

THE IMPORTANCE OF CREATING A SUCCESSFUL CORPORATE IDENTITY AND CORPORATE IMAGE FOR ENTERPRISES IN MARKETING MANAGEMENT

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Abstract

In today's globalized world, decreases in market share and increases in competition, enforced enterprises to be in different positions. In this level, enterprises implement various marketing tactics to show their brands. While corporate identity give guidance to perception of the enterprise in the eye of workers, target mass and consumers, corporate image is ideas and thoughts of consumers about enterprise. Corporate identity and corporate image are two concepts, which enterprises use to proove their confidence and reliable brand. In this study corporate identity and corporate image are examined and some application models are shown.

PAZARLAMA YÖNETİMİNDE İŞLETMELER İÇİN BAŞARILI BİR KURUMSAL KİMLİK VE KURUMSAL İMAJ YARATMANIN ÖNEMİ

Özetçe

Küreselleşen dünyada pazar paylarının azalması ve rekabetin çetin bir şekilde artması işletmeleri rakiplerinden farklı konumlarda olmaya zorlamaktadır. Bu aşamada işletmeler markalarını ön plana çıkarabilmek amacıyla çeşitli pazarlama taktiklerini uygulamaya koymaktadırlar. Kurumsal kimlik işletmelerin çalışanları, hedef kitleleri ve tüketiciler nezdinde nasıl algılanacaklarına yön verirken, kurumsal imaj ise, tüketicilerin zihninde gerçekleşen işletme ile ilgili düşünce ve görüşlerdir. Kurumsal kimlik ve kurumsal imaj bu süreçte işletmelerin müşterilerine

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karşı güvenilir ve vazgeçilmez bir marka olduklarını kanıtlamalarında sıklıkla faydalandıkları birer kavramlardır. Bu çalışmada kurumsal kimlik ve kurumsal imaj kavramları incelenmiş ve uygulama örneklerine yer verilmiştir.

Keywords: Marketing, Corporate Identity, Corporate Image

Anahtar Kelimeler: Pazarlama, Kurumsal Kimlik, Kurumsal İmaj

1. INTRODUCTION

Corporate identity of a firm is, firm's representation by visually and physically with factors like; special vehicles, air vehicles, emblem, typography, colour selection, uniforms, announcement board, exhibitions, flags, cluff link and cutlery. Addition to this corporate identity includes corporate design, corporate communication, corporate behaviour and corporate philosophy.[1]

An identity of a person is the most important thing which differantiate him from the others, likewise, identities of the firms are also differantiate them from others.[2]

Corporate image comprises of evaluation and interpretation of information coming from different channels and can be explained by objects, situations, concepts and signs animated in the mind by imagination.

Like people, organizations also leave some effects and picture while their relations with their environments. Nowadays, this picture, which is formed in the mind and defined as image, can appear as an important factor which gives important advantages to the firms in realizing their aims. [3]

2. CORPORATE IDENTITY

Today, the need of a definite identity improvement for every corporate has come with changes in markets, corporates and societies. What is corporate identity? It is an integrity concept which a corporate reveal in philosophy, conception, communication and behavior to be distinguished

from its rivals. Differentiation from rivals and recognition by target mass as a consequence of this concept.

A corporate which has a long term founding target, an image essence based and corporate identity determined founding philosophy, performs his targets on the basis of this concept by planning strategically and reflects its behaviour vehicles and manners to target mass. A corporate which can introduce itself by this way, brings up its behaviour towards situations.[4]

If a corporate has corporate identity, it is believed to be more powerful and more organized.[2]

Do I have a corporate identity? If yes, how is it? If no, do I confuse corporate identity and corporate image? This kind of questions must be asked by a corporate to itself.

Corporate identity and corporate image are in interaction but they are different. Corporate image is related with how the corporate behave mentally and the other is related with how the corporate is known physically.

The shape of corporates' name and colours of vehicles and other equipments increase corporate identity. To success an efficient communication between corporate and target mass, especially printed things has an important role. For this reason, printed things must be seen as a tool for creating corporate identity and keeping it whole. In big companies there can be departments responsible for press, but to keep integrity opinion of public relations must be taken into account. In small companies, press must completely be in public relations responsibility. Most of corporate products and adds are easily recognized, because corporate vision is very powerful. This can be gained by a logo, a colour, a different print style or with combination of these. Corporate unity can comprise from letterhead paper to writing, colour, or logo on a transportation vehicle. The importance of giving unity to printed tools becomes greater if company has firm report, company newspaper, reference book or more other prints. Creating integrity

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in corporate vision depends on having an image which stress relationships between this prints.

With respect to succesful corporate vision as playing an important role on company recognition, it became a different job to establish differentiating corporate identity which must be a harmony of colour, shape and names. Due to contribution of public relations to recognition of corporate identity, repeating, which is also an effective factor in advertisement, must not be forgotten.[5]

Corporate philosophy, corporational behaviour, corporatational design and corporational communication concepts must be taken into consideration in practice of corporational identitiy. If we explain these concepts briefly;

Corporate philosophy; is the basis of corporational identity. It is a philosphy which companies perform in their behaviours, design and communication. According to Wolf, main thoughts of a corporate about itself, shows corporates philosphy.

Corporate behaviour; is a corporates' common behaviour, manner and reaction in definite desicion cases. In the context of corporational bahaviour, there is how should company react against various stuations.

Corporate design; includes creation of companys' image and target harmonized visible factors which are in accordance with corporate identity.

Corporate communication; indicates the desire of creating various methods for image with the help of companys' identity. Corporational communication is the application of all communication precautions systematicaly integrated, which aims to impact public opinion and enterprise climate against a company, an association, a corporate or organization.[4]

Some other subects which must be taken into account are logo, colour, letter type, and commercial character.

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Logo: A special design which is a corporate badge, like Ford as founders signature, TRT as first letters of organizations name or other symbols and definite letters.

Corporate's colour element: Examples for corporate related colours, green Holiday Inn, yellow Kodak, Night blue Parliament, navy blue British Airways, red Coca Cola.

Letter Type: Printed equipments which are created by using same and distinguishing letters, like Pepsi with its special letter type.

Commercial Character Element: Characters related with commercial corporates. The white horse on White Horse Whisky, soldier on johnnie Walker, kangaroo of Migros are some examples for Commercial Character Element.

Slogans which are integrated with company and reminding corporate identity like, BMWs' "only flying is better", Benetton's "united Colors of Benetton", Coca-colas' "life is this", are also commercial character elements.

Developing an efficient corporate identity programme: A corporate identity programme can be a powerful and efficient communication tool. When used properly, corporate can catch its essence and effects with meaningful result can be obtained. When done careless it yields money and time loss.

A current example for efficient identity programme is advertisement procedure of Absolut Vodka. This brand is a classical example to power of communication procedure where there is image difference between products.

When first advertisement campaign started in 1980 Absolut was able to sell only 12000 case of vodka. Until 1990 this increased to 2.7 billion case. One of the features of absolut advertisements was the state of same product and message.

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When creating a corporate identity programme, there are some procedures which will yield minimum stress and a successful programme. 3 main elements of an efficient programme are;

- Research
- Strategy
- Practice

The factors above are highly important. Strategy is the outcome of an investigation and if strategy and investigation is target based, practice will be successful, like placing last piece of a puzzle.

Include everyone in programme: First of all the programme must include everyone who has something to say. First and mostly the hardest one is selling the programme to the company. This necessitates skilled political tricks, but it is worth to escape efforts from programmes which became weak due to intercompany competition. A comity must be formed to gather information and data from people who can be included in the programme. That is absolutely a key element. Everyone in the company will be effected from suggested changes, and by this they will contribute to process.

Start with a sentence explaining your mission: Most company has a mission expression. A Professional corporate identity advisor can make an objective point of view. If you decided that you need an advisor, how do you choose him? It is mostly same as choosing an architect, doctor or any other professional according to experience, cost and other factors. Invite some company for presentation and as soon as possible you will find someone for your needs. Starting job with required qualifications and after this try to compare alike companies with similar capacity and structure.

Develop an action course: When you are trying to develop a corporate identity, you have to use every information you discovered from studies for developing action course of a target. It is the point where copy and plan professionals use their abilities, to get the target under consideration. Main lines must be clear, detailed and evident. The most

popular corporates rely on a strong strategy and indicators of this clear, robust and observable strategy.

Logo is the most eye catching attribute: To change or not, to protect or not and to repair or not the logo is a problem for companies. Naturally most company do not want to lose its commercial capital and accepted logo. General Electric is an example for his. This company has made a lot of changes in its structure. But didn't chane his "GE" logo. Only made small modification. Companies graphicers modernized GE logo. GE example is a good exampe for strategy of keeping own capital while taking steps to the future .[6]

3. CORPORATE IMAGE

Most adjectives used for people, country and products of daily life like modern, good, qualified, clear, honest and environment friendly, can also be used for organizations. Organizations' image on people are shown with this adjectives. That is to say, perception of organization from environment. Image, which is gained by an important effort, is formed according to peoples' knowledge and life. While necessiating long term, planned and conscious public relations, image ensures a positive vision supporting corporate aims. Definition of organizations image must have priority among this studies. If organizational image is neutral creative strategy, if it is positive, strengthen strategy and if it is negative altering strategies must be determined.[3]

It is accepted that image is real. An opinion accepting this belief says "if image is faulty and our performance is good, this is our fault because we are poor comminicators. If image is true and is reflecting our performance, this is our fault because we are poor administrators."[7]

It is one of the aims in creation of image to increase number of people who have control over subject and gain leaders of thoughts who transmit pozitve information. A point efecting image is transportation of an corporate information to public, with desire or not.[5]

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It can be stated that there are four points including corporate image, thoughts about corporate, knowledgability of corporate, prestige and comparebility with rivals.[8]

The corporate image, which has an important function as creating trust and reliance on inner and outer target mass and keeping it going, has three factors: corporate design, corporate communications and corporate behaviour.

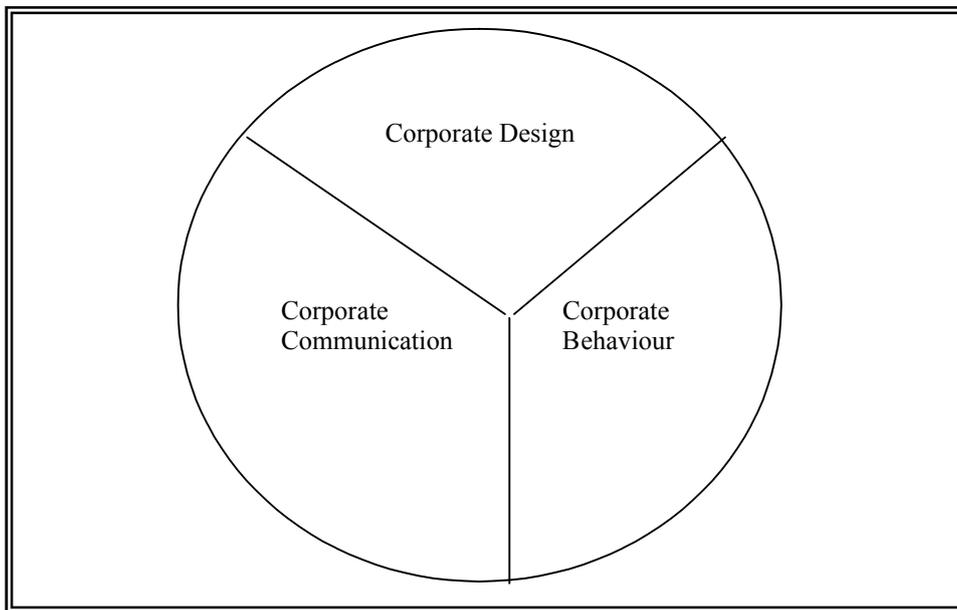


Figure 1: Corporate Image

Source: Filiz Balta Peltekoğlu. Halkla İlişkiler Nedir, 4. Baskı, İstanbul: Beta Basım Yayım, 2005, s.359.

Both inner and outer image must be in harmony with reality, to be unique and persuasive. Common vision must be formed and it must be a harmony of corporate logo, print style, corporate colour, printed materials, packing, sale improvement precautions, exhibitions, and other communication tools which corporate use. Messages which clarify

corporate's social and economic meaning must be given to target mass. This messages can be given by corporate communication, including advertisement and public relations activities. Corporate behaviour includes, behaviours of workers to customer and efforts of integrating workers with corporate. Corporate image consists of these three main factor and has an important role for communication politics in upper levels. Brendt adds corporate image to comminicaiton politics but separate from other methods and tools, by defining corporate image as “ an upper concept integrated to communication politics which interests corporate.”. [5]

It is possible to order the targets that corporate image reaches functional as follows. [1]

- It guides and strengthens the company to achieve wider and much known targets.
- It provides to balance the needs between the company and the target audience which sometimes conflict.
- It evaluates the difference of the employees and a qualified team work.
- Knowledge and skills have the opportunity of continuously improve in the environment it created.
- It increases the value of the brand, products and the service of the company.
- It creates an environment in which it is not afraid of the change.

All the companies have a character even if it is positive, negative, real or unreal at the view of the people. The image is the sum of the accepted opinions which are formed via perception of the different sides of the company by the employees and the target audience. The distinction between image and the corporate identity becomes significant as a factor

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affecting the image at this point. Corporate identity is about physical appearance while image is related to opinions of the individuals about the corporation.

Image that the corporation is more meaningful than appearance. Airplanes flying in the sky can represent the image of an airway company properly. A lot of factors like equipment, stewardess, waiting rooms, treat, inner decorate of the airplane, luggage service, flying points, the logo, color can help occurring an opinion about the airway company. It can affect minds of the individuals. The image, that can be conservative for the companies, may be the mix of the inner and outer image which determines the perceived and aimed image. The idea that the creative corporations are innovative, supports change, free, new, quick and democratic is common. But the idea about the conservative companies is, they are at the side of status-quo, loyal to rules, work in traditional ways, old, slow and autocratic.

The indicators of image of the brand are logo as a kind of advertising icon, package, shop, promotions, advertisements; in other words itself of the brand. Because a brand is noticed by its logo. The information about the character of the product can obtained form the package. The shop that sells the product directly affects the image. It is possible to explain it by the factors like the relationship of the salesmen with the customer and décor of the shop. The opinions of the public leader, which is their feeling about the product, are also effective on the choice of the consumers. The strategies developed by the marketing experts are developed using these information.

In our time brands are under press. Marketing experts need every advantage in order to challenge with new brands entering the market, market widening, and supermarket brands. [9]

The control list explained below, explains the factors which can affect the corporation image in positive or negative way.

After sale service: It depends on the customer's efficient usage of the product, satisfaction about the service or product and guarantee

conditions. So, the companies should inform the customers, and provide service after sale to solve the problems which may occur to have image.

Advertisements: In order to get the advertisement support, they should affect the corporate image besides the positive contribution to the sales.

Industrial Relationships: To provide consistency in industrial relationships, relationship with employees, distributors and service suppliers should considered as a factor that affects the corporate image.

Package: Package should be considered more than commercial concerns and the usage of new technology should be demonstrated in satisfaction of the customer.

Effect of the Stock Market: The answer to the question “Does the investment experts in market know the corporation” should be positive.

Physical Appearance: General appearance and the constituted impression of the corporation is one of the most important factors that proves the interaction between corporate image and corporate identity by affecting the corporate image.

The way to answer the questions which the corporation encounters: Letters and phone calls made by the customers can be thought as an important factor that affects the image of the corporation.

Detection of the present time situation and the state who, what, when how decided anything is the start point of an image making. To decide how to get benefit from which way is sometimes includes the activities which may change the situation of the present time.[5]

A lot of research is made in recent years about the increasing importance of the image. But there is still different ideas about its importance to the organizations and communication programs. Recent

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research show that intense usage of image surveys is useful to the organizations. But public relations departments need budget to make these surveys.

Making the communication programs which are very important function of public relations departments is an effective way to increase the significance of the corporation. When supported by a good research, planning and evaluating communication programs have an important role for the achievement of corporations to success. Image surveys are also used for the research and evaluating part of the communication programs. This is both an assistant to public relations experts in stating target and planning and a good method for evaluating the success of the communication programs.

The first step to help a corporation in image making is detecting its image by surveying. There a lot of ways to make an image survey. Garbett indicated six of them as follows:[10]

- Recongition works,
- Idea works,
- Moral works,
- Qualitative depth works,
- Focus groups,
- One-to-one research.

Evaluation of The Image

The corporate image of a corporation or an organization should be evaluated according to the research results instead of individual ideas. Because the behaviors of the corporation can be conceived in order to change the corporate image, the research about the behaviors of people to the corporation is at the same time about understanding and evaluating the corporate image. In this case the points to be noted are; all the details of the

corporate image and besides how should the behaviors change, what kind of a corporate behavior can make the desired change.

The research techniques to measure the behavior of the individuals, which are same as the ones used for marketing levels, are miscellaneous. But the problem is not different from the applications aimed to understand consumer behaviors.

Two kind of research showed below are about image. The first one is related to detect several corporate behavior about image. In this case the corporation may adapt its behaviors to the perceive and behavior of the target audience. To understand the corporate behavior in order to change the present image of the corporation is the topic of the second research. Whether the image will be used to to facilitate the entrance of a new product to the market should be answered by the first research. And whether the image supported the product to be accepted by the consumers must be the question of the researcher.

It is another research topic to understand in what way the image change will be. The detection of the behavior of target audience should be at this level and as indicated before, prior to the communication the way of the change it should be detected by research.[5]

The following questions should be answered during an image study:[5]

- Does the management, PR adviser or department agree with the image you are trying to achieve.
- Are there short term and specific target additional to the long term targets.
- Are the listening and research techniques applied sufficiently to understand what the target audience think about the corporation.
- Is the program controlled regularly in order to detect success and failure points.

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- Are the experiences of other firms working at the same scope studied to take the advantage.

As it is understood employees have feelings and opinions. If the organization can show that they are understood, they will adapt their work eagerly. But when these features of the people are not considered as it should be, they will become reluctant, go on strike or may leave the work.[11]

4. CONCLUSION

Corporate identity and corporate image are very important on creating positive significance at view of consumers in marketing management. It is needed to put forward customer satisfactory in order to create a powerful and efficient corporate identity and corporate image. So the opinion that the customer is the king should be in the fore front. The reality that corporate identity and corporate image importantly affect the purchasing behavior of the customers should never be forgotten. The corporations must keep their brands strong, create significance and have a strong corporate identity and corporate image in the globalizing world of today in order to get over their rival firms and to be one step forward.

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