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**FORMATION OF BRAND IDENTITY OF THE MANUFACTURER
OF YOGURT AND DESSERTS IN THE FMCG MARKET**

The article examines the theoretical foundations of brand identity development for manufacturers operating in FMCG markets. Under conditions of intense competition and rapid changes in consumer markets, the formation of a strong brand identity becomes a key prerequisite for sustainable business development. The Ukrainian market of yogurt and dessert producers is no exception, as it is among the most sensitive to innovation, emotional perception, and consumer loyalty. The purpose of the article is to deepen theoretical and methodological approaches and to develop practical recommendations for brand identity development of manufacturers in the yogurt and dessert market. The research employs systematization and generalization to analyze approaches to brand identity formation and development; methods of analysis and synthesis to examine the marketing environment; and statistical methods to assess the effectiveness of market-driven initiatives. Results. The study reveals the essence of the brand and brand identity, the stages of brand identity formation, as well as the specific features of brand identity development in the fast-moving consumer goods (FMCG) market. In addition, a set of indicators for assessing brand identity strength is examined, incorporating both quantitative and qualitative metrics. Based on the research findings, a practical brand identity model and recommendations for its development are proposed, illustrated by the case of a dairy producer operating in the Ukrainian market. The conclusions emphasize that a brand ensures product identification and differentiation from competitors by creating unique perceptions that influence consumer choice, behavior, and loyalty. According to the works of David Aaker, the brand identity system comprises the product, the organization, the brand as a person, and the symbol associated with it. The specificity of building a brand identity system in the FMCG market lies in the need to create a holistic, visually recognizable, and emotionally clear brand system that can be quickly perceived by consumers, effectively scaled across the product portfolio, and perform efficiently under conditions of intense competition and frequent consumer-product interactions.

Keywords: *brand; brand identity; competitiveness enhancement; identity elements; development; positioning.*

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**ФОРМУВАННЯ БРЕНД-ІДЕНТИЧНОСТІ ВИРОБНИКА
ЙОГУРТІВ І ДЕСЕРТІВ НА РИНКУ FMCG**

У статті досліджено наукові положення щодо розвитку ідентичності бренду виробника на ринку FMCG, тобто ринку товарів масового попиту. У сучасних умовах високої конкуренції та динамічних змін на споживчих ринках формування сильної брендової ідентичності перетворюється на ключову передумову сталого розвитку компаній. Ринок виробників йогуртів і десертів України є одним із найчутливіших до економічних коливань, купівельної здібності споживачів, частоти інновацій та емоційного сприйняття брендів. Метою статті є поглиблення теоретико-методичних підходів та розроблення практичних рекомендацій щодо розвитку ідентичності бренду виробника на ринку йогуртів і десертів. У

роботі використані методи систематизації та узагальнення для підходів з формування ідентичності бренду та її розвитку, методи аналізу та синтезу для вивчення маркетингового середовища, статистичні методи для оцінки ефективності ринкових заходів. *Результати.* У дослідженні висвітлено сутність бренду, його ідентичності, етапів формування бренд-ідентичності, специфіку розвитку ідентичності бренду на ринку товарів повсякденного попиту (FMCG). Крім того, розглянуто набір показників, які допомагають оцінити силу ідентичності бренду, які складаються з кількісних та якісних метрик. На основі отриманих результатів розроблено практичну модель бренд-ідентичності та рекомендації щодо її розвитку на прикладі виробника молочної продукції на українському ринку. У висновках зазначено, що бренд забезпечує ідентифікацію та відмежування продукту від конкурентів, створюючи унікальні асоціації, що впливають на вибір, поведінку та лояльність споживача. Відповідно до праць Девіда Аакера до системи ідентичності бренду належить товар, організація, індивідуальність бренду та символ, із яким він пов'язаний. Специфіка побудови системи ідентичності бренду на ринку FMCG полягає в необхідності створення цілісної, візуально впізнаваної та емоційно зрозумілої бренд-системи, здатної швидко сприйматися споживачем, масштабуватися в межах асортименту та ефективно працювати в умовах високої конкуренції й частих контактів із продуктом.

Ключові слова: бренд; ідентичність бренду; підвищення конкурентоспроможності; елементи ідентичності; розвиток; позиціонування.

Problem Statement. In the context of FMCG market saturation, the growing number of competing brands, and the shortening of consumer decision-making time, the issue of building and developing an effective brand identity becomes particularly relevant. For yogurt and dessert manufacturers, a brand increasingly serves not merely as a product identification tool, but as a key driver of competitiveness, influencing perceived quality, emotional appeal, and the level of consumer loyalty. At the same time, in practice many manufacturers face fragmented brand identity, the absence of an integrated identity-building system, and difficulties in scaling brand identity within an expanding product portfolio.

Despite the substantial body of academic research in the field of branding, the adaptation of theoretical brand identity models to the specific characteristics of FMCG markets – particularly the dairy category – remains insufficiently explored. Existing approaches do not always account for the high frequency of consumer–product interactions, the dominance of visual stimuli, the critical role of packaging, and the need for rapid emotional decoding of brand messages within the retail environment. In this regard, a scientific and practical challenge emerges to develop a systematic approach to the formation and development of a manufacturer's brand identity in the FMCG market, integrating theoretical branding frameworks with applied marketing tools.

Analysis of Recent Research and Publications. Since the second half of the XX century, the theoretical foundations of branding have been formed as an independent field of marketing knowledge. During this period, three key approaches to understanding and developing brands have gradually emerged: the rational, emotional, and social approaches [1, p. 63]. A significant contribution to the development of the rational approach was made by David Ogilvy, who linked brand effectiveness to consumer perception. He emphasized that advertising messages are particularly effective when they include words such as «new», «economical» and «affordable», as these directly appeal to consumers' basic needs and strengthen purchase intention [2, p. 142]. The emotional approach to branding development took shape in the late 1950s, drawing on the ideas and research of scholars such as V. Packard, B. Hegarty, M. McLuhan, J. Trout, and E. Ries. The core premise of this approach lies in the recognition that when choosing a product, consumers are guided

not only by logical or rational benefits, but also by subconscious reactions and emotions triggered by brand elements. In particular, Vance Packard emphasized that successful brands actively employ methods of subconscious influence, thereby forming strong and lasting emotional connections with consumers [3, p. 157]. During this period, J. Trout and E. Ries, in their well-known work *«Positioning: The Battle for Your Mind»*, articulated the concept of brand positioning, which involves embedding a specific idea, association, or unique meaning in the consumer's mind [4, p. 54].

In the early 1990s, new societal values and expectations began to emerge, giving rise to elements of the social approach to branding. Key proponents of this perspective include D. Schultz and B. Barnes, who argued that effective brand formation and development are achieved through the integration of all elements of marketing activity – from production processes and product quality to methods of promotion and distribution [5, p. 212]. According to P. Kotler, a strong brand should maintain a clearly defined position both in the marketplace and in the minds of consumers, while creating an emotional connection between the product and its audience [6, p. 81].

Another scholar, James Gregory, author of *«Building a Valuable Brand»* and a recognized expert in the field of corporate branding, views the brand as an asset capable of generating long-term value for a company [7, p. 128]. In his later work, *«Leveraging the Corporate Brand»*, he defines the brand as the totality of experiences and impressions formed through an individual's interaction with a product, a company, or an organization [8, p. 115].

In addition, the issues of brand formation and brand identity development are extensively addressed in the works of domestic scholars. S. Veleshchuk considers the brand as a set of product attributes and trademark elements, emphasizing the role of visual and symbolic components in shaping product perception [9, p. 20]. O. Zozuliov and Y. Nesterova define the brand as a tool of market differentiation that enables companies to achieve strategic advantages within a competitive environment [10, p. 44]. O. Malynka highlights the informational nature of the brand, which facilitates the formation of trust and long-term relationships between the manufacturer and the consumer [11, p. 33].

L. Mamleieva and V. Pertsiiia view the brand as a combination of functional, emotional, and social evaluations that create a unique product perception in the minds of the target audience [12, p. 147]. Y. Prykhodchenko emphasizes the role of the brand in increasing consumer trust in the product and generating additional benefits for the enterprise [13, p. 287]. D. Yatsiuk defines the brand as a system of tangible and intangible elements – including design, name, communications, and symbols – that collectively shape a holistic product image [14, p. 20]. In her research, N.V. Ivashova focuses on the corporate brand as a legally protected and value-driven category that forms stable associations in consumers' minds [15, p. 11].

When addressing foreign scholars, it should be noted that one of the most influential contributions to the study of brand identity was made in 1986 by Jean-Noel Kapferer, who conceptualized the brand as a cellular system and identified the key components of brand identity: physical characteristics, personality, culture, self-image, and the relationship with the consumer. The combination of these elements reflects both the internal essence of the brand and the way it is perceived by the target audience [16, p. 254].

Identification of Previously Unresolved Aspects of the Overall Problem. Despite the substantial body of academic research devoted to branding theory and brand management, several aspects of the formation and development of brand identity systems in FMCG markets remain insufficiently explored. In particular, most studies focus on general brand models and positioning frameworks, while issues related to the integration of brand identity with product portfolio structure, rapid product rotation, and the high frequency of consumer-brand interactions are addressed only fragmentarily.

Moreover, the reasons why brand identity in FMCG markets often loses its coherence during portfolio scaling, as well as the mechanisms for maintaining brand recognizability and emotional value under conditions of intense competitive saturation, remain under-researched. Special attention should also be given to the adaptation of classical brand identity models to the specific characteristics of the yogurt and dessert segments, where purchase decisions are made quickly and visual and emotional cues play a decisive role. Investigating these unresolved aspects is essential for a deeper understanding of the processes involved in building effective brand identity in the FMCG environment. Within the scope of this article, the research focuses on identifying the key elements of the brand identity system, examining their interrelationships with the product portfolio, and developing a practical model for brand identity development adapted to the conditions of the Ukrainian yogurt and dessert market.

The purpose of this study is to deepen the theoretical and methodological approaches to the formation and development of a manufacturer's brand identity system in FMCG markets, as well as to substantiate practical recommendations for building an effective brand identity under conditions of high competition and frequent consumer-product interactions, using the yogurt and dessert market as a case study.

To achieve this purpose, the article addresses the following research objectives: to analyze scholarly approaches to defining the essence of the brand and brand identity and to synthesize the key elements of their formation; to examine the specifics of building a brand identity system in the fast-moving consumer goods market, taking into account patterns of consumer behavior; to identify indicators and criteria for assessing brand identity strength by integrating quantitative and qualitative metrics; and to develop a practical brand identity model for a dairy manufacturer and outline directions for its further development within the Ukrainian FMCG market.

Presentation of the Main Material. With the intensification of competition and rapid digitalization, a brand has ceased to be merely a name, a distinctive color, a specific logo, or another visual symbol. Instead, it has evolved into a multidimensional construct that integrates rational and emotional components, shapes consumers' perceptions of product value, and ensures the effectiveness of marketing communication campaigns.

In the practical model of brand formation, all key stages of marketing research, the development of an appropriate strategy, as well as the definition of business goals and objectives are taken into account. Table 1 presents an expanded brand-building framework, which additionally incorporates marketing aspects that influence the development of brand identity.

The detailed brand formation framework presented in Table 1 demonstrates a comprehensive, step-by-step approach to building an effective brand system. The sequence of stages reflects the logic of modern marketing, in which a brand is viewed not merely as a visual or communication tool, but as a strategic asset of the enterprise.

Following brand creation or enhancement, the subsequent stage invariably involves brand valuation. One of the most widely used approaches is the model proposed by David Aaker. The scholar conceptualizes the brand as a set of assets and liabilities that may either increase or decrease the market value of a product for the company and its utility for consumers. According to Aaker, brand equity is formed through five key components:

- brand loyalty, which ensures demand stability;
- brand awareness, which influences recognition and the likelihood of brand choice;
- perceived quality, which determines trust in the product;
- brand associations, referring to the images and meanings evoked in consumers' minds;
- other brand assets, such as patents, trademarks, or established relationships within distribution channels.

Table 1

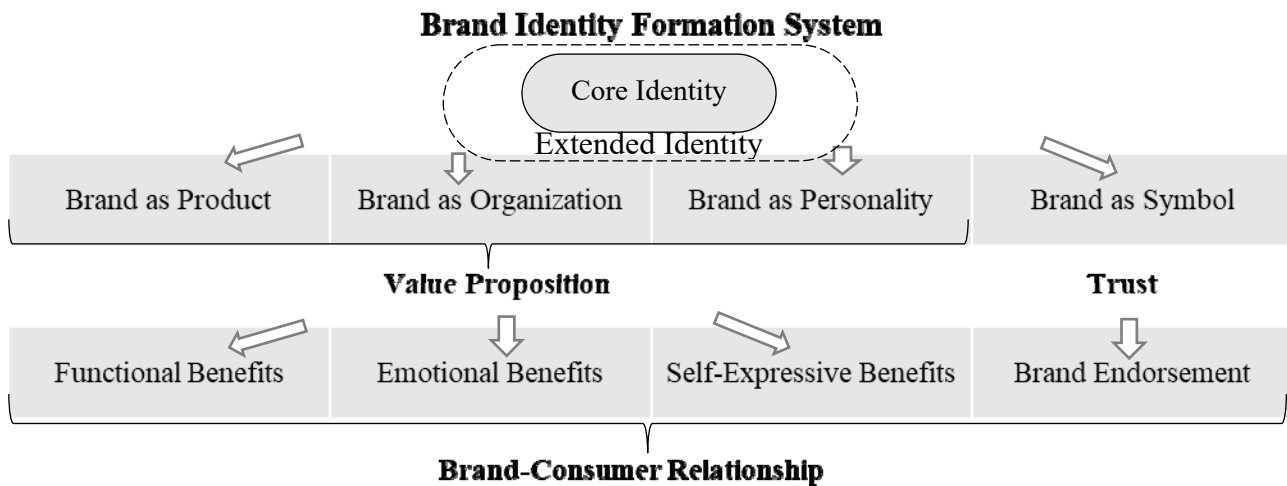
Detailed Brand Formation Framework		
№	Stage Name	Description
1.	Marketing Research and Market Diagnostics	Analysis of the macro-, meso-, and micro-environment; assessment of market capacity and segment structure; analysis of consumer motives and behavioral patterns, competitor analysis, and forecasting of market dynamics.
2.	Segmentation, Target Audience Selection, and Positioning (STP)	Identification of relevant market segments, evaluation of their attractiveness, selection of target groups; development of brand positioning based on key competitive advantages and consumer value.
3.	Brand Platform Development	Development of the brand foundation: mission, vision, brand role, values, emotional and functional promise, reasons to believe (RTB), key message, archetype, and brand personality.
4.	Brand Concept and Differentiation	Formation of the brand concept; definition of the unique value proposition, economic and psychological differentiation, product specification, perceived advantages, and consumer benefits.
5.	Brand Identity Development	Creation of the logo, corporate identity, color palette, typography, packaging, visual communication style, advertising design, point-of-sale materials, and tone of voice.
6.	Concept and Identity Testing	Testing of brand image, naming options, packaging design, advertising messages, and positioning among the target audience in order to select the most effective combination.
7.	Marketing Strategy and Communication System Development	Development of the communication strategy and media plan; selection of consumer touchpoints (ATL, BTL, digital, PR); construction of the communication funnel and definition of KPIs.
8.	Strategy Implementation and Brand Launch	Operational implementation of the developed brand concept: product manufacturing, launch of communications, trade marketing activities, distribution management, and staff training.
9.	Brand Performance Monitoring and Evaluation	Measurement of economic and marketing indicators (brand awareness, loyalty, market share, profitability, communication ROI); identification of opportunities for activity optimization.
10.	Brand Development, Strategy Adjustment, and Rebranding	Audit of positioning and visual identity; communication updates and adaptation to market changes; if necessary – partial or full rebranding and product portfolio renewal.

Source: developed by the authors based on analytical research [17].

D. Aaker places particular emphasis on the concept of brand personality as a unique set of associations that shape the meaning of the brand in the consumer's mind and define its promise to the audience. He structures brand identity across four key dimensions: the brand as a product, an organization, a person, and a symbol. Accordingly, Figure 1 presents the structure of the brand identity system based on D. Aaker's model, illustrating the interrelationships between these dimensions.

Thus, David Aaker distinguished two levels in the structure of brand identity: the core (basic) identity and the extended identity. The core identity represents the immutable essence of the brand, which remains stable regardless of product line extensions or market expansion. The extended identity, in turn, includes additional elements that enrich and specify brand perception and are organized into coherent conceptual groups [21]. The «Brand as Product» dimension encompasses product attributes, pricing, quality parameters, usage context, target audience, and

country of origin. The «Brand as Organization» dimension includes the brand’s localization, innovation characteristics, the tools through which the brand connects with consumers, and the ways in which it builds trust. The «Brand as Personality» dimension comprises communication tools through which the brand expresses openness, strength, and energy, as well as how it establishes relationships with consumers. The final dimension, «Brand as Symbol», includes visual imagery, metaphors, and symbolic elements that the brand adopts and communicates.



Source: developed and improved by the authors based on [21].

Figure 1. Structure of the Brand Identity System Based on D. Aaker’s Model

In order to determine how effectively a brand performs in the market and whether it requires renewal or comprehensive transformation, a set of performance indicators is applied. These metrics make it possible to assess both the overall condition of the brand and specific aspects of its interaction with consumers and competitors. Table 2 presents a systematized list of such indicators, grouped by key dimensions: financial performance, brand perception among the audience, levels of loyalty and engagement, interaction activity, degree of differentiation and competitive positioning, as well as operational efficiency.

Table 2

Key Qualitative Metrics for Measuring Brand Effectiveness

№	Category	Metric	Description
1.	Brand Awareness and Perception	Brand Awareness Level	Identification of the share of the audience that is aware of the brand, recognizes it, or associates it with the relevant product category.
2.		Brand Love Level (Brand I Love)	A composite index including components such as liking, admiration, purchase-related pleasure, and willingness to tolerate product shortcomings while continuing to buy the brand.
3.		Brand Positioning Understanding	Assessment of the extent to which consumers understand the brand idea, key message, and advertising concept.
4.		Brand Image Popularity	Analysis of perceptions related to brand personality, associative network, and emotional image.

End Table 2

№	Category	Metric	Description
5.	Brand Awareness and Perception	Brand Contract Fulfillment	Evaluation of consumer satisfaction with the product's functional attributes and the emotional associations linked to the brand.
6.		Brand Sentiment	Assessment of the emotional tone surrounding the brand, including positive, neutral, and negative consumer reactions.
7.	Brand Differentiation and Uniqueness	Brand Differentiation Index	The degree to which the brand is perceived as unique in comparison with competitors.
8.		Perceived Brand Value	Qualitative assessment of the functional and emotional value of the brand for consumers.

Source: compiled by the authors.

Based on the data presented in Table 2, it can be concluded that in the yogurt and curd dessert category – where purchase decisions are predominantly impulse-driven and formed within a few seconds at the shelf – emotional perception plays a decisive role in shaping consumer behavior. Metrics such as brand love (Brand I Love), emotional attachment, brand awareness, associative networks, alignment with consumer values, trust in the product, and related indicators make it possible to assess whether a brand generates the desired emotional response and has the capacity to compete not only through functional attributes, but also through values and lifestyle associations. In this context, emotional metrics serve as early indicators of brand strength and future market sustainability.

By relying on qualitative evaluations, companies can timely adjust brand identity elements, messaging, and positioning, thereby creating a more consistent and appealing brand presence in markets characterized by a high level of product similarity. In addition to qualitative assessment, brand performance is also evaluated using quantitative metrics, which are systematized in Table 3. The combined use of qualitative and quantitative indicators enables a more comprehensive and objective assessment of brand effectiveness.

Table 3

Key Quantitative Metrics for Measuring Brand Effectiveness

№	Category	Metric	Description
1.	Financial Performance	Brand Value	Monetary valuation of the brand as an intangible asset based on revenues, price premiums, and customer loyalty.
2.		Brand Margin	Indicates brand profitability and its ability to generate income.
3.		Revenue from New Products	Reflects the role of the brand in portfolio expansion and the contribution of new product launches to total revenue.
4.		Price Premium	The maximum premium consumers are willing to pay for the brand compared to competitors.
5.	Loyalty and Retention	NPS (Net Promoter Score)	Measures consumers' willingness to recommend the brand to others.
6.		Retention Rate	The proportion of customers who continue purchasing the brand over a given period.
7.		Customer Lifetime Value (CLV)	The projected total profit generated by a customer throughout the entire relationship with the brand.
8.		Brand Loyalty Index	Analysis of repeat purchase behavior and the level of attachment to the brand.

End Table 3

№	Category	Metric	Description
9.	Brand– Consumer Interaction and Market Position	Market Share (SOM)	The share of the market occupied by the brand relative to competitors.
10.		Penetration Rate	The number or proportion of buyers purchasing the brand within the category.
11.		Purchase Frequency	How often consumers choose the brand over a defined period.
12.		Substitution Rate	The proportion of consumers are willing to replace the brand with an alternative.
13.	Rebranding Need	Brand Awareness vs. Sentiment Ratio	A combination of high awareness and low emotional perception used as an indicator of potential rebranding necessity.
14.	Assessment	Customer Churn Rate	The proportion of customers who have stopped purchasing the brand.

Source: compiled by the authors.

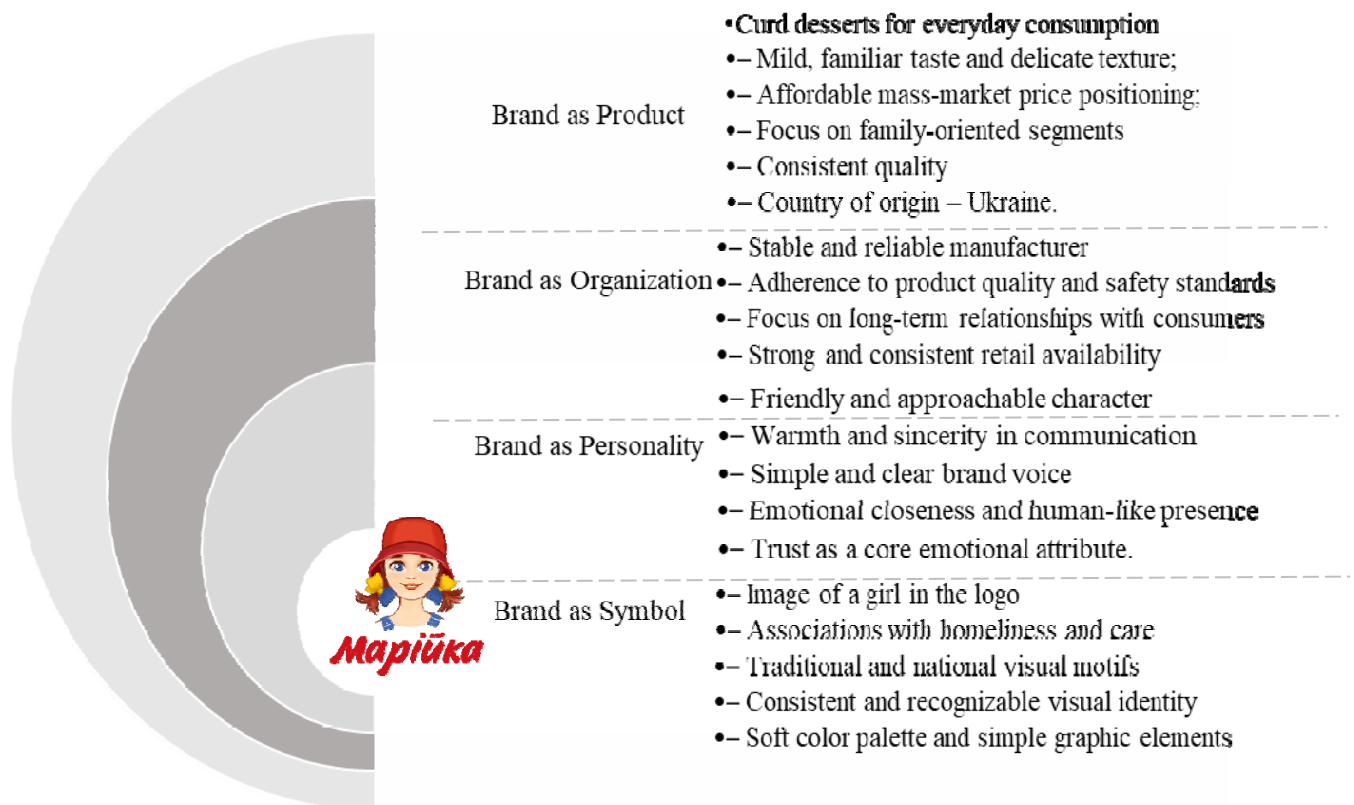
Quantitative metrics ensure the measurability of brand performance and make it possible to assess how effectively a brand fulfills its business objectives, including sales growth, market share expansion, price premium formation, and demand elasticity reduction. In the yogurt and dessert market, these metrics are particularly important, as they indicate whether a brand is able to retain existing consumers, effectively attract new buyers, and justify innovations in flavors, product formats, and communication campaigns. Quantitative assessments enable timely strategic decision-making related to strengthening brand positioning, optimizing the product portfolio, and increasing the brand's contribution to the company's financial performance.

A vivid example of a brand identity system in the FMCG yogurt and dessert market is the «Mariyka» brand. It is one of the market leaders in the Ukrainian curd dessert category, holding more than 18% market share. The brand demonstrates a high purchase frequency, with 56% of consumers choosing «Mariyka» products every two weeks or more often. It also shows a moderate level of unaided brand awareness at 43% and a high level of loyalty, as 65% of consumers are willing to recommend «Mariyka» products to friends and family. To systematize all brand components and visualize how the brand is perceived externally by consumers and internally within the company, Figure 2 presents the brand identity system based on the model proposed by David Aaker.

The analysis of the «Mariyka» brand identity based on David Aaker's model demonstrates that the brand possesses a clearly defined core identity, which remains stable regardless of portfolio changes or communication adjustments. The core identity includes an affordable price level (approximately UAH 36,99), mass-market positioning, focus on everyday consumption, the basic functional value of curd desserts, as well as key emotional associations – warmth, sincerity, trust, and a sense of homeliness. These elements form the immutable essence of the brand and ensure its recognizability and stable demand in the FMCG market.

The extended brand identity comprises flexible and descriptive elements that evolve in response to market dynamics while preserving brand coherence. These include packaging design, visual identity, the girl image in the logo, communication messages, tone of voice, product assortment lines, flavors, and serving formats. The extended identity provides the brand with adaptability, supports its relevance, and strengthens emotional engagement with consumers in a highly competitive environment. The visual components of the «Mariyka» brand include the core logo – the girl «Mariyka» with two braids and yellow-and-blue ribbons. The packaging design

consistently follows a minimalist approach, deliberately avoiding excessive elements, as the brand itself is positioned as simple and clear, and the product is meant to be easily understood by consumers – a genuinely tasty curd dessert. A short blue ribbon on the cup symbolizes the frequency and simplicity of enjoying the dessert, while the stylish depiction of «Mariyka» wearing a red bucket hat represents her transition from a small girl to a developing personality To highlight new product launches, the packaging consistently features a «Novelty» claim, while products with added inclusions additionally carry the «Made in Ukraine» claim, reflecting the company’s commitment to supporting Ukrainian consumers during the period of full-scale war (Figure 3).



Source: developed by the authors.

Figure 2. Structure of the «Mariyka» Brand Identity Based on David Aaker’s Model



Source: compiled by the authors based on [19].

Figure 3. Visual Attributes of the «Mariyka» Brand

Another key component of the uniqueness of the «Mariyka» brand is its value-based dimension, namely what the brand communicates and the feelings it evokes among consumers. «Mariyka’s» products are designed for both children and «grown-up children». In a time characterized by heightened stress and emotional overload, consumers increasingly seek moments of distraction and a return to familiar tastes associated with joy. In this context, «Mariyka fulfills»

this need, as both Millennials and Generation Z grew up with the brand's curd desserts, while the product taste has remained consistently high and unchanged over time.

The functional component of the brand's uniqueness is reflected in its packaging format. The «Mariyka» brand offers a distinctive cup format with a 140-gram volume featuring an added topping (such as chocolate balls, cookies, or rings), as well as a 150-gram cup without toppings. This packaging format is unique within the curd dessert market, as it is both convenient for on-the-go consumption and economically optimal in terms of production costs compared to other formats available on the shelf. In addition, the emotional component of the brand's uniqueness is rooted in simplicity, humanity, and sincerity. The brand is closely connected to everyday life and conveys a sense of warmth and optimism. Its communication style is never intrusive; instead, it gently invites consumers to try the product and experience a moment of enjoyment, evoking pleasant and positive associations.

Since the «Mariyka» brand operates in the yogurt and curd dessert market, which belongs to the fast-moving consumer goods sector, the next stage of the analysis involves examining the specifics of brand identity development within the FMCG context. This brand demonstrates characteristic features of identity formation under conditions of mass consumption, combining the functional attributes of the product with emotional associations and adaptation to the requirements of retail trade. The key aspects of FMCG brand identity system development and their implementation in the case of the «Mariyka» brand are summarized in Table 4.

Table 4

Specific Features of FMCG Brand Identity System Development

Key Aspect	FMCG Implementation	Integration in the Case of the «Mariyka» Brand
Speed of Brand Perception	The brand must be recognizable within a few seconds at the shelf through simple visual codes, colors, and a clear identity system.	«Mariyka» curd dessert packaging uses clear flavor color codes, a large logo, and appetizing product visuals, ensuring rapid brand recognition at the point of sale.
Balance of Emotional and Functional Benefits	FMCG identity combines rational product attributes with emotional associations and everyday consumption rituals.	«Mariyka» combines functional benefits (curd-based product, nutritional value, familiar format) with emotional benefits—such as a sense of homeliness, care, and sweet enjoyment.
Mass Consumption Orientation	Brand identity is designed for a broad audience and is based on clear cultural and social codes.	The “Mariyka” brand appeals to family and childhood values, creating the image of an accessible and “own” dessert for everyday consumption.
Scalability and Adaptability	The identity system should be easily scalable through new flavors and formats without losing brand coherence.	Mariyka’s identity allows for line extensions through new flavors and formats while maintaining a consistent style and strong brand recognition.
Integration with Assortment Strategy	Each product unit functions as an element of the brand system and supports overall positioning.	The Mariyka curd dessert assortment forms a cohesive brand block on the shelf, where each flavor reinforces the overall perception of the brand as a sweet dairy indulgence.
Adaptation to Retail Conditions	Brand identity accounts for promotional mechanics, discounts, and limitations of retail space.	Mariyka’s packaging and design remain clearly readable in promotional settings, retain recognizability during price promotions, and perform effectively in mass retail environments.

Source: compiled and developed by the authors.

The example of the «Mariyka» brand demonstrates that an effective FMCG brand identity system is formed through the combination of rapid visual recognition, emotional closeness to consumers, and a flexible assortment structure, enabling the brand to operate successfully and scale in conditions of intense competition.

Conclusions. The study confirms that a brand identity system is a decisive factor of competitiveness for manufacturers in FMCG markets, particularly in the yogurt and dessert segment, where consumer choice is formed quickly and largely depends on visual and emotional brand perception. Such an approach ensures clear product differentiation, trust formation, and increased consumer loyalty in a highly competitive market environment.

Using the «Mariyka» brand as a case study, the research substantiates the practical applicability of the proposed approaches to the formation and development of brand identity for dairy manufacturers in the Ukrainian FMCG market. The analysis made it possible to identify the key elements of the «Mariyka» brand identity and directions for its strengthening, taking into account assortment structure, positioning, and the emotional expectations of the target audience. The proposed brand identity development model may be applied to improve brand strategy, enhance product portfolio coherence, and ensure long-term brand value, while also serving as a foundation for further research into the impact of brand identity on consumer behavioral loyalty and company market performance.

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