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Efektywność – konceptualizacja i uwarunkowania



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INNOVATIVE METHODS OF BRAND CREATION ON THE MARKET AND THEIR EFFECTIVENESS

Summary: Methods of creating a brand on the market have been subject to change as technology is developing and consumer needs are growing. The paper will show selected aspects related to the innovative methods of brand presentation on the market for the purposes of enhancing sales effectiveness. It will present brands applying customization, AR and avatars in order to increase the effectiveness of remembering the product and simulate consumers' activity. The paper will be enriched with the analysis of innovative methods of creating brands such as Nike and Paradyz as well as with the evaluation of their effectiveness.

Keywords: brand, brand effectiveness, internet technologies, AR, customization, avatars.

1. Introduction

Methods of creating a brand on the market have been subject to change as technology is developing and consumer needs are growing. One of the essential elements of brand evaluation is represented by its effectiveness understood as dependency between incurred expenditure and sales value of brand products as well as the fact that the brand is recognized by consumers and make meaningful connections between values and desired features in market activities which will result in building a competitive market position.

2. Brand creation in the digital age

Brand reflects functional and emotional qualities of a product together with generated benefits; it provides the consumer with functional, emotional and symbolic benefits and thus a loyal circle of customers is created which facilitates to reach a leading market position [Kall 2001, p. 24 and further]. One of the essential elements of brand evaluation is constituted by its effectiveness understood as the amount of expenditure incurred to create a brand as compared to achieved effects. In this case it denotes the value of brand products sold and brand evaluation. Thus an effective brand creation means that the brand is recognized by consumers and the meaning of the brand and

its values and desired features are combined on the market which leads to building a competitive market position.

Brand creation on the Internet market should be identified with the development of information technology and adjustment of an offer to changing consumer needs. Presenting brands on the Internet market first of all differentiates the product against the competition and builds a customer friendly image as well as users' loyalty and a technical function – providing an access to information and computer technology which allows the customer to fulfil their consumption needs and to interact with other market participants [Maciejewski 2010, p. 14]. The objective of brand creation on the Internet market consists in building relations with the customer, involving users in corporate activities, building a recommendation network and creating a product/service together with a potential customer [Kall et al. 2006, p. 12 and further].

While creating a brand identity, its owner should make sure it is specific, justified, consumer rewarding, using competitors' weaknesses, acceptable by company employees [Kall 2001, p. 27]. A brand should be characterized by individualism and uniqueness [Kotler 1994, p. 410]. A brand is not just a term, a symbol thanks to which a consumer differentiates one product from the other. It is first of all a symbol, a synonym to quality, durability, product warranty. It also symbolically defines a contemporary consumer.

Innovative methods of creating brands on the Internet comprise customization, visualization, AR and application of information avatars. In case of brand related activities one may speak about financial effectiveness namely the relation between financial results of the campaign or the realized strategy and the amount of expenditure incurred. However, in case of brand creation it is very difficult to identify effects which will often be immeasurable or even transient. Thus it is easier to speak about **operational effectiveness** which relates expenditure to effects such as changes to the way consumers perceive the brand [Łapiński 2001, p. 349].

In order to evaluate innovative methods of brand creation and its effectiveness one has to apply appropriate indicators [Tworzydło 2007, p. 124-125; Łodziana-Grabowska 1996, p. 104]. The main ones comprise: spontaneous brand awareness, the first brand mentioned, supported brand awareness or Markov's model [Kozielski (ed.) 2004, p. 176 and further]. Effectiveness indicators used in brand creation on the Internet market are as follows:

- a) Measuring indicators focused on achieving market goals (increasing sales in the Internet and traditional market, enhancing brand values);
- b) Measuring indicators focused on obtaining new resources (enlarging a target market, reaching new customers);
- c) Measuring indicators which evaluate satisfaction of customers' needs (adjusting to customer needs, customization).

All above indicators may be applied in respect of brand creation on the Internet market by means of modern technologies. Creating a strong brand should be treated

as working on attaching loyal customers to the company as they will secure the company with the appropriate level of revenues and will pay a higher price in return for a fulfilled brand promise.

3. Augmented reality and customization in brand creation

Augmented reality (AR) is an information technology area which deals with combining a real world with virtual elements generated by means of computer graphics [Bonsor 2010]. Augmented reality does not create a brand new virtual world of 3D but it augments and completes the real world with new images (virtual layer). By means of augmented reality the real World will not change but will be “augmented” with new objects or information¹. Augmented reality is often mistaken with virtual reality. The two terms are not identical as virtual reality (VR) creates a new world, computer generated by means of 3D. However, while creating augmented reality the real world is augmented with 3D elements [Heining et al. 2010].

Augmented reality orients itself in the environment thanks to a systems of camera and location sensors (triangulation, GPS), it recognizes real world objects and then it overlaps virtual information. Virtual reality remains to show computer generated objects which do not interact with real objects. Contemporary developed AR applications emphasize that the virtual “augmentation” is differentiated from real objects. It is only possible when the lighting of virtual objects is compatible with the environment that is being “augmented”².

Nike, one of the world biggest shoe, clothes and sports accessories manufacturer, is a brand which uses augmented reality and customization on the Internet market in order to increase the effectiveness of remembering and sales. The value of this brand is assessed to the amount of 15 billion dollars at present [<http://money.cnn.com/magazines/fortune/mostadmired/2011/index.html>].

Nike website (www.nike.com) is an example of an innovative application of technology for the purposes of attracting consumer’s attention and involving him to be active on the website and buy things [Augmented reality on Nike website: http://www.nike.com/nikefootball/home/?!locale=en_GB]. One of the innovative methods of creating Nike brand on the website consists in the possibility of watching products by means of augmented reality technology (Picture 1).

Having entered the website a user who has a computer camera may see a three-dimensional picture of selected shoes in the form of augmented reality picture. The

¹ Works on AR began in the 60s at Harward University and University of Utah. The name “augmented reality” was introduced by Boeing in the 90s.

² This is a process of lightning the scene and objects (real and virtual) based on pictures taken from the real environment. The application of IBL in AR enables this effect and thus it is a technique which makes full photorealistic rendering of virtual objects possible. See: [Supan, Stuppacher 2006; Strug 2004].



Picture 1. Augmented reality on Nike website

Source: http://www.nike.com/nikefootball/home/?locale=en_GB (access 20.12.2011)

user has to install a plug-in from the website and print the AR marker and then direct his camera to the marker. By turning a printed page in front of the camera the user will see the shoe on the screen moving in accordance with his movements as if he held the shoe in his hand. You can zoom the picture the way you want. What is more, by covering one of the graphic elements on the marker the user can see a video about Nike shoes on the screen.

Augmented reality systems can be divided according to various criteria. Nike brand creation is based on AR visualization which is Ahmed in particular interactive picturing of the presented product in 3D.

Customization is the next innovative method that Nike uses to create the brand and customize it for customers needs [Multime creation and customization of products on Nike website: http://www.nike.com/nikeos/p/nke6/en_EMEA/id_nation]. In case of Nike a customer can review the offer on the website and customize a product for his purposes (Picture 2).

In case of Nike T90 shoes one may familiarize with a modern multimedia form of presenting products. By clicking pluses at particular parts of the shoes a window appears with the information about the usage of a particular part, advantages and distinctive features. Additionally, the product can be rotated by 360°, viewed vertically or horizontally, zoomed in and out. Thanks to this one has an impression of holding the shoe in front. We may see it from different angles which creates the sense of reality.

On Nike website we can design products. At the beginning the customer chooses a profile of a shoe and then selects materials for parts and customize it for his purposes. The colour for each part of the shoe can be selected out of the range



Picture 2. Multimedia creation and customization of products on Nike website

Source: http://www.nike.com/nikeos/p/nke6/en_EMEA/id_nation (access 20.12.2011).

provided. Moreover one can select the type of a sole according to his preferences. The product can be viewed from all angles, zoomed in and out. The last choice is about the size and the number of shoes. Your project can be photographed and ordered and the shoes will be delivered within 4 weeks to a designated place.

At present the value of Nike brand has been assessed to the amount of about 15 billion dollars [*Interbrand...* 2011]. According to SportsOneSource, research company, Nike has got 48.7% market share in the running shoes market [*SportsOneSource...* 2011]. Innovative brand creation is reflected in Nike sales effectiveness. According to sales rankings from 2011 Nike brand is a leader in the Internet market [*Ranking sprzedaży obuwia...* 2011]. Potential reviews and consumers in the Internet as well as traditional market evaluate Nike shoes the highest among the shoes.

Measurement indicators focused on achieving market goals reveal the growth in sales in the Internet and on the traditional market as well as the increase in the brand value. Additionally an important parameter of brand creation effectiveness in the Internet is reflected by high measurement indicators evaluating customer needs satisfaction - adjusting products to customer needs and customization increase brand awareness and product sales through the Internet and traditional forms. Nike brand is associated with technology both in terms of shoe production as well as brand creation on the market and adjusting to the needs of and individual consumer. Summing up, financial expenditure incurred by Nike on brand image creation on the market has an impact on the high sales of products and a growing brand value.

4. Avatars and multimedia presentation of the brand

Commercial avatars (also called chatbots, virtual advisors or shopbots³) are computer programmes using methods and techniques of artificial intelligence enabling a conversation with a user in a natural language. They are used on websites as interactive, virtual figures replacing live consultants which answer questions on services and company activities. These systems are put on websites. Chatbots (chatbot programme to be exact) are able to communicate, monitor the environment and make independent decisions in order to achieve goals defined by the designing stage [Granström, House 2007, p. 68].

Commercial avatars are installed in the Internet stores in order to communicate with consumers and convey information about a brand, a company or help to select a product in the electronic and traditional manner. Avatars are strictly scientifically connected with the notion of artificial intelligence. Artificial intelligence belongs to computer sciences and it deals with researching rules governing intelligent behaviour of a human being, creating formal models of the behaviour and computer programmes stimulating this behaviour⁴.

At present there are about 600 chatbots in operation including 64 in Poland. Their task is to provide customers with information on offered products and services, the specificity of company activities and terms and conditions of commercial contracts. The customer-avatar communications are based on interaction. The user communicates with the programme through the interface created by flash, equipped with the user's window (used for typing in questions/answers) and the bot's window (there are messages triggered by the user's activity). User's questions are transferred to AIML interpreter⁵, which communicates with the knowledge base and sends the answer to the Aplet Flash which presents it to the user [AIML: <http://www.aiml.info>]. Chatbots market has been growing at 50 percent pace per year and its value has been estimated at 3 mln zlotys. It costs from 15 to 70 thousand zlotys to make a chatbot in Poland and its monthly maintenance costs 1-2 thousand zlotys [*Stanusch Technologies*: <http://www.stanusch.com>]. According to data on chatbots.org Poland is fifth in the world in terms of their number, the first four places have been taken by the USA, Holland, Great Britain and Germany. Chatbots are subject to constant

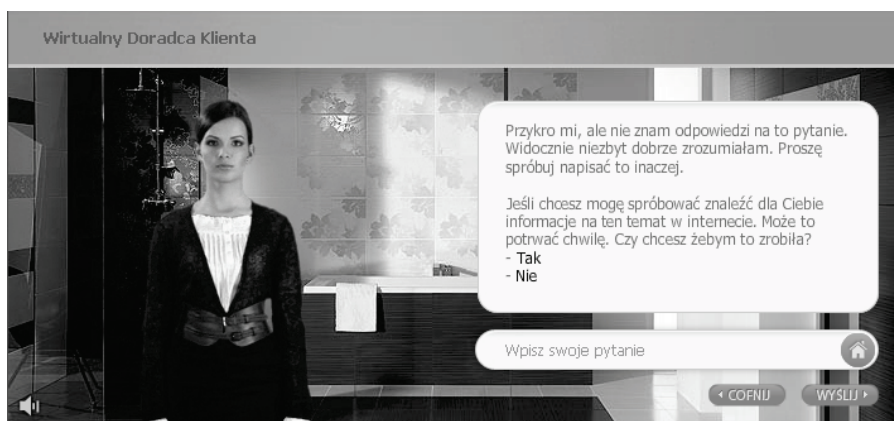
³ You can see different types of bots on the Internet (according to aibotworld.com): knowbot (collecting, managing and giving an access to knowledge); lingubot (bot whose task is to talk to the customer, starting a dialogue and interaction); mindbot (bot helping to solve a problem on the basis of input data).

⁴ Eliza is considered to be the first bot, artificial psychotherapist. It was created in 1966 by Joseph Weizenbaum in Massachusetts Institute of Technology – an attempt to realize the project of CMC (Computer Mediated Communications). More information on: <http://www.eioba.pl> (12.2010).

⁵ The first AIML was called Alice. It was created by Richard S. Wallace. Its first edition came out in 1995. Name Alice is translated into: Artificial Linguistic Internet Computer Entity. More information on: <http://alicebot.blogspot.com> (20.12.2011).

evaluation which is the part of the decision making process comprising issuing an opinion on activities through systematic, overt collecting and analyzing information on relevant goals, criteria and values [Ubermanowicz 2005, p. 135].

Paradyż is an example of creating a brand through commercial avatars as well as activities of Ceramika Paradyż Sp. z o.o. and Paradyż Sp. z o.o. on the Internet [Paradyż: <http://www.paradyz.com/>]. On Paradyż website it is possible to select an option of a *virtual advisor* who will try to resolve doubts about the company (Picture 3).



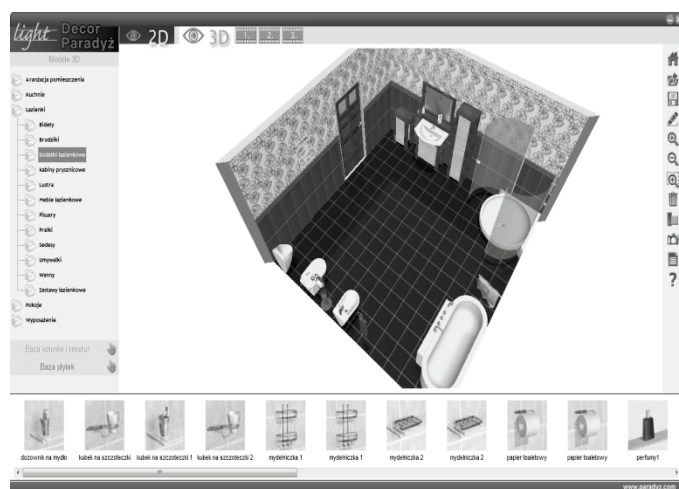
Picture 3. Commercial avatar on Paradyż website

Source: <http://www.paradyz.com/doradca> (access 20.12.2011).

Karolina, commercial avatar is to assist with the selection process and to answer questions about Paradyż brand. Questions can be asked freely or can be taken from the list of frequently asked questions about the price of tiles, location of shops, forms of delivery, warranty, work opportunities and many others. The virtual advisor answers the questions by means of a voice or a text. Visualization of the avatar and accessibility of information have an impact on sales of products on the website and enhance trust towards the company and its products.

Paradyż Group equipped its website with a multimedia programme, Decor Paradyż which allows customers to choose Paradyż products and visualize the interior with selected products. The programme can be installed in a computer or used once from the website (Picture 4).

CAD Decor Paradyż is a complete programme for designing bathrooms and interiors where ceramic tiles are used. The application enables free space shaping by means of tiles, it offers a full valuation of the design, a set of technical documentation for the project executors and the person buying tiles. The Cad Decor Paradyż Programme can make the entire design and the valuation of works connected with designing, arranging and visualizing the bathroom in particular the entire layout of



Picture 4. Decor Paradyż Programme

Source: <http://www.paradyz.com/pro/apps/cad-decor> (access 20. 12. 2011).

tiles (the way they are put, the number of tiles and optimization of the layout). The system can estimate the cost of fixtures and accessories. Thanks to this programme the customer can design a kitchen, a bathroom or a room by himself. One can choose from the range of Ceramika Paradyż tiles and may check out various combinations on different surfaces and finally choose the most desirable one and see its price. The arrangement process runs quickly and leads to a conscious interior design. Thanks to the programme and multimedia transfer a potential customer may familiarize with the product offer and make a purchase both on the Internet as well as in any company store.

The Rzeczpospolita published 2011 ranking of the most valuable brands in Poland. Ceramika Paradyż took the 91st place in this national ranking of the most valuable brands [Raport Rzeczpospolitej... 2011, Najcenniejsze Rodzime Brandy]. This place ranks the company on the first place among producers of ceramic tiles. The value of Ceramiki Paradyż trade mark has been estimated at the level of 144.5 mln PLN. According to the ranking Ceramika Paradyż has been recognized as the most valuable brand among manufacturers of tiles. To compare Opoczno took the second place – 106th position with the brand value of 117.3 mln PLN. The third place – 196th position in the ranking was taken by Tubądzin (the brand value estimated at 47.7 mln PLN).

Having considered innovative methods of creating a brand on the Internet one can say that the high indicator is connected to increasing sales on the Internet and traditional market and measurement indicators are focused on obtaining new resources such as expanding a target market and reaching new customers (individuals

and interior designers). Paradyż brand had noted a growth in brand recognisability as compared to the results of previous years. Brand features such as "prestige" and "perceived quality" have been highly valued.

5. Conclusion

The potential of technology and its application to brand creation in the electronic market is reflected in effective remembering the brand as well as in increasing consumer purchase. The company which is able to make sure that its brand is remembered and recognised by potential customers will achieve a high market position. Despite the fact that the role of the brand as a decisive competitive factor is increasing, few companies are fully aware of it and know how to build the brand. The application of innovative methods of brand creation on the market is strictly related to the sales value of brand products, brand valuation and being recognized by consumers. Appropriate financial expenditure on information technology and its application to building the brand brings effects in meaningful connection between values and features desired in given market areas which results in building a competitive market position. Optimization and adjusting the brand to market conditions and customers' expectations make it stronger. Brand effectiveness to a large extent depends on the synergy with information technology and creation adjusted to the needs of a contemporary consumer.

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INNOWACYJNE METODY KREOWANIA MARKI NA RYNKU A ICH EFEKTYWNOŚĆ

Streszczenie: Wraz z rozwojem technologii i rosnącymi potrzebami konsumentów zmieniły się metody kreowania marki na rynku, a jednym z zasadniczych elementów oceny marki jest jej efektywność. W artykule zostaną przedstawione wybrane aspekty związane z innowacyjnymi metodami prezentacji marki na rynku w celu zwiększenia efektywności sprzedaży. Zostaną zaprezentowane marki stosujące personalizację, AR, a także awatary w celu zwiększenia efektywności zapamiętania produktu oraz stymulacji aktywności konsumentów. Artykuł zostanie wzbogacony analizą innowacyjnych metod kreacji marek Nike oraz Paradyż oraz oceną efektywności tych działań.

Słowa kluczowe: marka, efektywność marki, technologie internetowe, AR, personalizacja, awatary.