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Conference Paper

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Provided in Cooperation with:

The Research Institute for Agriculture Economy and Rural Development (ICEADR), Bucharest

Suggested Citation: Udrescu, Mircea Alecsandru; Buiga, Andrei (2013) : Brand: Image of recognition of entrepreneurial synergy, In: Agrarian Economy and Rural Development - Realities and Perspectives for Romania. 4th Edition of the International Symposium, November 2013, Bucharest, The Research Institute for Agricultural Economy and Rural Development (ICEADR), Bucharest, pp. 183-190

This Version is available at:

<https://hdl.handle.net/10419/111584>

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BRAND - IMAGE OF RECOGNITION OF ENTREPRENEURIAL SYNERGY

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Abstract: *Brand represents reputation of offer. Branding means cultivating the reputation of offer. But brand and branding are synergistic actions of entrepreneurship, a combination of vision and promotion strategy of offer by the management team. Brand is a reputation of something as a result of the actions taken by someone interested. Many beautiful places of nature exist in different parts of the world, but also in the tourists minds, because their beauty and perfection is always maintained by the unequalled creator: nature itself. Likewise, in society, products and services become brands, as far as the one who produces aims to achieve the highest level of customer satisfaction through quality of supply. That is why, the reputation originates from fulfilled pleasure. And such a state is felt only if the entrepreneur creates unique value for the customer and make things better than the competition. This is how social success is built up. We believe that the country brand is the way in which Romanians travel around the world and how they treat their guests. A country brand can't be built up with a leaf and a marketing campaign, although it is a tourism brand, but money, that could have been used for a better purpose, were certainly spent in a lamentable way.*

Key words: *brand, branding, product, mark features, quality, needs, desires, requirements, competitiveness, satisfaction, pleasure*

INTRODUCTION

Ever since the beginnings of a business were related to the identification of the need which was intended to be satisfied in terms of competitiveness. Social needs and product or service formed and continue to form the inseparable binomial of social and economical becoming. Throughout time social needs, products and services have greatly diversified, dynamic balance between them being managed by market principles. In the market, the need manifests itself through desires and requirements and the offer manifests through products and services. As the social division of labor became more evident, the productive force became greater.

Therefore, producers, in order to customize the offer, applied to the use of mark in order to identify products. Thus generic products began to be overcome by the branded products in terms of quality. In essence, the brand made and makes possible an easy identification of products and services characterized by a certain quality performance, which can underlie customer satisfaction.

1. BRAND AND BRANDING - BUSINESS MANAGEMENT MAJOR CONCERNS

Marketing, as theory and economical practice appeared and developed as a necessity to identify customer needs and to manage the production and sales, so that customers can enjoy maximum satisfaction, while avoiding general social wealth losses caused by overproduction. But brands have greatly diversified. Now, each product or service may be represented by a lot of marks. Therefore, as well now as in the near future, communication efforts of supply are linked to brand, as regarding reputation and linked to branding as a conscious action to create and assert a reputation.

It is already estimated that branding is vital for any organization and any business as it follows: "Brands underlie most organizations. Brands are your reputation – what you represent in the minds of your customers, as well as in the minds of your investors. If you have a bad reputation, then it will be difficult to reach your business goals. If you have a positive reputation, it will have a visible impact on your future profits (Don Sexton, 2012). " Since the brand is not the product or service, but what the product or service represents in the consumer's mind, an image or state of mind, then branding appears as a process " of creation and management of associations which generate images and feelings about a brand. Associations are transmitted through signals. Branding is the process of creating the signals which are communicated to the consumer through what is different and relevant to the brand. (Allen Adamson, 2006) "

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If the brand is what remains in the minds of consumers after they become aware of a product or a mark, through observation, buy or use, then that memory regarding it is maintained through brand signals, signals attributes and associations which are in the consumer's mind.

So, first of all, the brand signals are given by the product and then the product name, logo, color, shape and so on, and everything that customers associate with that company. Signals attributes cover all the things that are in the customer's mind as a response to the appearance of a brand signal. Associations express all the connections between brand signals and attributes related to it through thoughts, feelings, emotions and so on, which are in the consumer's mind.

In essence, branding is the process of developing the positive image of a product, in essence its reputation, and brand is the mark or product that cultivate an increasingly better reputation. This is why the brand remains with a particular image in the minds of consumers because the image was initiated by a business management, as a future business vision. Connections between need, product, mark and brand are shown in Fig. 1.

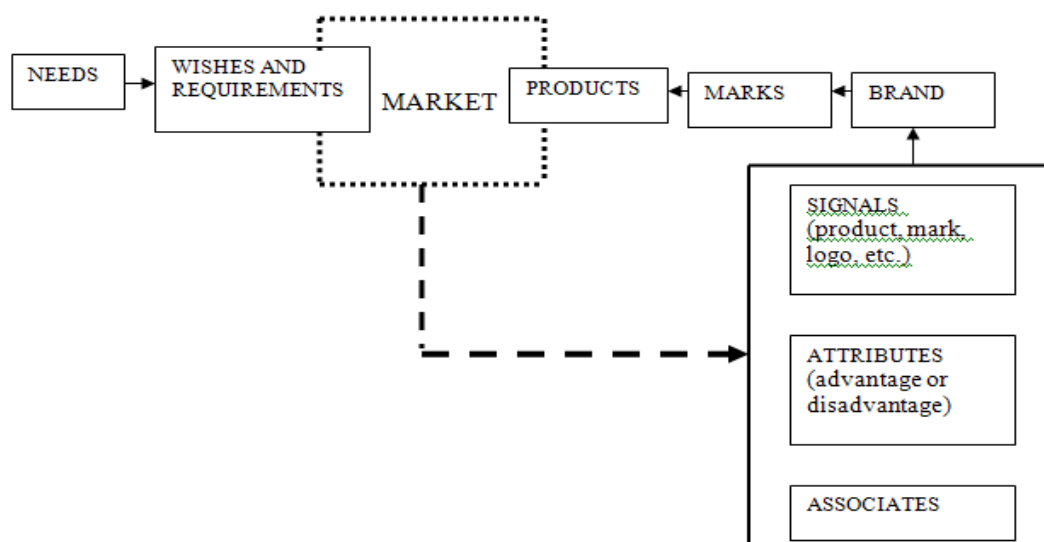


Fig. 1: Configuration of brand in the market

From the description above results that products and brands measure up to desires and requirements, meaning certain needs. It is characterized by something tangible, size, dimension weight, color, functionality, etc.. Possibly being identical, products and brands are able to diversify choice. In case of travel, the need for rest gets us to the idea of a hotel that provides various services. In any larger city there are hotels that offer similar services at profitable prices, that make the choice more difficult.

Hotels do not exist in the minds of the consumers, but on the field, in their locations. A specific hotel brand is on the field, but also in the minds of consumers, representing something, a good or bad memory, which simplifies the choice, being preferred the one whose level of satisfaction or confidence level is most convenient. This simplifies and differentiates brand choice.

Product and mark are elements that justify past businesses, the brand is what gives perspective to a business. Therefore, the businessman who is not interested in the brand is not interested in the future of his business. The brand enjoys the most interesting associations, thoughts and emotions, that justifies the purchase decision. Brand does not mean advertising. That can be a brand signal. But even the best quality advertise can make products and brands fail very quickly. A professional commercial can persuade some consumers to buy the product, or at least, try it, but if

it have defects, the buyer will treat it with indifference or discontent, in the future. In the market, the buyer buys the product over and over again only if it generates increasingly higher satisfaction.

Business management involves vision and managerial strategies. Successful coordinates of business management are related to how product quality, value perception and branding are monitored. All this are reflected in reputation. And reputation must be constantly consolidated. A consolidated reputation means efficient management.

Brand is the reputation of an offer. Branding means cultivating the reputation of offer. But brand and branding are synergistic actions of entrepreneurship, a combination of vision and promotion strategy of offer by the management team.

2. BRAND - IMAGE OF ENTREPRENEURIAL SYNERGY

Brand is a reputation of something as a result of the actions taken by someone interested. Many beautiful places of nature exist in different parts of the world, but also in the minds of the tourists, because their beauty and perfection is always maintained by the unequalled creator: nature itself. Likewise, in society, products and services become brands, as far as the one who produces aims to achieve the highest level of customer satisfaction through the quality of supply. Therefore, the reputation originates from fulfilled pleasure. And such a state is felt only if the entrepreneur creates unique value for the customer and makes things better than the competition does. This is how social success is built up.

Brand means much more than starting a business and proposing an offer. It means continuous development of performance, of competitive advantage. This represents a business that starts and develops, becoming more appreciated. Such an event involves principles of entrepreneurial culture, the motivation of all whom are involved in actions that make possible all the transformative processes of resources in satisfaction.

At the beginning, the successful entrepreneur is not thinking about earning, but he starts the creating action of products or services from the universal principle, according to which the greater is the effort made by the consumer in order for him to be satisfied, the greater can be the resulting profit from the projected business.

The entrepreneur is the one who have the vision of the business, the one that solves all the aspects of resources to be engaged in the creative efforts and harmonizes the efforts of all employees to give shape to success. So the entrepreneur becomes the catalyst of the synergetic action for the cultivation of the idea of performance product or service, source of synergistic energy by which the brand is installed and developed.

Entrepreneurs are seen as people looking for opportunities to sell, but also the one who has any managerial and marketing knowledge and knows that what it sells is only necessary, it is desirable and may be required in the current market conditions. Thus, entrepreneurs innovate in bringing value to customers, and pleasing shareholders; the brand, product or service vision is the starting point of the creative effort. At such times, entrepreneurs know what the unique commercial offer will consist in designed to bring satisfaction both shareholders and consumers.

The brand that brings satisfactions is the treasure to be discovered. The chosen path to get it represents entrepreneurial strategy. Schematically, the harmonization between entrepreneurial vision and strategy results from Fig. 2

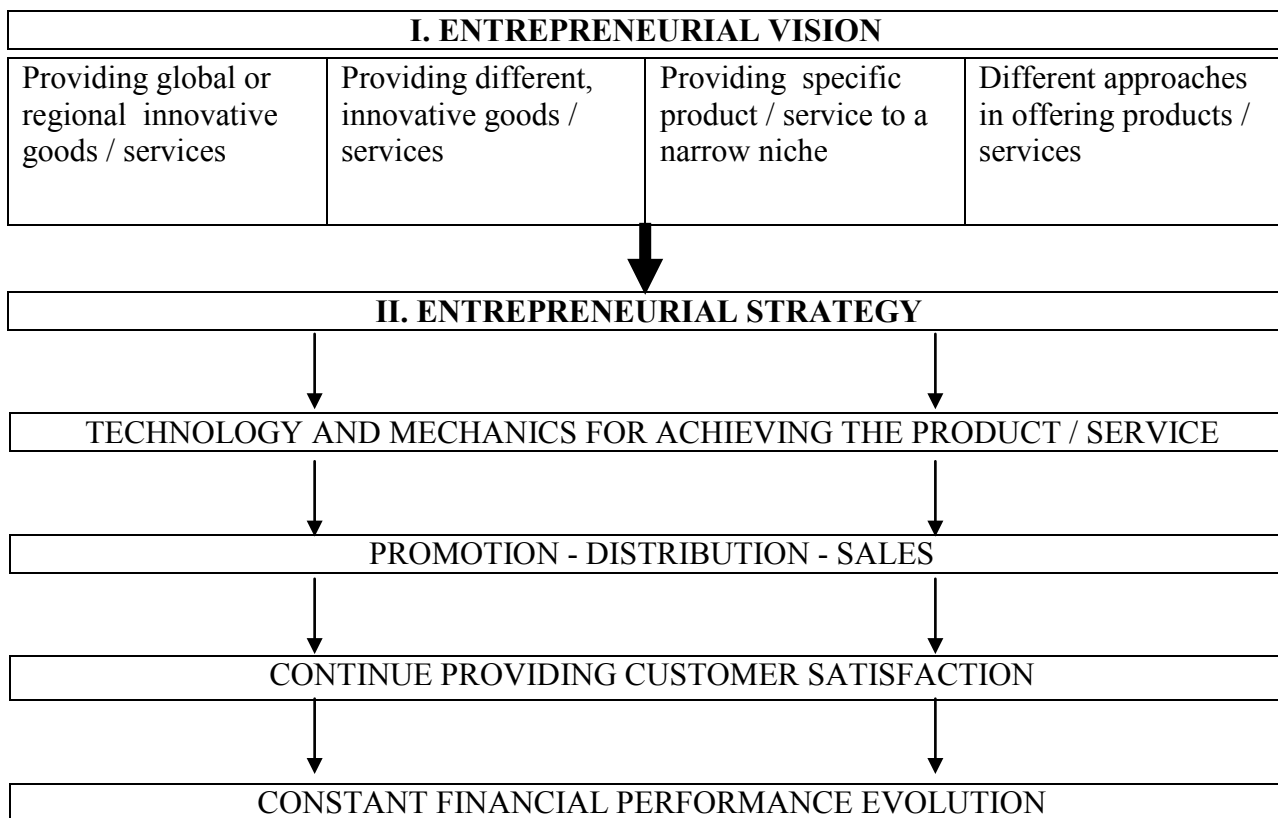


Fig. 2: Entrepreneurial strategy for achieving a brand

Entrepreneurial vision and strategy involves objectives, resources, processes, transformative processes, plans, all with a certain running time. That is why vision and strategy are not processes that once started they slide. They must necessarily take into account the environmental changes, so that result - the product or service – to be an excellent one.

From now on the daily processes to coordinate efforts in order to achieve the vision are starting, while the entrepreneur keeps a close look on the entrepreneurial synergy dedicated to the declared common goal.

From now on, behavioral moral principles will be implemented, in order to guarantee success. These take the form of cultural rules like "Do you want to travel first class when you travel for business? Yes. Try at Morgan Stanlex. No. Amazon executives travel in economy class." or "build the strategy on principles that do not change - for Amazon, selling lipsticks, tractor seats... is all part of one big plan with three big constants: offer wider selection, lower prices and fast, delivery. " or "Be obsessed with clients - Early on Bezos brought an empty chair into meetings so lieutenants would be forced to think about the crucial participant who wasn't in the room: the customer. Now that surrogate's role is played by specially trained employees, dubbed "Customer Experience Bar Raisers." When they frown, vice presidents tremble (Barbu, 2012).

Products and services become brands insofar as each employee contributes to their structural functional and advertising configuration. Entrepreneurial synergy accelerates the process of achieving the objective specified by vision, and any imperfection is reflected as a dissatisfaction in consumer's mind. That is why only the synergic action represents the success guarantee in creating brands. And guaranteeing the performance of a ny product through collective effort, means the transformation of the name in renown, means to add a critical, intangible characteristics to a product for the future of the business: reputation.

3. COUNTRY TOURISM BRAND - AS A SYNERGIC ACTION

If the brand is a name, a picture, a sign, etc. through which we distinguish one product from another, at the rhetorical question "What is the brand?" Allen P. Adamson, the famous branding manager, replied: "It is something that lives in your head. It's a promise that links a product or

service to a consumer. Whether words, or images, or emotions, or any combination of these three, brands are mental associations that get stirred up when you think about or hear about a particular car or camera, a watch, a pair of jeans, a bank, a beverage, a TV network, an organization, a celebrity, or even a country. (Adamson, 2006)" The brand is not only the mark, is what remains in the ideational and affective plan, in consumer's mind and hearts after it had consumed or used the product. It is the reputation of the product sold under a particular mark.

For example, Mamaia is a city in Romania, is a resort on the Black Sea, but as a brand, for some it is a certain state of mind that links sunny beaches, clean sand, warm water, an elegant nightlife, tennis courts, select restaurants, promenade, performances on the sand, order, safety, discretion, etc. Such brand becomes strong only if the majority of people make such associations, not others.

From here emerges the idea that, in order for a brand, this integrated assembly of words, images, feelings and emotions, to be successful, it is necessary to be different from the competition in the minds of the consumers, and this difference must be increasingly relevant. In the name of this differentiation, people use brands as a catalyst when they make purchasing decisions. For this, they need simple ideas, interesting and honest, to be connected in the minds of consumers to support their own product in front of all other tests.

Hence, the success of a brand derives from the identification of what must be sold under the brand name, from the proof that what sells is different from the competition and from the conversion of this difference in ideas or interesting emotion that can motivate consumer's entire business ensemble related to the mark. It is very important that the brand promises made to consumers to be completely different from other brands. However, "The best brands are different from other brands of the same category by communicating, and respecting this promises. Ideas on which brand is conceived can be based on a different way of thinking about one particular product or service, or can be completely unique - something people have never seen. A good brand is able to transmit to consumers elements that make it different and why it is better than others. Good idea the brand manages to do both. (Adamson, 2006)"

The products, as well as marks, are similar, but different among them. That is why any management must provide consumers a simple significance that differentiates its product from others and attracts people's interest. However, product, mark or brand management must be very careful because the difference just for its sake not bring commercial gain, but rather brings other financial issues. Hence, a product or a brand which is not interesting for buyers will not have to find commercial support through a policy brand, on the contrary, the financial losses will increase.

For the brand to be successful, business strategy must be connected to the brand idea, so the success of a brand depends on the experience that it can offer. Any brand idea becomes irrelevant when you can not fulfill the promise behind the brand idea. If the idea of brand promises wonderful evening promenade, a photo of two young people holding hands is not enough, if parks are not there, walkways, benches, floral arrangements, cleanliness, safety, etc.. Therefore researchers in the field argue that the "simple and different ideas are parts contributing to the successful equation of a brand. The need to know if the organization that represent the brand has the resources, services and people they need to support these ideas is another aspect that matters. Brand idea must represent what you can really offer. Before setting a simple and differentiated brand idea, before developing a strategy to convey this idea, make sure that you have all that is necessary to give life to the idea. (Adamson, 2006) "In the particular case of a brand and a mark, product is the supreme condition on which the two commercial approaches are based and that gives hope to the business plan of the company.

Mark differentiates products, and brand differentiates ideas that come from the essential characteristics of the brand, because the brand is a set of mental associations that are created in people's minds, related to the essence and product details, which aims to stimulate buyer's purchase decision. The brand of a product is the mission of the management team, that connects in a coordinated effort marketing specialists, functional departments of the company, all its employees, plus research, production, promotion and distribution, both their own as well as those of

cooperation. Brand is the idea in which the client can trust. The hope of a good brand is maintained by how it can answer the following questions: What problem is solved? What is the uniqueness of the product and the brand? Who is interested in this specific difference? Is the number of people interested in the product high enough so that the effort to create brand can lead to profit? Is the business strategy able to sustain the effort to differentiate the brand? The brand is the idea, but the hope of a well made business comes from the conduction of the idea to many consumers, with obvious economic results. In this regard, experts are warning that brand may not be a magic formula for success and a big effort to create a brand without a good product, turns into a façade enthusiasm and its bill can be disappointing.

Such an approach, in which success is questionable, is related to the famous "tourism brand of the country." Before proceeding to the creation of a tourism brand of a country, it started from the error that Romania is, by name, the recognized country brand. But mass media did not hesitate to show that we are far to assume such a national social project in this direction. At questions about what Romania represents for its own inhabitants, they received responses like: is the country where we live, the country where we were born, country in which one can't live, a country with potholes, a land where everything is possible, it is a beautiful country-too bad it's inhabited, country where people die of hunger, country with generalized corruption, country which buried the tourism.

Without taking into account the overall negative perception, has been begun with an incomprehensible rush the achievement of the "country's tourism brand", of the idea, of key message etc.. to catalyze Romanian's and foreign tourist's emotions to desire to turn Romania into a generalized tourism destination, especially of those who want ecological tourism, aiming to achieve certain economical advantages.

If we consider Romania as a great organization, we understand that the assembly of this brand was supposed to be done by specialist teams of national and international recognition, for engaging all administrative managerial levels political, social and legislative, and the final message should be assumed with interest by most citizens of the country.

Also, a "national tourism brand" should necessarily find the specific difference in the field towards the tourism of the countries compared to us, relevance of this distinction, the value of this distinction, and, of course, the level of knowledge of the value and differentiation, with an estimate evolution in time of the relationship difference-relevance and value-knowledge.

Studies show that the extremely strong B2B brands not only hold high brand awareness but they also have high understanding and positive feelings about their products or services in their key audiences (Carney, 2004).

In fact, for any country, its tourism brand is a major action that synergistically engages all national components that contribute to define the product, mark and, ultimately, the brand, the wanted reputation. A touristic brand is built on a number of trails on a number of tourist attractions, the transport infrastructure, the infrastructure of entertainment, a certain level of comfort etc. It is possible to built up a touristic country brand, without having any alternative brand to support the aggregate? We believe that the country brand is the way in which Romanians travel around the world and how Romanians treat their guests. A country brand can't be built with a leaf and a marketing campaign, although it is a tourism brand, but money, that could have been used for a better purpose, were certainly spent in a lamentable way.

From ignorance or bad faith, those responsible with promoting Romanian tourism didn't reflected on a principle made public by Jeff Bezos: "In the old world, you devoted 30% of your time to building a great service and 70% of your time to shouting about it. In the new world, that inverts. Amazon's ad budgets are surprisingly small for a retailer of its size. Bezos believes old-fashioned word-of-mouth has become even more important in the digital age— so he prefers low-key process improvements that are meant to get happy customers buzzing. (Forbes, 2012)"

Since Romanian co-nationals fill the pages devoted to the negative aspects of Western publications, since foreign tourists put their lives in danger to get from the airport, to the nearest town, since the hotel services are vague promises, since transport infrastructure barely edges into the rudimentary appellation since instead of the beauty of nature and traditional dishes tourists

found two star hotels that charge as a four or five stars hotel, waiters begging undeserved tips, dirty beaches and rivers hidden under rubbish etc. then this tourists feel frustrated by the commercials that lied them and, of course, they will tell friends about their adventures, that will make the effort to create a national brand to have unwanted effects.

Since the product, tourism has no comparative quality characteristics with those of neighbors and others, efforts to impose reputation through lies are doomed to fail from the start. To create spots with Ilie Nastase, Nadia Comaneci and Gica Hagi, Romanian tourism officials had paid the fabulous sum of 400 000, plus 2 000 000 EUR for the purchase of advertising space on foreign television. In fact, attempts to promote our country were perceived as political forms of fraud of public funds, since the commercial results have been disqualified. The album printed in 97 000 copies in the campaign "Eternal and Fascinating Romania" had cost six million dollars and brought as compensation only smiles and awkward thanks. The "Fabulospirit" campaign intended to change the image of Romania in the EU, has no results but Romanians had paid over three million euros. The "Romania always surprising" campaign also has cost us \$ 1.7 million and it hasn't brought us more tourists. Since brand promises have not been fulfilled, tourists noted unfulfilled promises and searched better travel products at neighbors (A.Lupu, 2009). In fact, to promote internal tourism, the state spent huge sums every year but the results were insignificant. Advertising budget at rate-card spent by Romania in internal campaigns (press, radio, TV) is presented in Table no. 1 (P.Barbu, 2012).

Tab. 1: Advertising budget to promote internal tourism

YEAR	GROSS AMOUNT (EURO)	NUMBER OF INSERTS
2008	622 000	618
2009	2 281 000	2 044
2010	6 284 000	3 155
2011	9 308 000	11 455

Anyone can ask himself why the number of Romanian tourists increased with only 16, 9%, attending to a growth of 48% in 2011 of the advertising effort compared to 2010?

If for an entrepreneur, the brand is the synergistic result of entrepreneurial culture of all employees that contribute to the creation and polish of good reputation of the product, so, country brand is the synergistic result of those who contribute to refine the product, citizens and institutions which must combine their efforts to give glow to the national image.

This challenge appertains to civic convictions, based on faultless morality, inspired by responsible governmental institutions. Romania, like other countries, has its own beautiful natural places, it has olympical and global champions, it has good quality products, but all of these must be included in a symbolical aggregate, by narrowing negative aspects: thefts, beggars, small doggeries, sloppy roads, especially by eliminating the indifference gestures towards the great moral values of humanity, as we can see in the following example: "In a few days, Menuhin had got to leave Romania at the break of dawn from Baneasa Airport, after assisting a concert of Madrigal group, lead up then by Marian Constantin. He was 83, but he accomplished his schedule with the cheerfulness of a 50 year old. When he saw Constantinescu, who came to greet him as well as he was leaving, he reproached with being up to the lark just for him. They had a talk in a small chamber beside the guest hall, that remained locked because the responsible servant hadn't woken up in time to bring the key, Menuhin only asking for a cup of tea, which he tasted from a plastic glass. When the responsible servant to unlock the guest hall arrived, Menuhin refused to leave from the stairs which redounded him as a chair, by only telling the hosts that even though he switches the place, the tea remains as good as always (Catalan, Barbu, 2013).

Of course the tea has the same flavor, but the institutional and individual reputation had to suffer. This is why country brand needs a synergetic action of simple people and institutions, in the system of responsibilities and motivation, that is built up on moral values. Otherwise, brand advertising passes from the most appreciated product into the undesirable one, leaving behind only regrets and many unanswerable questions.

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