

SUMMARY

Subject of the thesis: Image Video as a Tool of Increasing the Brand Awareness of the Organization (creative project on the example of the " Coffee Break "company)".

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Main Field of Study: 42.04.01, Advertising and public relations

Major: Social and political communications in modern society

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Relevance of the Research topic is due to the fact that recently there has been a fast pace of life of people, therefore, the need for fast food restaurants and coffee shops is growing. At the same time, despite the high demand, it is obvious that there is serious competition on the market in this particular area. Consequently, each business uses a number of methods to maintain its position in the market, namely, strives to use the right promotion through branding and advertising. Of course, at the moment, the implementation of the promotion is taking place in the vastness of the Internet. At the same time, the analysis of the development of goods and services through the creation of a brand using visual communications is of great scientific and practical importance.

Purpose of the work: to develop image videos for the Coffee Break company using the Instagram social network promoting the brand of visual identity.

Research objectives:

- consider the essence and meaning of the brand;
- to identify the features of brand formation in the field of public catering;
- explore modern digital technologies in brand promotion and reveal the specifics of using social networks using the example of the Instagram visual platform;
- study the coffee shop market, analyze direct competitors;
- to conduct a study of the potential of the Instagram visual platform toolkit for promoting a coffee shop brand;
- to develop proposals for the use of image video and other elements of visual communication for brand promotion.

The Theoretical and Practical Significance of the Research contributes to the further understanding of the terminological apparatus and the generalization of theoretical provisions related to brand formation and marketing topics. The results and conclusions of the study can serve to further expand and systematize knowledge in the field of marketing, advertising and activities in the field of public relations of public catering organizations. Certain provisions of the WRC can be actively used by the coffee houses of the city of Pyatigorsk, in particular the Coffee Break coffee house.

Research results: The work consists of an introduction, two chapters, including three paragraphs each, a conclusion and a bibliographic list of references containing 102 sources, 2 of them in English, and 7 appendices. The total volume of work is 102 pages of typewritten text.

The study revealed that in the modern world, which is almost completely covered by the process of digitalization, social networks play a special role in this. And here, the catering company, focused on young people, should pay special attention to the unique visual platform Instagram. In Russia, Instagram is one of the most popular social platforms. Instagram is an effective channel for promoting and implementing various marketing tasks due to its wide range of tools (primarily visual) and interactivity.

All competitors have pages on the social network Instagram, but even if their accounts are present there, they are often ineffective, have a formal nature and, as a result, low audience engagement.

Therefore, it is possible to build up from the competition with the help of promotion in social networks. The visual platform of Instagram will allow you to create a certain image of a coffee shop that will be attractive to the target audience, so users will become not only subscribers of the page, but also new customers of the institution.

The study revealed that the target audience of the coffee shop actively uses the social network Instagram. Therefore, this visual platform is an effective platform for promotion and active interaction with the audience. Also, using a quantitative study, the main characteristics that will help the coffee shop find a new audience were identified.

Given all this, we can assume that improving the visual content, its conceptualization in the Instagram feed is a significant factor in promoting the coffee shop brand.

Recommendations. The study substantiates the position that many organizations in the service sector, in particular, catering establishments, seek to attract customers through social networks, and the visual platform Instagram shows a particularly dynamic development in this area. In this regard, it seems likely that in order for the Coffee break to build up from competitive establishments in its segment, it needs to improve the visual identity of the brand, using all the features of the Instagram visual platform tools, including image video.