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APPLYING CO-BRANDING IN AGRICULTURAL COOPERATION

Described an essence of the co-branding concept. Studied the introduction experience of the different co-branding forms, based on the international practice. Founded the necessity to unite the native manufacturers of agricultural product efforts for development and introduction at cooperative brands market. On the Swedish-Danish milk cooperative «ArlaFoods», native milk cooperative «Молоко-Країна» and service cooperatives «Півдennyй Союз», «АгродвірСервіс», «Абісайл» examples has been investigated different cooperation forms in point of using co-branding technologies, possibility to adapt them to development features and agricultural, service cooperatives functioning.

Keywords: agricultural service cooperatives, co-branding, dual marketing, cross-marketing, coalition loyalty program, vertical and horizontal cooperative branding, co-branding technologies.