

BRAND COLLABORATION AS A TOOL FOR IMPROVING FINANCIAL AND IMAGE INDICATORS OF AN ENTERPRISE

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Nowadays the collaboration is not only a form of business combination but also a powerful marketing tool. In the article, the phenomenon of the brand collaboration is considered from several sides. Collaboration is a common fact nowadays. Although there are a lot of mentions of it in the scientific literature, but exactly brand collaboration isn't studied enough, despite its high efficiency in the fashion industry, in the technology market and high prospects in other industries. But, in fact, this kind of cooperation between brands can manifest itself in different forms: from joint retail and promotion to the creation of collaborative products. The authors considered examples of the most successful collaborations over the past 20 years with the participation of Fashion Houses, world-famous designers, large international electronic and technical concerns and brands of decorative cosmetics. Criteria were drawn up for the company to be able to determine its compatibility with a potential collaborating

partner and determine the relevance of cooperation with another organization. Also, the authors offer a list of areas in the Ukrainian market, in which collaborative projects can bring their participants an increase in financial and image results. The potential for the development of this type of cooperation in Ukraine is quite large and requires attracting attention from domestic enterprises.

In the era when traditional methods of marketing communications “become boring”, begin to lose efficiency, and consumers are more and more finicky, brand collaboration can be a breakthrough innovation in the marketing strategies of companies. The abundance of benefits makes the collaboration a very attractive form of cooperation and actualizes its wide use by companies in many industries and spheres of activity.

A promising area for further research is the study and improvement of the financial and economic processes of the collaboration.