

## ADVERTISING NAME OF ORGANIZATIONS WITH THE POSITION OF MARKETING 3.0

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**Abstract:** Given the interdependence of business communications with human cognitive activity, it is necessary to recognize the productivity of phonosemantic techniques use in the naming of organizations. This article is devoted to the analysis of the names of commercial organizations in Naberezhnye Chelny. In the process of studying the theoretical and practical aspects of the development of an advertising name for organizations, the basic requirements for naming were established, the priority activities of the organizations of the auto award were identified. The purpose of the system analysis of lexical material was the further stratification of ergonyms on a semantic basis. The article uses the method of assessing the content of the core of ergonym, systematized means of artistic expression, taking into account the semantics of the name of the organization.

**Keywords:** Naming, marketing 3.0, advertising name, ergonyms, positioning, efficiency, promotion.

### 1 Introduction

Given the processes of globalization, spread in different spheres of human life, it is necessary to recognize the importance and prospects of new approaches to business. In the XXI century for the successful positioning of the organization is not enough to produce a quality product, it is necessary to skillfully sell it. From a variety of almost identical options, the consumer will choose the one that will cause a greater emotional response, and at the same time will correspond to his conscious choice. Landor brand consulting Agency (1941, San Francisco) and Interbrand brand consulting company (1974, London) played a significant role in the formation of naming as one of the marketing disciplines devoted to the development of names of organizations, evaluation of the semantic significance of naming in professional promotion (Purtov, 2019).

Assessing the main trends in marketing development, we can assume the beginning of the development of a completely new strategy in management - human marketing (era, personality-oriented) or marketing 3.0. The essence of which is a customer-oriented approach, involving closer communication with the consumer, the analysis of his individual needs and values (value creation). For consumers, their right to create a personalized product that meets individual requirements will become extremely important. Advertising name performs a number of general functions, such as identification, information, expression, aesthetics, legal responsibility, advertising attraction - attracting attention (attractive function) and impact on the psyche (suggestive function) (Purtov, 2019). Branding: yesterday, today, tomorrow. [El. resource] Access mode URL: <http://www.advertology.ru/article38614.htm> (appeal date 04/28/2019).

Romanova T. P. declares that the foundation of marketing consists of three components: positioning, differentiation, brand (Romanova, 2007).

As a result of the analysis of American companies, experts of Asian Wall Street Journal came to the conclusion that for a deep understanding of the true quality assessment of their products, it is necessary to introduce new analytical systems, the essence of

which is the key features of marketing 3.0 (Kartajaya et al., 2013):

1. Technological factor. (era of participation and co-creation of value)
2. Political, legal, economic, social factors (paradoxes of globalization and brands that have become icons)
3. Market (consumer creativity and independent communication).

For the first time, the influence on how the consumer's mind perceives the positioning of a product was noted by al Rice and Jack Trout in the work "Positioning" (Ries & Trout, 2000). This idea was developed in accordance with the understanding of the importance of the emotional component of sales. New concepts in the understanding of emotional marketing are described in the works of "Experimental marketing" Bernd Schmidt (Bernd Schmitt) (Schmitt, 2000), "Emotional branding" Mark Gobe (Gobe, 2010) and in the book by Kevin Roberts "Lovemarks: Future Brands" (Roberts, 2005). In the new era of marketing 3.0, companies are beginning to appeal to the minds of consumers.

The study is aimed at identifying the features of marketing 3.0, involves an analytical understanding of naming in a linguistic context, identifying the forms of its manifestation in communicative practice. The relevance of the work is associated with the role of naming in terms of marketing 3.0 study. One of the important tasks of the work is the system analysis of lexical material with its further stratification on a semantic basis.

### 2 Methods

In ergonyms, the phonosemantic enclosed structure is serving as a communicative dominant. In accordance with the trends of pragmatic attitude to the transfer of information, marketing 3.0 takes into account the interdependent intentions of the addressee and the addresser.

Originality, the use of specific methods of formation, which serve mainly for advertising name formation, are beneficial in ergonymy (Kryukova, 2007). According to Podolskaya N. V., ergonyms are names of business associations: a union, an organization, an institution, a corporation, a company, an institution (Podolskaya, 1988).

The article uses the method of assessing the content of the core of ergonym, systematized means of artistic expression, taking into account the semantics of the name of the organization. The semantic core of the work is a phonosemantic analysis of the names of organizations in Naberezhnye Chelny.

### 3 Results and Discussion

Most modern organizations, when choosing a name, are often governed by business laws, which dictate the search of creative, memorable advertising name. Artificial nomination, in which naming is designed to fulfil specific goals to create the image, influences the cognitive and emotional perception of the potential recipients. Organization recognition, efficiency, being catchy, which all help implement promotional activities, highly depend on the name choice.

On the basis of classification I. Imshenetsky (2007), which proposes to distinguish between substantive and formal methods of creating advertising name, naming techniques were systematized and are presented in table 1.

Table 1: "Naming Methods".

Meaningful techniques		
Reception	The contents of the reception	Example
Etymology	The use of obsolete words and dialects	Office shop "Bureaucrat"

Metonymy	Associativity of objects.	Hookah "Dut", leather goods "Pan Chemodan", shop curtains "Tul' Pan", a network of children's play centers "Neposedy»
Symbolism	The use of words and symbols	Sewing shop "Igolochka", underwear store "Decolte", plumbing "Vodoley", jewelry salon "Yakhont", a network of jewelry stores "585GOLD»
Humor	Funny play on	Shop non-standard gifts "OMG" (from English. "Oh my gift" Oh my gift!
Metaphor	Indirect comparison of an object with something	Network of shops of children's goods "Detsky Mir", sports shop "Champion", the operator of communication "Letay"
Geographical name	Include the names of geographic features.	Cinema "Madagascar»
Address of firm	In the name of the organization the legal address is specified	Shop fishing products "Rybolovniy na Usmanova»
Plot	The use of the plot	Quest project "Vyity iz komnaty", "Naity vikhod", operator "Letay"
Speaking the name	Mention of first or last name.	Network watch shops "KRONOS" (Kronos, God of time from Greek), a network of caffeine "Beanhearts" cafe "Dostoevsky", Yakhin Medical center.
Borrowing	Saving writing in another language, without translation.	Cosmetics store "l'etoile" (from FR. Star), the toy store "Uenchik" ( with tat. Toys)
Formal techniques		
Connection	Connection of significant morphological units of different words	ДОМ.РУ, Uyuterra (uyut+Terra), "Dochki-synochki" stores.
Reduction	Abbreviation writing	KamAZ (Kama automobile plant)
Onomatopoeias	The use of sounds associated with the designated object.	Cafe "Nyam-nyam»
Layout	In one word, we find several	Shop "TRikotaZH," telephone services "TatTeleKom", shop of professional cosmetics "BiGOODi»
Composition	Whole words	Gun shop "OkhotActive" pottery shop "EvroKeramika" shop building products "StroyLandiya", jewelry "Yuvelirtcentr»
Merger	The process of connecting words by overlapping the same parts of these words	Shop electronics "LaPotok", clothes shop "TRikotaZH" shop of professional cosmetics "BiGOODi"

The results of the study of the names of various companies in the city of Naberezhnye Chelny indicate the use of a variety of techniques to create the name of the enterprise.

A company name can only be successful if it meets the following criteria:

- 1) be pronounceable
- 2) have semantic associations
- 3) do not give false expectations
- 4) take into account the educational level of the audience
- 5) be culturally sensitive
- 6) be protectable
- 7) the brand should not cause negative associations (Illicheva, 2007).

Positioning in marketing 3.0 has unique characteristics, and the advertising name of the organization corresponds to the expectations and needs of consumers.

Commercial and non-profit organizations are equivalent to the town. Without the first ones commodity-money circulation will freeze, production will decline. Besides, there will be a stagnation in town. Without the second ones, it is impossible to maintain social services, provision of education, health care, urban places of culture, leisure and education. Commercial and non-commercial enterprises form an indestructible symbiosis with their activities.

In Naberezhnye Chelny nonprofit organizations account for only 11.2% of the total number of organizations, these include cultural institutions, health care, educational institutions, sports venues and places of leisure and recreation. The frequency of choice of the Russian language initial letter in the name of the organization is shown in Figure 1, and ranking by the initial English-language letters is shown in Figure 2.

The second, unofficial name of the town Naberezhnye Chelny is Autograd, and the analysis of the market situation shows that the automobile industry occupies the leading position. 989 organizations, aimed at manufacturing, repair and maintenance of motor vehicles, are engaged in it. The automobile industry is second only to trade - we are sold clothes, shoes, household appliances, food, furniture, baby goods, equipment, etc. The total number of trade agencies, based on the data Chelny.info.ru site, working in the field of construction is 1071 organizations (Kartajaya et al., 2013). According to the same source, there are organizations aimed at personnel representing 18 institutions, processing (woodworking, metalworking and recycling) representing 38 companies and good delivery representing 78 organizations. The townwide trend is not much different from the world that is the desire to get rich yield to common sense, the sphere of trade is the undisputed leader in the industry, to the detriment of both undeveloped non-profit institutions and necessary manufactures.

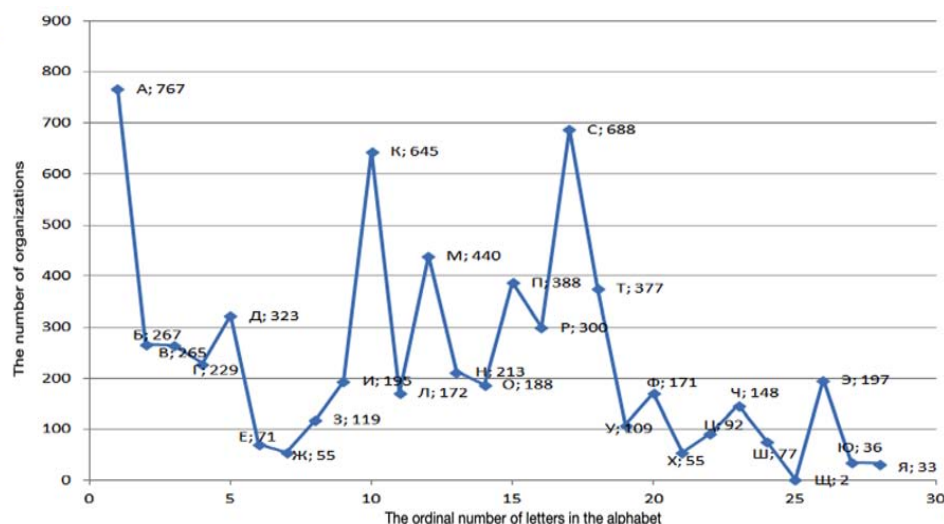


Fig 1: Ranking of capital letters of the Russian alphabet in the names of Naberezhnye Chelny organizations (Ries & Trout, 2000).

According to phonosemantic data, it is evident that the most common are the names that begin with the letter A (767 organizations). The letter C is in the second place (688 companies), with a slight lag the letter K closes the three of "finalists" (645 firms).

The most unclaimed capital letter in the title is the letter such (just two organizations), a little more "successful" is the letter I

(33 firms), the letter Yu is 3 points ahead of it representing 36 organizations.

The leading letters in phonosemantics are associated with strength, power, and the integrity of effects on human consciousness. In contrast, lagging behind may well result in respondents' stress and fear. They are mostly related to lightheadedness and unreliability (Schmitt, 2000).

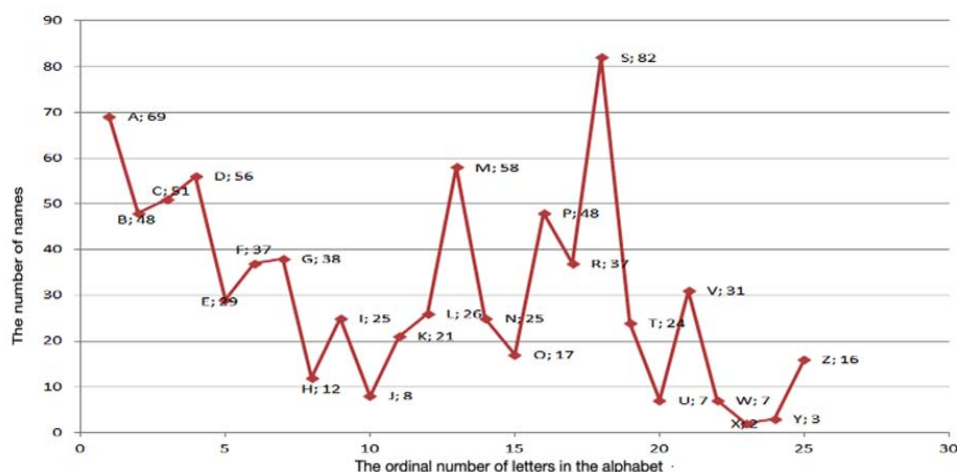


Fig 2: Ranking of capital letters of English alphabet in the names of Naberezhnye Chelny organizations (Ries & Trout, 2000).

The leading group of three of capital letters of English names has not suffered major changes, including the most common letters of the S (82) and A (69). The closing one is the letter M with a number of organizations, equal to 58. Three of "outsiders" was transformed into a group of four - X (2), Y (3), U (7), W (7).

#### 4 Findings

From the conducted analysis it follows that the name of the company must be pronounceable, connote, not false expectations, comply with the educational level of the audience and to be in the framework of cultural associations. As a result of this work advertising companies, organizations have been studied, naming in Naberezhnye Chelny has been analyzed. The most common types of phonosemantic design are alliteration, assonance, paronomastic repetition, syllabic repetition. It has been established that the names of urban facilities have a high degree of reproducibility in the modern communicative process. The country's history and language volatile fashion is reflected in the names of business objects.

#### 5 Conclusions

The efficiency of the ergonym depends on the performance of its basic functions: communicative and aesthetic. The development of the advertising category leads to a transition from the naming template to search for a creative name that provides ergonym advertising potential, that are part of the language area of the town, based on their phonosemantic perception.

Understanding the advertising text as an integral communicative structure explains the fact that the advertising name of the organization contains information about it at one time and has an impact on the consumer, which corresponds to the objectives of marketing 3.0.

Undoubtedly, the key function of the brand will always be to meet the needs of society, but in the era of Marketing 3.0 coherence in the actions of business and society involves understanding the deep feelings of customers, the priority of stability and focus on sustainable development of the

organization. The company should focus on improving the lives of its customers in General, not just on making a profit at a certain point in time.

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