

have significant differences, mainly due to their different climatic conditions, energy resources, and environmental policies. However, the paper has also shown that the cooling systems of the two countries have some similarities, such as the need to improve their energy efficiency, reduce their greenhouse gas emissions, and adapt to the changing climate and demand. The paper suggests that the two countries can learn from each other's best practices and experiences, and cooperate in developing and implementing innovative and sustainable cooling solutions. The paper also recommends that further research is needed to explore the social, economic, and health benefits and costs of the cooling systems, as well as the potential barriers and opportunities for their improvement and integration.

Литература

1. Country comparison: Belarus / United States [Электронный ресурс]. – Режим доступа: [comparison.php ?country1=BLR&country2=USA](http://www.worlddata.info/countrycomparison.php?country1=BLR&country2=USA). – Дата доступа: 9.12.23.
2. Belarus energy profile [Электронный ресурс]. – Режим доступа : <https://www.iea.org/reports/belarus-energy-profile>. – Дата доступа : 11.12.23.
3. Country comparison: Belarus / Russia [Электронный ресурс]. – Режим доступа : <https://www.worlddata.info/countrycomparison.php?country1=BLR&country2=RUS>. – Дата доступа : 11.12.23.
5. Belarus energy [Электронный ресурс] – Режим доступа: [https : //www.iea.org/ reports/belarus-energy-profile](https://www.iea.org/reports/belarus-energy-profile). – Дата доступа : 11.12.23.
6. Country comparison: Belarus / United States [Электронный ресурс]. – Режим доступа : [https : //www.worlddata.info/country-comparison.php? country1= BLR&country2=USA](https://www.worlddata.info/country-comparison.php?country1=BLR&country2=USA). – Дата доступа 11.12.23.

REBRANDIG AS THE MOST EFFECTIVE STRATEGIC MARKETING TOOL

Кильчицкая А.А., Шкробова М.М.

Научный руководитель: ст. преподаватель Дерман И.Н.
Белорусский национальный технический университет

Rebranding is the act of changing the way that an organization, business company, or product appears to the public (according Cambridge Dictionary). Rebranding can include a change of name, symbol, concept or logo. Usually it deals with a logo. [1]

Rebranding is the hottest marketing trend. The main aim is to refresh a mental image, that is formed by the today's target audience or to change the perception

of the brand to attract potential customers. Rebranding may consist of changing logo, visual representation, name, slogan, mission or combination of this. Many companies have tried and some of them have failed.

There are many reasons for rebranding. The most popular is a change in ownership structure. For example, the social network Twitter. When Elon Musk bought back the stock, he decided to do a full-blown rebranding, called the social networking “X” and changed logo. Other reasons are a change in corporate strategy, a change in competitive position, and a change in the external environment.

A successful company needs more than an updated logo. Some marketing theorists divide rebranding into several types. [2]

So, the first is a full-blown rebranding. It includes changes at all levels of marketing strategy. The second is restyling, which means changing the visual image of brand without replacing internal policy. It is usually used by the famous companies such as McDonald’s, LEGO, Mazda and so on. They are interested only in refreshing their appearance without changing the main product. One more is face-lifting. Face-lifting changes the design only slightly, and the face of company remains recognizable. Companies resort to this type of rebranding when they need to change their style according to the current trends, but not to scare target audience with the fundamental changes. The last type is repositioning. It includes a new positioning of the same goods, without incorporating the changes. For example, the company can change audience interaction or advertising techniques, but the visual image remains the same. [2]

There are some examples of companies that rebranded themselves successfully. Few people know, but at the very beginning the well-known “fire fox” was called Phoenix, and a phoenix bird appeared on the logo. Then, due to a conflict of trademarks, the brand was renamed Firebird, but even then there was a problem: such name already existed. The fire theme did not want to let go of the creators, and as a result, the fox appeared - Firefox. Actually, it has been depicted on the logo since 2004 in different variations. And again we observe the desire for simplification: continents have disappeared from the globe, the fox's fur has become less traced. Small details have disappeared, colors have become brighter - a tribute to new fashion trends.

The first Apple logo has nothing to do with today’s. It was a shield, a Gothic font, black and white pictures: everything is complicated and pretentious. Steve Jobs took part in the creation of the original Apple logo. It was a picture of Isaac Newton in a couple of seconds before his discovery. This logo was very complex. Since then, the logo design has been simplified. Jobs put forward the following requirements for the future of the company's logo: simplicity, modernity, good recognition. And then was designed famous bitten apple. As the designer later said, he just bought a bag of apples and bit them for a whole week to get that perfect look. And that bull's eye was rosy: probably this is a tribute to the hippie

movement and free movements that were popular in the United States in the 70s. Then the creators calmed down: the logo became monochrome. There were variants of "glass", "metal" fruit. Now the apple image is used in several colors for different products: black, white and gray.

In terms of design, the second half of the 20th century was characterized by a desire for simplification. And the IBM logo clearly demonstrates this trend. Its modern design dates back to 1972. As noted in the company, the logo was supposed to evoke associations with "speed and dynamics".

The original Amazon logo was an attempt to depict a river (in association with the Amazon River), but it did not look too similar. Today's logo is more recognizable and readable, it even has its own secret—the arrow points from A to Z, which seems to hint that the company has all the necessary products for its customers.

The Royal Dutch Shell logo has not changed much over time, but there is a significant difference between the original logo and the modern one. In 1941, Shell adopted yellow-red markings for filling stations. This combination of colors was supposed to attract the attention of drivers on the road. The modern logo has been in existence since 1999.

To summarize, rebranding is a powerful strategic tool in business owner's and marketer's toolbox. Nowadays it's very difficult to keep track of trends, because they always require something special and it's impossible to resort to universality. Companies develop in order not to lose regular customers and attract new audience. As practice shows, there are successful and unsuccessful examples of rebranding. But if you are creative enough, follows the rules, know the theory, everything will work.

Литература

1. Cambridge Dictionary [Электронный ресурс]. – Режим доступа: <https://dictionary.cambridge.org/?ysclid=ltxi4wcgjf739545220> – Дата доступа: 17.02.2024.

2. Overview of Marketing Theory, Baker M.J., Saren M. [Электронный ресурс]. – Режим доступа: <https://faculty.ksu.edu.sa/sites/default-files-marketing-theory-a-student-text-michael-baker2c-michael-saren-2nd-edition.pdf> – Дата доступа: 17.02.2024.

THE APPLICATION OF THE HARMONIZED SYSTEM IN WORLD PRACTICE

Акулич К.С., Тарасенко А.И.