

**Milovidova A.**  
**K.P. Pilova, research supervisor**  
**O.D. Shvets, language adviser**  
**National Mining University**

## **POP STARS MARKETING**

Today we observe the tendency that the number of pop singers grows, but not everyone of them is able to gain popularity and to stay popular. Singer's name becomes a brand, which needs promotion on the market, it fights for the recognition of the potential consumers of this musical product. Celebrated for both her outré style and musical prowess, the recording artist known as Lady Gaga is not only one of the world's biggest pop stars, but also one of the most recognized brands. Gaga is a marketing phenomenon. So what are the methods managers and pr-managers use to promote performer's brand and to keep it popular? It can be shown by the example of this successful pop diva.

**Media Branding** is a process of the brand promotion through the media: through the television, the radio, the print media, the Internet. Indeed, Lady Gaga appears on TV screens, sounds on the radio, as well as remains the queen of YouTube, Twitter and the most frequently requested lady on the Google. It is worth mentioning about **branded content** - the advertising technique, the integration of brands and entertainment content, in which the advertising is not obvious, and thus it blurs the traditional boundaries that define such categories as "advertising" and "entertainment". For example, Gaga uses social networks such as Twitter and Facebook to inform her fans about new singles and albums and often reminds about the opportunity to buy new songs on her website or through the iTunes on apple.com.

**Internet marketing** is a component of electronic commerce. It is also called online-marketing. It may include such parts as Internet integration, information management, PR, Customer Service and Sales. E-commerce and Internet marketing have become popular with the expansion of Internet access and are the integral parts of any normal marketing campaign. The segment of Internet marketing and advertising is growing in the consumer sector, it can be evidenced by the growing number of new online stores every day. Gaga is not the exception:

through her online store she sells CDs, official merchandise, accessories, posters and also albums on iTunes, which are downloaded by millions of iTunes-users.

**Properly thought-out PR.** Formation of the singer's image in the audience eyes plays a very important role in the star's brand promoting. And this image can be either good or bad. The aim is to be discussed, that's why some stars rumor about themselves or commit certain actions in order to attract public attention. Lady Gaga appeared in public in the meat dress, doused herself with the blood on the stage and did many other crazy things. Despite this, Gaga promotes herself by showing her good side: she protects the rights of minorities, releases a series of "Pray for Japan" bracelets, which allowed to gather 250000\$ for the tsunami-affected Japan.

**Participating in the promotional campaigns.** In order to remain recognizable and popular, many stars become participants in advertising campaigns, offering to buy clothes, cosmetics, accessories etc. from the billboards and TV screens. Lady Gaga and MAC Cosmetics have launched a new line of cosmetics called "Viva Glam". It has given Gaga a great opportunity to show herself from the good side and that's why to promote herself, because all the proceeds from the sales of Viva Glam lipsticks and lip glosses went to MAC AIDS fund. Moreover, Gaga is a creative director of Polaroid company, she promotes Virgin Mobile and even an online dating site PlentyOfFish.com.

So, despite the fact that Lady Gaga is a person just like any other artist, but even a man becomes a peculiar commodity on the market. That's why we can use the traditional methods of promoting products on the market and standard marketing communication tools (such as pr, development and protection of the image, etc.) to promote a pop star brand, to keep it popular and surely to get maximum profits.