THE TRADEMARK ROLE IN REPOSITIONING STRATEGY OF WINE IN MINIŞ MĂDERAT VINEYARD

ROLUL MĂRCII ÎN STRATEGIA DE REPOZIȚIONARE A VINULUI DIN PODGORIA MINIŞ – MĂDERAT

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Abstract: *During the period of time when wine consumption is decreasing and consumer demands are increasing, it is more and more difficult to preserve and respect the reputation and brand of wine-viticulture product. Brand identity creates sustainable advantages in such explosive wine market.*

Key words*: brand, consumer*, *trademark*, *promotion*

INTRODUCTION

Agro is effective when able to effectively distribute a large quantity of food products through a distribution system quickly and as fully as possible in flux. Consumers prefer products that best meet their needs, choosing products that differentiate it from similar ones on the market and the economic terminology calls them "plus products" or products that bring higher consumer utility. "Plus product" which the consumer attaches a higher utility will be distinguished by a trademark. Consumers consider an important part of the product brand, which distinguishes it from the competition. A successful brand adds value to the product satisfysing the psychological needs of consumers.

It is important for a manufacturer to invest heavily in a brand because it provides long-term loyalty of consumers who refuse products of the same type, even if they are offered at lower prices. That is the economic importance of the use of trademarks, fidelity to buyers acting as a lever cushioning, over time, the investment made by the manufacturer for a brand.

Mark is the "sign" that transforms a simple product into a product

that gives a certain image among consumers and induces its owner a profit when sold.

In economic practice it is important to distinguish the brand name and trademark symbol. The brand name is a trademark verbal expression, allowing the selection of a product. Mark symbol – emblem – allows brand recognition without requiring its verbal pronunciation.

Specialists in marketing classified trademarks according to the presentation in the following categories:

- ***acronyms*** - mark commonly pronounced as a word;
- ***logos*** - graphical representation of a trademark, trademark signature – acting as an umbrella that covers the product too;
- ***icons*** - drawings that express an idea or a word;
- ***seals*** - considered the ancestor of the trademarks are used to sign or to mark a product.

Among its many other functions, trademarks serve to shape the brand image of the product by communicating emotions. Even when the offers are similar to competitors, customers may perceive a difference depending on the image of a certain business or trademark.

The companies are trying to impose an image among consumers in order to differentiate them from other competitors.

The image of a company or trademark must submit a single post, separately, to communicate the key advantages and market position of the product.

From an economic perspective, the use of trademarks leads to many benefits for all businesses participating in the exchange, as follows:

- trademarks save customer's time and effort;
- consumers trust the brand name when evaluating and comparing products;
- a simple word or symbol causes multiple associations;
- the trademark is a mean of communication suitable for companies;
- trademarks undertaking companies positioning on the market.

Agro decisions must be based on accurate information. The collection, processing and interpretation of information necessary for agro daily decisions, but also the dissemination of information among traders and market represent the subject of this feature. By using this feature, the seller finds out what the customer wants, being able even to influence his or her wishes and preferences. Marketing studies were designed to determine the

right products to the market, marketing channels to be followed, how to promote products, their price and so on.

MATERIALS AND METHODS

It has been prepared a questionnaire on a group of 418 people in the city of Arad, by which it was intended to find out the Arad consumer preferences and the reputation of Miniş - Măderat vineyard products.

RESULTS AND DISCUSSIONS

It can be seen the major interest of the respondents against the mark in the case of wines.

A way of promoting Arad vineyard wine is to appeal to the health of individuals and to the benefits it brings from this point of view the famous wine consumption, thus invoking the tradition of grape-vine culture.

Visual expression of the label, the design, information organization and composition suggest quality and personality tradition of Miniş wine.

Presentation of the wines is made in an innovative and refined way, comfortable and stylish, in an assortment range that meets consumer demands satisfaction.

The type of packaging also corresponds with the quality and brand of the wine. According to specialists, high quality wines are sold in bottles of 0.75 liters, classic package, this one being the most widespread and best-sold on the market.

CONCLUSIONS

The decision of purchasing a bottle of wine is usually taken spontaneously, thus the trademark component has a role of attracting consumers. Central pillars of the promotion strategy are quality-price-trademark and the way of presentation. Arad wines have a good reputation among consumers, and gaining reputation means extra attention in terms of quality, origin, image, brand and label, so that wine-viticulture traditions to be preserved by applying the best and latest technological progress.

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