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APPLICATION OF CORPORATE STYLE AS A CONCEPTUAL TOOL FOR IMPROVING THE VISUAL COMMUNICATION SYSTEM IN INFORMATION PROMOTION CHANNELS

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Abstract

The current state of the educational services market requires higher education institutions (hereinafter - HEIs) to properly integrate information technologies into strategic development. The relevance of the study is due to the intensification of competition between HEIs within the country. That is why the management of Ukrainian leading HEIs pays special attention to the use of information technologies in strategic development. The integration of information technologies is a complex, multi-stage process that affects all information systems of higher education institutions and the business processes that take place in them. The article evaluates the visual communication system effectiveness in the promotion channels of the UDFSU (now - DSU) structural division. This is a result of strategic planning development and corporate-style implementation. The question investigated the information usage of technologies in the organization's strategic planning. The conceptual approach applied to the methodology of this study, from the perspective of strategic marketing, can be used for various areas of business and organizations.

Keywords: corporate style, visual communication, brand book, media design technologies, strategic plan, marketing management mechanism.

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Problem formulation

Both scientists and practitioners are paying more and more attention to the field of corporate style and strategic planning. They focus on measures developed of the visual communication system in promotion channels, which ensures the maintenance of leadership positions in a certain field.

This study is based on the analysis of literary sources related to the key aspects of strategic development in higher education institutions, as well as the historiography of the organization's corporate style.

The relevance of the research is that the final design of the corporate logo, as a basic component of corporate style, and its measurement does not yet exist.

Analysis of recent research and publications, highlighting previously unresolved parts of the overall problem. The strategic planning importance of higher educational institutions (hereinafter - HEIs) is considered in the works of domestic scientists such as: Bublyk M.I. [1], Marukhlenko O.V. [2]., Lyashenko O.M. [3].

However, the importance of the media design influence on the strategic development of HEIs was little studied in the works of domestic and foreign scientists. According to Daryl Travis, "A brand is a kind of handshake used by generations of people as a sign that a deal is a good one...".

Today, the following areas of branding are being studied: the principles and rules of brand formation, its structure (Kotler F., Rice E., and Rice L. and others), brand management (J. Trout), influence on the internal corporate culture (Tulchinsky G.L.) and others.

All work on corporate style is interpreted as branding. According to O.V. Havrylets, "...branding is recognized as something more than a marketing strategy and is deservedly considered a separate field of knowledge and practical activity. The process of creating a brand book is based on the corporate style. It is considered an important component of the brand image. Accordingly, brand competitiveness is determined by the correct information usage, especially marketing information.

The article aims to analyze the system of visual communication and evaluate the effectiveness this system in the channels of promotion of the structural unit of DSU, as one of the components of strategic development.

Description of the article's main material

Rapid digitalization, the development of information technologies, and the emergence of new social media resources create favorable conditions for expanding education availability. It contributes to the aggravation of competition in the market of educational services between higher education institutions in Ukraine and abroad. Therefore, an important aspect of the activity of the HEIs is its strategic development.

The HEIs strategy provides for the institution's development to achieve its goals and objectives [4, p.58]. Strategy development is the result of strategic management. However, its relative novelty in Ukrainian HEIs requires new information systems introduction and technologies. This approach makes it possible to reach those consumers who previously did not have access to educational services.

At the current stage of information technologies development, telecommunications

systems, software products, and web applications, their use in information provision and HEIs strategic development is obvious. The latest achievements in the field of information technologies directly affect strategic development and their effectiveness, which increases HEIs' competitiveness.

The research subject relates to information and intellectual technologies of media design for online communications channels of promotion and information dissemination.

The work of Lyashenko O.M. [2, article 116] determined that competitive advantages of HEIs are provided by the development strategy, which determines its position in the educational services market. There is also a certain relationship between the strategy, advantages, and competitive position of HEIs in the educational services market. The process of creating a higher education strategy is complex and troublesome. It aimed at forecasting the future state of higher education, taking into account the requirements of the educational services market and society. This forecasting is based on the external environment analysis and allows the positioning of HEIs among its competitors [2, Article 116].

Let's consider the direction of information technologies as a structural University unit of the State Fiscal Service of Ukraine. One of the most important areas of its strategic activity is promotion in the educational services market.

The institute needs to adapt to the modern realities of the educational services market under the conditions of a decreasing number of potential consumers regarding educational services (applicants) in Ukraine. Besides, it refers to an increase in the number of compatriots who choose to study abroad, and a decrease in the funding of the education sector to obtain competitive advantages and attract applicants.

Since promotion in the educational services market is mainly due to communication channels, it is necessary to activate them both concerning internal target audiences, staff, students, and external consumers of educational services. Among the latter, an important place is occupied by entrants, whose motives for using educational services depend on specific goals and the available educational level. For this, marketing communication measures can be used, which involve a combination of offline and online tools. Special attention should be paid to the formation of the brand of the structural division with the help of available communication channels.

O.V. Sytnyk believes that under the conditions of modern development in the information society, the fact of psychological growth, aesthetic, cultural-educational, and environmental impact on a person in the new sphere of design is obvious. It is not connected with the mandatory features of traditional design - with material production and instrumental function. Among the names of this young field of design, the following options appear: computer design, information design, design of software interfaces, media design, interactive design, design of the electronic environment, etc. [5, p. 661].

Generalizing media design is the practice of artistic, technical design, and information presentation. We should take into account the specifics of working with information resources, services, promotion channels, and information functionality.

The product of media design is the form of a message through a static or dynamic medium [5, p. 662].

Today, visual marketing brings the best results primarily because most people perceive

the world visually. Instagram has 11 million active users. 41% belong to the age group from 16 to 24 [10]. That is a great way to keep in touch with the millennial generation. Therefore, the social network Instagram is a powerful tool of SMM - marketing, which allows you to effectively use and operate the versatile opportunities of educational institutions for successful activities.

At the same time, the constant growth in social network popularity helps to position goods and services of enterprises through the Instagram network and becomes a reliable lever aimed at attracting the attention of potential applicants.

With the help of media design, the digital environment directly forms consumers' final ideas about the product (educational service). Thus, media design combined with the goals of the institute's strategic activity makes a brand in the educational services market.

Media design covers the following elements of material presentation:

- components of the information structure (text and graphic material, audio material, video material, etc.);
- technologies (scenarios of consumer interaction, design principles, features of promotion according to the chosen channel);
- product features (according to the communication channel).

For the correct use of media design, the project office developed a visual communication system (Fig. 1). It was consistent with the institute's strategic goals. A guide was developed for the full and convenient use of the visual communication system (hereinafter referred to as the VCS). It was discussed at the administrative board meeting and approved by the Academic Council.

The development purpose is to bring all promotion channels to a single style for better institute identification (organization) in the market. It provides added value for consumers of different groups, direct communication, and control over key performance indicators. These are rating (characteristics of the potential target audience), the average perception frequency (an indicator of the contact of the TA with the media design product), and TA coverage.

The study showed that the most effective channels of a communicational structural unit of the UDFSU (DSU) are Facebook and Instagram pages. They have the highest efficiency indicators and show themselves better than the usual means of communication through career guidance. Since 2019 the share of Ukrainian Facebook and Instagram users has increased by 7% and 22%. Now, they are used by 16 and 14 million Ukrainians, respectively. In general, 60% of the population of the country uses social networks, while in 2009 this share was only 40% [11].

Based on global statistics, the share of users interested in educational services and promoting in their communication channels is 0.0085%. The same part in mid-2020 was 0.0028%.

The introduction of the SMC in all communication channels of the structural unit of the UDFSU (DSU) allowed for improvement in communication effectiveness. It contributed to its strategic goal achievement in the increasing number of students. At the same time, thanks to a set of promotion measures in the market of educational services, the Institute was able to take a leading position among other structural divisions of the UDFSU (DSU). According to the rector's reports, during the 2021 admissions campaign at Educational and Scientific Institute of

Information Technologies, the number of applications submitted by applicants for specialty 122 "Computer Science" increased by 58% compared to 2020. At the same time, the increase between 2019-2020 was 25%.

The indicators of an increasing number of students enrolled in the 1st year, unlike 2020-2021. It also serves as an indicator of the effectiveness of the implemented VCS.

Thus, in 2021, there will be an increasing number of first-year students in all majors except commodity science. In the period from 2018 to 2021, the number of applications submitted to Educational and Scientific Institute of Information Technologies increased by 785%, from 46 to 407.

The VCSs' effectiveness was confirmed by the results of a wide competition. According to the results, Educational and Scientific Institute of Information Technologies received 17 recommendations. It is 48% of all university recommendations.

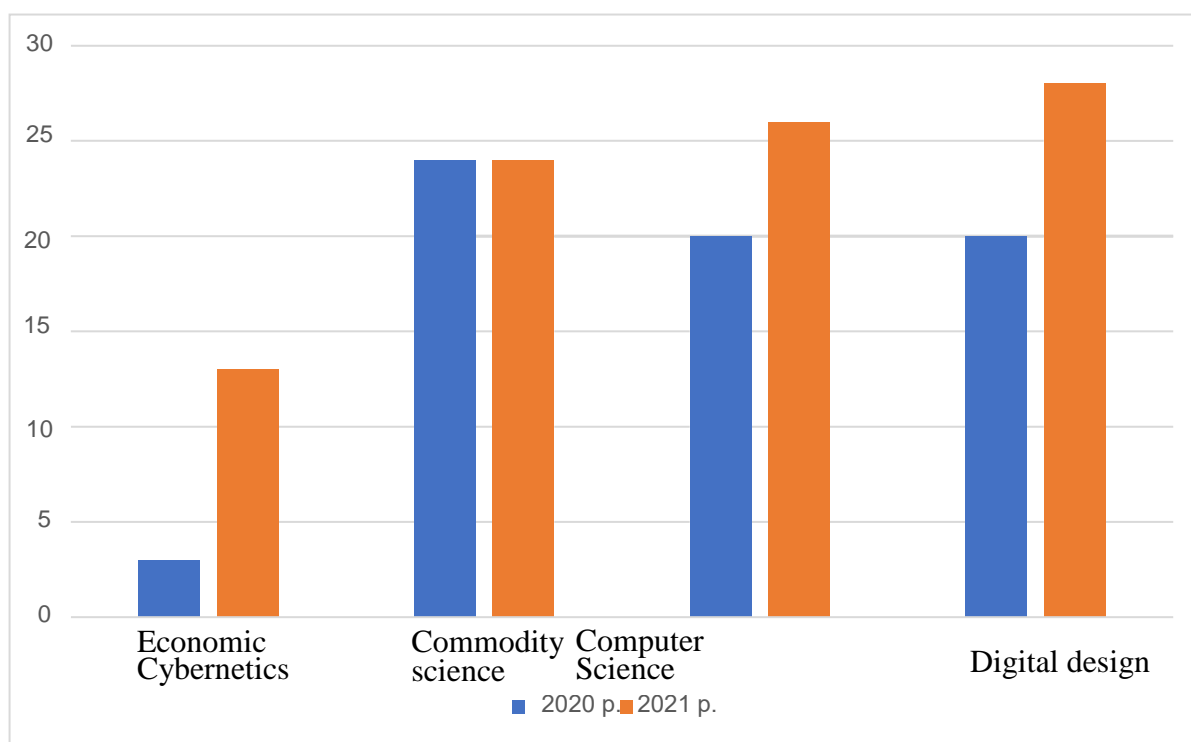


Figure 1 - Comparison of the number of first-year students in 2020-2021.

Formed based on sources: [9,11]

Therefore, based on the visual communication system, it is necessary to develop new approaches to promotion using media design. If earlier social networks mainly tried to structure the content, over time, filtering is based on their algorithms. Soon, we should expect the development of functionality for creating and selecting information.

For a more effective functioning of the visual communication system of the marketing information system, it should develop its strategies for promotion in various communication channels. It will be consistent with the strategic goals of the institute and the university. Such a strategy should consider social networks as the primary communication channel.

Conclusions

In the course of a detailed analysis HEIs' information system market imperfection and weak information usage, the technologies were revealed. Some criteria were formed based on a system of balanced indicators corresponding to the strategic goals of the UDFSU division (DSU). It improved the current system state and its business processes as well as recommendations for developing a visual communication system.

A visual communication system was developed and implemented. The purpose is to increase the competitiveness of higher education institutions in the market of educational services by using media design. It highlighted that media design is an integral component of modern educational services promotion, given the current state of online communication.

The VCS implementation effectiveness in the communication channels of one of the structural subdivisions of the UDFSU (DSU) was investigated. In general, that made it possible to increase the effectiveness of communication channels several times and made it possible to promote educational services. The obtained research results are used by all university units and HEIs. It will help to increase the presence in the information environment and will help to promote own educational services.

Summarizing the above material, it is obvious that the need to increase competitiveness and modernize the approaches of marketing activity of Ukrainian educational institutions requires their adaptation to work in market conditions as soon as possible.

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