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## **Reputation management strategy for brewery companies**

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The company's reputation is formed based on the perception of its actions, values, and communications by stakeholders. In the brewing industry, where competition is high and consumer preferences and opinions are changing rapidly, reputation management becomes critical.

The research aims to explore how strategic communications can minimize risks and strengthen brand credibility, influencing a company's competitiveness, attractiveness to investors, and consumer loyalty. Strategic communications are aimed at creating a stable positive image, contributing to the long-term success of the company.

The analysis of reputation protection methods on the example of a brewery company allows us to identify features of the industry that are poorly studied in the scientific literature. This area faces special challenges related to public health and social responsibility, which should be taken into account when developing strategies to protect the company's reputation.

The scientific problem that the dissertation is aimed at is the lack of a systematic approach to protecting the reputation of brewing companies, which would take into account modern strategic communications, technologies and industry features. The aim of the work is to identify effective methods of reputation protection that can be applied taking into account the peculiarities of the current political situation in Russia and in the international arena.

The concept of reputation is considered from the point of view of various classical authors, representing both a deterministic concept and an approach from communication theories. The paper also presents the views of Russian scientists dealing with issues of reputation management, in t. h. E.V. [U+202F] Kogan [4], L.S. [U+202F] Salnikova [5], K.S. [U+202F] Buksha [2].

Reputation represents the perception and assessment of a company by a particular audience, formed on the basis of experience of interaction with this subject. Reputation consists of several key elements, such as trust, financial stability, reliability, quality of products or services, professionalism, and other components that shape the company's image in the eyes of others [6]. In addition, there are subjective factors that affect the interpretation of reality in the mind of an individual or group, which also need to be taken into account. Unlike alternative concepts, reputation is more rational and is linked to the actual actions of the company [7].

For reputation management, it is necessary to correctly measure the company's current reputation capital, assess possible risks, and develop strategies for further interaction with the audience [1]. In accordance with the reputation management strategy, various methods and technologies are used. Interaction with the media, online PR, and rebranding can help change the public's opinion of the company.

The study examines the following components of reputation: financial, market, corporate, and social [3].

The study was conducted on the example of the Baltika Brewery. The research methods were audit of communications in social networks of the enterprise, content analysis of the media field, methods of strategic planning, such as SWOT analysis and PEST analysis. SWOT

analysis contributed to the formation of an understanding of potential opportunities and threats to the company's reputation based on the state of components and drivers of the company's reputation. The identified opportunities should be used in the formation and implementation of a strategy to protect the reputation of a brewery.

All publications of the company's Vkontakte group for 2024 were analyzed and broken down by the key topics to which they were devoted [8]. The most frequent posts in the group (14.8%) were about various festivals organized by Baltika or with its support. 13.3% of the posts were devoted to various news about the company's agricultural programs: This is the cultivation of barley and hops.

Also, in order to study the company's representation in the media, we analyzed the top 10 most cited Internet resources according to the Medialogy[9]. In the course of the analysis, the tone of each publication in relation to Baltika was determined, as well as the enlarged topic to which the news is devoted was determined.

The analysis showed that the majority of publications in the media about the company were neutral or positive in nature. The most popular topics were news about the status of the company, legal proceedings with Carlsberg and the company's managers, higher beer prices and sanctions against President T.K. [U+202F] Bolloev. Despite the dismissal of charges against managers and Baltika's victory in the legal case against Carlsberg, scandals continue to have a negative impact on the company's reputation, and not all market participants are aware of their results.

Thus, the topics of communication that the company seeks to promote through its own channels and the topics that are of interest to the media and published by them are different. This can lead to a distortion of the public perception of the company and a decrease in consumer confidence.

According to the results of the analysis, conclusions are drawn about the necessary measures for different segments of the audience: for consumers-brand premiumization and image formation of the first Russian beer, for applicants-creating a positive corporate culture of the company and working with reviews about the company on specialized services, for partners-creating and implementing an ESG strategy companies, participation of the company in industry events, for public authorities - support of social initiatives by the company, investment of the company in the development of the state.

### **Источники и литература**

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