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## **BRANDING TECHNOLOGIES AS A METHOD OF GOODS POPULARIZATION**

### *Summary*

The purpose of the study is to characterize and analyze the most common branding technologies and to identify their role in the development of the services market in Ukraine and in the world. The article analyzes the influence and significance of branding technologies in the modern competitive and supersaturated market with goods and services. The concepts of «brand» and «branding» are characterized, the main stages of the process of their formation are highlighted. The main branding technologies in the services sector were reviewed and highlighted: «brand essence», «total branding of Thompson», «brand alignment process» and «GralIteo». As an example, there is a comparative table of the cost of global and domestic brands, the reasons of their decline and growth are analyzed compared with previous years. On their example, there are characterized the influence of branding technologies on the brand value and trends in the development of the brand in the global fast-growing market.

The main method of research in the article is an analysis. This type of analysis and synthesis makes it possible to know the phenomenon, but for penetration into its essence, it is insufficient. Consequently, in this state we have investigated the role of branding technologies in shaping the attitude of potential consumers towards a particular product or service. We have studied four main branding technologies, which today are widely used by well-known domestic and foreign companies. After analyzing them, we can conclude that each technology aims to form a positive image and representation of the brand to the consumer. In our opinion, «the essence of the brand» is the most effective technology, because it allows us to form a strategy for further development based on the feelings and attitudes of people towards the brand. Also, considered the rating of the most successful world and domestic brands, we saw that their annual development is primarily due to the introduction and application of branded technologies. With that in mind, the search for new brand tools and strategies for the development of brands is an integral part of the successful functioning of the economy and the country.

**Keywords:** brand, branding, technologies, market, goods and services, growth, decrease, popularization.

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