

Companies must adopt a flexible and adaptable pricing approach that integrates insights from market research, data analysis and consumer feedback. By aligning pricing strategies with broader marketing objectives and global market dynamics, companies can improve competitiveness, drive sustainable growth and create value for consumers and shareholders.

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## **INCLUSIVE SOCIETY AS AN INTEGRAL PART OF WORLD- FAMOUS BRANDS**

In today's world, the business environment is constantly changing, and brands have already abandoned the idea of simple profitability in favour of a deeper and

more meaningful approach to social responsibility. The urgency of the problem is confirmed by the following statistics. More than 1 billion people, approximately 15% of the world's population, live with some form of disability. Between 110 and 190 million adults face severe difficulties in their daily lives. Disability rates are rising due to factors such as an aging population and an increase in chronic diseases. As of January 1, 2021, there were 2.7 million disabled people in Ukraine. Among them, there are 222,300 people with disabilities in the first category, 900,800 people with disabilities in the second category, and 1.4 million people with disabilities in the third category. According to the Office for National Statistics, 163,900 children are disabled [1].

Inclusive social responsibility has become a key element of strategy for many companies, as it not only contributes to a positive reputation, but also increases customer loyalty. It involves encouraging the participation and active involvement of people with disabilities in all areas of business, can therefore take different forms and strategies. Inclusion is in everyone's hands. Well-known brands around the world have a huge impact on society. They have a powerful influence and are able to convincingly communicate the importance of inclusion to their users. Equally important, they have the ability to mobilise their audiences and inspire them to participate in socially responsible initiatives.

In order to assess the contribution of marketing to an inclusive society, we studied world-famous brands and their interaction.

#### 1. Tommy Hilfiger, USA

In 2018, Tommy Hilfiger presented an extraordinary spring/summer collection that was striking in its innovative and customisable details. Not only design and fashion solutions made the collection unique, but also the involvement of famous people with disabilities (Fig. 1).

The advertising campaign for this collection was striking in its diversity and inclusiveness. It featured Paralympic champion Jemery Campbell, celebrity chef

Jemery Joss, popular lifestyle blogger Mama Kax and talented dancer Chelsea Hill.



Fig. 1. Tommy Hilfger launches clothes for people with disabilities [2]

The campaign was notable for its emphasis on diversity and thoughtfulness in every detail, demonstrating that fashion can be accessible and expressive for everyone.

## 2. Vogue, Britain.

"Disability should be personal for all of us. Around 16 million people in the UK have a disability and millions of disabled people, visible or invisible, live alongside us. It is time that we recognised who we are as a society and that fashion builds a better, more accessible and inclusive industry," wrote editor-in-chief Edward Enninful in his column. Examples of magazines with disabled models can be seen in the Fig. 2.



Fig. 2. «British Vogue puts a person with a disability on the cover of the magazine for the first time in its history» [3]

### 3. «Lady Di atelier», Lviv, Ukraine

The main idea behind the brand was to make it socially responsible and help people with disabilities get jobs. Lady Di atelier employs disabled people who have the opportunity to make scarves with their own designs. This has become the brand's main product, which has great personal value. The authors of the designs on the scarves are people with disabilities. They receive 10% of the sales of each scarf with their designs. The main idea of the brand is that everyone has the right to work and the opportunity to earn money.



Fig. 3. Leading artist Andriana Chukhniy with Down syndrome is part of a Ukrainian scarf brand [4]

Lady Di atelier strives to be a barrier-free and socially responsible brand, where product quality is combined with an important social mission. Currently, the brand collaborates with 15 authors and has more than 50 different designs of headscarves. In addition, Lady Di atelier is actively involved in fundraising for various foundations and organisations, as well as organising various charity events and projects aimed at supporting people with disabilities and helping children with visual impairments.

"We are a socially responsible business. We constantly help with fundraisers and organise them ourselves. We are currently raising funds for a room for visually impaired children. This is an acoustic laboratory to help children better navigate

through sounds. There will be sounds of nature and machines. There is nothing like it in Ukraine. This is our own project. The cost of the room is 300 thousand hryvnias. This is the main project that we organised ourselves. We also raised money for Valeria Guzak and Serhiy Prytula's foundation, and organise various collaborations. We want to collaborate with authors from all over the world, we want to involve people with inclusion, we want people to feel needed, so that they can fulfill themselves, and we, in turn, are ready to support talented people",- the team says.

So, in order to overcome the challenges of brand interaction with an inclusive society, it is important to work on developing of inclusive thinking among marketers and the brand management world in general, engage inclusion experts and develop advertising strategies that take into account the needs of different population groups. It is also important to maintain a dialogue with the inclusive community and listen to their voices to ensure effective engagement for all people both in Ukraine and globally. Model for developing marketing strategy for an inclusive society can be represented as follows (Fig. 4).

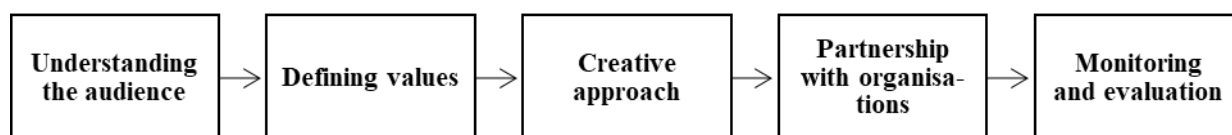


Fig. 4. Model for developing marketing strategy for an inclusive society

In general, the inclusive world of brand management opens up new opportunities for business and society as a whole. It stimulates the expansion of the audience, promotes a positive brand image and contributes to a more inclusive and equal society. Creativity, universal design and careful consideration of the needs of different consumer groups are key factors in of success in inclusive outdoor advertising. May this trend become more and more popular and widespread, contributing to a more inclusive and equitable global community.

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Мистецький бренд - це концепція, що поєднує в собі мистецтво та бізнес. Це визначальний фактор впливу на імідж, який створюється навколо творчої особистості або групи митців, що розкриває їхню унікальність, стиль та цінності. Мистецькі бренди можуть бути пов'язані з різними видами мистецтва, такими як живопис, скульптура, музика, література, мода тощо.