

## FROM TRADEMARK TO BRAND: BRANDING AS A SOURCE OF SUSTAINABLE COMPETITIVE ADVANTAGE FOR FIRMS

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**Abstract:** *In the contemporary environment of global competition, the transition from trademark to brand represents a fundamental shift in the logic of value creation and market positioning. While trademarks primarily perform legal and identificatory functions, brands operate as complex strategic assets capable of generating sustainable competitive advantage. The objective of this study is to conceptualize branding as a systematic managerial process through which firms transform registered trademarks into value – creating brands that influence consumer perceptions, foster trust, and support long-term differentiation. Methodologically, the research applies a qualitative synthesis of classical and contemporary branding theories, complemented by the analysis of empirical observations and evolving branding practices in regional and global markets. The findings demonstrate that sustainable brand advantage emerges from the integration of strategic marketing planning, consistent brand identity management, stakeholder engagement, and the deliberate accumulation of brand equity. The study confirms that branding extends beyond communication activities and functions as a core component of corporate strategy that enhances adaptability, innovation capacity, and relational capital with stakeholders. Consequently, the article substantiates the scientific proposition that firms capable of effectively converting trademarks into strategically managed brands achieve more stable market positions and superior value realization. The paper contributes to marketing science by clarifying the mechanisms underlying trademark-to-brand transformation and by outlining practical implications for organizations seeking to develop resilient brand architectures in increasingly dynamic competitive environments.*

**Keywords:** *Branding, trademark, brand equity, competitive advantage; strategic marketing, brand management; consumer trust.*

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### 1. Introduction

In the modern context of business development, in the contemporary environment of accelerated economic change and intensified global competition, firms increasingly depend on advanced knowledge and strategic capabilities rather than solely on conventional managerial approaches. Within this evolving landscape, branding has transformed from a primarily communicative activity into a strategic mechanism for creating differentiation, building consumer relationships, and ensuring sustainable competitive advantage. Despite the extensive development of marketing theory, the process through which market offerings evolve from legally protected identifiers into strategically managed brands remains insufficiently conceptualized, which defines the research problem addressed in this study.

The broader context of this research is shaped by the continuous evolution of economic thought and business practice, where organizations that rely exclusively on outdated postulates risk losing competitiveness in rapidly changing markets. Consequently, it becomes necessary to explore emerging conceptual perspectives and formulate new hypotheses capable of explaining contemporary branding phenomena. A particularly relevant theoretical gap concerns the evolutionary trajectory of market offerings, which,

from a strategic marketing perspective, can be interpreted as a sequential transformation: **product** → **registered trademark** → **marketed trademark** → **brand**. This progression reflects the gradual accumulation of symbolic meaning, market recognition, consumer trust, and value creation potential. Accordingly, one of the fundamental strategic priorities of marketing specialists, professionals in branding is not merely the development of products or the registration of trademarks, but the deliberate creation and long-term maintenance of brands as strategic assets.

The **object of research** is strategic brand management as a component of strategic marketing planning, while the **subject of research** encompasses the theoretical foundations, mechanisms, and instruments of branding that shape long-term corporate competitiveness. The main objective of the study is to conceptualize branding as a systematic process through which firms transform trademarks into brands capable of generating sustainable competitive advantage. The research is guided by the central question of whether strong brands emerge primarily from deliberate strategic planning rather than spontaneous market evolution.

To achieve this objective, the study addresses the following **research tasks**:

- 1) to examine the evolution of branding within marketing theory and practice;
- 2) to analyze classical and contemporary approaches to brand management;
- 3) to substantiate the hypothesis that strong brands originate from strategic planning rather than spontaneous development;
- 4) to identify the role of branding in forming brand equity and long-term corporate value;
- 5) to integrate theoretical and practical findings into a coherent conceptual framework of strategic brand management.

Methodologically, the research relies on a qualitative synthesis of branding literature and conceptual analysis of contemporary branding practices, allowing for the identification of theoretical patterns and emerging directions in strategic brand management. The originality of the study lies in its integrative perspective on trademark-to-brand transformation as a strategic process and in the advancement of the hypothesis that brands are “born,” not “raised,” emphasizing the primacy of intentional strategic design in brand formation.

The paper is structured as follows: the subsequent section reviews the theoretical evolution of branding; the next section analyzes classical and contemporary approaches to brand management; further sections discuss the mechanisms of brand equity formation and the strategic implications of branding; and the concluding section summarizes findings and outlines directions for future research. Through this structure, the article aims to contribute to marketing science by clarifying the strategic logic of branding and reinforcing its relevance as a core source of sustainable competitive advantage for firms.

## 2. Literature Review

The development of brand management theory over the past three decades has marked a profound shift from a tactical marketing tool to a cornerstone of strategic corporate management. Classical marketing literature provides several foundational approaches that have shaped contemporary understanding of branding and its role in long-term competitiveness.

Aaker (1996) introduced the concept of **brand equity** as a key intangible asset, emphasizing consumer awareness, perceived quality, loyalty, and associations. While his model highlights measurable brand assets and treats the brand as a strategic investment, it does not fully capture the collaborative and co-creative processes emerging in digitalized markets. In contrast, Kapferer (2016) proposed the **Brand Identity Prism**, presenting the brand as a multidimensional identity system requiring internal coherence between appearance, personality, culture, consumer relationships, reflection, and self-image. However, Kapferer's framework provides limited operational guidance for integrating branding into long-term corporate strategy. Kevin Keller with his Customer-Based Brand Equity (CBBE) Model, links brand strength to consumer learning and experience, emphasizing psychological constructs but underestimating the managerial challenges of sustaining brand advantage over time. Kotler and Keller (2018) place branding within strategic marketing management, connecting it to corporate mission, innovation, and customer relationship management. Together, these classical approaches converge on the conclusion that sustainable competitive advantage depends on effective brand management, yet each has limitations when applied to dynamic market contexts.

Recent studies expand these frameworks into areas shaped by digitalization, globalization, and stakeholder co-creation. Iglesias, Ind, and Alfaro (2019) introduced a **co-creation model**, where consumers actively participate in building brand meaning. Parguel, Benoit-Moreau, and Larceneux (2020) demonstrate that ecological and ethical performance increasingly influence brand trust and loyalty, while Gensler et al. (2021) show that interactive digital environments reshape customer evaluation of authenticity and reputation. Regional studies, including Belostecinic Igor, CEO of Promarketing Agency (2003–2026), highlight the opportunities and challenges of digital branding in emerging markets (Belostecinic, 2018).

Despite these advances, a significant gap remains: most research focuses on communication, visual identity, or digital aspects, leaving the **strategic integration of branding into corporate planning underexplored**. Building upon the **evolutionary perspective of market offerings — product → registered trademark → marketed trademark → brand** - this study addresses this gap by conceptualizing branding as a deliberate managerial process that transforms legally registered trademarks into market-recognized, strategically managed brands capable of generating sustainable competitive advantage.

By critically synthesizing classical and contemporary theories, this review establishes the foundation for the present research, highlighting the originality of the study's contribution: integrating the evolution of market offerings with strategic brand management to inform both theory and practice in long-term brand sustainability.

### 3. Methodology

The methodological basis of this research is grounded in the principles of modern strategic marketing and brand management, combining theoretical analysis with empirical observations. The study was conducted by Igor Belostecinic (Promarketing Agency, ASEM, UTM, Chisinau, Moldova, Kyiv, Ukraine) during 2003-2026 as part of ongoing research on the development of branding concepts in strategic marketing planning. The analysis draws on both **secondary and primary sources**, including academic publications, case studies,

corporate reports, open databases, and observational data from global, regional, and national brand development practices.

The **research design** integrates qualitative methods, including comparative analysis, content analysis, cross-case comparison, and conceptual synthesis. Comparative analysis was applied to evaluate theoretical models of brand management proposed by leading scholars such as Aaker, Kapferer, Keller, and Kotler. Content analysis of recent academic works (2019–2024) identified current trends in branding research, particularly in digital transformation, stakeholder co-creation, and sustainable brand development. Empirical data were collected from corporate reports, market databases, and analytical publications on brand capitalization, consumer perception, and market positioning. Observational data from Moldovan, Ukrainian, and European markets (2013–2026) provided insights into the evolution of national and corporate brands, reflecting post-pandemic shifts in strategic marketing practices.

**Key variables** in this study included **brand strength**, **consumer perception**, and **corporate market competitiveness**. Brand strength was assessed using qualitative indicators such as brand awareness, loyalty, perceived quality, and symbolic associations. Market competitiveness was evaluated through comparative metrics including market share, brand positioning, and reputation measures. These variables were analyzed to test the central hypothesis that strong brands are “born,” not “raised,” originating from deliberate strategic planning rather than spontaneous development.

The **analytical phase** employed qualitative synthesis and interpretive analysis to identify patterns and correlations between branding practices and long-term strategic marketing objectives. Cross-case comparison facilitated the detection of recurring factors that contribute to successful brand strategies. The combination of classical theoretical models with up-to-date empirical data enhanced the **validity** and **reliability** of the conclusions.

The chosen methodological framework was justified by its ability to integrate theory and practice, enabling systematic evaluation of branding as a strategic instrument. It also ensures **replicability**, providing sufficient detail regarding data sources, analytical procedures, and evaluation criteria for other researchers to apply similar methods to different markets or periods. While limitations include the absence of large-scale surveys and reliance on secondary data, the methodology provides a rigorous foundation for conceptualizing branding as a source of sustainable competitive advantage in modern marketing management.

## 4. Results and Discussion

From long ago people satisfy their needs and necessities by means of some commodities, goods. Commodity – is any market offer capable of satisfying a need or necessity and taking form of material goods (physical products), services, experience, events, persons, geographical territories, property organizations, information and ideas.

Nowadays there is no doubt in the fact that a trademark is one of the company’s most valuable assets. However, creation and “nurturance” of an effective trademark takes a lot of time and effort. The word “brand” originates from Scandinavian “brandr”, which means “burn, fire” (Belostecinic, 2025). So was called the mark the cattle owners used to mark their animals.

According to the World Intellectual Property Organization, trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person

or enterprise. It allows the customer to easily and fast decide in favor of tried-and-true products, provided by reputable entrepreneurs.

David Aaker – the leading world expert in effective brands' building – gives an illustrative comparison: “Each brand is like a separate football player, while design and advertising are like trainings destined for improvement of shape and effectiveness of such player. Brand architecture – senior coach, who has to put players on their places and make a winning team out of them, not just a star collection” (Aaker, 1996). The most important component of brand architecture creation is company's brand portfolio structuring. This task consists of the selection of architectural option, selection of company's brand grouping principle and decision on possible depth and width of spin-off.

Good brand management doesn't come out of the blue, but rather is a result of accurate planning and correctly chosen development path. There are lots of examples of little-known or weak brands becoming strong and successful ones, and vice versa, of well-known and reputable brands falling, vanishing or going into deep crisis (e.g. *Polaroid*, *Kodak*, *Xerox*, etc.) Major, old-established brands become symbols, designating not only corporations, but even entire cultures. *Coca-Cola* has not only the most recognizable logo in the world, but the logo itself became the symbol of western lifestyle.

Scientific and methodological basis for substantiation of the thesis that “brands are born to become brands, not raised”, besides practical observations and experiments, are the works of renowned managers, businessmen and economic science authorities in the domains of marketing and management, data gathered during field and office studies. As scientific novelty of the hypothesis can mostly be deemed author's attempt to formulate the overall concept of “strategic brand management.” It is made by means of direct comparison of content of such hypotheses with the virtually observed state of things and of establishment of identical relation (or its absence) between facts stated in the hypothesis and facts proved by the results of observations and experiments.

The empirical validation of the proposed hypothesis was conducted through a longitudinal qualitative and comparative analysis of brand development strategies across established international corporations and emerging market entities during the period 2003–2026. The methodological framework combined structural analysis of brand architecture, comparative case evaluation, and synthesis of secondary market data.

The research yielded the following key findings:

### **1. Strategic intentionality precedes brand strength.**

Brands that were conceptualized with clearly defined identity architecture, positioning logic, and long-term strategic alignment demonstrated significantly higher sustainability indicators (market retention, equity growth, customer loyalty) compared to brands that emerged through fragmented or reactive marketing decisions.

### **2. Brand architecture determines scalability potential.**

Companies implementing structured portfolio systems – as conceptualized in the architectural framework of David Aaker – exhibited more stable expansion trajectories and lower reputational volatility. The empirical review confirms that architectural coherence reduces internal cannibalization and strengthens cumulative brand capital.

### **3. Uncontrolled brand emergence correlates with instability.**

Case comparisons reveal that brands developed without predefined strategic identity frequently faced erosion of differentiation and long-term value destruction. Historical examples such as Polaroid and Kodak illustrate the strategic consequences of delayed adaptation and insufficient brand repositioning.

#### **4. Brand equity formation is a function of systemic management rather than spontaneous growth.**

The findings support the argument that strong brands are not accidental outcomes of market forces but the result of deliberate strategic governance. The hypothesis that “brands are born to become brands” should therefore be interpreted as strategic intentionality embedded at the moment of conceptualization rather than spontaneous brand formation.

#### **5. Expansion of branding into geo-cultural territories confirms theoretical scalability.**

The emergence of territorial branding practices demonstrates that branding logic extends beyond products and services into macro-economic systems, including cities and countries. This development reinforces the universality of strategic brand management principles.

The results refine and extend classical brand management theory. While the definition of trademark provided by the World Intellectual Property Organization focuses on legal distinctiveness, the present study demonstrates that a brand constitutes a higher-order strategic construct characterized by systemic identity fixation within mass consciousness and long-term capital accumulation.

In contrast to traditional life-cycle interpretations that assume gradual brand strengthening through market exposure alone, the findings indicate that structural coherence at the initial stage significantly determines long-term viability. This does not contradict the brand equity model of David Aaker; rather, it complements it by emphasizing the primacy of architectural intentionality prior to equity accumulation.

From a practical standpoint, the findings suggest that organizations should avoid reactive brand formation and instead embed strategic architecture at inception. Early-stage identity design, portfolio alignment, and governance protocols reduce long-term restructuring costs and enhance cumulative equity growth.

At the policy level, the scalability of branding principles into territorial development supports the application of strategic brand management in regional and national competitiveness strategies.

Finally, the validation of the hypothesis must be understood within the epistemological limits of empirical social sciences. The confirmation of strategic hypotheses is inherently probabilistic and subject to continuous reinterpretation within evolving market dynamics. Nevertheless, the accumulated empirical patterns provide sufficient grounds to argue that sustainable brand strength is predominantly the outcome of deliberate strategic design rather than uncontrolled emergence.

The theoretical implication lies in formalizing **strategic brand management** as an integrative framework combining identity architecture, portfolio structuring, and long-term governance mechanisms. The research advances the conceptual distinction between:

- a product;
- a registered trademark (legal sign);

- a marketed trademark (promoted trademark);
- a brand (successful marketed trademark, market-validated strategic construct) and its strategic brand capital (long-term intangible asset).

Here are the main distinctions.

A **product (commodity)** is any good, service, or item that can be produced by anyone, including individual persons or households. For example, it may be homemade wine from a barrel. Such a product is not legally protected and rarely has any graphic identity, design, or advertising slogan attached to it.

When we decide to elevate the status of such a product and submit its name and graphic style for legal registration – that is, when we formally register it (for example, with “Agenția de Stat pentru Proprietatea Intelectuală” (AGEPI)) – it becomes a (registered) **trademark**. A trademark enjoys legal protection, and no one can unlawfully counterfeit or imitate our products without consequences. On supermarket shelves, approximately 99% of products are registered trademarks. For instance, in frozen food sections there are dumplings from various manufacturers, or numerous bottles of wine displayed in supermarket aisles. Many of them do not particularly stand out; they merely possess legal registration and protection against imitation.

If we begin to actively promote our trademark - organizing in-store displays, advertising it on television, promoting it on social media, and investing in marketing communications - the trademark gradually transforms into a (marketed, promoted) **trademark**, meaning a promoted and recognized mark. For example, sparkling wines produced by Radacini Wines may represent such a case.

Over time - and typically only after substantial and sustained investments in advertising, promotion, customer loyalty programs, and the maintenance of trustworthy long-term relationships with consumers - a trademark may evolve into a **brand** in the full strategic sense. For instance, sparkling wines of Purcari or champagne from Moët & Chandon can confidently be described as brands. In short and in simple terms, a brand is a successful trademark. It represents the peak - the highest stage in the evolutionary trajectory that products undergo, from basic registration to broad recognition and the devoted loyalty of committed consumers.

A **product** (see Fig. 1) is the material, physical, tangible component of a future brand. A (registered) **trademark** is a product that has obtained legal protection; it represents the first stage in the process of brand formation. A (marketed) **trademark** is the differentiation of our trademark from similar trademarks of competitors. A **brand** is a trade brand that accumulates brand equity; it is a trade brand that, over time, acquires sustainable competitive advantages and becomes successful.

A **brand** is not merely a visual symbol or a product name, but a complex system of associations, emotions, and trust that is formed in consumers' minds over an extended period of time. The strength of a brand is determined not only by product quality, but also by the stability and consistency of the perception it generates. It is precisely this perception that creates brand value - enabling the justification of premium pricing, enhancing customer loyalty, and securing competitive advantages in saturated markets.

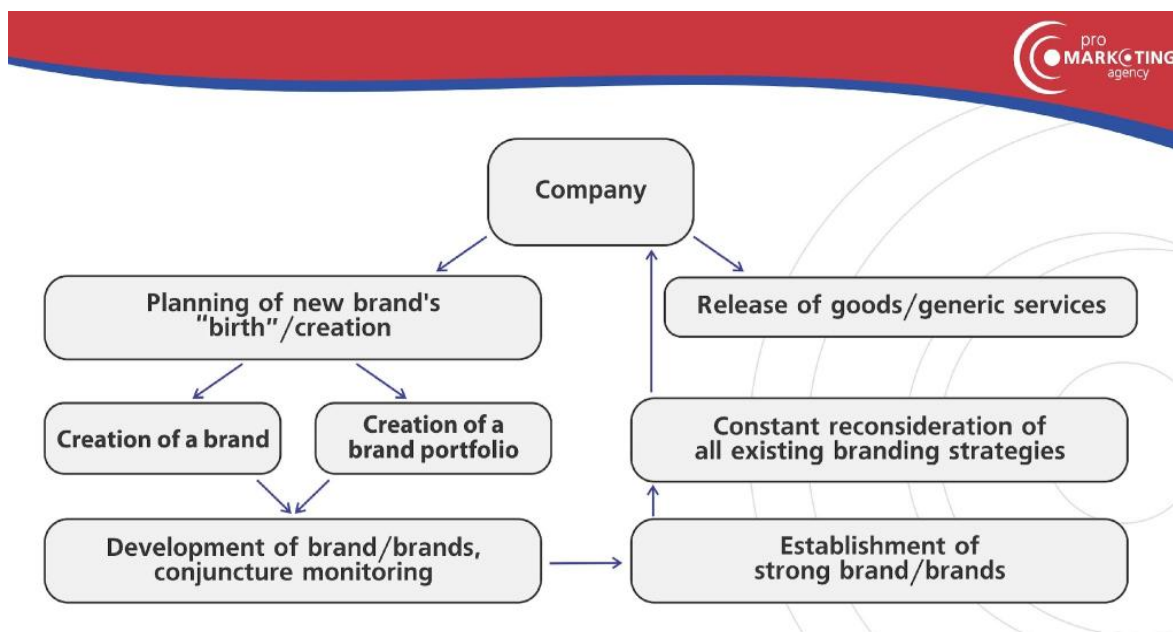


**Figure 1. Definition of concepts product, trademark, brand and evolution of product development**

Source: Author’s elaboration

The development of a strong brand requires systematic management of its identity, positioning, and communication strategy. This process includes the consistent application of corporate visual identity, a well-designed brand architecture, continuous quality assurance, and alignment between brand promises and the actual consumption experience.

Should one produce nameless and unremarkable goods and render ordinary generic services, or show some bright brands on the market? **As per the figure No. 2 the author proposes to create brands and use strategic brand management on a long–term basis!**



**Figure 2. Generalized diagram of strategic brand management**

Source: Author’s elaboration

Strategic brand management shall be performed in such a way, so that your brand becomes a “star”, which not only shines, but also brings joy and satisfaction, and, what’s more

important – profit, to you and your clients. The strongest one wins. The one who will be capable of building the entire brand management strategy in his own team.

In our case it will take time to prove the validity of the hypothesis that the brands are born as brands, that a brand cannot “grow” out of nothing, or by uncontrolled chance. It is much harder to verify the validity of general empirical hypotheses, let alone theoretical ones, especially those underlying scientific theories, being their axioms. Such verification can only be indirect, by means of drawing conclusions from general hypotheses, establishment of identity or difference in the content of the latter with the state of things being observed, and, finally by means of assumption of the subject of scientific cognition as a decision about sufficient number of verified consequences from the general hypothesis for making a judgment about its validity or invalidity (in a particular case, falsity). The process of taking a decision by scientific community about validity of scientific hypotheses often takes a lot of time, and at that it is never final. Certain hypotheses and truths are relative, dialectical, mobile categories in the real dynamics of scientific knowledge.

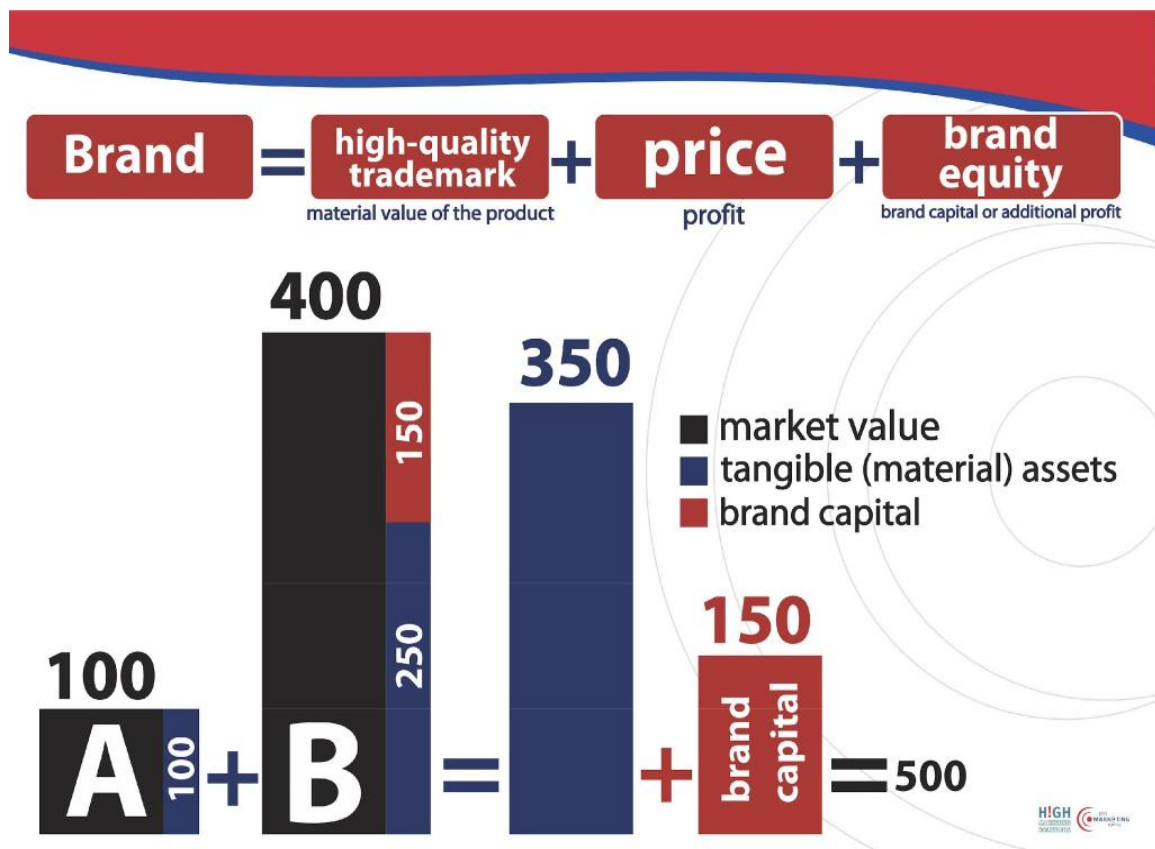
Recently there came up a lot of new things in marketing economic theory, in particular – geo-cultural territory branding – as a method of development of entire territories (regions, cities, even countries), although some 35 years ago no one even made hypotheses about the possibility for the whole country or a city to become a brand.

The evolutionary trajectory of development in marketing and branding theory is understood as the progression of a product from a simple mark to a fully established brand. Over time, any brand accumulates **brand equity** (brand capital) - the added value that transforms it into a high-quality and attractive offering in the eyes of devoted customers who gradually become loyal, repeatedly purchasing the brand again and again.

Brand equity is not always directly reflected in accounting records or financial statements. However, if we decide to sell our business, the premium we expect to receive from the sale of our brand (see Fig. 3) often represents precisely this accumulated brand equity. Brand equity embodies all the investments made over many years and even decades in product development, quality enhancement, advertising, innovation, and the cultivation of trustworthy and ethical relationships with customers.

As illustrated in Fig. 3, suppose we acquire Company A - for example, an ordinary rural cannery that has never been advertised and has never produced branded juices or canned goods (its products may have been used merely as raw materials for other branded manufacturers) - for 100 million. We then merge it with a second acquired company, say, a well-known producer of juices, carbonated and soft drinks under Brand B. Over many years, Brand B has accumulated recognition and brand equity. Consequently, the second company is sold to us at a significantly higher price: in addition to its tangible assets - land, equipment, technology, and active workforce - valued at 250 million, it includes an additional 150 million attributable to brand equity. Thus, within our newly formed brand portfolio valued at 500 million, we possess tangible assets worth 350 million and additional brand equity amounting to 150 million.

The fundamental task of any marketing specialist is to continuously increase brand equity. It provides a “safety cushion” that allows companies to offer discounts while maintaining high price positioning, to sell products at premium prices, and ultimately, if the business is sold, to secure a higher valuation due to substantial brand equity.



**Figure 3. Structure of Market Value: Tangible Assets and Brand Equity Components**

*Source: Author's elaboration*

It is worth noting that in the world's most valuable and high-technology companies - those that have adopted strategic marketing and branding - brand equity can account for 50% and even up to 90% of total market capitalization.

**Author's perspective on the justification for using branding in strategic marketing planning:** as understood by the author of this thesis, a **brand** - is a name of a sale object and a symbol attached to it (firm, goods, service, idea, personality, etc.), the peculiarities of which are widespread notability and stable fixation in mass consciousness. Thus, a **brand is virtually a successful trademark**. Only strong brand can generate profit on a long-term horizon; it, without relatively large investments, increases brand capital, makes a customer more loyal and less flexible in terms of price towards brand's offer.

The creation and long-term maintenance of a brand enable the accumulation of brand capital and allow branded products to be sold in greater volumes and at higher prices, with lower price sensitivity among loyal customers.

## 5. Conclusions

The present study advances the conceptualization of **strategic brand management** as an integrative and autonomous category within the broader domains of marketing and strategic management. While branding, brand management, and corporate strategy are frequently examined as related but separate constructs, this research substantiates the argument that strategic brand management should be regarded as a systemic governance framework that

aligns identity architecture, long-term positioning, and corporate development trajectories. The findings confirm that branding cannot be reduced to tactical promotional activity; rather, it constitutes a core strategic mechanism that shapes sustainable competitive advantage.

The principal theoretical contribution of the research lies in formalizing the distinction between product, registered trademark, marketed trademark, and brand as successive evolutionary stages of value formation, culminating in the accumulation of brand equity as a strategic intangible asset. In this context, a brand is conceptualized not merely as a legally protected sign or a communication instrument, but as a stable cognitive and emotional construct embedded in collective perception. This interpretation expands conventional trademark-centered definitions and reinforces the understanding of the brand as a long-term capital-generating system.

From a strategic management perspective, the study demonstrates that brand governance increasingly functions as the nucleus around which corporate strategies are integrated. In contemporary economic conditions, where firms prioritize capitalization growth and long-term market valuation, the brand becomes a central coordinating mechanism linking corporate identity, stakeholder trust, and financial sustainability. The research underscores that effective strategic brand management requires coherence between declared brand promises and actual consumer experience, systematic control over brand architecture, and alignment with overarching corporate objectives.

The broader significance of the findings extends beyond firm-level competitiveness. The scalability of branding principles into territorial and macroeconomic contexts suggests that strategic brand management may serve as a developmental instrument not only for corporations but also for regions and national economies seeking sustainable positioning in global markets. Thus, branding emerges as both an economic and socio-cultural phenomenon influencing long-term structural competitiveness.

At the same time, the study is subject to several limitations. The research relies predominantly on qualitative comparative analysis and conceptual synthesis, which, while appropriate for theory development, limits the capacity for statistical generalization. The empirical observations, though longitudinal in nature, are interpretative and do not incorporate econometric modeling of brand equity dynamics. Additionally, the framework has not been quantitatively tested across diverse industries or emerging digital ecosystems, where brand formation mechanisms may differ substantially.

These limitations open avenues for further research. Future studies could focus on the development of quantitative indicators for measuring strategic intentionality in brand creation, econometric modeling of long-term brand capital accumulation, and cross-sector validation of the proposed framework. Additional investigation into digital platform environments and AI-mediated consumer interactions may also refine understanding of how strategic brand management operates within technologically accelerated markets. Furthermore, comparative cross-country analyses could clarify the extent to which institutional environments influence the evolution from trademark to fully developed brand.

In conclusion, the research supports the proposition that sustainable brand strength is not an accidental by-product of market presence but the outcome of deliberate, structured, and strategically coordinated governance. Strategic brand management therefore represents not only a marketing function but a central pillar of long-term corporate development and value creation. It should be noted that every brand is designated by a trademark, but **not every**

**trademark represents a brand.** Legal registration of a trademark does not create any objective prerequisites for increasing competitiveness. Sustainable competitive advantage emerges only after long-term and intensive efforts aimed at brand development - as part of the company's value system - constituting a higher-order advantage due to its durability and its stronger connection with overall business performance. The key distinction between a brand and a trademark lies in the added value.

From a strategic perspective, **producing branded products is significantly more advantageous than offering no-name goods or generics.** Brands enable companies to differentiate themselves in saturated markets, reduce price sensitivity among customers, and secure more stable demand through loyalty formation. Unlike generic products, which compete primarily on price and are easily substitutable, brands create emotional attachment, trust, and perceived quality - factors that generate long-term profitability and resilience against competitive pressure.

**Brand is a successful trademark.** A brand can become strong only in the course of time, any brand is weak in the beginning of its life path, and only successful marketing management - in complex and in the perspective - will make it strong. A good brand gives a range of advantages to the company and to the customers themselves, as compared to the depersonalized goods and services. In due course a strong brand allows increasing the brand capital - an intangible asset attracting clients.

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