Роксолана Дьяченко,
доцент кафедри реклами та зв'язків з громадськістю
Факультету журналістики
Київського столичного університету
імені Бориса Грінченка,
кандидат мистецтвознавства

iD https://orcid.org/0000-0002-8177-2357
✉ r.diachenko@kubg.edu.ua

Ольга Адаменко,
студентка Факультету журналістики
Київського столичного університету
імені Бориса Грінченка

iD https://orcid.org/0009-0005-2254-7917
✉ ooadamenko.fj24m@kubg.edu.ua

Roksolana Diachenko,
PhD in Study of Art,
Associate Professor
at the Department of Advertising and Public Relations,
Faculty of Journalism,
Borys Grinchenko Kyiv Metropolitan University

Olha Adamenko,
Student at the Faculty of Journalism,
Borys Grinchenko Kyiv Metropolitan University

АЙДЕНТИКА ЯК ІНСТРУМЕНТ ПОСИЛЕННЯ БРЕНДУ В УМОВАХ ЦИФРОВОЇ КОНКУРЕНЦІЇ

IDENTITY AS A TOOL FOR STRENGTHENING THE BRAND IN THE CONDITIONS OF DIGITAL COMPETITION

У статті досліджено стратегічний потенціал айдентики як ключового інструмента посилення позицій організації в умовах цифрової конкуренції. В епоху тотальної цифровізації та медіаперевантаження успіх бренду визначається здатністю до швидкої диференціації, миттєвої впізнаваності й підтримки послідовності комунікацій на всіх цифрових платформах. Айдентика постає не лише як статичне візуальне оформлення, а і як динамічний, інтегративний та омніканальний актив, що формує міцний емоційний зв'язок зі споживачем, забезпечує послідовність комунікацій та підтримує цілісність бренду в умовах постійних змін цифрового середовища.

На основі комплексного підходу, який включає систематичний аналіз наукової літератури, порівняння класичних і сучасних моделей айдентики (Аакер, Капферер, Келлер) та проєктне формування концепції адаптивної айдентики, доведено, що існуючі моделі часто недостатньо враховують потребу в динамічній трансформації та мультиплатформній адаптивності. Визначено структурні елементи цифрової айдентики, які забезпечують унікальність бренду та оцінено їхній вплив на емоційну лояльність і залученість споживачів.

Результати засвідчили, що ефективна айдентика у цифровій конкуренції є цілісною, гнучкою, адаптивною та емоційно насиченою системою. На основі отриманих даних створено практичні рекомендації щодо розробки та впровадження айдентики на різних цифрових платформах, а також її інтеграції в комунікаційну стратегію. Зокрема, виділено інструменти підтримки послідовності бренду на різних каналах та підходи до адаптації контенту під різні формати і типи аудиторії. Практичне значення дослідження полягає у формуванні методологічних засад для створення високоефективної, адаптивної та унікальної айдентики, здатної забезпечити стійкий розвиток бренду та підвищити його конкурентоспроможність у цифровому середовищі.

Ключові слова: *айдентика, бренд, цифрова конкуренція, медіаперевантаження, стратегічний брендинг, динамічна айдентика, цифровий маркетинг.*

The article explores the strategic potential of identity as a key tool for strengthening an organization's position in the face of digital competition. In an era of total digitalization and media overload, a brand's success is determined by its ability to differentiate itself quickly, be instantly recognizable, and maintain consistency in communications across all digital platforms. Identity is not just a static visual design, but a dynamic, integrative, and omnichannel asset that forms a strong emotional connection with the consumer, ensures consistency in communication, and maintains brand integrity in the constantly changing digital environment.

Based on a comprehensive approach that includes a systematic analysis of scientific literature, a comparison of classical and modern identity models (Aaker, Kapferer, Keller) and the project-based formation of the concept of adaptive identity, it has been proven that existing models often do not sufficiently take into account the need for dynamic transformation and multi-platform adaptability. The structural elements of digital identity that ensure brand uniqueness have been identified and their impact on emotional loyalty and consumer engagement has been assessed.

The results showed that effective identity in digital competition is a holistic, flexible, adaptive, and emotionally rich system. Based on the data obtained, practical recommendations have been developed for the development and implementation of identity on various digital platforms and its integration into the communication strategy. In particular, tools for supporting brand consistency across different channels and approaches to adapting content to different formats and audience types have been identified. The practical significance of the study lies in the formation of methodological foundations for the creation of a highly effective, adaptive, and unique identity capable of ensuring the sustainable development of the brand and increasing its competitiveness in the digital environment.

Keywords: *brand identity, brand, digital competition, information overload, strategic branding, dynamic identity, digital marketing.*

Introduction

In the modern world, the exponential growth of media content and the constant presence of information across multiple digital channels have led to the phenomenon of information overload [6]. Consumers are exposed to an enormous volume of simultaneous messages, which significantly complicates the process of capturing their attention and fostering emotional loyalty. Under such conditions, brands must not only compete for the audience's attention but also ensure instant recognizability, message relevance, and consistency of communication across all platforms. Accordingly, brand identity becomes a strategic tool that helps create enduring associations and shape a holistic consumer experience capable of withstanding the noise of the information environment.

The exponential growth in content volume and the multi-platform nature of communication have led to a paradoxical situation: a brand must be instantly recognizable on any screen from a smartphone to a smartwatch while maintaining integrity and consistency despite the ever-changing digital environment. This places new demands on identity, which should no longer be static, but rather adaptive and dynamic, capable of technical and semantic transformations depending on the platform and context of communication.

David Aaker [1], in his works *Creating Strong Brands* (1995) and *Building Strong Brands* (1996), developed the Brand Identity System. This model involves the formation of a clear brand structure, including the key elements that create associations in the consumer's mind. Aaker emphasizes the importance of conducting an economic audit of the company, analyzing the competitive environment, and identifying the brand's strategic assets. His model allows the brand to be systematized as a strategic resource and establishes the foundation for long-term associations that build brand equity [4].

At the same time, Aaker's classical approach does not account for the rapid adaptation of a brand to changes in the external environment.

The model works well in stable, predictable media conditions but does not consider multiplatform communication and information overload, which are characteristic of today's digital environment. This confirms the thesis: while Aaker laid the fundamental principles of brand creation, his methods do not allow identity to be transformed quickly enough to maintain relevance in real time and across different digital platforms.

Jean-Noël Kapferer [2], in *The New Strategic Brand Management* (2012), proposed the Brand Identity Prism, which describes a brand through six interrelated dimensions: physical appearance, personality, culture, relationships, reflection, and self-image. Kapferer's prism is valuable because it expands the understanding of identity beyond visual attributes by adding verbal and cultural elements that define the emotional bond with the consumer. Particular attention is paid to verbal identity, which enables the brand to establish its own communication style, as well as to culture, which sustains brand values and narratives.

However, as in the case of Aaker, Kapferer's prism has significant limitations in the modern digital market. It was developed for a more controlled and predictable media environment, where communication channels were limited, and consumer interaction occurred in a more static format. In the digital age, where audiences engage with a brand simultaneously through social media, mobile applications, VR/AR spaces, and chatbots, the prism does not provide mechanisms for the dynamic transformation of identity in real time. This again supports the thesis about the necessity of continuous adaptation.

Kevin Lane Keller [4], in his Customer-Based Brand Equity (CBBE) model, emphasizes the consumer as the central agent of brand creation. In his work *Strategic Brand Management* he demonstrates that brand strength is determined by the depth and resilience of associations in the consumer's mind. Keller's model enables the building of brands with high emotional loyalty

and clear positioning by focusing on consumer needs and expectations.

However, CBBE, like other classical models, primarily assumes the creation of long-term associations and does not address the volatility of the modern digital environment. The model does not provide specific tools to ensure that identity can adapt quickly to new platforms and formats, including interactive interfaces, motion design, AR/VR environments, and instant communication channels. This once again confirms the thesis: in the digital era, brands require systematic and continuous adaptation of identity, which classical approaches do not provide.

Thus, the analysis of the works of Aaker [1], Kapferer [2], and Keller [4] shows that these models laid the foundations of strategic branding and allow us to understand the importance of identity as an asset capable of generating brand equity. At the same time, they are partially outdated in the digital environment, as they do not consider the need for rapid adaptation, multiplatform relevance, and integration into dynamic digital formats. This underscores that the creation of effective modern identity is impossible without mechanisms of continuous transformation and renewal, enabling the brand to remain recognizable, relevant, and competitive in the struggle for consumer attention.

The aim of this research is to conduct a comprehensive analysis and systematization of the strategic, technological, and creative aspects of developing adaptive brand identity under conditions of digital competition and information overload [3]. To achieve this goal, the following research objectives have been defined:

• to analyse modern challenges and trends in digital branding, including the impact of information overload and multiplatform communication on brand perception and consumer engagement;

• to examine classical and contemporary models of brand identity (Aaker, Kapferer, Keller) in order to identify their strengths, limitations, and applicability under dynamic digital conditions;

• to study the technical and creative tools for implementing adaptive and multiplatform identity, including digital interfaces, motion design, AR/VR environments, and interactive UX/UI;

• to develop methodological foundations for constructing a comprehensive, integrative, and adaptive model of brand identity that ensures relevance, consistency, and emotional connection with the audience across all digital touchpoints.

The research methods include systematic analysis of academic literature, comparative evaluation of classical and contemporary identity models, and case studies of digital identity implementation. Based on a comprehensive analysis of scientific data and the works of Aaker, Kapferer, and Keller, a model for forming strategic identity in the context of digital competition was developed. It provides an integrative and adaptive approach to defining the role of a brand in conditions of information overload and includes three interrelated dimensions: context, strategy, and identity, which together form a comprehensive algorithm for building a competitive brand.

Figure 1: The brand identity development model (image created be author)

The first dimension, context, serves as the analytical foundation and is responsible for diagnosing the initial state of the brand [5]. This involves conducting an economic audit of the organization to identify available resources and strategic potential; a competitive analysis of the media landscape aimed at evaluating the level of marketing noise and competitor activity; as well as a digital audience audit, which focuses on a deep understanding of media consumption patterns, consumer needs, and levels of cognitive load. Such an approach makes it possible to form a comprehensive picture of the brand's operating conditions and identify key threats, including risks associated with information overload.

The second dimension, strategy, defines the brand's core and its positioning within the digital environment. At this stage, the key brand strategy is developed, integrating corporate objectives into the overall brand architecture to ensure internal coherence. In parallel, adaptive positioning is established, creating a mental shortcut that allows the consumer to quickly identify the brand among numerous competing

signals. Through this conceptualization, the brand not only secures its place in the consumer's mind but also reduces the level of informational overload by offering a clear, concise, and comprehensible value proposition.

The third dimension, identity, emerges as a dynamic tool for implementing the brand strategy under conditions of multiplatform digital competition. Unlike classical approaches, where identity is primarily reduced to a visual-graphic set (logo, colors, fonts), here it is considered as a multidimensional system capable of constant adaptation depending on context and communication channel. A central role is played by flexible verbal identity — the style and tone of communication — which varies according to the specificity of the platform: formal-rational in B2B communications, emotionally interactive in social networks, concise in mobile applications and chatbots. Such flexibility ensures message relevance and enhances trust by creating a sense of authentic dialogue between brand and consumer [12].

Additionally, a dynamic visual system is formed, which includes not only static elements of identity but also adaptive graphic solutions optimized for motion design, AR/VR environments, and interactive UI/UX interfaces. This enables identity to remain recognizable in any format — from the micro-screen of a smartwatch to the large screen of a digital event. Its transformation does not disrupt basic consistency but rather creates additional semantic layers, emphasizing the innovativeness and technological sophistication of the brand [9].

The final aspect of this dimension is the integration of identity into the omnichannel experience, defined as seamless user interaction with the brand across all available channels and touchpoints, ensuring consistency, relevance, and holistic perception. Such an experience envisions identity functioning as a unified system across all consumer touchpoints — from digital platforms and social networks to physical spaces and interactive interfaces [10]. This is not only about visual or verbal coherence but about creating a seamless, contextually relevant, and emotionally rich experience in which the user perceives the brand as an integrated world with its own logic, values, and narratives. In this way, identity transforms from a static representation into a dynamic mechanism of strategic management of audience trust and loyalty, ensuring brand relevance and consistency in a multiplatform digital environment.

Thus, the proposed model is an integrative-adaptive algorithm that combines the strengths of the classical concepts of Aaker, Kapferer, and Keller, while simultaneously modernizing them to address the challenges of the digital age. The key difference lies in the focus on dynamism and multiplatform relevance, which become decisive conditions for overcoming information overload and ensuring the brand's sustainable competitive success. The practical significance lies in developing methodological foundations for creating a highly effective, adaptive, and unique identity capable of ensuring stable brand growth and enhancing its competitiveness in the digital environment.

Conclusion

The research results confirm the initial hypothesis about the strategic effectiveness of adaptive identity as a tool for strengthening a brand under conditions of digital competition. A critically important success factor is a systematic approach to shaping and adapting identity according to the specificity of each communication channel. The purposeful integration of adaptive solutions ensures message consistency and relevance, which enhances positive audience perception of the brand. Adaptive identity is viewed not as an additional or secondary element, but as a strategic choice aligned with brand values and modern consumer needs, creating emotional connection and strengthening competitive positions in the digital market.

While classical elements of identity remain important, their technical and semantic adaptation to digital platforms is of decisive significance, especially for social media, mobile applications, interactive interfaces, and AR/VR environments. The study has shown that the key factors of modern identity effectiveness are relevance, dynamism, and emotional richness of messages. Consumers value brands that respond quickly to changes in the digital environment, maintain communication consistency, and provide a seamless omnichannel experience.

The success of digital identity largely depends not only on graphical or verbal elements but also on audience understanding, creative approaches to message adaptation, and regularity of communication. The use of interactive formats, motion design, and adaptive UX/UI solutions creates a sense of direct and contextually relevant interaction with the consumer, increasing trust, recognition, and loyalty.

Thus, the study confirms the necessity of a comprehensive, integrative, and adaptive identity model that combines classical principles of strategic branding with dynamic and multiplatform solutions capable of responding to information overload and the shifting conditions of the modern digital environment.

REFERENCES

1. Aaker, D. A. (1996). *Building Strong Brands*. The Free Press. https://www.academia.edu/34383247/David_A_Aaker_Building_Strong_Brands

2. Kapferer, J.-N. (2012). *The New Strategic Brand Management: Advanced insights and strategic thinking* (5th ed). Kogan Page. https://www.researchgate.net/publication/281803401_The_New_Strategic_Brand_Management

3. Karuso, C. (2024). *Best Ways of Marketing Your Products in 2025*. KOMACI Publishing LLC. https://www.google.com.ua/books/edition/Best_Ways_of_Marketing_Your_Products_in/RlgsEQAAQBAJ

4. Keller, K. L. (2013). *Strategic Brand Management* (4th ed). Pearson Education. https://vulms.vu.edu.pk/Courses/MKT724/Downloads/Keller%20Strategic%20Brand%20Management.pdf

5. Lindstrom, M. (2016). *Small Data: The tiny clues that uncover huge trends*. St. Martin's Press. https://dokumen.pub/small-data-the-tiny-clues-that-uncover-huge-trends-9781522635185-9781466892590-2015030202.html

6. Miller, G. A. (1956). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological Review*, *63*(2), 81–97.

7. Qualtrics. (n.d.). *Omnichannel Experience: What, how & why*. https://www.qualtrics.com/en-gb/experience-management/customer/omnichannel-experience-design/

8. Rachfall, T., Williamson, E. A., & Temple, B. (2014). The Information Overload Phenomenon: The influence of bad — and (ir) relevant information. *International Journal of Research in Engineering and Technology*, *3*(29), 27–32. https://doi.org/10.15623/ijret.2014.0329005

9. Scher, P. (2016). *Dynamic Brand Identity: Designing logos that evolve*. Skillshare. https://www.skillshare.com/en/classes/dynamic-brand-identity-designing-logos-that-evolve/239606488

10. Shannon, C. E., & Weaver, W. (1949). *The mathematical theory of communication*. University of Illinois Press. https://pure.mpg.de/rest/items/item_2383164_3/component/file_2383163/content

11. SitePoint. (n.d.). *What is Liquid Design?* https://www.sitepoint.com/liquid-design/

12. Superside. (n.d.). *5 brand consistency examples for top enterprises in 2025*. https://www.superside.com/blog/brand-consistency-enterprises