

## **THE BRANDS' HEROES – THE GIANTS OF FUTURE**

It is known that people are identified by their clothes. This statement is also true for companies. Their clothes are their labels called brands. They are always specific and unique. Brands are the main identifiers of any company which can lead it to success or failure.

The main distinguishing characteristic of any brand is its identity. It is the outward expression of a brand, including its name, trademark, communications and visual appearance. The identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand, and by extension the branded company, organization, product or service. It is a customer's mental picture of a brand.

There are a lot of different brands with different images and messages to their consumers. Some brands can achieve success and prosperity, and the other ones can achieve failure which sometimes leads to bankruptcy of the company. People say that they remember brands with a character better than usual logo. Very often, it should be not only ordinary character, but something unique, unusual and sometimes fantastic.

It is known that a brand should be associated with a product which it advertises. Coca-Cola, for instance, is associated with its legendary famous Santa Claus. Coca-Cola's Company Christmas advertising began in the 1930-th, but their popularity still affects us today. The main colours of Coca-Cola Company are red and white, and they focus the spotlight on the fact that Santa wears red and white colours.

M&M's were originated in the United States by Mars Corporation in 1941 and are now sold in as many as 100 countries. These funny, colourful and interesting candies-characters attract not only children's attention but also their parents and other adults. People from different countries always wait for a new interesting and as usually unusual episode with five “spokescandies”.

Every child knows what Kellogg's Frosted Flakes is because they know about Tony the Tiger who is the advertising cartoon mascot for breakfast cereal. Tony is the character who has spanned several generations and become a breakfast cereal icon. Everything in Tony attracts people's attention: his voice, style, appearance, behaviour, sense of humour etc. However, Tony is not only children's favourite character, but also their parents'. Tony frequently appears in American commercials as an animated character in a live-action world, frequently with his drawn image rotoscoped over a live character, such as an extreme sports athlete, allowing Tony to not just appear in

live-action, but interact as well. Besides, Tony the Tiger was never limited to American Cereal boxes, appearing on Kellogg's European brand cereal boxes.

People have specific associations with Michelin Company. The main brand hero of this company is one of the world's oldest trademarks called Bibendum. This friendly fat, strong and humorous man can evoke only positive emotions which create a good mood for people. The main interesting thing is that not only men are interested in this character but also children because Michelin Company's commercials are some kind of a cartoon.

In Ukraine, children and adults know not only this popular and delicious lemonade, but also its brand characters. "Zhyvchyk" with its funny, positive and nice fruit is one of the most popular and favourite trademarks in the country. The commercial of this company is a real cartoon which attracts a lot of children's interest and attention.

The brand's characters are real heroes and giants of our future, because they are the main identifiers of company's face and its identity. Companies can have a lot of different bosses, but the main boss of any company is a brand which obeys consumers.