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TÍTULO: Aspecto de comunicación del posicionamiento de marca de empresas de combustible y energía.

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RESUMEN: Este artículo trata el tema del aspecto de la comunicación del posicionamiento de la marca de las empresas del sector de combustibles y energía. este artículo cubre el proceso de formación del concepto de comunicación del posicionamiento de la marca de las empresas del sector de combustibles y energía. Traducir al contenido del material de comunicación. Los resultados mostraron que la formación del concepto de comunicación del posicionamiento de la marca debe tener en cuenta los datos de investigación de los recursos humanos y la opinión pública, se debe prestar atención al desarrollo de material periodístico que presenta los medios de resolución de problemas estratégicos relacionados con el Concepto de posicionamiento de marca.

PALABRAS CLAVES: posicionamiento de marca, campaña de comunicación, empresa de campo de combustible y energía, estrategia de comunicación, comunicación.

TITLE: Communication aspect of the brand positioning of fuel and energy field companies.

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ABSTRACT: This article covers the issue of the communication aspect of the brand positioning of fuel and energy field companies. this article covers the process of the formation of the communication concept of brand positioning of the fuel and energy field companies. translate into the content of communication material. Results showed that the formation of the communication concept of the brand positioning must take into account the research data of human resources and public opinion, the attention has to be paid to the development of journalistic material that features the means of resolution of strategic issues regarding the concept of brand positioning.

KEY WORDS: brand positioning, communication campaign, fuel and energy field company, communication strategy, communication.

INTRODUCTION.

Within the context of the everyday world in order to successfully position a fuel and energy field company (hereafter referred to as FEC) it is necessary to have a well-established system of communication and interaction means, the system that is designed to impact the opinion of the consumers, and to successfully secure a status among business competitors.

The reliance on communication strategies becomes most effective when a field of activity can provide a successful brand positioning of the company.

Positioning definition of a FEC includes such features as the place of the company on the market, the principles of communication relationship, systems of management, the formation of a relation to the subject of the discourse, all these means are the components of the brand positioning activity.

It has to be noted, that the positioning of FEC is the determination and securing of a position, notably its own place, its frame of reference and relation to the subject of the discourse. As a result, the communication aspect takes the leading part in this course.

The convergent journalism, advertisement, and the use of different means of direct interaction of the members of communication process, all these features play high-priority role in delivering the process of communication in the regards of brand positioning of FECs.

The main emphasis during the formation of a brand positioning is put onto the clarity and intelligibility of the company mission, company perspective and its principles. As per the director of development of «CAME Russia» (Moscow) company Chernozubenko P.E.: «To make it more clear is to close the gap (time, psychological, lingual and cultural) between «hear and make a decision», between «the listener and the speaker», between «your own opinion and the opinion of someone else» [Chernozubenko, 2014]. For this very reason, if an organization plans a long-term stay on the market, it must form an effective communication structure, as it becomes a necessity.

As per the National Economic Encyclopedia «It is generally accepted that the concept of brand positioning first appeared in 1972, when the specialized publication Advertising Age published a series of articles under the same title «The Positioning Era». The path-breakers and masters of the brand positioning are Al Ries and John Trouts. Their collaborative book «Positioning: The Battle for Your Mind» has been republished 20 times over the last 20 years» [National economic encyclopedia, 2019].

A significant contribution into the research of the issue of communication strategies was made by such scientists as R. Freeman [Freeman, 1984], V. Benoit [Benoit, 1997], W.Coombs and J. Holladay

[Coombs, Holladay,2007], M. Castells [Castells, 2009], K. Fearn-Banks [Fearn-Banks, 2010], M. Mejri and D. Wolf [Mejri, Wolf, 2013] and many others; as well as the Russian researchers: E. Samartseva [Samartseva, 2012], O. Kulikova [Kulikova, 2013], K. Kozenyashev [Kozenyashev, 2015], D.P. Gavra and E.V. Bykova [Gavra, Bykova, 2016], I.F. Esipova [Esipova, 2016] and others. However, methodological issues of the brand positioning of FECs in the communication aspect were not covered in the published works. This was the reason of aim choice and practical focus of this research.

DEVELOPMENT.

The purpose of this article is the scientific substantiation of the brand positioning of FECs through the communication strategy as the first-priority feature of regional development stimulation. Theoretical and methodological foundation is based on the scientific works of Russian and foreign authors in the field of brand positioning, as well as on the works concerning the issues of communication strategies realization.

«Positioning» definition: theoretical aspect.

Positioning is the definition of a place that this particular product takes in the mind of a consumer in relation to the competitive company products.

Positioning is one of the key technologies (means) that makes it possible to compare and evaluate competing products, market segments and the place of a company compared to its business competitors. This is the procedure of analyzation, evaluation and planning of the competitive position of a product among the products of business competitors. It is done through the attribution of identifiable features to the product (features of quality, price, design and image) in order to deliver this product to the valued position, that is different from its competitors, as well as it is done in order to secure a desired place for the product or its company in the advanced market segments and in the

minds of target group of customers. «The result of a well-established positioning is the formation of an image of this brand (or a product) in the vision, perception and understanding of the target group of customers in such a manner, that it makes this brand (or a product) significantly better than the companies or products of the competitors» [Discovered, 2018].

As experts say, the process of formation of a certain position is intended to answer the following questions:

«1. What are the characteristic features and benefits (actual or perceptive) that positively impact the customers?

2. What is the perception of competing brands and companies within these features or benefits?

3. What position is best to take in the particular market segment, taking into account the expectations of potential customers and the positions, that are already taken by the competitor companies?»

[Discovered, 2018].

The answer to the aforementioned questions lies in the development of a well-established communication system of the FEC. The main result of this development is a well-established system of interaction, mutual influence and mutual understanding with the target audience.

In order to achieve an effective result of the communication campaign, it is necessary to focus on the following key factors: the evaluation of quality and profitability of a product acquisition, the formation of a well-rounded image of a product in the mind of a customer and the competitive ability of a product.

From this perspective, the formation of an effective positioning communication system requires a development of a strategic phased plan.

The process of organization of the positioning communication system consists of several stages. This article covers every stage of the positioning.

The first stage is the determination of the goal. Goal-setting in this system begins with a research that must reflect the following categories:

- The quality of a product that is most cost-efficient for the target audience.
- The opinion of the target audience towards the similar features of the products of competitor companies.
- The determination of a product position that is different from the products of competitor companies.
- The determination of communication system means that are necessary for the realization of positioning strategy.
- The development of a consistent system of the appliance of the communication system means for the interaction formation.
- The development of an evaluation system of the communication campaign effectiveness in general (and communication product in particular).
- The evaluation of the existing image of the company or the product.

The second stage includes the general evaluation of a FEC resources: human resources that are able to form and carry out the communication campaign; technological resources (the features of a product must correspond with the expectations of the customers); financial resources (the possibility to realize the communication campaign must correspond with the set goals).

On this note, the concept of communication campaign must contain a perfect and desired idea of the product, a product version that needs to be achieved by the company.

One of the main requirements to the content of communication campaign concept is to follow the customer's idea of the product image. The consumer must use information means in order to differentiate the product during the process of communicational interaction. Besides that, the data of

how consumers perceive the image of competitor companies' products must be used in order to successfully outperform the similar products of the competitors.

The concept of positioning communication campaign is generally designed for a long-term period. This requirement is especially important for the companies that are presented in the economic materials sector. Besides the fact that the concept must remain relevant for a long period of time, it also must be open for the changes and amendments that inevitably appear due to the market development, as well as due to the characteristic features of political, economic and social situation in the country.

The concept of positioning communication campaign must be extremely proximal to the target audience. The development of communication forms and the choice of the means of communication impact play an important role in this concept. The preferable form of impact is the conversation form, that provides equal partnership relations, it gives the possibility to solve the problems based on a discussion, it makes it possible to present the information in a two-way form. The means of realization and formation of this type of co-operation are the following features: corporate image advertising, content marketing, communication during special events, research and practice conferences, different platforms for the talented youth, professional skill competitions and others.

The development of a strategy based on the created concept of positioning communication campaign of a product includes three main sections:

1. The research of competitive environment. Generally, the products of similar features are being studied. The methods of this research are the theoretical analysis of the features and the market analysis of the fuel and energy field companies. The base of the monitoring is represented by the researches of consumer preferences through sociological surveys, monitoring control, situation analysis and communication evaluation.

2. The selection of preferable characteristic features of a product that form the base of the concept of a fuel and energy field company positioning. In this case the control monitoring is based on the real-world data. The main methods of this section are marketing research, focus-groups, SWOT analysis, sociological research, the method of projective research (target audience provides its data on impressions, associations and interpretations. This type of research is carried out with graphic and audio tests as well as with the visualization).

One or two product features are selected for the brand positioning after the results of comparative analysis have been studied. The comparative analysis of the competitor companies' products and their features in comparison to the company's own product. The selection of the main features of a product must be adhered to the following requirements: the specificity and the size of the market, social, political and economic conditions of the area, the specific features of geographic location and climate.

3. The selection of the image system of positioning. This stage covers the issues of company image. In particular, it concerns the subjects of the company as an employer, the company as a representative of the commercial sector, the company as a representative of the public sector, the company as a representative of the non-profit sector.

This stage includes the production of company motto ideas, unique selling offers, the texts are developed on this stage as well. Besides that, this stage includes the development of a unique design, that is supposed to secure an idea in the minds of the customers so that they are able to perceive the company based on the associations.

The main methodology of this stage is the formation of the perceptual map, that opens the scales of importance, outlines semantic and associative core of the company image perception.

The last stage includes the organization of the activities aimed towards the development of the positioning strategy: the formation of the last versions of information products and their implementation methods.

Recommendations concerning the brand positioning of the fuel and energy field companies.

Communication campaign aimed at the realization of the strategy of brand positioning of fuel and energy field companies of Russia is one of the main aims of the company business management team. Companies that are present in the energy holding groups, besides their own internal issues, must also resolve the issues of communication interaction on the country level and on the world community level. The activity of the energy holding group is inseparably associated in the mind of the society with the level of political, economic and social development of the country. Besides that, the work effectiveness of this type of companies is directly connected with the public confidence in the government.

From this perspective, taking into account that the energy field companies directly interact with the government agencies, represent town-forming enterprises, in a way they also determine the level of social development, it all makes the brand positioning communication campaign of the companies of this type take an important role in the mass communication.

The main sections of the brand positioning concept of energy field companies are the following:

- The company as an economic development factor of the country.
- Image and confidence formation among the population through the interaction with mass media organizations.
- Partnership relations formation with the government agencies.
- The development of the socially responsible image of the company (through the sponsorship and charity activities).
- The implementation of feedback forms with the different social groups through the modern information technologies.

In order to realize the strategic positioning, energy field companies rely on the following communication means of interaction:

- The companies carry out press conferences and press briefings concerning the important issues of the development, as well as the issues of environment safety.
- The organization of partnership relations among the employees through the corporate press, career growth, public meetings, professional skills competition, research and practice conferences, occupational training, sports events and so on.
- The publishing of image-building informational materials; the development of online communication features (web sites, web portals, local company networks) and their informational support.
- Companies carry out co-operative events with their partners, investors, government agencies, non-profit organizations, municipal structures.
- The companies publish the information regarding the shareholder meetings, the reports to the local and federal media sources.

As a potential employer, energy companies take care of the future specialists, the companies also create candidates pool. For this reason, target allocations are created for the universities and secondary technical schools so that the companies can guarantee the employment in the future. Besides that, companies are also involved in the formation of professional direction classes in the schools, where the future specialists are being prepared for the next level of educations (for example, "Rosneft" classes in Nizhnevartovsk schools).

A significant attention concerning the positioning concept is paid to the intercultural communication. It is especially important for our multiethnic country.

Energy field companies must develop the communication through the means of information technologies. The Internet is one of the key means of communication with a wide audience.

Companies websites must reflect all the aspects of their activities. For example, the websites must provide the full information regarding the company, its history, its work processes, realized and current projects.

A company website must contain the following information for the partners:

- Marketing network of the company.
- License and certificate information.
- Reference lists.
- Loyal customers information.
- Information regarding the dishonest contractors.
- Company booklets.

These features make it possible to attract new partners and clients, as well as they make it possible to form a positive image of this company in the mind of all the parties concerned with this matter. The features provide an opportunity to gain the attention of people who may be helpful in the future to the company activities.

Besides that, data portals (websites) reflect the interaction with the government agencies, investors and municipal structures.

The following means of communication interaction concerning the realization of the positioning strategy can be used:

- Promotional items (posters, product illustration leaflets) with the company details and its contact information.
- Promotional merchandise.
- Image-building media content.
- Media sources publications of different levels (from local to federal) regarding the company, its achievements, executive team interviews.

- Professional exhibitions.
- Internet interaction.

In order for the positioning strategy to be realized in accordance with the concept, the departments (public relations department, marketing department, public communications policy department and so on) carry out periodical research of the human resources, public opinion, world market situation concerning the fuel and energy field companies.

Following the results of research, the executive management receives the analytical information with the suggestions of improvement and elaboration of positioning strategy.

CONCLUSIONS.

From this perspective, the development of communication strategy of the brand positioning of fuel and energy field companies is essential for their business. As this field of activity is liable towards the country, the society and international organizations (including ecological ones).

During the concept planning of the positioning of energy holding groups it is necessary to focus on the research data, foremost on the human resources of the company and public opinion; as well as on the system of reports to the executive management regarding the suggestions of formation and updating of the corporate policy; on the preparation of business meetings; on the outlining of the top-priority directions concerning the development of the company; on the development of journalistic materials aimed at the company promotion (analytical articles, films, press releases, executive team interviews, photo reports and so on).

The main activity concerning the brand positioning of a fuel and energy field company is the implementation of communication system, that is designed to provide a nonstop interaction with the external environment in order to achieve the strategic goals in a long-term perspective.

Besides that, external factors must be taken into account concerning the concept of brand positioning, the political, economic, social and ecological factors that may significantly change communication situation. For this reason, there is a section of brand positioning concept that includes the swot analysis (situation analysis) and trend forecast as well.

It can be seen from the covered data that the several features can be outlined in the FEC activities concerning the perspective ways of development:

- The monitoring control of customer service policy in order to improve the quality of the provided products.
- Effectiveness improvement concerning the interaction with the external environment.
- Outlining of the directions aimed at the increase in volume of the provided services.
- Increase of the client base on the international markets.

The methods of communication strategy development that are used in the companies, make it possible to achieve the goals set by fuel and energy field companies, provide a possibility to carry out communication campaigns concerning the brand positioning, and promote a conflict-free solution to the problematic situations.

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