscription with payment for certain periods.

It is easy to draw an analogy with television (or in the case of music - radio), but giving even more functionality and in the case of subscription - the lack of permanent advertising inserts.

The most popular YouTube service today, appeared in 2005, as a result of work, progress and development of the best methods of compressing information. After the incredible success of YouTube, another well-known American company Netflix decided to move to the physical transfer of hard drives to streaming services.

For some time, the development of streaming services can be fully linked to the development of this company. Thanks to the convenience of the winning method, the audience and content library were constantly expanding. More and more film studios have started signing contracts with successful online cinemas. At the intersection of 2009-2010, streaming services were ahead of DVD for the first time, which meant the final transition to a new stage of development in this area, as the main [22].

Today, the main streaming services are the following:

- Netflix. As mentioned above, it has become the most famous streaming service. He has 213 million prepaid subscriptions and receives various awards. The United States has a huge level of trust.
- Disney +. During its existence, it has become a powerful and main competitor to Netflix. The main advantage of this service is a powerful database, development of new projects.
- HBO Max. This service is a project of the HBO channel, but according to Warner.

- It ranks second in the number of titles in libraries after Disney +.
- Twitch. The commercial project, which is part of Amazon Holding, is a platform for online video broadcasts. First of all, the emphasis is on streaming video games, e-sports, creative content and more.

Twitch streaming apps are available for mobile devices and game consoles, including Android and iOS, PlayStation 4, PlayStation 3, Xbox One, and Xbox 360 video games. PlayStation 4 and Xbox One video game consoles have built-in support for Twitch broadcasts. Twitch has been integrated into PC software, providing video streaming to Twitch directly from EA's Origin software, Uplay Ubisoft software, games that play on modern Nvidia graphics cards (using ShadowPlay) and games such as Eve Online, PlanetSide 2 and Call of Duty franchise. In 2013, Twitch released a development software package that would allow any developer to integrate Twitch streaming into their software [17].

For the development of marketing in terms of forming a branding strategy of great interest are streaming battles, as an innovative type of impact on the audience.

In order to identify the main problems associated with the formation of brand strategy in the field of streaming services, a marketing study was conducted on the example of NaVi, which has been operating in the field of computer sports since 2009.

The main search questions in the questionnaire, which were taken as the basis of marketing research, are the following:

- What factors affect the demand for fans of streaming battles (e-sports).
- Do the successful performances of the team in tournaments affect the demand from consumers.
- What other organizations in this area are compared to NaVi.
- The degree of propensity to a company.
- What achievements will increase the team's popularity in e-sports.
- What is the attitude of consumers to the company and its activities

The main problem of marketing research is management problems related to determining the impact of the organization's image on consumer demand and the main factors hindering the development of the organization.

The research problems that were formulated allowed to substantiate the following components (Table 1).

Table 1. Hypotheses of marketing research [developed by the authors]

1)How consumers treat the organization	PV1 - consumers feel that they treat the organization positively	H1 - consumers want change
		H2 - the audience needs change
		H3 - gender of respondents affects the attitude to the company
	PV2 - Do consumers have a complete picture of the prospects of this company	
2) What factors affect the attitude to the brand image	PV1. People of which age group are more interested in the team's perspective	H1 The younger audience is more interested in the company's activities
		H2 Recent events related to the company are of more interest to the older generation
	PV2. Confidence in the promising future of the Ukrainian team at a low level	

The main objectives of the study were the following:

1. Determining the level of consumer confidence in the NaVi brand.
2. Identify the main problems and difficulties of NaVi.
3. Identify possible solutions to the problems posed by NaVi.

Survey data was processed using the following software products IBM SPSS Statistics 21 and Excel.

According to the results of a survey of 50 people, the following results were obtained.

Among the respondents, 24% are fans of e-sports as one of the innovative areas of streaming services. However, 40% are not quite sure that they are fans, 20% do not identify themselves as fans (Fig. 1).

For customers who have an idea of the organization and brand of NaVi, the distribution of respondents' answers is as follows (Fig. 2). The presented data show that most surveys have an idea about this brand or have heard about it from various sources.

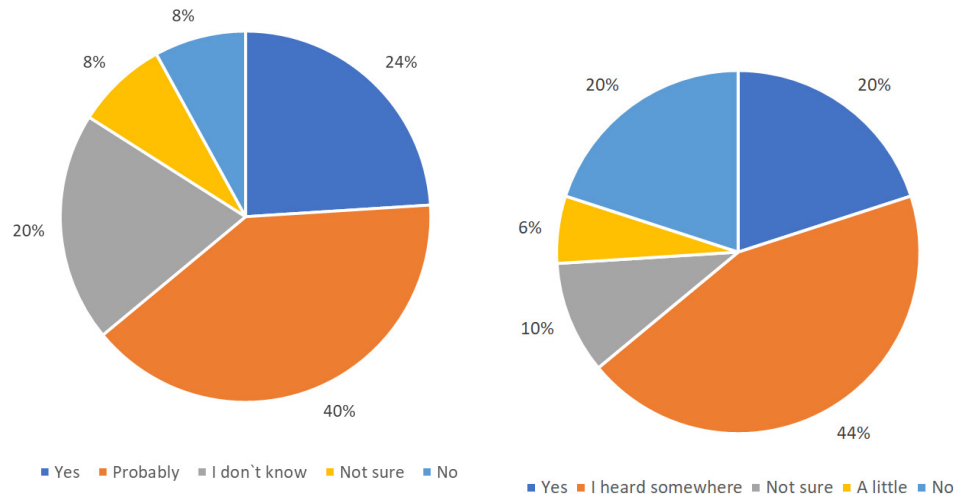


Fig.1. Belonging to the fans of e-sports as one of the innovative types of streaming services [developed by the authors]

Fig.2. The structure of the distribution of respondents [developed by the authors]

The next question of the questionnaire was the degree of consumer loyalty to NaVi and the prospects for its development (Fig. 3 and Fig. 4). The data show that NaVi currently has 40% loyalty to the consumer brand. In addition, 30% of respondents consider the brand promising and another 10% are inclined to a positive scenario for the development of the NaVi brand.

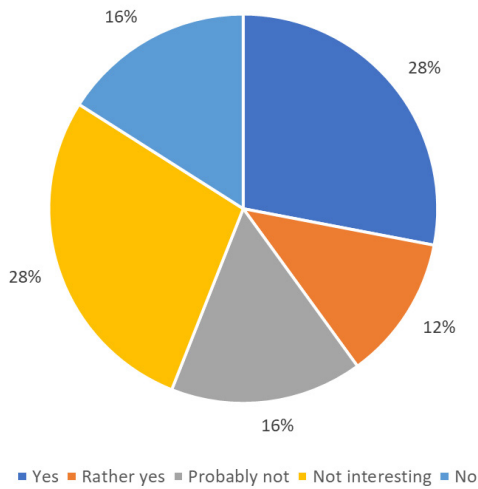


Fig.3. The structure of respondents' responses to loyalty to the NaVi brand [developed by the authors]

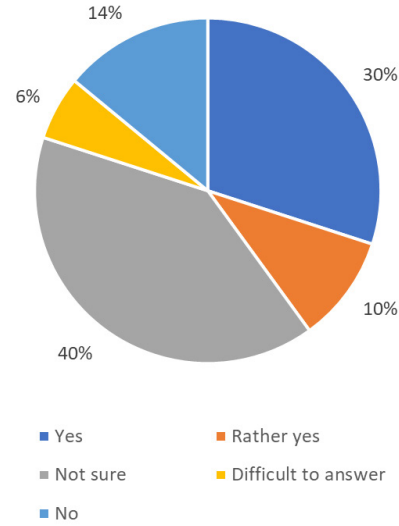


Fig.4. The structure of the respondents' answers on the prospects of NaVi's development [developed by the authors]

The next question of the questionnaire refers to the control questions related to the success of NaVi development. The survey shows that 26% believe that the company should succeed, another 16% of consumers are almost confident in the success of the company (Fig. 5).

The age structure of respondents is as follows: 30% are consumers of streaming services aged 15 to 20 years; another 26% of respondents are consumers aged 21-25; 16% of respondents aged 25-35; 14% of respondents are consumers aged 35+ (Fig. 6).

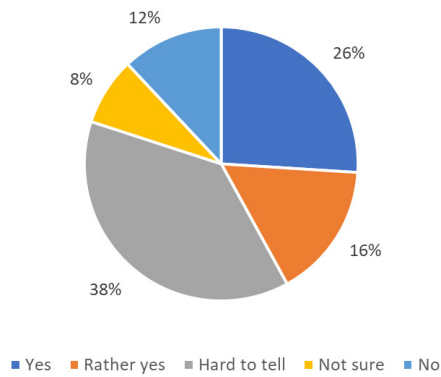


Fig.5. The structure of the respondents' answers on the confidence of the success of NaVi's development [developed by the authors]

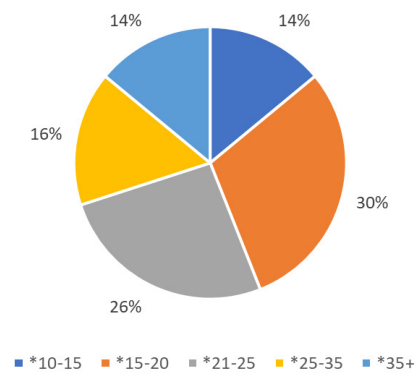


Figure 6. The structure of respondents by age [developed by the authors]

According to the results of the marketing research, statistical processing of the obtained data was carried out. Group statistics are presented in table 2.

Table 2. Group statistics based on the results of NaVi brand marketing research [developed by the authors]

	Age	N	average	standard deviation	standard error of the average
fan	1	13	2,8462	1,21423	,33677
	2	5	2,2000	1,09545	,48990
familiar in general	1	13	2,5385	1,39137	,38590
	2	5	3,6000	1,51658	,67823
familiar	1	13	3,5385	1,45002	,40216
	2	5	2,2000	1,64317	,73485
attracts	1	13	2,9231	1,44115	,39970
	2	5	2,0000	,70711	,31623
I do not like it	1	13	3,6154	1,60927	,44633
	2	5	2,8000	,83666	,37417
I am part of the organization	1	13	3,2308	1,42325	,39474
	2	5	3,2000	2,04939	,91652
perspective	1	13	2,9231	1,44115	,39970
	2	5	2,6000	1,67332	,74833
management changes	1	13	2,3846	1,32530	,36757
	2	5	2,0000	1,41421	,63246
leader	1	13	3,3077	1,37747	,38204
	2	5	2,4000	1,14018	,50990

The results of statistical processing of marketing research results show that the value is above 0.05 for all variables. This indicator means that the respondent's age does not affect his answers to these 9 questions.

As a result of pairwise correlation, it can be concluded that older respondents are more skeptical about the NaVi brand than younger respondents.

The value of CMO statistics is more than 50% and this indicates that the correlations between pairs of variables can be explained by other variables and the use of factor analysis is appropriate.

Table 3. Complete variance according to the results of the analysis [developed by the authors]

Component	Initial EigenValues			Sums of squares of extract loads		
	Total	Dispersion, %	Cumulative, %	Total	Dispersion, %	Cumulative, %
1	2,399	26,657	26,657	2,399	26,657	26,657
2	2,013	22,370	49,028	2,013	22,370	49,028
3	1,835	20,389	69,416	1,835	20,389	69,416
4	1,130	12,559	81,975	1,130	12,559	81,975
5	,996	11,069	93,045			
6	,405	4,498	97,543			
7	,205	2,278	99,822			
8	,013	,149	99,970			
9	,003	,030	100,000			

Conducting factor analysis provided the basis for cluster analysis. On the basis of cluster analysis, a dendrogram based on the Ward method was constructed. Tree diagram (dendrogram) - a graphical representation of the results of clustering. Vertical lines show clusters that are combined together (Fig. 7).

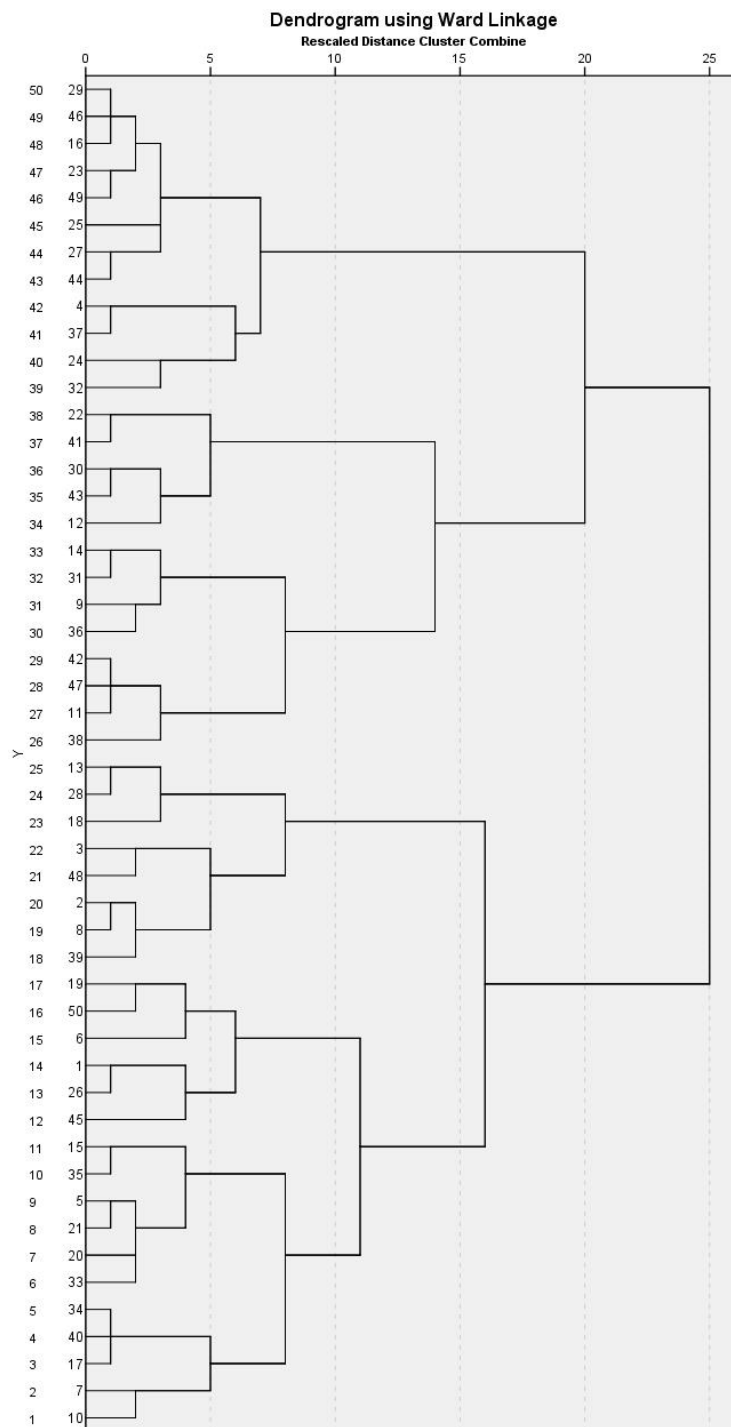


Fig. 7. Ward diagram based on the results of cluster analysis [developed by the authors]

In hierarchical clustering, you can use distances as a criterion by which clusters are combined. At transition from 32 to 28 stages the coefficient of distance increases more than twice.

The relative sizes of clusters should be quite clear. According to the results of cluster analysis, we can see that we have two clusters. After that, the interpretation and profiling of clusters was done. This includes checking clustered centroids:

Cluster 1 - high value V5 - are "skeptical fans":

In general, they do not follow the achievements of the NaVi brand e-sports team and are not ready to support any of their initiatives. These are old fans who are no longer interested and they are starting to have a negative attitude towards this brand. They do not believe that rebranding will bring the desired results.

Cluster 2 - average values of V6, V7, V8, V9, V10 and V11 - are "enthusiast fans".

Ready to try something new, without unnecessary questions and support all initiatives. This team is considered promising and "elite". This is a younger audience.

According to the research and statistical analysis of the obtained data, proposals were developed to improve the attractiveness of the NaVi brand.

In order to improve the attractiveness of the NaVi brand, it is necessary, first of all, to raise the level of awareness of fans and potential buyers through rebranding or through various events. If we analyze the answers of respondents, we can say that the main changes should be made in the field of rebranding, due to the following areas: to create a new direction of brand development; creating a favorable economic environment for the development of this market segment; increase funding and ways to disseminate brand information.

The conducted marketing research allowed to draw the following conclusions:

1. There have been many changes in the eSports industry over the last few years. Changes in the organization of management policy are needed.
2. It was found that the majority of respondents are more inclined to a positive attitude to the activities of the e-sports team of the NaVi brand. However, a certain percentage of respondents believe that they have no promising future.
3. According to the results of the survey, 2 groups of respondents were identified using the clustering method: „enthusiasts” and „skeptics”. They have different characteristics that should be used to improve the attitude towards the NaVi brand.
4. At the end of the study, the following hypotheses were analyzed: H1 - consumers want change (yes); H2 - the audience needs change (yes); H3 - gender of respondents affects the attitude to the NaVi brand (yes).
5. On the part of management, to successfully improve the situation, you must first change the approach to management and try to improve the results of the team.

The obtained results of marketing research allow to develop strategic directions of branding of streaming services in the conditions of digitalization.

The first stage of developing a branding strategy for streaming services should be related to the definition of the target audience and its characteristics. At this stage, marketing research is conducted, the purpose of which should be to determine the

degree of awareness of potential consumers about the brand and loyalty to it. The results of marketing research allow us to identify key market segments using cluster analysis. Thus, the next stage is to identify the main segments of the target audience. This is a key stage of branding, as it allows you to correctly identify the potential of the target audience and form sales funnel. Understanding your target audience will help you create original, relevant and interesting content. Enabling this live streaming tool will make your audience more branded. In addition, streaming services allow you to organize a question and answer session, which can be useful to improve and increase interest.

The third stage of branding strategy development is aimed at developing content for streaming (live broadcast). It is very important to analyze the platforms and services that are best suited for downloading live content to maximize audience engagement. Understanding the platforms, live messages and streaming scenarios is very important to get the expected results. The most popular streaming services include the following: Facebook Live, Instagram Live, Twitter Live, Youtube Live.

The ability to use these platforms for the next branding strategy can lead to benefits for the brand, such as: positioning the brand among competitors; increased instant audience coverage; faster sales process; interactive interaction with the audience; humanization of the brand; increased brand awareness and interaction; accelerated lidogeneration; traffic growth. Given the advantages of including any of these platforms, the main strategic issue is the direction of the channel's strategy.

For eSports, the main streaming service is Twitch, which aims to conduct live broadcasts for gamers. At the same time, people who do not play have the opportunity to watch other people play video games. Today, Twitch is extremely popular, with 15 million users daily.

The main focus of Twitch is video games. Users can watch other people play games, interact with other viewers, or broadcast their own gameplay around the world. Many different games are broadcast, among the most popular are: Fortnite, Teamfight Tactics, League of Legends and Grand Theft Auto V.

Streamers also have the potential to make money through subscriptions and Twitch partnerships. The Ninja platform's biggest star has more than 11 million subscribers and reportedly earns more than \$ 500,000 a month.

The fourth stage of the branding strategy of streaming services should be based on content development. Because content is a determining factor in influencing the audience and a tool for disseminating information about the brand. Today, more and more digital marketing offerings include streaming as a tool to launch new messages and reach potential audiences. This type of tool offers many benefits to the brand: increases the chances of attraction, improves the SEO of your website, helps increase conversions.

The fifth stage of the streaming services branding strategy is based on the analysis and evaluation of the brand's added value. In the context of this stage, it was analyzed the factors that contribute to the creation of added value provided by the brand in the field of streaming.

In this way, streaming becomes a tool that adds value to the brand by disseminating information through digital channels. It should be noted that streaming can add value in terms of strategy development, scriptwriting and broadcast preparation management, corporate identity design, interactive community dynamism, video capsule creation.

The above stages of branding strategy formation are key in the field of streaming and streaming services in the context of digitalization.

Conclusion

As a result of the study, the procedure for forming the strategic principles of branding streaming services in the context of digitalization was determined. In the context of the developed approach, a marketing study of consumers of streaming services was conducted on the example of NaVi. The main segments of the target audience of streaming services have been identified, which include "skeptical fans" and "enthusiast fans". The advantages of streaming as a tool for brand formation and promotion are evaluated. The key factors due to which the added value of the brand in the field of streaming services is formed are substantiated.

Bibliography

- [1] Aaker D. (2003) Sozдание silnyh brendov [Creating strong brands] Moskva: Publishing House of Grebennikov, p.440.
- [2] Abyzova L., Babenko O., Nestorenko T., Reshetova I., Semeniuk M., Shevchenko O. (2017). Educational management in Ukraine: the place of displaced universities. Sustainable Development Goals: The 2030 Agenda & Does environmental diplomacy reflect new challenges regarding climate change? Workshop 8.11.2017. University of Economics in Bratislava, Bratislava. www.cutt.ly/SYcVUXq
- [3] Chukurna O. P. (2017) Brand positioning strategy on the basis of quality perception: different markets B2B and B2C. Economics: time realities. № 1 (29). 135-142. – URL: www/economics.opu.ua/files/archive/2017/n1.html
- [4] Chukurna O. (2020) Methodical approach to accounting intangible assets and brand values in marketing price policy. Marketing and Digital technologies. T.4, №3, p. 63-73 URL: www.cutt.ly/nJTkup9
- [5] Chukurna O., Nikolaiev D. (2021) Marketing strategy of territorial branding in the context of sustainable development. VUZF Review. VUZF University. Vol. 6 № 1, 65-78. URL: www.cutt.ly/BJTj5Ed
- [6] Chukurna O. P., Syvolap L. A., Nestorenko T. P. (2021). Ekonomichniy mekhanizm otsinky ryzyku realizatsii marketynhovoї stratehii [Economic mechanism for risk assessment of marketing strategy implementation]. Visnyk Berdianskoho universytetu menedzhmentu i biznesu [Bulletin of Berdyansk University of Management and Business]. № 2 (50). 102–109. doi : 10.33783/1977-4167-2021-50-2-102-109. <https://cutt.ly/pPubdUI>
- [7] Digital economy: trends, risks and social determinants. URL: www.cutt.ly/YJTaQwB
- [8] Digital marketing – a model of marketing of the XXI century: [Monograph] / ed. Doctor of Economics, Prof. M.A. Oklander. Odesa: Astroprint, 2017, 292 p.
- [9] Dubrovina N., Chemchikalenko R., Nestorenko T., Savina T. (2022). Decision-Making Processes' Modeling for Pricing Strategies Reasoning. Journal of Modern Economic Research, 4(1), 5-16.
- [10] Gad T. (2001) 4D Branding: Hacking the Corporate Economy Code. St. Petersburg: Stockholm School of Economics, 230 p.
- [11] Kotler F. (2018) Marketing 4.0. From traditional to digital / Philip Kotler, Germavan Katardzhaya, Ivan Setyavan; lane from English K. Kunitska and O. Zamaeva. K.: KM-BOOKS group, 208 pp.
- [12] Kevin Lane Keller (2011) Strategic management: building, measuring and managing brand

equity. Publishing: Pearson, p.509.

[13] Lepley F., Joseph D. (2004) Strategii razvitia Brenda. Originalnyj prakticeskij instrumentarij dla liderstva vashego brenda [Brand Development Strategy. The original practical tools for your brand of leadership] Dnepropetrovsk: Balance Club, p. 384.

[14] L. de Cernaton (2007) From brand vision to brand evaluation. Strategic process of growth and strengthening of brands. Moscow: IDT Group, 332 p.

[15] Nestorenko T., Nestorenko O., Morkūnas M., Volkov A., Baležentis T, Štreimikienė D. (2022) Optimization of Production Decisions under Resource Constraints and Community Priorities. Journal of Global Information Management. Volume 30, Issue 12, 1-24. DOI: 10.4018/JGIM.304066. <https://cutt.ly/BJuAo7U>

[16] Oklander M.A., Novoshinska L.V., Chukurna O.P. (2012) Tehnologiya brendingu strahovoi kompanii [Insurance company branding technology]. Ekonomist, № 11, 39-43.

[17] Streaming wars (2022) How to choose the side. URL: <https://cutt.ly/njTkxMz>

[18] Studynskiy G.Y. (2015) Sistemnist rozvitku ta prosuvannja brandu jak umova jogo efektyvnosti [Systematic development and promotion of the brand as a condition of its effectiveness] Innovatsiyana ekonomika, №5, 185-192.

[19] Trout J., Rivkin S. (2012) Differentiate or die. SPb.: Peter, 304 p.

[20] Research «Consumer sentiment of Ukrainians in 2020» URL: <https://cutt.ly/ejTkhGC>

[21] Walsh K. (2000) Kluchevye pokazateli menedzmenta. Kak analizirovat, sravnivat, kontrolirovat dannye, opredelaushie stoimost kompanii [Key indicators management. How to analyze, compare, control data defining the value of the company]. M.: Case 2000.

[22] Yuzyk M., Kofman V. (2021) Methods of brand assessment in Ukraine. Journal of Modern Economic Research. Volume 3, 39-51.

STRATEGIA BRANDINGU SERWISÓW STREAMINGOWYCH W WARUNKACH DIGITALIZACJI

STRESZCZENIE

Artykuł uzasadnia etapy kształtowania się strategii brandingowej serwisów streamingowych w warunkach digitalizacji. Głównym etapem tworzenia strategii marki jest przeprowadzenie badań marketingowych mających na celu określenie pozycji marki na rynku. Artykuł przedstawia wyniki badań marketingowych NaVi jako jednej z najpopularniejszych usług streamingowych w dziedzinie e-sportu. W wyniku przeprowadzonych badań określono procedurę kształtowania strategicznych zasad brandingowej strategii serwisów streamingowych w kontekście cyfryzacji. Zidentyfikowano główne segmenty docelowych odbiorców usług przesyłania strumieniowego, które obejmują „fanów sceptycznych” i „fanów entuzjastów”. Oceniane są zalety streamingu jako narzędzia do tworzenia i promocji marki. Uzasadniono kluczowe czynniki, dzięki którym kształtowana jest wartość dodana marki w zakresie usług streamingowych.

SŁOWA KLUCZOWE

strategia brandingowa, serwisy streamingowe, digitalizacja



Artykuł udostępniony na licencjach Creative Commons/ Article distributed under the terms of Creative Commons licenses: Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0). License available: www.creativecommons.org/licenses/by-nc-sa/4.0/