

CREATING THE IMAGE OF BANKING INSTITUTIONS

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In countries with developed market economies, banks were one of the last, who began to apply marketing in practice. Image of a bank is a relatively steady image, a picture of it for the staff of the bank, its customers, in financial circles and different contact audiences. Create image is the result of thorough studies of professionals in marketing, design, psychology, linguistics, and advertising. The aim of this work is to study the characteristics forming the banking image. In creating a positive image of the bank, many organizations are often followed by bringing to attention by creating a visual image that is easily recognizable.

The favourable image should be adequate, original, flexible, and have the exact address. To be appropriate means to meet an actual image or the specifics of the company. To be original means to have different images from competitive organizations. To be flexible means to adapt to changes, be dynamic.

To have an exact destination means to be attractive for a certain target audience, i.e. for actual and potential customers.

The image of the banking institution reflects its commercial policy: the orientation to certain requests of certain groups of customers. Creation of the banking image is the work of PR-specialists.