



A NEW PARADIGM OF MARKETING – THE AESTHETIC PRODUCER'S BRAND

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ABSTRACT:

The paper describes the selected questions connected with building of the producer's brand for example metallurgical company. In new economic situation in Polish market steelworks plants put in order their old identity system, and add new marketing elements. The identity system consists of both visual factors (logo, logotype, advertising slogans, cards ID, etc.) and non-visual factors, such as personal contact, personnel's behaviour and manners, general opinions on the company's activity, successes and failures. Modern steelworks plants in Polish market advertise in TV, magazines, catalogues, Internet (www), during local and international fairs. Advertising materials (folders, brochures, etc.) refer to the colors and image of the company. The marketing activities create the new and aesthetic company image.

KEY WORDS:

image of steelworks plant, corporate identity system, aesthetic producer's brand.

1. SOME VISUAL AND NON-VISUAL MARKETING FACTORS OF THE PRODUCER'S BRAND

According to definition of The American Marketing Association, producers create brand to distinguish themselves. The primary component of the producer's brand is its name. There is often a question if it is better to use a full name or an abbreviation only, what type and colors are to be chosen to note the name of the company. A symbol of a metallurgical enterprise is a logo or logotype. Both logo and logotype are a graphic symbol of an entity. The logotype is a name of a subject written in a particular way, i.e. a specific typeface, in accordance with previously accepted colors of the system. The logo can be symbolic, abstract, inspired by letters and numbers or heraldry.^[1]

The largest metallurgical enterprise in Polish market - ArcelorMittal Poland has a logotype based on the proper name ArcelorMittal (fig.1). Polish steelworks plants belong to global concern – ArcelorMittal.



Fig. 1. Logo ArcelorMittal [6]

Designing a logo, the colors must be skillfully selected. The sort of colors used for promotional products is not irrelevant for the company's image. In the ArcelorMittal dominant orange and white colors.

Creating its image, metallurgical company also use advertising slogan to facilitate remembering the enterprise. The ArcelorMittal Poland Company uses a slogan "Shaping the future of steel". [6]

An important component of the producer's brand in metallurgical company is headed notepaper and occasional print. The system of steelwork should determine sort and size of the type and how the company's name, address, telephone and fax number should be arranged on the documents. The sort of lettering is equally important. Among different sort of lettering, the most dominant is a simple, legible and bold type. [2]

Business cards, workers' ID cards, inscriptions on the doors are also very important factor of producer's brand. Every employee keeping in direct contact with customers needs to have the business cards and wear the ID card. The example of ID card should be defined in the book of standards and copied in accordance with the example previously accepted. [2]

The next element of the identity system is the company marks on the means of transport (delivery vans – symbols on the doors or semi trailers).

The flags of iron and steel foundries also became very important element. The flags are still in use during the ceremonies due to emphasize their sublimity (for example "Steelworker Day" that is celebrated in May every year in Poland).

TABLE 1. Some visuals marketing factors of the producer's brand [2]

Component	Characteristics
Logotype	It is a company's name presented on the website, headed notepaper, information boards, signboards and advertising materials.
Colors	Black, grey, silver, red, yellow, orange, blue, navy blue, white.
Lettering	Steelworks use simple, legible and bold type.
Headed notepaper and occasional print	Most often it is white paper with the company's name, address, telephone and fax number. Vignette should be on the top part of the print.
Workers' ID cards	They are worn by employees who work in the marketing departments.
Door titles	They contain the name of department and of people working in given room. They have uniform layout and sizes.
Uniforms	They are worn by employees who work in the production departments. Headquarters workers have to wear official clothes.
Business cards	They are used by enterprise management staff and people who have direct contact with clients and company's partners.
Cars designation	Company's name and address, teleaddress data. Information is put on cars sides and back, also on the semi trailer.
Information boards	Their contain: full company's name, logo, teleaddress data and department name. They are put on the department areas, on the company's buildings and inside of them.
Signboards	They are put on the buildings and entrance. They contain full company's name and / or logo.
Signposts	They contain: printed company's logo. They are put on the approach road to each department along with other company's road signs.
Labels	They are put on metallurgical products; they include the most important information about the product.
Advertising materials	Folders, brochures, catalog. Dominant colors are grey, black, navy blue and blue.
Gadgets	Pens, calendars, key rings, stickers, etc. All of them with company's logo.
Flags	Presented during important events and metallurgical ceremonies.

There are advertising gifts and advertising materials in the building of producer's brand too. Advertising gifts, i.e. gadgets which are small objects with a symbol of the company distributed in order to produce a positive association connected with the company. Advertising materials such as folders, brochures, directories, calendars, and albums should refer to the colors and image of the company. The metallurgical company ArcelorMittal Poland unifies the layout and colors of advertising materials with dominant orange and white colors. Besides it uses grey and silver (color of steel). [2]

All visual factors should be aesthetic and ordinary. The sort of marketing tool depends on a task to fulfill. Folders, directories and brochures are designated for a customer searching for information about the company. Albums and metal castings are destined for a small quantity of people on managerial positions, historians, politicians or businessmen. Cheap gadgets like pens, key rings, notebooks are designated for bulk consumer. Even in case of cheap gadgets, it is necessary to maintain harmony, good quality and originality. Advertising materials badly designed and made can destroy positive image of company, instead of creating it.

There are also some non-visual factors influencing the company's identity, such as personal contact (during negotiations, meetings, by telephone etc.), personnel's behavior and manners, general opinions on the company's activity, successes and failures. All these activities create a notion of the company culture as a system of significance accepted by its members, which distinguish it from other organizations. Culture must be learnt by passing it down in different forms such as rituals, symbols and language. The culture exerts a profound influence on company employees' behavior. They have to possess basic ethics in order to create the proper culture [3].

2. THE AESTHETIC STRATEGY IN THE METALLURGICAL COMPANY.

The aesthetic strategy is a new sort of strategy applied during the management process. Its feature is to create the corporate identity, put into practice the strategic purposes and company culture using visual means. The uniform image facilitates remembering the entity.^[4] Therefore the metallurgical companies also start preparing a uniform system of identification among many other business entities.

The image of metallurgical enterprise is changed. Modern companies aim at customer-orientation business. This new image improves contacts with business partners of the entity; its communication process becomes clearer, simpler and the uniform image is easy to remember. In steelworks plants the departments of human resources, marketing and public relations are responsible for unification of material elements of the corporate identity. The new aesthetic strategy is based on harmony of all elements of the producer's brand.^[4]

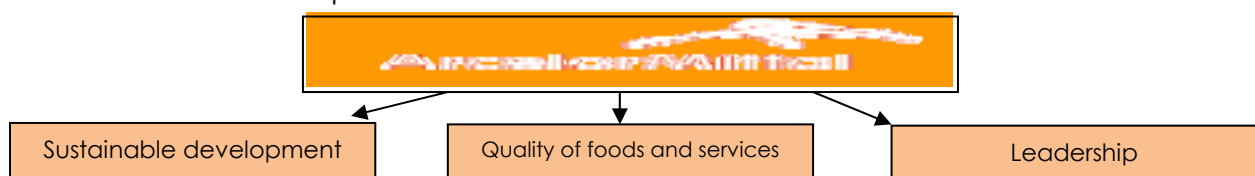


Fig. 2. Components of brand for example global metallurgical concern ArcelorMittal [6]

To create such strategy the company should analyse old image and change it when the market situation changes. For example ArcelorMittal tends towards:

- ✚ sustainable development,
- ✚ product quality,
- ✚ leadership (fig.2).

Some steps that companies should realize to build the new aesthetic strategy and create new image of steelworks plants: ^[4,5]

- ✚ analyse of old image and company brand (position in the market, changes in the market, opinion of clients about producer's brand, etc.)
- ✚ benchmarking (how competitors build their brands),
- ✚ strategy of building of the new brand,
- ✚ composition of visual and non-visual factors,
- ✚ new elements and old elements in changed uniform,
- ✚ promotion changed producer's brand.

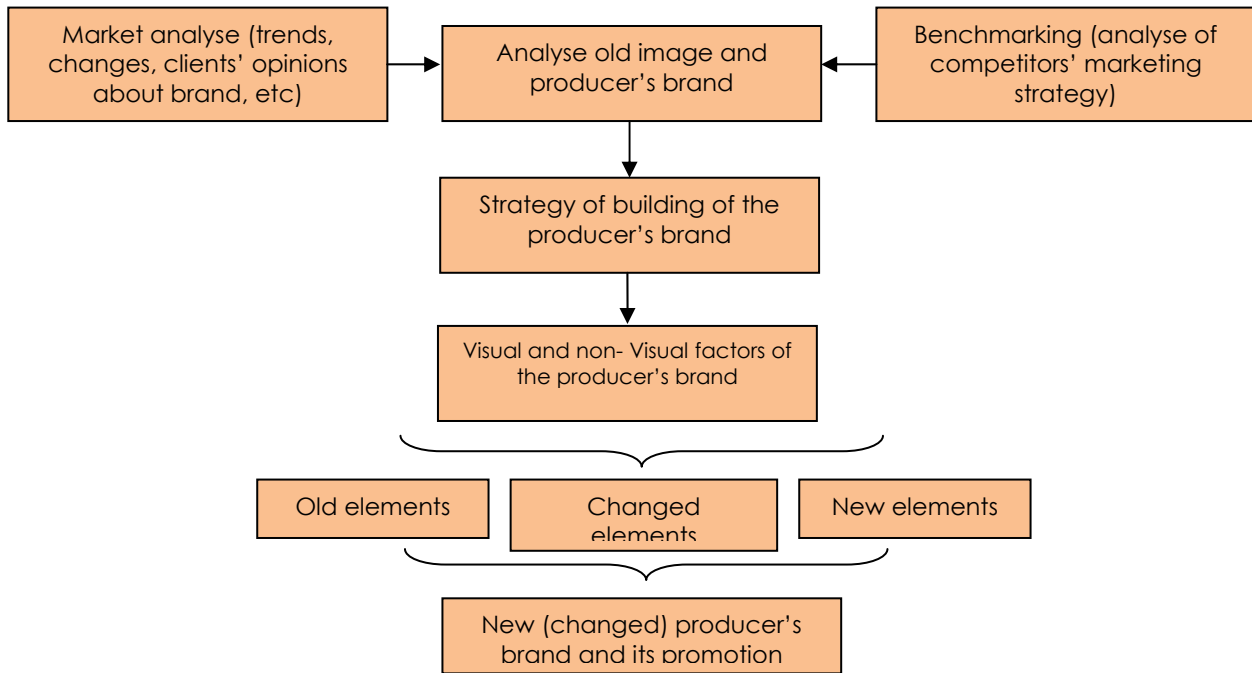


Figure 3. Strategy of building of the new producer's brand – schedule of steps

3. CONCLUSION

The aesthetic strategy of modern companies is changed. New elements of company identity are created. Development of marketing theory of marketing practice causes that new criteria of aesthetic strategy are formed. Enterprises continue improvement of their brands in all areas of their activities so in marketing too. In the future new elements of producer's brand can be created. Metallurgical companies in Polish market create new image to be more competitive in it.

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