

## DESIGN FUNCTIONS IN MODERN MARKETING

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Information technology has changed the space of the modern world, making it global, interactive and as a result communication has been transformed. Just right now new forms of communication technologies are being created and intensively developed, which are changing the previously formed design models and systems. The designer's work begins with an analysis of the functions of the future design of the object, the goals and objectives of interaction with the consumer.

Traditionally, design is used at the last stage of the marketing strategy of product promotion – at the stage of advertising promotion. The functions of design are traditionally ensure the presentability of the product, the visual embodiment of the strategic objectives set by marketers and thus ensure the sale of this product. But in today's world, society has formed a new trend of using the potential of design as a strategic resource of the company.

The consumer becomes more demanding of the product and not only its quality: the modern consumer affects the added value of the product. Nowadays, during the information boom, the time of frantic speeds companies compete for the attention of the consumer. Attracting attention to your product in a world of surplus products is the goal of global business [1, p. 56].

In the context of these trends, one of the most popular areas of management has been the development of innovative products with revolutionary design. The process of creating new values for products is paramount in companies such as Apple, Philips, Canon, Samsung, BMW, Benetton, Nike and others [2, p. 11] To create innovative products, companies actively use innovative methods in the process of product design, and one of the main roles in this process is played by the designer. Most of large companies, such as Philips, Nokia, bring the heads of design departments to the level of the board of directors.

This situation requires a modern designer to professionally possess the necessary competencies in the field of communications, project activities, marketing and finance.

Initially, the design was associated with expensive cars, machines, tools. Today, design has captured the attention of absolutely everything that is produced by man. The products of the lowest price category are also easy to use, also ergonomic, original and self-sufficient.

In this design democracy, the important role of modern communication is manifested – attention to the consumer and the desire to fully meet his needs. The development of the Oral B Cross Action electric toothbrush cost \$70 million. The manufacturer received 23 patents for this brush, including 6 patents for packaging. The brush has a rotating Power Head with patented Criss Cross bristles for more efficient brushing. The brush design is great [3, p. 94].

Its handle has rubber inserts, which are necessary for comfortable placement in the hand. The handle of the brush is completely sealed, which is important for an electrical appliance that comes into contact with water. The cost of this unique electric toothbrush is \$15. This is another example of attention to design and a product that is unique in its qualities and it is quite democratic in price. In this case, we see design as an integral part of marketing communication.

Marketing is the science of creating and managing goods and services. First, the product is invented and then acquires material forms. A perfect product image is formed, like an Oral B Cross Action electric brush. A product like this haven't existed yet, it was necessary to find a problem situation, an unfilled niche, to come up with the functions of the future thing. This is usually the job of marketing. However, in practice, the designer often comes up with a new product, it expands the functions of things, as well as offers communication moves. Next, the technical task for the design of the object is formed and the thing is designed on the basis of the technical task.

The information image of a thing appears before the design of the object itself. This happens in the case of new product production. Although, this brush performs all the same utilitarian function, but the inherent qualities allow you to do it at a different, higher technical level, to get a better result. This information image reflects to a greater extent the formal characteristics of the future product and communicates only in the production environment.

Thus, in conclusion, new conditions of communication have expanded the range of design activities of the designer, formed the design technology. In developing the design of an object or its advertising image, it is necessary to take into account the leading functions of design in communication – identification and formation of emotional connections with the consumer. The designer needs to understand the communicative function of design in the process of establishing and maintaining contacts between manufacturer and consumer and to correlate design work for these purposes.