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## **TRICKY MARKETING: HISTORY OF BRILLIANT MARKETING MOVES**

There are a lot of giant corporations in different areas of human activity that have their own way for success and worldwide popularity. The stories of their success are both interesting and have practical meaning in studying marketing.

The aim of the work is to learn the history of companies, which have reached a great success with the help of changing their marketing policy and identify general features in getting success.

The subject of the research is the history of success of the biggest companies on the market worldwide. The object of the research is the marketing policy of the successful companies on the market worldwide.

This issue is topical because in the conditions of modern market economics and high level of competition it is difficult to create really successful business. Our research will help to find general aspects which lead to prosperity.

**Timberland.** In the early 1980s Timberland Company experienced difficult times. It produced high-quality court shoes; the price was lower than the industry-leading companies Topsiders. It would seem a good product and low price should have been working on them, but things went bad. Then, the Timberland took a very simple decision: they raised their prices, so those are much higher than the prices offered by Topsiders. Sales have increased sharply. That confirms the accuracy of statements by David Ogilvy, "The higher the price, the more desirable it becomes better in the eyes of the buyer."

**Dewar's.** In London in the late 19th century brandy, rum and gin were very popular. Therefore, whiskey was not easy to promote. Sly Thomas Dewar, one of the founders of ancestral brand, chose a surprising strategy. He sent fake customers for purpose who visited various pubs, requiring them to pour Dewar's whiskey which, naturally, was not available, and they left pubs. After several visits Dewar himself appeared at the bar and offered to sign a contract on the supply of whiskey.

In 1892, Thomas Dewar went on a trip around the world. During years he visited 26 countries, and the company began working in 1932, the agents have several export Dewar's companies. Commodity turnover for this period increased

in 10 times. Tommy Dewar wrote his famous book "A Walk around the World."

**Alka-Seltzer.** Once in the 1960s in advertising Alka-Seltzer, two pills were used instead of one per one glass of water - drug sales grew exactly twice. Sly advertising stunt invented the agency Tinker & Partners.

There is a similar tale about a genius marketer who first came up in instructions how to use a shampoo that should be applied to hair twice, which led to double sales growth.

**Camel.** One of America's first teaser ads tested Camel cigarette brand in 1913. Experts of a tobacco company for a few days before entering the first installment in the sale of cigarettes made cryptic messages in the newspapers nearly ninety U.S. cities. "Camels" - said the first one. Another message appeared "Camels are Coming ', and then -" Tomorrow there will be more camels in the USA than in Asia and Africa combined!" The next morning, the frightened and intrigued by the Americans finally learned the truth. "Camel cigarettes are already here!" – said the final declaration.

**De Beers.** It is known that the consumer buys is not a commodity, but the solution to their problem. Since the South African diamond company De Beers proposed solution to all the men and their problems with the opposite sex, build on this brilliant campaign insider trading.

Diamonds are necessary that the stone ceased to be trinket for the oligarchs, and became everyday commodity, which ordinary people could not do without. Promotional posters featuring spectacular actresses wearing rings on her fingers and earrings have replaced black and white posters with images of diamonds and the words "It removes the headache from 1888", "Think about it. Divorce is expensive", "No, your wife did not pay for this advertisement (But she told us which newspaper you read) and so on. Since De Beers has proven that you can sell a luxury for women through their men.

### **Conclusion**

There are a lot of different factors which influence costumers' demand; they are fashion, politics, prosperity, climate etc. But some of our examples show that careful study of people's psychology can give us some interesting information about their preferences, thoughts and desires. This knowledge helps to satisfy all human needs.

