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Holik Oksana

PhD (Social Communications),
Associate Professor at the
Department of Journalism and Advertising,
State University of Trade and Economics
ORCID: <https://orcid.org/0000-0002-0239-9292>

Sidielnikov Danylo

PhD in Marketing,
Assistant Lecturer at the Department of Marketing
State University of Trade and Economics
ORCID: <https://orcid.org/0000-0001-5902-016X>

Голік О.В.

кандидат наук із соціальних комунікацій, доцент,
доцент кафедри журналістики та реклами
Державного торговельно-економічного університету

Сідельніков Д.С.

доктор філософії з маркетингу,
асистент кафедри маркетингу
Державного торговельно-економічного університету

BRAND PARTNERSHIP BASED ON THE PRINCIPLES OF SOCIALLY RESPONSIBLE MARKETING

БРЕНД-ПАРТНЕРСТВО НА ЗАСАДАХ СОЦІАЛЬНО-ВІДПОВІДАЛЬНОГО МАРКЕТИНГУ

The information age poses new challenges and tasks for business entities, and given the rapid change in consumer demands, adaptability and efficiency in decision-making by companies and brands, the success of their operation in the national and foreign markets is often determined by their brand. That is why the study of the phenomenon of brand partnership on the basis of socially responsible marketing as an effective tool for creating sustainable competitive advantages and increasing consumer loyalty is a priority and extremely relevant. The considered theoretical foundations of socially responsible marketing, its impact on brand reputation and formation of long-term relationships with the target audience have become the basis for their successful application in the practical activities of Ukrainian jewelry brands. Particular attention is paid to the mechanisms of partnership between companies implementing joint social initiatives, in particular in the field of ecology, sustainable development, charity, volunteering, patriotism, national identity, barrier-free access, etc. Examples of cooperation between jewelry brands and other brands, media personalities, government agencies, and charitable foundations are considered. The article also analyzes successful cases of brand partners based on socially responsible marketing before and after the full-scale invasion. The events of 2022 undoubtedly highlighted socially important issues that, unfortunately, were not in the focus of brand partnerships. It is important to note that the cases of cooperation between jewelry brands and other brands, media personalities and government agencies are developing a thematic palette of patriotic struggle, volunteer initiatives and charitable activities every year. In addition, there is currently a return to social initiatives for the sustainable development of the Ukrainian state and the democratic world as a whole. Recommendations for optimizing the mechanisms of interaction between brands in the context of socially responsible marketing are proposed. It has been determined that the concept of brand partnership through the prism of socially responsible marketing as a strategy that helps to strengthen the image of companies, increase their competitiveness and build consumer confidence is effective and in demand.

Keywords: marketing, partnership, socially responsible marketing, affiliate marketing, brand.

Інформаційне сьогодення ставить перед суб'єктами господарювання усе нові виклики та завдання, а враховуючи швидкоплинність запитів споживачів, адаптивність та оперативність у прийнятті рішень компаніями, брендами часто визначає успішність їх функціонування на національному та зовнішньому ринках. Саме тому дослідження феномену бренд-партнерства на засадах соціально-відповідального маркетингу як ефективного інструменту створення стійкої конкурентної переваги та підвищення лояльності споживачів є пріоритетним та надзвичайно доцільним. Розглянуті теоретичні засади соціально-відповідального маркетингу, його вплив на репутацію брендів і формування довгострокових відносин із цільовою аудиторією стали підвалинами успішного їх застосування у практичній діяльності українських ювелірних брендів. Особлива увага

приділяється механізмам партнерства між компаніями, які реалізують спільні соціальні ініціативи, зокрема у сфері екології, сталого розвитку, благодійності, волонтерства, патріотизму, національної ідентичності, безбар'єрності тощо. Розглянуті приклади колаборації брендів ювелірних компаній з іншими брендами, медійними особами, державними структурами, благодійними фондами. У статті також проаналізовано успішні кейси бренд-партнерів на засадах соціально-відповідального маркетингу до повномасштабного вторгнення та після нього. Події 2022 року, беззаперечно, окреслили соціально важливі питання, які, на жаль, не були у полі уваги партнерських взаємостосунків між брендами. Важливим є той момент, що розглянуті кейси колаборації брендів ювелірних компаній з іншими брендами чи медійними особами, державними структурами з кожним роком розвивають тематичну палітру патріотичної боротьби, волонтерських ініціатив, благодійницької діяльності. Окрім того, наразі спостерігається повернення до соціальних ініціатив сталого розвитку української держави та демократичного світу загалом. Запропоновано рекомендації щодо оптимізації механізмів взаємодії між брендами в контексті соціально-відповідального маркетингу. Визначено, що концепція бренд-партнерства крізь призму соціально-відповідального маркетингу як стратегії, що сприяє зміцненню іміджу компаній, підвищенню їх конкурентоспроможності та формуванню довіри споживачів, є ефективною та затребуваною.

Ключові слова: маркетинг, партнерство, соціально-відповідальний маркетинг, партнерський маркетинг, бренд.

Statement of the problem. Building partnerships on the basis of socially responsible marketing has become widespread in various sectors of the economy. Companies' increased interest in socially important issues is driven by consumer demand for ethical business practices and the growing role of social responsibility in building reputation and consumer loyalty. Consumers increasingly prefer to cooperate with brands that take measures to overcome social problems and participate in the creation of social values. This preference is driven by the growing social consciousness of society, which leads to a rethinking of the business philosophy and opportunities for forming partnerships to effectively implement social initiatives in companies' operations.

Analysis of recent research and publications. The problems of integrating brand partnerships into the socio-cultural context and their implementation are reflected in the scientific works of N. Tsybko [1], V. Poltavtseva [2]. In turn, according to O. Lysak, V. Tebenko, and L. Boltyanska [3], collaborations and partnerships are also an important area of creative strategy development.

The analytical aspects of the impact of brand partnerships as a tool for solving social problems, as an important marketing category in the affiliate marketing system, need to be deepened and substantiated.

The aim – to characterize the impact of brand partnership on the basis of socially responsible marketing on attracting consumers to solve socially important problems in synergy with brand identity and increasing its target audience; to develop recommendations for the implementation of affiliate marketing as a multiplier of the power of promoting social projects.

To achieve this goal, general scientific methods were used: synthesis, analysis, comparison and generalization; systematization, decomposition and graphical presentation of the results to substantiate the impact of brand partnerships on the development of jewelry brands and their partners. The case study method was used to study examples of successful collaborations of Ukrainian jewelry brands with partners. The emphasis is placed on several detailed cases of brand partnerships of Ukrainian jewelry brands to show the social effect and impact on society that these initiatives bring to address socially important issues.

Summary of the main results of the study.

Companies are increasingly paying attention to the social aspects of doing business, incorporating the goal of social consciousness into the basic model of the company's functioning and integrating the values common to the company and society into their business strategies.

Jakunskiene E., Kazlauskiene E. in their study identify the main tools of socially responsible marketing, which are socially responsible activities, information channels, financial support, constant interaction with consumers and their involvement in socially responsible activities [4].

The logical continuation of brand development is the process of expanding the brand's own ecosystem by deepening the joint marketing socially responsible strategy in the format of brand partnership.

Brand partnership is a collaboration between two or more brands to create mutually beneficial conditions for both parties [5]. The advantages and economic benefits of such a marketing strategy are added value, creation of a unique product, improvement of the brand image, access to new consumers, and increased brand loyalty in a new market segment. By combining opportunities, resources, and risks, brands multiply the results that would be difficult to achieve alone.

The main advantages of partnerships between brands that carry socially responsible value are:

- expanding the halo of customer bases and markets, which unites the target audience of the jewelry brand with the audience of the partner, which multiplies the consumers of both brands;
- strengthening brand loyalty, involvement of well-known brands in solving social issues increases respect and brand image, thereby improving consumer loyalty, as the consumer also becomes an accomplice in solving the problem;
- economic stability makes it possible to share the costs of developing a jewelry collection and marketing activities;
- creation of unique products, which, in synergy with the values and creativity of partners, allows us to form a special offer of a limited collection, attracting the attention of consumers;
- attracting attention and raising awareness of a social issue.

The analysis of successful partnerships of Ukrainian brands in the jewelry industry should start with the SOVA brand. According to SOVA Marketing Director Khrystyna Bashliy, buyers demand a special product, so jewelry production technologies change and improve every year. And each collaboration poses new challenges for production. When choosing a brand for cooperation, SOVA prefers brands with a wide media audience and interesting at the same time. Also, one of the main factors of brand collaboration is the importance of the brand for society [6].

An example of a brand partnership with a social mission is SOVA's collaboration with Ivan Frolov (FROLOV). The presentation of the first collaboration between the jewelry house and the designer was called "For Love" and took place in 2019. The jewelry presented in the collection was of an agency nature. This case study is an example of socially responsible marketing; the collection touches upon the important topic of safe sex and the fight against AIDS. The synergy of the creative partnership between Ivan Frolov, CO "100% Life" and SOVA resulted in the purchase of 3525 rapid HIV tests to diagnose the disease at early stages. A year later, the collection was replenished with new products.

One of the principles of socially responsible marketing is to integrate the power of art and technology to reach the minds and hearts of consumers. If a consumer goods company pays attention to the values that people care about, it automatically increases its value. In February 2023, SOVA jewelry house together with the FROLOV brand presented the third continuation of the For Love collaboration and raised

UAH 2,637,726 for tourniquets to stop critical bleeding for the public organization of paramedics "Hospitalers".

According to Lyudmyla Sova, general director of the jewelry house "SOVA", each time creative cooperation is filled with deep meaning and draws attention to important social topics. Today it is operational medical care in hot spots of Ukraine, which is so necessary for our military. The collection embodies various performances of the anatomical heart, as if the reflection of every Ukrainian who brings Victory closer [7].

The creative tandem "SOVA" & "FROLOV" continued their partnership, releasing in 2024 a collection of jewelry, in the center of which is a wild rose – an allegorical image of a flower from childhood memories that grew up in my grandmother's garden. Like all previous collaborations, the collaboration has a socially responsible mission, part of the funds from the implementation of the collection is transferred to support the psychological health of children from the charity fund "Children of Heroes".

When describing the collection on the official website of the SOVA jewelry house, it is noted that in the darkest times, when the war leaves its mark, flowers still sprout. They are a symbol of resistance and recovery. Just as children are the continuation of our lives, the beginning of a new and bright. After all, even in wounded hearts with a new force, love can arise [7].

The next will be the consideration of the SOVA & The HARDKISS cooperation case, according to SOVA marketing director Christina Bashliy, this was the first partnership of the jewelry house with a media personality. It is worth remembering, whatever the collaborations, they should interest the brand's customers, because



Fig. 1. Collection "For Love" from jewelry house "SOVA" and "FROLOV"

Source: [7]



Fig. 2. Collection "Iron Swallow" from jewelry house "SOVA" and "The HARDKISS"

Source: [7]



Fig. 3. Collection “MAVKA” from the jewelry house “SOVA” and the Ukrainian animated film “Mavka. Forest Song”
Source: [7]

when analyzing the consumption of collections together with The HARDKISS, the loyal customers of the jewelry house became the first buyers. However, the importance of this cooperation is to increase attention to barrier-free – an important philosophy of society in which all are equal. This important message is laid in the partnership “SOVA” & “The HARDKISS” and the release of a joint collection in 2024. The swallow became a symbol of the jewelry collection, which was intended to draw attention to the issue of barrier-free, part of the proceeds from the sale of the jewelry collection goes to SUPERHUMANS – a modern center for prosthetics and rehabilitation of war victims.

Cultural heritage is the genetic code of a nation. In 2022, the SOVA jewelry house presented a collaboration with the Ukrainian animated film “Mavka. Forest song”. A valuable asset of cooperation was the built ecosystem, because with the growing popularity of the animated cartoon, there was also a crazy increase in requests for the purchase of jewelry from this collection. Mavka became a multi-platform cross-media brand based on Lesya Ukrainka's drama-extravaganza “Forest Song” with images of Slavic folk mythology, it managed to once again draw attention to Ukraine in difficult times, and the slogan of the animated film “Light will overcome darkness” was laid in the collaboration of brands. When describing the collection on the website of the jewelry house, it is noted that ornaments and symbols are an important component of Ukrainian history. In the film, they are depicted on trees, stones, on heroes and their clothes. The collaboration embodies floral motifs with moving elements that resonate with the plants of the Magic Forest, which sway from the “language of the wind” [7].

With the beginning of a full-scale invasion, Ukrainian brands began new types of partnerships in order to draw attention to Ukraine and raise funds to help the Armed Forces of Ukraine. Fundraising platform

United24 launched the project “Azovstal. Symbol of invincibility” to raise funds to support Ukraine during the war. Jewelry house “SOVA” developed a design – a paracord with an engraved emblem of Ukraine, and made bracelets. Metinvest Group provided metal from the last pre-war batch manufactured at Azovstal. In turn, another partner – “Nova Poshta”, took on the mission at its own expense to deliver the bracelet to any office or post office.

Bracelets “Azovstal. The symbol of invincibility” is worn by the military, diplomats, politicians, journalists, ambassadors of the UNITED24 platform, Hollywood stars and thousands of people around the world. They became the personification of Ukrainian power, faith in the Armed Forces of Ukraine and in the great Ukrainian victory, the victory of democracy over dictatorship, light over darkness [7].

The total circulation of bracelets was 100 thousand pieces and was sold to 44 countries:



Fig. 4. Bracelet “Azovstal. Symbol of invincibility”
Source: [8]

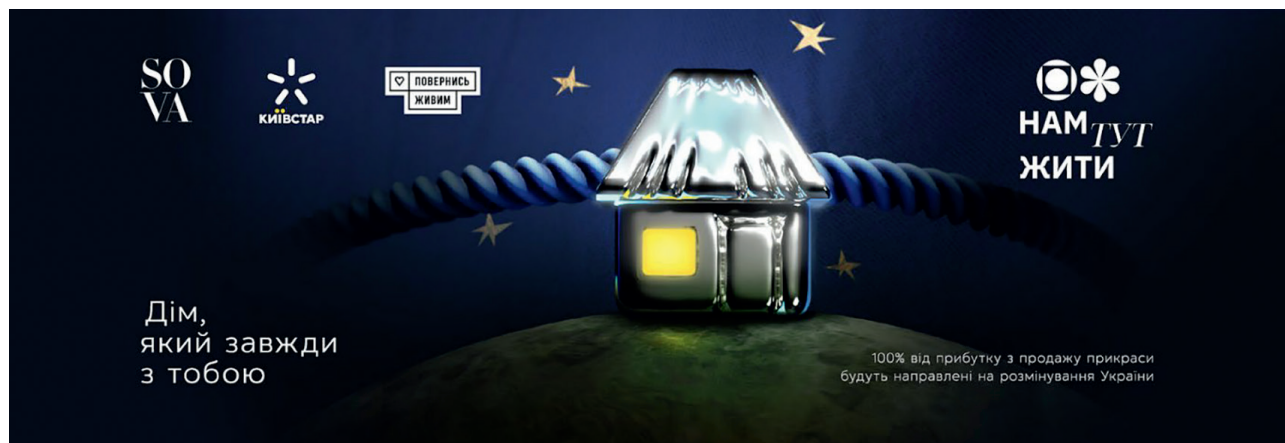


Fig. 5. Silver pendant from the jewelry house "SOVA" in the framework of the project "We are here to live"

Source: [7]

- 40 338 907 UAH from the sale of the first edition aimed at the "Army of Drones";
- UAH 152 770 290 for the sale of special forces "BELIEVE IN THE ARMED FORCES" transferred to the system of counteraction to enemy drones "Shakhedov", this was influenced by cooperation with Igor Lachenkov and monobank;
- 94,000,000 UAH from the sale of the last international circulation will be transferred to the Fleet of Sea Drones [6].

A socially important partnership is the involvement of the jewelry house "SOVA" in raising funds for the project "We are here to live" from the telecommunications company "Kyivstar" and the CF "Come back alive". Ukraine remains the most mined country in the world, so this project has an extremely important goal – the purchase of the necessary equipment for demining territories.

In total, the project collected 180 million hryvnias, thanks to which 146 engineering and sapper groups of the Armed Forces Support Forces have already received the necessary equipment: new pickups, metal detectors, radios, drones, explosion-proof suits, toolkits and other equipment for mine clearance [7, 9].

The jewelry house "SOVA" created silver pendants that have the shape of a Ukrainian hut and carry a semantic allegorical load – a native home, a native land that needs protection. When describing the collection on the official website of the company, it is indicated that each decoration combines the telephone code of the selected region of Ukraine and has a unique number. All proceeds from the profit from the sale of a limited collection of houses are directed to help sappers in demining the territory of Ukraine.

Conclusions. From these examples, we see that social and marketing projects can be an effective means of promoting brands and at the same time a tool for solving social problems. Indicators of the effectiveness of such brand cooperation are not only the number of goods sold, but also the formation of an intangible asset of brands as a powerful and reliable defender of socially important initiatives.

Brand partnerships of Ukrainian companies based on socially responsible marketing are

an actual phenomenon that allows partners to draw attention to socially significant problems, preserve brand DNA, increase coverage: attract new customers and increase loyalty of regular consumers. We see the prospect of further research in the analysis of partner marketing, co-branding and marketing cooperation.

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